

## Recruitment & Retention FY2018-2021

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

- Air Force Reserve Command (AFRC) 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 March 2019, 16 Mar 2020

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

- strength maintenance program resource development & delivery of Army National Guard specific messaging for appropriate calls-to-action across key markets to generate leads required to achieve Army National Guard end strength; W9133L-18-D-0001; 16 Feb 2018

### Chenega Tri Services LLC (San Antonio, TX)

- supplement government physicians at military entrance processing stations (MEPS); W81K04-19-D-0001; 8 Apr 2020

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

- services for the U.S. Army Marketing and Advertising Program; W9124D-19-D-0001; 20 Nov 2018

### William T. Brooks & Associates Inc., d.b.a. The Brooks Group (Greensboro, NC)

- sales force training services (instructional development, video development, graphic development, evaluations post-development, facilitation services, and technical writing) for Marine Corps Recruiting Command → Leesburg, VA (40%); San Diego, CA (16%); Parris Island, SC (9%); Garden City, NY (8%); New Cumberland, PA (8%); Fort Worth, TX (8%); Great Lakes, IL (8%); Quantico, VA (3%); M00263-21-D-1001; 14 Apr 2021

### Wunderman Thompson (Atlanta, GA)

- ad agency support to enhance Marine recruiting; M95494-19-C-0020; 18 Sep 2019
- enhance Marine recruiting; services include “development of a tactical advertising strategy” and production of a wide range of advertising formats (e.g., television, radio, print media, internet and direct marketing); M95494-19-C-0020; 12 Nov 2020
- paid media in support of officer & enlisted recruiting programs for the Marine Corps; M95494-19-C-0020; 1 Mar 2021
- local program support for the Eastern recruiting region, Western recruiting region, and six Marine Corps districts; includes full range of advertising services, recruiting initiatives, and partnerships in support of officer and enlisted programs; M95494-19-C-0020; 9 Apr 2021

### GSD&M Idea City LLC (Austin, TX) *Omnicom Group (New York, NY) owns GSD&M.*

- Air Force Recruiting national advertising and event marketing: plan, create, design, produce, place, **evaluate, and measure** the effectiveness of advertising & special events in support of USAF active-duty recruiting at the national, regional, and local markets; FA3002-18-D-0008; 12 Mar 2018
- national television advertising; provides for online and television media in support of Air Force Recruiting Service television campaign for calendar year 2018; FA300208D0019; issued 4 Apr 2018
- Mobile Tours (2019 season) to assist Air Force Recruiting Service achieve advertising and marketing objectives → Austin, TX; FA3002-18-D-0008; 18 Jul 2018
- online and television media for Air Force Recruiting Service television campaign, calendar year 2018; FA3002-08-D-0019; 2 Oct 2018

### Young & Rubicam LLC, d.b.a. VMLY&R (New York, NY)

- marketing and advertising services for Navy Recruiting Command → Memphis, TN (59%); New York, NY (41%); N00189-21-D-Z024; 19 Apr 2021

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### Miscellaneous

Blue Skies Furniture LLC, Colorado Springs, CO

- branded furniture in support of Marine Corps Recruiting; M00263-18-D-1004; 25 Sept 2018

Bristol Design Build Services LLC, Anchorage, AK

- build a new Provost Marshall's Office facility at Marine Corps Recruit Depot San Diego, N62473-20-F-4683; 29 May 2020

Hyatt Equities LLC, d.b.a. Hyatt Regency Jacksonville Riverfront (Jacksonville, FL)

- lodging, meal, and laundry services for the Marine Corps; M00263-21-C-0001; 2 Apr 2021

Industries for the Blind Inc. (Milwaukee, WI)

- Air Force sales promotional items; FA3002-18-F-0085; 3 Oct 2018
- Air Force sales promotional Items; FA3002-20-D-0004; 28 Oct 2019

Industries for the Blind and Visually Impaired (West Allis, WI)

- recruiting promotional items for Navy Recruiting Command; N00189-21-D-Z028; 22 Jun 2021

Viewsport Inc. (Penfield, NY)

- branded promotional and incentive items in support of Marine Corps recruiting → Austell, GA; M00263-18-D-1003; 1 Jun 2018

support of strategic assessment and planning; manpower assessment; planning and programming analysis support; financial program management; manpower, personnel, training and education program and policy assessment and management; and quantitative analysis, forecasting, performance assessment, and research, development, test and evaluation program management support in support of the Deputy Chief of Naval Operations (DCNO) Manpower, Personnel, Training & Education domain comprised of the DCNO, the Bureau of Naval Personnel, Navy Personnel Command, the Navy Manpower Analysis Center, Commander Naval Education and Training, and Commander Navy Recruiting Command → work in Millington, TN (50%); Arlington, VA (30%); Pensacola, FL (10%); locations throughout continental U.S. (8%); contractor facilities (2%); 28 May 2021 via NAVSUP Fleet Logistics Center Norfolk, Contracting Department, Philadelphia

- Booz Allen Hamilton, McLean, VA (N00189-18-D-Z042);
- CACI, Inc. – Federal, Chantilly, VA (N00189-18-D-Z043);
- Deloitte & Touche LLP, Arlington, VA (N00189-18-D-Z044);
- Systems Planning and Analysis Inc., Alexandria, VA (N00189-18-D-Z045);
- Whitney, Bradley & Brown Inc., Reston, VA (N00189-18-D-Z046);