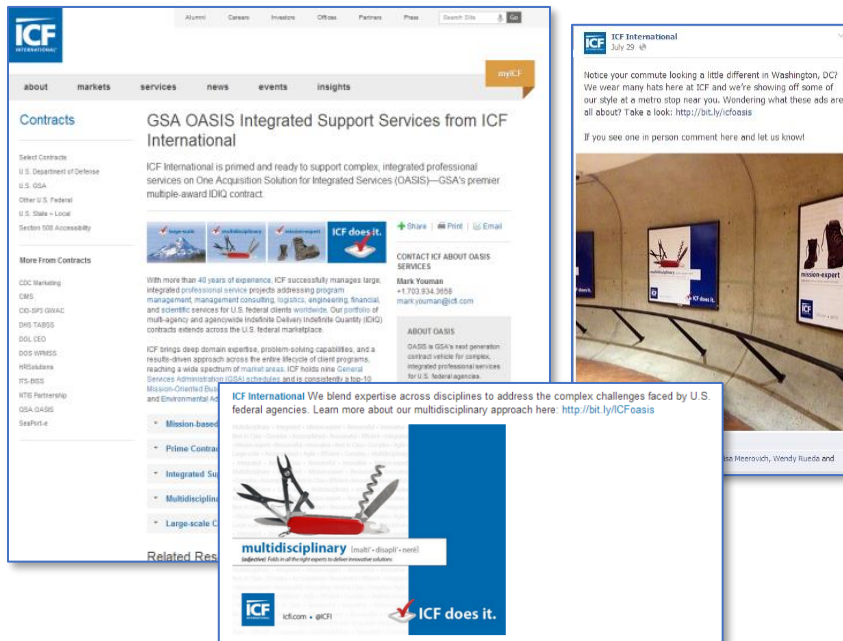


CASE STUDY

GWAC Bid Positioning



\$840M
publicly-traded,
global professional
services firm

CHALLENGE
Organization lacks
reputation and
understanding among
BIG government
contractors.

REFERENCE
Mark Youman
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GOAL

To enhance brand recognition within GSA, position organization as large, multi-disciplinary, and able to bring DoD \$ to the GWAC.

SOLUTION

Develop win themes to use in ads and visuals to emphasize messaging and catch attention. Implement a blend of traditional and digital tactics to engage decision makers and key influencers.

RESULT

Won PRIME position in large business category across all 4 pools that we bid. GWAC worth \$32B over 10 years.