

DIGITAL SOCIETY AGENCY

Digital influence, event communications, and cross-cultural public relations across French and Francophone African markets.

UEI E5UYUZ7HY2M5 NCAGE FC781 NAICS 541820 PSC R708 DIGITALSOCIETY.AGENCY

01 COMPANY OVERVIEW

Digital Society Agency (d/b/a DSA Communications) is a Paris-based communications firm specializing in digital influence campaigns, event communications, and public relations across French and Francophone African markets. Operating from an established position in France with working reach into West and Central Africa, the agency delivers native French communications strategy, crisis management, and audience engagement tailored to local linguistic, cultural, and regulatory contexts.

02 CORE COMPETENCIES

- Digital Influence Campaigns:** End-to-end design, strategy, and execution of online reputation and digital engagement initiatives.
- Public Relations & Media Placement:** Reputation management, public diplomacy support, and direct media placement in Francophone territories.
- Audience Research & Data Analysis:** Market research, demographic insight, and audience segmentation to optimize message delivery.
- Event Communications:** Strategic communications, audience engagement, and media management for live, virtual, and trade show events.
- Cross-Cultural Messaging:** Strategy and creative campaign assets developed natively in French rather than translated.
- Market Entry Communications:** Advisory services for international organizations navigating French and African communications environments.

03 DIFFERENTIATORS

- Francophone African Market Depth:** Established local footprint in Paris with rare operational reach across Francophone West and Central Africa, filling a critical vendor gap for overseas missions.
- Overseas Execution Advantages:** Services performed outside the U.S. are exempt from the Buy American statute (FAR 25.001) and Service Contract Labor Standards (FAR 22.1003-2), simplifying award administration.
- Trade Agreements Act (TAA) Protection:** Established in France (a WTO GPA Designated Country under FAR 25.003), ensuring non-discriminatory evaluation for Full & Open Competition above trade thresholds.
- Native Delivery:** Campaign messaging constructed natively within local cultural contexts to ensure maximum audience trust and engagement.

04 TARGET CONTRACTING PATHWAYS & PAST PERFORMANCE

- Target Pathways:** Teaming/Subcontracting with U.S. Primes (Public Diplomacy & Media vehicles), Direct U.S. Embassy/Mission Post Awards in Francophone Africa, and Full & Open Competition.
- Performance History:** Active SAM.gov entity; detailed commercial project scopes, client references, and performance metrics available upon request.

05 CORPORATE DATA

UEI	E5UYUZ7HY2M5
NCAGE CODE	FC781 (NATO Commercial Entity)
SAM.GOV STATUS	Active
ENTITY STRUCTURE	Corporate Entity
COUNTRY OF DOMICILE	France
SOCIO-ECONOMIC STATUS	Self-Represented Woman-Owned Business Minority-Owned Business

06 NAICS CODES

541820	Public Relations Agencies (Primary)
541810	Advertising Agencies
561920	Convention and Trade Show Organizers
541613	Marketing Consulting Services
541430	Graphic Design Services
541890	Other Services Related to Advertising
541990	All Other Professional, Scientific & Technical Services

07 PSC CODES

R708	Support – Management: Public Relations (Primary)
R701	Support – Management: Advertising
R702	Support – Management: Data Collection
R408	Support – Professional: Program Management/ Support
R499	Support – Professional: Other



08 POINT OF CONTACT

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