



Insight. Wisdom. Results.

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Sage/JDG Communications Capabilities for Government

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GS-23F-0334K (Small-business set-aside)
GS23F-0335K (Full-service Integrated Marketing)

www.jdgcommunications.com

www.aboutsage.com

www.aboutsage.com

About Sage Communications, LLC

JDG Communications is the government marketing division of Sage Communications, LLC. Sage/JDG Communications is a full-service public relations, marketing, social media, advertising, and design agency. We create fully integrated strategic marketing communications programs for government, nonprofit, and corporate organizations to inform, create awareness, and generate response. As the agency of record for GSA, we understand how to support the mission of government organizations. For GSA we created the national advertising campaign for FAS that positioned the GSA as “The Everything Source.” We also responded quickly to the administration’s ARRA stimulus program with an advertising and mobile media campaign; we created the campaign to launch the National Do Not Call Registry in only 11 weeks for the FTC; and we currently are supporting the Center for Medicare Services with public relations and creative communications related to healthcare quality.

Comprising inspired communications experts with “big agency” backgrounds, the Sage team delivers big ideas without the need for big budgets. We ensure that our clients’ marketing dollars work harder than ever before.

We stretch our creative imaginations through the Sage approach and proven methodology to find the most intelligent and influential ways to meet your mission objectives with awareness and outreach initiatives that generate results. We develop and communicate the right messages—ones that resonate with your audiences. And we do this by working as an extension of your in-house team, making sure that all facets of your advertising, branding, marketing, and public relations programs work with synergy to reach your audiences across multiple touch-points.

Proven Track Record—Better Results

Sage Communications is an experienced partner that develops integrated brand communication programs that are aligned with your vision, culture, and objectives. With our many years of experience and our in-depth expertise in G2C and G2G communications, we have the wisdom and insight to take you in the right direction, delivering the right message to the right audience at the right time and within your budget. Once engaged, we start by facilitating a discussion that reveals your organization’s fundamental needs and your communication objectives.

We meet our clients’ expectation every day—developing communication strategies, preparing creative advertising campaigns with comprehensive media space buys, and public relations support, from spokesperson training and news release writing to pitching, press kit development, and media events. The Sage approach produces results that can be measured within the context of your mission objectives and outreach goals.

The Sage Approach: A Methodology with Meaning

The communications professionals at Sage rely on a proven methodology that has become central to our clients' success—and ours:

- Identify core agency objectives and issues
- Analyze existing/new research and market data
- Assess situation and market landscape
- Leverage our experience
- Identify and prioritize target audience
- Develop segmented messaging
- Define strategy
- Set campaign objectives
- Allocate tactics
- Implement tactical plan
- Measure incremental progress
- Measure post-campaign progress
- Identify evolutionary marketing objectives and ongoing plans

Sage Communications: A Distinctively Different Agency

The difference is clear: Sage professionals take the time to really understand your critical issues, and we are experts in our field. This combination ensures the highest probability of campaign success. We focus on your organization's needs first and foremost. Keys to the Sage approach:

- Listen carefully
- Ask intelligent questions
- Demonstrate our expertise and ingenuity
- Prove our business value immediately
- Convey our passion for what we do
- Deliver an honest assessment of your market strengths and weaknesses, and explain how we can further your goals and objectives together
- Provide creative solutions

The Value of Working with Sage

The value of working with Sage Communications can be summarized in four easy principles:

- We know how to speak to critical issues.
It's easy to slip into jargon when discussing complex issues, but Sage understands how important it is to communicate clearly and concisely. Our team members can quickly hone in on important priorities and details.
- We get it because we've done it hundreds of times before.
Sage team members have extensive experience in helping government agencies execute highly successful, measurable awareness programs. Outreach communications serve as the catalyst to reach target audiences on critical issues. We deliver big picture strategy and comprehensive, multi-faceted campaigns, as well as simple ad hoc projects, leveraging our expertise for clients every day.
- We focus on your program objectives. We align a customized communication strategy with your overall objectives, so no time or money is wasted on outreach that doesn't support the goals of each initiative. And, because we have our finger on the pulse of current events, we can supply you with honest, effective feedback on where your organization fits into the big picture and where your best opportunities may lie. This day-to-day outside perspective has proven vital to our clients' success.
- We have strong relationships with key media and influencers.
From key reporters and analysts, to executive speaking coordinators, we have established trusted relationships and friendships within government and industry and can cast a wide net to achieve results. We know how to shape your story, spotlight your issues, and pitch them as credible and newsworthy.

A Full Range of Integrated Communications Services

Marketing Consulting

- Strategic Planning & Development
- Market Research & Analysis
- Message Development
- Corporate Identity & Brand Creation
- Brand Management

Public Relations

- Strategic Planning
- Message Development
- Media Relations
- Analyst Programs
- Trade Show & Event Support
- Awards Program
- Speakers Bureau
- Executive Coaching

Marketing & Sales Communications

- Print, Broadcast, & Online Advertising
- Media Research, Planning, & Placement
- Media Optimization
- Direct Response Programs
- Persuasive Writing & Editing
- Creative Graphic Design
- Marketing Collateral
- Sales Tools
- Packaging

Interactive

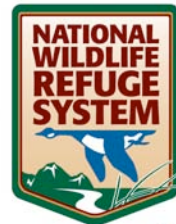
- Interactive Strategies & Solutions
- Online Marketing Programs
- Web & User Interface Design
- Database Design & Development
- Online Sponsorship Programs
- Online Personalization Programs
- Online Social Networking
- Search Engine Optimization
- Web 2.0 Technologies

Event Planning & Marketing

- Audience Identification
- Event Branding & Management
- Event Promotion
- Exhibitor & Attendee Marketing
- Logistics & Registration
- Exhibit Booth Design
- Program Development
- Customer Engagement

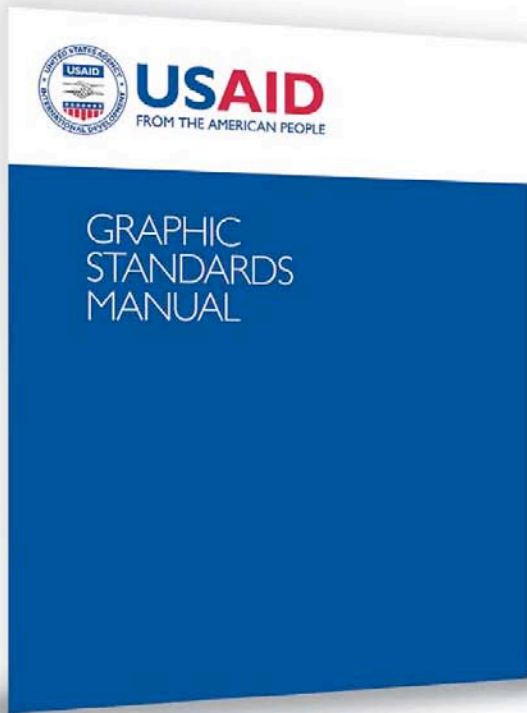
Branding

Sage Communications has proven expertise in creating some of the most successful advertising, branding, and marketing campaigns for government agencies, including the Federal Trade Commission, U.S. Agency for International Development, Department of the Interior National Wildlife Refuge System, and the National Oceanic and Atmospheric Administration.



Improving Efficiency and Technological
Innovations from a Global Perspective

Branding U.S. Agency for International Development



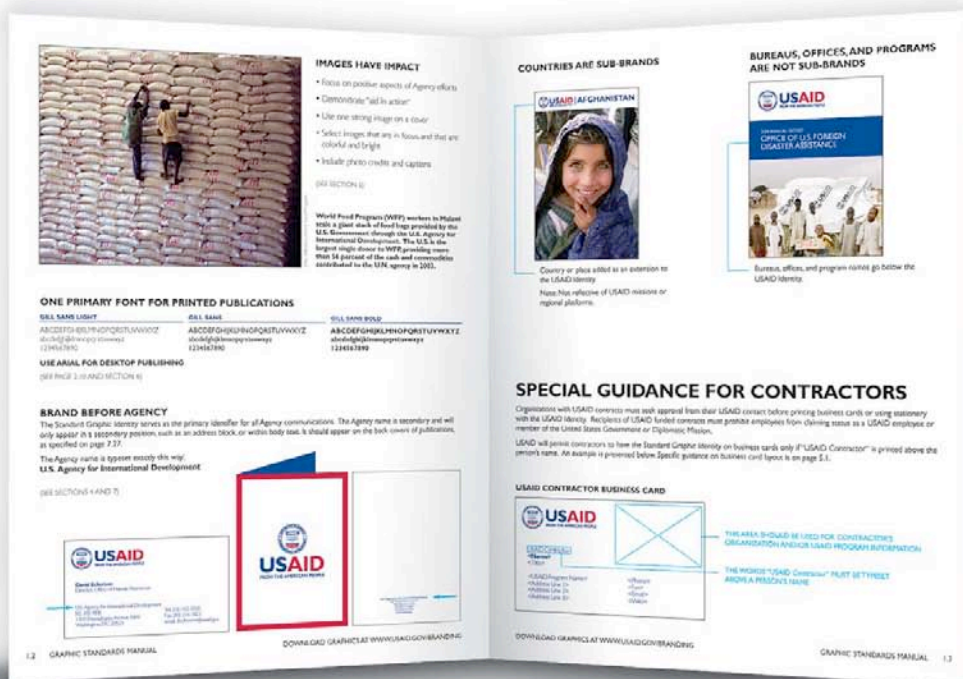
INTRODUCING GRAPHIC STANDARDS

USAID employs thousands of people around the world, and those thousands are supported by tens of thousands of contractors. USAID has a presence in more than 80 countries and it communicates with the governments, businesses and citizens of those countries on a daily basis in a wide variety of ways.

Prior to JDG's development of a detailed and thorough USAID Graphic Standards Manual there was no consistent way for employees or contractors to communicate with the public or each other.

JDG considered and created standards for nearly every aspect of communication. JDG developed basic standards such as color and typography, guidance for photography, and rules for brand and co-brand usage, as well as graphic standards for stationery items, correspondence, brochures and reports, exhibits, vehicles, on-air graphics, event branding and uniforms.

JDG also worked with USAID to create an online branding resource center where users can download thousands of useful files, including country-specific logos and pre-formatted templates for typical documents.



BRANDING RELIEF AND ASSISTANCE

Humanitarian and relief aid is one of the most visible forms of communication. The examples shown on this page communicate a clear and consistent message to aid recipients and the world.



FTC National Do Not Call Registry Awareness Campaign

Challenge:

Congress charged the Federal Trade Commission (FTC) to build and launch a *National Do Not Call Registry* to reduce the number of telemarketing calls Americans receive at home and on their personal cell phones. The FTC chairman wanted to create a national awareness campaign within 12 weeks from contractor kick-off meeting that would reach all U.S. adults who received unwanted telemarketing phone calls.



Business Objectives: The intent of the campaign, which was to be strictly informational, was to inform target audiences when the new consumer service would be available and to set realistic expectations for what the Registry would and would not accomplish.

Creative Strategy and Innovation: The government is not known for launching new program initiatives using the best marketing and communications practices. This campaign “brought a little Madison Avenue to Pennsylvania Avenue” to reach a mass audience in America at minimal cost. The concept of an integrated communications campaign is not new. However, the strategy of leveraging the B-roll footage with the same images from the print PSAs is what allowed us to get maximum exposure over a short period with no paid media budget. Because the B-roll footage was broadcast quality and included diverse people and a variety of scenarios, news directors had footage they could use at the launch of the campaign and for follow-up stories.

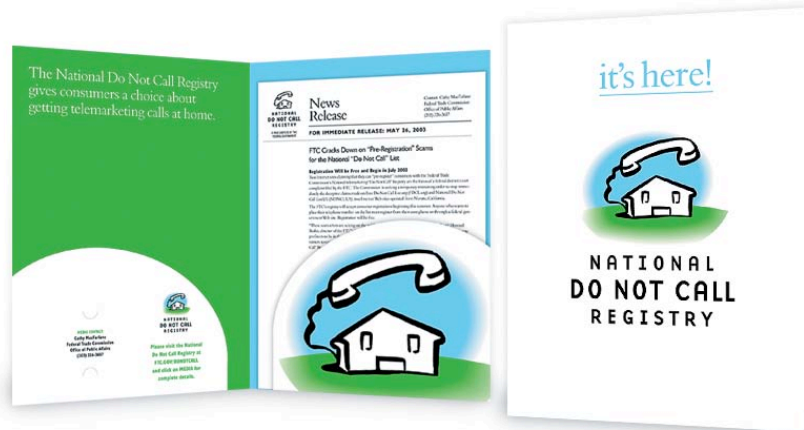
The combined strength of these integrated creative tactics helped to achieve national reach without the cost of paid media placement. This fact saved the taxpayers a great deal of money while making them aware of a program they embraced enthusiastically.

Results: The results demonstrate that the campaign was extremely successful in meeting all of its stated objectives. It was *the most successful consumer awareness campaign ever launched by the U.S. government.*

- According to a Harris Poll, there is a 91% awareness of the Registry among American adults.
- Nearly 60 million phone numbers were entered in the Registry within six months of the launch campaign.

- More than 75% of all phone numbers were registered online at the FTC Registry website, resulting in a significant administrative cost savings.
- The Registry’s online resource was the most searched website on the Internet within 24 hours of the campaign launch!

A media kit was created to establish the identity of the Registry and to provide reporters and journalists with useful information.



Sage/JDG established a consistent brand online. At the same time, we created a website that was easy to use, contained a rich variety of information and resources (including a Media Center with all the various logos and print, radio, and online PSAs that JDG created), and, of course, very prominent links to the Registry itself.

Sage/JDG also created and placed website ads to encourage the public to learn more and to register online. No-charge placement was achieved on most major ISPs and search engines.

Department of Veterans Affairs, VBA Post-9/11 GI Bill Benefits Awareness

Situation: To ensure timely payment of Post 9/11 Veterans Assistance Act of 2008 benefits, the Veterans Benefit Administration wanted to do a spring semester advertising campaign that communicated the shared responsibilities and steps needed to successfully apply for benefits. During the fall semester, some veterans did not receive what they perceived to be timely payments, and, as a result, the Veterans Benefit Administration received some negative press. Much of this was because the veterans did not complete the appropriate steps, especially the requirement that their school's Certifying Official needed to submit proof of enrollment to the VA.

Objectives: (1) To increase awareness and understanding of, and compliance with, the process of applying for Post 9/11 Veterans Assistance Act of 2008 education benefits so veterans receive the benefits they have earned through their military service. (2) To quickly (due to the fast-approaching start of spring semester) design and deploy a cost-effective advertising campaign that targeted veterans at the campuses at which the greatest numbers were enrolled.

Our Process: Given the tight timeline, Sage/JDG assigned a Tiger Team to the project that consisted of an account director/project manager as the primary point of contact, a media director, art director, designers, and writers. We began with a kick-off meeting in the client's offices to review the vision and objectives for, and challenges of, the campaign. The deliverables produced as a result of this session were a creative brief and a project timeline and action calendar that captured each deliverable, complete with specific milestones and due dates.

Within three days of the kick-off meeting, Sage/JDG was back at the client's offices to present the first round of creative comps. With only minor edits, the print and online ads were approved. We then moved to developing scripts and identifying music and voice talent for the radio spots. With the client's approval, we recorded the spots.

Aware of the deadline, Sage/JDG had actually invested in performing some of the research into media properties prior to the contract award, so our media planning team was able to present a first draft of the media plan for client review within one week of the kick-off meeting.

Within just two weeks of contract award, we started an integrated campaign that included print media (college newspapers), college campus poster, online advertising (search and display), digital PSAs to relevant blogs and websites, paid radio spots in targeted national markets, and PSA radio spots blanketing the country. Once the plan was approved, the media team negotiated for the best rates and value-added services on behalf of the Veterans Benefits Administration.

The online buy included search marketing on Google (Google AdWords) and Yahoo! We also purchased display ads on social networking

YOU SERVED **GET BENEFITS**

3 STEPS TO YOUR POST-9/11 GI BILL BENEFITS

The Post-9/11 GI Bill provides vets great education benefits, but **YOU** must take action to ensure the assistance you deserve is paid in a timely fashion. Follow these steps to simplify the process and help VA expedite your benefit payments.

Text "GIBILL" to 99702 or visit www.gibill.va.gov for more information. Some restrictions and rules apply.

STEP 1 Review your benefit options online at www.gibill.va.gov.

STEP 2 Submit your application VA Form 22-1990 or 22-1990E.

STEP 3 Check with your School Certifying Official (SCO) to confirm that your VA enrollment certification has been sent to the VA. This triggers your payment.

Department of Veterans Affairs

websites such as Facebook and MySpace. We worked with Burst Media, an online ad network, to deliver display ads to college students on various websites, including those for gaming, blogs, and shopping.

In addition, given the target audience demographics, Sage/JDG recommended including text messaging as a response mechanism and inserted this in all of the advertising. By texting GI Bill to the appropriate number, veterans were able to receive information about their benefits on their mobile phones.



Results: The “You Served. Get Benefits.” message was successfully delivered across multiple platforms, ensuring that the target audience of veterans, educators, and administrators was touched several times through both paid and unpaid media. Using the PSA campaign allowed Sage/JDG to extend campaign dollars and the reach of the message.

The radio and digital PSA campaigns far surpassed expectations, airing over 20,000 times on more than 100 stations and appearing on more than 1,800 websites. The campaign even made its way to Twitter, appearing in at least eight different networks. Together, these efforts delivered \$1.2 million worth of added-value media impressions. Throughout the online campaign, Sage/JDG monitored performance and continually optimized our campaigns. As a result, within the first few weeks, our online search campaign was averaging a remarkable 5% click-thru rate. By the end of the online campaign, each of the websites over-delivered on the impressions purchased by an average of 10 percent.

Donna Shalala, president of the University of Miami, took note of “You Served. Get Benefits.” campaign theme in her guest blog posting on Voices.WashingtonPost.com, where she explained the educational benefits offered by the Post-9/11 GI Bill.

The Department of Veterans Affairs featured the campaign in the May/June issue of the VA’s employee magazine, *Vanguard*. In the article, Keith Wilson, director of education services says, “This comprehensive, nationwide advertising campaign helped us reach those student veterans, service members and educational administrators who need help understanding the GI Bill and their role in the benefits process.”

Nathan Naylor, deputy assistant secretary for public affairs, Office of Public and Intergovernmental Affairs, U.S. Department of Veterans Affairs said: “We were really under pressure to make sure that veterans knew exactly what they needed to do to take advantage of their Post 9/11 Veterans Assistance Act of 2008 education benefits. Sage/JDG understood our mission and rose to the challenge by getting our message out to the right target audience quickly and professionally.”

Branding and Marketing a New Government Organization

Background: The U.S. General Services Administration (GSA) provides mission support to government agencies by delivering nearly \$66 billion of products, services, and property needed to meet national priorities. Congress merged two GSA customer-facing services, the Federal Technology Service (FTS) and the Federal Supply Service (FSS), resulting in the formation of the Federal Acquisition Service (FAS). This new GSA organization redirected its focus toward enhancing customer service and simplifying its offerings.

In the past, GSA promoted its offerings through complicated contract terms, including GWACs, IDIQs, BPAs, and Schedules, which resulted in confusion and a very fractured brand. As GSA moved to transform and modernize its business and reestablish its position as the leading provider of acquisition services, the organization was looking to refine its messages and strengthen its brand image in the market.

Sage/JDG's Solution: GSA's FAS turned to Sage/JDG Communications for help. After listening to both GSA employees and their customers, Sage/JDG recommended that GSA adopt an integrated brand communications strategy that emphasized a customer-centric approach. The goal was to increase market awareness of GSA's product and service offerings while accentuating the agency's renewed focus on customer service.

The primary objective was to shift the FAS market strategy from promoting "contracts" to a "solutions-based" approach, leading to the development of the "One Country. One Mission. One Source." slogan and the "At Your Service" marketing icon.



Sage/JDG applied its Integrated Brand Communications (IBC) model to develop advertising initiatives and marketing materials in support of the new GSA/FAS brand position. The approach included a range of tactics that connected with the customer at every level of the buying process—awareness, consideration, preference, and sale. These efforts included targeted print, online, and radio advertising; e-mail campaigns; signage; and posters. In addition, a comprehensive Customer Assistance Guide to procurement was created as well as a suite of

brochures presenting GSA/FAS's simplified solution set of "customer-centric" offerings: Products, Services, Travel, Transportation, Technology, and Motor Vehicle Management.

Results: Instead of hard-to-understand contracts, GSA customers are now presented with clear solutions to their needs. The series of print ads and web banners Sage/JDG created ran in a variety of government trade publications, securing nearly 9.7 million impressions between print and interactive media. The online banner ads received approximately 4,000 click-thrus in just the first two months of the campaign. The guide to procurement and brochures featuring FAS's solution set were developed and delivered in time to meet a critical deadline for GSA Expo, the agency's annual conference dedicated to educating and training GSA customers and vendor partners. The nearly 10,000 people who attended the Expo received copies of the collateral material upon entering the conference hall. According to GSA staff in attendance, "The material was flying off the shelf!"

The integrated advertising and marketing campaign successfully communicated key messages to GSA's target audiences. Moreover, the campaign generated significant awareness and consideration of FAS's new value proposition and resulted in an increase in sales over the previous year.

The brochures and ads received a Certificate of Excellence from *Graphic Design USA* magazine in its annual American Graphic Design Awards competition. GSA's recognition of the success of the FAS branding initiative has since resulted in the award of a new contract to Sage/JDG and plans to develop the GSA brand on a corporate level.



Federal Trade Commission: Empowering Consumers Against Online Threats

<http://www.onguardonline.gov>



Background: The Federal Trade Commission (FTC) works for the consumer to prevent fraudulent, deceptive, and unfair business practices in the marketplace. Consumers are now exposed to Internet fraud attempts that threaten consumer confidence in e-commerce. Online scammers, hackers, and identity thieves seek to access personal computers and personal information to perpetrate new crimes. Because the FTC believes educated consumers are empowered consumers, the agency launched its most ambitious effort yet to educate Americans on the dangers lurking on the Web.

Sage/JDG's Solution: The research phase began with a series of interviews and message workshops with internal FTC staff and FTC partners in commercial, nonprofit, and government organizations. During the research process, we uncovered the overarching messages that would alert consumers to the dangers of Internet fraud without creating a sense of fear and alarm. The goal was to give consumers the steps they could take to guard against Internet fraud, secure their computers, and protect their personal information.



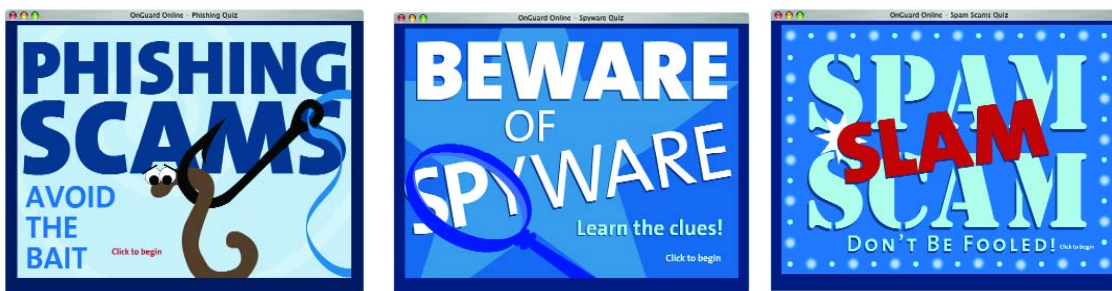
Focus group testing identified the campaign name that most effectively communicated the key messages was “OnGuard Online: Your Safety Net.” The FTC chose the call to action tagline, “Stop. Think. Click.” to raise a flag in the consumer’s mind and encourage the practice of safe computing habits. Sage/JDG created a distinctive campaign logo that was formed by combining the key messages.

The brand identity created a focal point for all of the tactical elements developed to create awareness, including the website, banner ads, safer computing tips brochure, trade show booth, and bookmarks.

The website, OnGuardOnline.gov, was both informational and educational. It features engaging interactive quizzes with music and Flash animation that test users' knowledge. At the website launch press conference, FTC Chairman Deborah Platt Majoras said:

Like the Internet itself, OnGuard Online has been designed to be a flexible, adaptable education platform: it is the next generation of consumer education. Our goal is to use technology to share important and empowering information with consumers across the cyber-sphere. The site includes seven tips about online safety that will remain relevant even as technology evolves, as well as modules with specific information on topics such as phishing, spyware, and peer-to-peer file-sharing, and a structure that will facilitate frequent changes and updates. It includes articles, videos, and quizzes. And it provides information about where to get help, ensuring that consumers know that they are not alone as they travel through cyberspace. I think you will agree with me that the content and the structure are as dynamic and relevant as the subjects they focus on.

Results: Within the first two weeks after the website launch, the FTC reported that the site was getting 10,000 unique visitors a day. The FTC received partnership support from major players in government, nonprofit, and corporate sectors, including the Direct Marketing Association, the National Consumers League, National Cyber Security Division for the Department of Homeland Security, Truste.org, the Internet Education Foundation, the U.S. Postal Inspection Service, eBay, and Microsoft. The enthusiastic participation and campaign support from these and many other partners has significantly extended the reach of this campaign to empower consumers.



Federal Trade Commission Kids' Site: You Are Here

<http://www.ftc.gov/YouAreHere>

Background: Statistics show that children play a surprisingly powerful role in the marketplace, particularly in the way they influence what their parents buy or allow them to buy. To make children aware of potentially fraudulent or unfair business practices, the Federal Trade Commission (FTC) set out to create a valuable resource to help educate children about the marketplace. The FTC recognized that with the significant amount of time children spend online, the best way to reach, engage, and ultimately educate children was through a fun and interactive website involving educational lessons and games.

To accomplish this goal, the FTC partnered with Sage/JDG Communications, Inc., to conceptualize, design, and produce a website to appeal to kids ages 11–14. The website would introduce not only basic economic concepts and describe how the market works, but it would also explain the role the FTC plays within the market. Most important, the site sought to help kids understand the implications of their choices and the importance of being educated consumers.

Sage/JDG's Solution: To ensure that the site developed for the FTC was educational, entertaining, interactive, and appealing to the identified age group, Sage/JDG engaged in a strategic process, beginning with a research and development phase. This initial step consisted of getting feedback from both children and educators through a series of message workshops. Discussions ranged in topic from students' online habits, favorite websites, and online gaming preferences, to how consumer protection is currently taught and the best ways to inform educators that such a teaching resource is available.

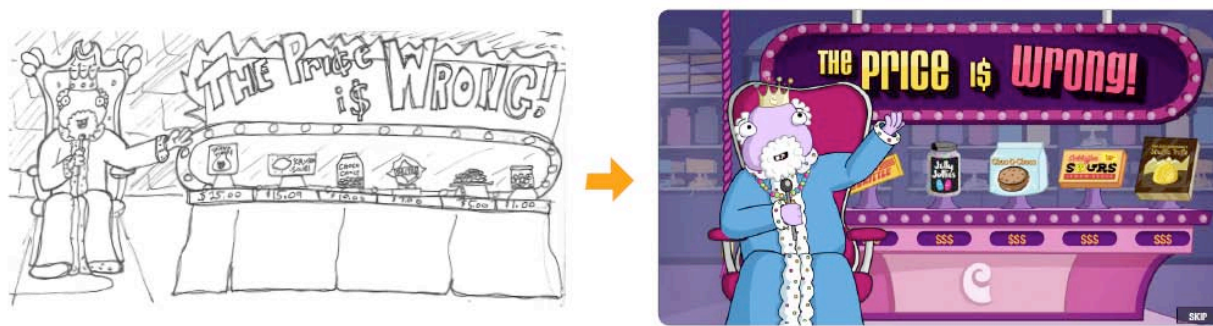
Once a thorough understanding of the audience was gained, Sage/JDG embarked on concept development. The Sage/JDG team, building on the FTC's feedback and insight throughout, began developing the site through the use of outlines, storyboards, and initial illustrations. The setting that established the direction of the site was a shopping mall, due to the large variety of scenarios such an environment offered. Particular attention was dedicated to the development of characters, both those who would serve as mall guides for the user and other distinctive and relatable characters who would be featured throughout the mall scenarios.



To continue getting feedback throughout the process, and to ensure that the setting, colors, and, most important, the characters, were on track, Sage/JDG developed a “water cooler” site that displayed the initial interface and character design. Access was given to selected students and educators who were able to evaluate and provide input on the preliminary creative approach. With enthusiastic feedback and a clear direction in mind, Sage/JDG continued to develop the site, characters, games, script and dialogue, and overall look and feel. Based on the initial content

provided, the site was divided into different mall areas, each focusing on a unique consumer topic and providing interactive lessons, games, and character scenes. Characters were designed with several strategic goals in mind. Ultimately, it was decided that a highly stylized approach would appeal to the age demographic, represent a diverse set of characters, and offer unique and entertaining personalities.

Once the direction for the mall areas and characters had been established, Sage/JDG proceeded with illustrations, audio recording, animation, and programming. Sage/JDG recorded all audio and voiceovers with the distinctive qualities of the characters, as well as the earlier feedback and preferences students shared, as a guide to making the characters engaging and the overall site fun. Extensive programming was conducted to ensure that the numerous interactive elements and games would offer a unique user experience every visit.



Results:

Although development of *You Are Here* required a complex and detailed process, the result was a seamless, animated website offering games, lessons, and entertaining activities that can be shared and enjoyed by students, parents, and educators alike. Each area of the mall focuses on a different topic and teaches important lessons about the marketplace such as suspicious claims, competition, and pricing. The site also offers more detailed lesson plans through downloadable PDFs available in the Parent and Teacher section. Initial responses to the site have been overwhelming positive. The FTC tasked Sage/JDG with developing additional mall areas and lesson plans—focusing on identity theft, privacy, and fraud, thereby expanding the valuable resource that is the FTC’s kids website: FTC.gov/YouAreHere.

