

Capabilities Brochure
U.S. General Services Administration:
Communicating the Success of a Mission

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. The GSA Federal Supply Service (FSS) provides leadership that assures that the federal government's requirements for personal property and administrative services are efficiently met, all at the least cost to the taxpayer.

Often when there is political change, new appointees are unaware of the wide scope of valuable services that the FSS provides. GSA looked to JDG

to create high-profile communications vehicles to promote those services to the incoming administration, congressional staff, and government employees.

JDG's Solution

FSS wanted a fresh image that would set its brochure apart from typical government publications. We created a colorful, dynamic brochure that emphasizes the enormous numbers associated with the FSS—\$25.8 billion worth of products and services are forecast to be purchased through the FSS in 2001 alone—with a diverse sampling of FSS products and services. JDG created this piece to tell the agency's unique and powerful story.



We provided a full range of services for this campaign, including copywriting, extensive custom location and product photography, and custom logos and illustrations.

A Web site and business card CD will round out this fully integrated campaign.

