

Advertising Campaign

U.S. General Services Administration:
Advertising Everything in Between

Background

The U.S. General Services Administration (GSA) provides other federal agencies with the workspace, products, services, technology, and policy they need to accomplish their missions. Over the last several years, GSA has looked to JDG to create a variety of ad campaigns to promote the organization's numerous services, including the IT Federal Supply Schedule and Government Employee Relocation Services program, as well as GSA's Expo, the largest of its kind, showcasing over 500 vendors.

JDG's Solution

We worked closely with GSA to develop a surprisingly fun ad campaign that conveys how its GSA Advantage program streamlines the purchasing process by offering millions of contracted products and services from one source, all online. If you drive or use public transit in the Washington area, chances are you've seen these ads.

The people we work with at GSA know that we thoroughly understand what makes GSA's diverse audiences of both civilian and military purchasers tick. That's why it has engaged JDG to develop other targeted ad campaigns that have appeared in *Federal Times*, *Military Times*, *Security Management*, *Federal Computer Week*, *Government News*, *Contract Management*, and *Signal*.



"I have the best relationship with JDG; they're highly creative and on top of things every step of the way."

Marketing Analyst
Office of Business Management and Marketing
U.S. General Services Administration

