

Wragg & Casas creates winning strategies for our corporate and government clients to reach their communications goals.

Our senior staff delivers sophisticated results in strategic counseling, media relations, reputation management, crisis communications, brand visibility, community relations and public affairs.

Hispanic Owned and Operated

Core Competencies

- Strategic planning
- Content creation
- Media relations
- Community relations
- Issue and crisis management
- U.S. Hispanic market
- Creative services & corporate identity
- Social media & digital services
- Media training
- Website design & management

Differentiators

- From two strategically located offices, we serve clients and work with media throughout Florida.
- We excel at communications for corporate and institutional clients and government agencies.
- We have extensive experience in public outreach, environmental matters and regulatory approvals.
- We devise strategies and carry out client communications during litigation.
- Fully bilingual and multicultural in English and Spanish

Codes

NAICS

• Public Relations	541820
• Marketing	541613
• Advertising	541810
• Community Action	813319
• Graphic Design	541430
• Advertising Services	541890
• Marketing Research	541910
• Media Buying Agencies	541830
• Translation Services	541930

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Certifications



**Office Supplier Diversity
State of Florida**

Certified under 287
and 295.187 Florida Statutes

Key Staff



Ray Casas
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Jeanmarie Ferrara
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Gail Rayos
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Client Industries

- Aviation
- Banking & Finance
- Economic Development
- Education
- Energy & Utilities
- Environmental & Land use
- Healthcare
- Legal
- Real Estate & Development
- Transportation

Clients



Contact Us

Miami
1221 Brickell Ave., Suite 730
Miami, FL 33131
305-372-1234

Orlando
941 West Morse Boulevard
Suite 100
Winter Park, FL 32789
407-244-3685

www.wraggcasas.com

Follow Us





Content Development *Create Your Message*

Every audience – every issue – requires a customized blend of intelligently crafted content.

Whether for print and video news releases, whitepapers, websites, blogs, social media posts, business letters, speeches, newsletters or brochures, we will create content that suits your needs.

As a one-stop shop, we will take your content to the next level.



Media Relations *Get the Word Out*

Positive media relations is at the heart of many communications programs. Third-party credibility inherent in news coverage helps build your brand, gains public acceptance and good will, and boosts strategic objectives and sales.

Regular, ongoing publicity refines your brand message and strengthens your positive image.



Branding & Corporate *Get the Look*

A memorable and positive first impression makes you stand out from the crowd.

Our award-winning creative services team develops branding and corporate identity packages, including logos, brochures, websites, advertisements, banners, displays, sales kits and promotional items.



Digital & Social Media *Work the Web*

There's no one-size-fits-all digital and social media strategy, but the goal is the same – Attract. Engage. Convert.

Our social media strategies leverage both paid and earned media to maximize your visibility across all social channels relevant to your brand.



Crisis & Reputation *It's in the Delivery*

A carefully crafted reputation management program builds on your strengths, gets recognition for good deeds and creates a positive image.

We help clients build their reputation and defend them when under attack by negativity.



Community Involvement and Public Affairs *Be Engaged*

We identify goals and create plans for community involvement to maximize the impact of your resources, reach decision makers, and build allies and ambassadors for your company campaigns' and products.

We craft campaigns for charitable giving, corporate sponsorships, and participation in community activities and outreach.



Litigation Communications *Beyond the Courtroom*

In litigation communications the goal is to control the narrative. "No comment" won't get you very far in the court of public opinion.

An experienced communications team that manages the media during high profile litigation helps your legal team stay focused on the trial and preserves your reputation.

"Moss has had the privilege to work with Wragg & Casas for over seven years. Our relationship is built on a solid foundation of mutual respect and trust. Wragg & Casas is always proactive in meeting our business needs, approaching every situation with a positive attitude and pleasant demeanor. We are very pleased with the work we receive from their team and look forward to our continued relationship. Moss highly recommends Wragg & Casas. Their professionalism and quick response time will be an asset to anyone looking for a quality public relations firm."

– Scott Moss, president