

## Recruitment & Retention FY2019-20

### Blaine Warren Advertising LLC (Las Vegas, NV)

- Air Force Reserve Command (AFRC) Recruiting Service advertising: plan, create, design, produce, place, evaluate, and measure the effectiveness of advertising and special events in support of AFRC national, regional, and local recruiting marketing; FA6643-17-D-0001; issued 21 Feb 2018, 14 Mar 2019, 16 Mar 2020
  - o contracting activity = Headquarters AFRC, Robins Air Force Base, GA

### CACI-CMS Information Systems Inc. (Chantilly, VA)

- Army National Guard specific messaging for appropriate calls-to-action across key markets to generate leads to achieve Army National Guard end strength; 16 Feb 2018
  - o National Guard Bureau, Arlington, VA (W9133L-18-D-0001)

### Chenega Tri Services LLC (San Antonio, TX) – *Chenega is one of many Alaskan Native Corporations within the war industry.*

- supplement government physicians at military entrance processing stations; W81K04-19-D-0001; 8 Apr 2020
  - o Army Health Contracting Agency, San Antonio, TX

### DDB Chicago Inc. (Chicago, IL)

- services in support of U.S. Army Marketing & Advertising Program; 10-year, \$4 billion contract; issued 20 Nov 2018
  - o Army Mission & Installation Contracting Command, Fort Knox, KY (W9124D-19-D-0001)

### GSD&M Idea City LLC (Austin, TX) [*Omnicom Group of New York City owns GSD&M*]

- Air Force Recruiting national advertising and event marketing: full-service advertising to plan, create, design, produce, place, evaluate, and measure the effectiveness of advertising & special events in support of USAF active-duty recruiting in national, regional, and local markets; issued 12 March 2018
  - o 338th Specialized Contracting Squadron, JB San Antonio-Randolph (FA3002-18-D-0008)
- national television advertising; provides for online and television media in support of Air Force Recruiting Service television campaign for calendar year 2018; FA300208D0019; 4 April 2018
  - o 338th Specialized Contracting Squadron, JB San Antonio-Randolph, TX
- Mobile Tours (2019 Season): provide a mobile tour operations program to assist Air Force Recruiting Service achieve advertising and marketing objectives in 2019; 18 July 2018
  - o 338th Specialized Contracting Squadron, JB San Antonio-Randolph, TX (FA3002-18-D-0008)
- online and television media for Air Force Recruiting Service, calendar year 2018; 2 Oct 2018
  - o 338th Specialized Contracting Squadron, JB San Antonio-Randolph, TX, (FA3002-08-D-0019)

### J. Walter Thompson U.S.A. LLC, d.b.a. Wunderman Thompson (Atlanta, GA)

- full-service advertising support to enhance the USMC recruiting; 18 Sept 2019
  - o USMC Installations Command Contracting Office, Arlington, VA (M95494-19-C-0020)

### Viewsport Inc. (Penfield, NY)

- branded promotional and incentive items in support of Marine Corps recruiting → Austell, GA; issued 1 June 2018
  - o Regional Contracting Office, Parris Island, SC (M00263-18-D-1003)

### Industries of the Blind & Visually Impaired (Milwaukee, WI)

- customization and distribution of Air Force Sales Promotional Items; 3, Oct 2018, 28 Oct 2019
  - o 338th Specialized Contracting Squadron, JB San Antonio-Randolph AFB, TX (FA3002-20-D-0004)

### Bristol Design Build Services LLC (Anchorage, AK)

- build a replacement facility for the base Provost Marshall's Office, Marine Corps Recruit Depot, San Diego, CA; includes building a mechanical yard and trash enclosure and resurfacing & restriping of the existing parking lot; N62473-20-F-4683; 29 May 2020
  - o NAVFAC Southwest, San Diego, CA (N62473-17-D-4627)