



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



Homeland  
Security



## 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/](http://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–September 30, 2026



## KEY CONTACT

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## 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.

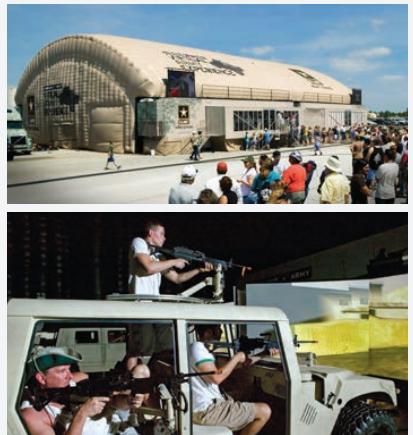
View the :30 TV spot and additional campaign creative at:  
[https://gov.ignitedusa.com/case\\_item/investor-gov-public-service-campaign/](https://gov.ignitedusa.com/case_item/investor-gov-public-service-campaign/)

## CASE STUDY: VIRTUAL ARMY EXPERIENCE

**19,500<sup>SO</sup><sub>FT</sub>**  
**TRAVELING**  
RECRUITING EXHIBIT

**227,000+<sup>MORE THAN</sup>**  
**UNIQUE 50**  
VISTORS IN CITIES

**2 EFFIE AWARDS**



## CASE STUDY: REAL ID PUBLIC AWARENESS CAMPAIGN

The REAL ID Act passed by Congress following a 9/11 Commission recommendation requires individuals traveling by air and visitors to certain federal and military facilities to have a REAL ID-compliant form of ID by May 3, 2023.

As of January 2021, only 40% of the nation's population had obtained a REAL ID. DHS charged Ignited with developing a multi-channel advertising campaign to increase awareness and drive adoption of REAL ID. Ignited in turn created the omnichannel "Be Your REAL ID Self" campaign highlighting that there is travel and adventure ahead for Americans who are REAL ID ready.

Learn more at:

<https://www.dhs.gov/real-id/>

## 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:

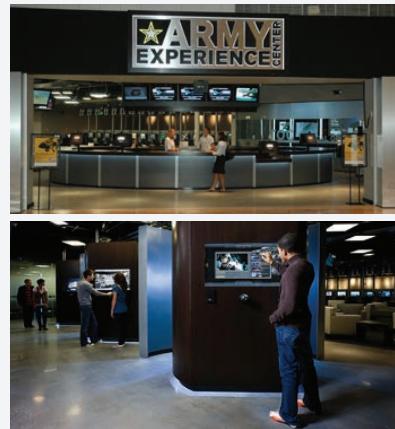
[https://gov.ignitedusa.com/case\\_item/army-experience-center/](https://gov.ignitedusa.com/case_item/army-experience-center/)

**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**



Asked by the Army to create a new event marketing property to assist with its outreach and recruitment efforts, Ignited conceptualized, designed, produced and operated the Virtual Army Experience (VAE)—an enterprise of mobile event properties that immersed participants in a hands-on, action-packed, information-rich test drive of the U.S. Army. The VAE traveled to national and regional events, providing recruiters with timely and actionable market intelligence while taking pre-prospects, prospects and Centers of Influences on exciting simulated missions that employed teamwork, rules of engagement, leadership and high-tech equipment.

The VAE enterprise is still seen today as one of the most effective and cost-efficient outreach and marketing programs by senior Army leadership, and it's easy to see why:

- Leads were delivered at 23% of the cost of an average Army lead.
- The lead-to-contract rate was 9 times the average Army event lead.
- The VAE produced high-priority prospects that enlist at 24 times the rate of other Army event leads.

Learn more at:

[https://gov.ignitedusa.com/case\\_item/virtual-army-experience/](https://gov.ignitedusa.com/case_item/virtual-army-experience/)

