

WE ARE STRATEGAR

With over 10 years as a boutique advertising agency connecting brands with communities, we believe in honesty and transparency when promoting our clients' missions, values and areas of interest. Those same characteristics collectively align with our own mission. We deliver strategies that are authentic, designed to drive growth, and make a meaningful difference.

From sustainable food systems and agriculture to education and multicultural marketing, our sweet spot is thinking through your marketing problems and creating solutions to connect with your stakeholders and communities.

MINORITY & WOMEN OWNED.

Our team takes great pride in partnering with clients committed to supporting minority/women/veteran-owned businesses. We are certified by the National Minority Supplier Development Council (NMSDC), Women Owned Small Business (WOSB) Federal Contract program, Women's Business Enterprise National Council (WBENC), and Texas' Historically Underutilized Business (HUB) Program. In 2022, and most recently 2023, the Dallas/Fort Worth MSDC recognized Strategar as a regional supplier of the year.

Our demonstrated operational success, support of minority businesses and active participation within our partner communities illustrate our devotion to our clients and their objectives.



NAICS Codes:
541810, 541430, 541613,
541910, 541830, 512110

NIGP Codes:
915-01, 915-04, 915-10,
915-22, 915-48, 918-07,
918-76, 961-53

WHAT WE DO.



STRATEGY



RESEARCH



BRANDING



MEDIA



CREATIVE



DIGITAL

At Strategar, we are honored to be nominated and win both the 2022 and 2023 Dallas/Fort Worth MSDC Supplier of the Year.

WHO WE SERVE.

We operate within a variety of sectors that represent the common good: agriculture, healthcare, government, nonprofit, education, food and nutrition and diversity, equity and inclusion.

Our integrated campaigns produce impressive results across all platforms.

While client driven, we first and foremost care about our client's goals — as if they were our own. We're looking for long-term partners to join us in growing their mission and building a better world for the communities they serve.



CLIENT KUDOS.



LINDSAY BAERWALD

Director for Marketing & Outreach
Texas Department of Agriculture

“Strategar is one of 5 marketing firms TDA uses on a regular basis to create content promoting several categories, including GO TEXAN, farmers markets, specialty crops, gulf shrimp, Texas wine and the GO TEXAN Pavilion at the State Fair of Texas. It is a pleasure working with the team at Strategar and we plan to continue our working relationship with them in the future.”



DARRELL PRYOR

Executive Director of Creative Services
Dallas Independent School District

“Strategar's work has entailed quick turnarounds, strategic thinking and creating alternative ways to maximize the success of the tasks at hand. Strategar is detail-oriented, organized, and always open to constructive feedback, making our business relationship ideal.”



JULIA NICKEY

Director, Marketing Communications
Penn State Health

“Strategar was able to provide us with a full picture of the community healthcare needs and target characteristics after conducting a demographic analysis, online surveys, interviews and focus groups. I would highly recommend them.”



If you're looking for substance or an outside point of view on how to improve your advertising approach, we would love to chat.



Now Let's Get Connected    
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