



PROVIDING GOVERNMENT MODERN APPROACHES TO REALIZE YOUR MARKETING AND OUTREACH OBJECTIVES

SERVICES



MARKETING & OUTREACH: In a time when Americans are being bombarded by thousands of marketing messages each day, messaging counts more than ever. We develop marketing and outreach campaigns that break through the clutter and not only get people to pay attention, but can change perceptions and motivate action.



RECRUITMENT: From military to law enforcement, we develop engaging recruitment programs to attract audiences for specialized public sector roles. Our solutions range from highly focused digital marketing campaigns to immersive experiential programs that not only identify and reach high propensity prospects, but do so in an efficient manner.

Our recruitment campaigns have been the recipients of three North American Effie awards for effectiveness.



PUBLIC AWARENESS INITIATIVES: The programs that government provides improves the lives of individuals and communities they serve. By developing strategic insights, compelling creative and multi-channel media campaigns, we reach the right audiences at the right time – ultimately increasing awareness of these programs and driving behavior change.



BRANDING: Maintaining relevance to constituents is key for government agencies. We support government in ensuring it stays relevant through tactics including organizational and brand positioning, logo design, tagline development and strategic frameworks.

CLIENT EXPERIENCE



GOVERNMENT SERVICES

Ignited’s ability to take best practices and game changing tactics from the commercial sector and apply them to build new, innovative solutions for government agencies is one of our core strengths. We have deep experience in creating comprehensive programs for the government that have not just exceeded their goals, but have received international recognition for their results.



GSA PROFESSIONAL SERVICES SCHEDULE:

Advertising & Integrated Marketing Solutions

- Contract: GS-07F-0030Y
- Contract Period: October 1, 2011–September 30, 2026
- Business Size: Small
- NAICS: 512110, 541430, 541511, 541613, 541810, 541830, 541850, 541890, 541910, 561920

DOWNLOAD IGNITED’S GSA PRICE LIST:
gov.ignitedusa.com/contract-vehicles/

TRANSPORTATION SECURITY ADMINISTRATION INTEGRATED MARKETING SERVICES BPA:

- BPA: 70T05018A3NOIA314

CONSUMER FINANCIAL PROTECTION BUREAU INTEGRATED MARKETING SERVICES BPA:

- BPA: 9531CB21A0002

CALIFORNIA MULTIPLE AWARD SCHEDULE:

- Contract: 4-14-03-0566A
- Contract Period: March 9, 2014–December 31, 2021



KEY CONTACT

DAVID LOCK

President,
Ignited Government

T 202.919.5332
310.773.3196

dlock@ignitedusa.com

2150 Park Place, Suite 100
El Segundo, CA 90245



CASE STUDY: ENTERPRISE ARMY BRAND



In 2013, the U.S. Army tasked Ignited with developing an enterprise brand that encompasses the three separate sub-brands that comprise the Army (U.S. Army Active, U.S. Army Reserve, U.S. Army Civilian Service) with the goal of creating a communications platform that is relevant, own-able and motivating to both internal and external audiences.

Ignited developed strategic directions for the communication platform, and corresponding creative to test among the public and internal stakeholders. Based on the research, we delivered a comprehensive creative brief with message, media, and channel insights to inform the messaging and creative direction of the U.S. Army advertising campaign.

CASE STUDY: U.S. SECURITIES AND EXCHANGE COMMISSION PUBLIC SERVICE CAMPAIGN

The SEC's Office of Investor Education & Advocacy selected Ignited to develop an integrated public service campaign aimed at educating audiences to avoid investment fraud, make more informed investment decisions, and encourage investors to use the free resources at Investor.gov.



The SEC seeks to prevent investors from becoming a victim of fraud, and is launching this campaign to help educate the public to take the first step and check to see if their investment professional is actually a licensed investment professional. The campaign

elicits an emotional reaction by underscoring how easy it can be for investors to trust individuals pretending to look out for their financial interests, however really only looking out for theirs.

View the :30 TV spot and additional campaign creative at:
https://gov.ignitedusa.com/case_item/investor-gov-public-service-campaign/

CASE STUDY: VIRTUAL ARMY EXPERIENCE

19,500^{SQ} FT
TRAVELING
RECRUITING EXHIBIT



227,000+ MORE THAN
UNIQUE **50**
VISTORS IN **CITIES**



2 **EFFIE**
AWARDS

CASE STUDY: ARMY EXPERIENCE CENTER

When the U.S. Army needed an innovative way to communicate its values and career opportunities to a new generation of Americans, it contracted Ignited to design and operate an interactive, technologically advanced Army Experience Center (AEC). The pilot program was a way to modernize recruiting and serve as a laboratory for testing new recruiting technologies, marketing tactics and organizing principles.

Ignited completely re-imagined the recruiting environment, creating a modern and welcoming recruiting space and utilizing interactive technology to engage with the public. Ignited's support for the AEC included developing marketing collateral, a media campaign, staff training and management, and the organization of hundreds of onsite and offsite events. In addition, our PR garnered the AEC an overwhelming amount of unpaid media exposure with a total AVE (Ad Value Equivalency) of over \$44 million. The education and outreach programs and technologies were so successful that many have been duplicated and disseminated nationwide by the larger Army recruiting enterprise.

Learn more at:
https://gov.ignitedusa.com/case_item/army-experience-center/

14,500 SQ FT
FULLY IMMERSIVE
RECRUITMENT CENTER
IN PHILADELPHIA, PA

CONCEPTED,
DESIGNED
AND BUILT
IN A RECORD **6** **MONTHS**

EFFIE AWARD
FOR BRAND EXPERIENCE



CASE STUDY: USOC/VA U.S. PARALYMPICS MILITARY ADAPTIVE SPORTS

With a solid decade of military experience to our name, Ignited was the perfect partner to help U.S. Paralympics and the Department of Veterans Affairs promote the importance of physical activity in the recovery of veterans with disabilities.

We were tasked with encouraging participation at affiliated local sports clubs through a traditional PSA advertising campaign. In a space full of emotionally charged PSA marketing, to break through the clutter we used a series of visually powerful metaphors to engage our audience in an impactful and empowering way.

Learn more at:
https://gov.ignitedusa.com/case_item/va-military-adaptive-sports-psa/



3.2 MIL VETERANS
WERE INJURED DURING MILITARY SERVICE

1 TV SPOT & 3 PRINT ADS
FOR A BUDGET OF \$100,000

3 **WORLD-CLASS PARALYMPIC**
ATHLETES WHO INSPIRED US ALL

