

RECRUITMENT, RETENTION

Blaine Warren Advertising LLC (Las Vegas, NV)

- Air Force Reserve Command (AFRC) Recruiting Service advertising; for all necessary management, supervision, labor, material, and equipment required to 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
 - o Headquarters AFRC, Robins Air Force Base, GA

Blue Skies Furniture LLC (Colorado Springs, CO)

- branded furniture for Marine Corps Recruiting; 25 Sept 2018
 - o Regional Contracting Office, Parris Island, SC (M00263-18-D-1004)

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

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

DDB Chicago Inc. (Chicago, IL)

- services in support of U.S. Army Marketing & Advertising Program; **\$4 billion**; 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 (HQ in NYC) owns GSD&M

- Air Force Recruiting national advertising and event marketing; full-service advertising w all necessary management, supervision, labor, material, and equipment required to 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; 12 March 2018
 - o 338th Specialized Contracting Squadron, JB San Antonio-Randolph, TX (FA3002-18-D-0008)
- national television advertising; 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
- Mobile Tours (2019 Season); provide a mobile tour operations program to assist Air Force Recruiting Service achieve advertising and marketing objectives in 2019 → Austin, TX; 18 July 2018
 - o 338th Specialized Contracting Squadron, JB San Antonio-Randolph (FA3002-18-D-0008)
- national television advertising; provide online and television media in support of the Air Force Recruiting Service television campaign for calendar year 2018; issued 2 Oct 2018
 - o 338th Specialized Contracting Squadron, JB San Antonio-Randolph (FA3002-08-D-0019)

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

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

Viewspot Inc. (Penfield, NY)

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

PROMOTION / MERCHANDISING

Industries for the Blind Inc. (Milwaukee, WI)

- customization and distribution of Air Force sales promotional items; 3 Oct 2018
 - o 338th Specialized Contracting Squadron, JB San Antonio (FA3002-18-F-0085)