



Targeted Marketing Communications
through GSA's
Advertising and Integrated Marketing Solutions
(AIMS) Multiple Award Schedule (541)

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The search for quality advertising and marketing services begins with GSA’s Advertising and Integrated Marketing Solutions (AIMS), Schedule 541. This schedule was designed to simplify the procurement of expert help in the advertising, marketing and related communications fields. With the AIMS Multiple Award Schedule, all contractors have already been preapproved to do business with you. Contractors under the AIMS schedule can help you reach your desired outcome, no matter how big or small, start to finish. AIMS is here to help you meet your agency’s needs with the following special item numbers (SINs):

▪ Advertising Services	SIN 541-1
▪ Public Relations Services	SIN 541-2
▪ Web Based Marketing Services*	SIN 541-3

Specialized Marketing Services

▪ Market Research and Analysis Services	SIN 541-4A
▪ Video/Film Production Services	SIN 541-4B
▪ Exhibit Design and Implementation Services	SIN 541-4C
▪ Conference, Events and Tradeshow Planning Services*	SIN 541-4D
▪ Commercial Photography Services*	SIN 541-4E
▪ Commercial Art and Graphic Design Services*	SIN 541-4F
▪ Challenges and Competition Services	SIN 541-4G

▪ Integrated Marketing Services	SIN 541-5
▪ Other Direct Costs (ODCs)	SIN 541-1000 SIN 541-2000

Please note: Many different tasks can be performed under each special item number. Although the success stories used for each Sin are real life examples of how other agencies used the schedule, they are only provided as illustrations to describe each SIN. Your agency can obtain a wide range of communications-related services under this schedule! Let’s see how you can make sure your message is heard.

* Indicates a small business set-aside

Services Offered through AIMS

SIN 541-1

Advertising Services

Contractors under this SIN are available to help you promote public awareness of your agency's mission and initiatives, enable public understanding of complex technical and social issues, and disseminate information to industry and consumer advocacy groups. Typical tasks cover the full spectrum of an advertising campaign, and include:

- **Advertising objective determination**
Identify the direct objectives and develop strategies for conducting the advertising campaign in order to provide the best methods of public education. Typical tasks associated with this phase include the identification of the target market, the target response and target frequency to align with available budget.
- **Message decision/creation**
Develop the advertising message and corresponding brochures/ collateral materials to accomplish the advertising objectives
- **Media development and selection**
Conduct market research to identify the appropriate media vehicle (print, radio, television, etc.) to promote the agency's message. These services include providing recommendations as to the best mix, frequency of advertising and vehicles to track performance of advertising, and then acquiring the necessary media spots (radio, television, print, etc.) in order to place the agency's advertising campaign. Some examples of the types of media that may be considered include, but are not limited to:
 - Direct mail services;
 - Outdoor marketing and media services;
 - Broadcast media
- **Advertising evaluation**
Provide services that effectively measure the success of the advertising campaign through various methods which may include advertising pre & post-testing.
- Activities related to advertising services

Success Story:

A large agency used this SIN to develop a new media plan. Included in the plan were recommendations on which media to utilize (i.e. direct mail, print advertising or web banner advertising). Once the agency examined the contractor's recommendations and made a final decision on the proposed media plan, the contractor developed a new advertising concept that aligned with the agency's current branding initiative and progressed from its former advertising campaign. The contractor also recommended various avenues to track the awareness of the campaign by creating ad specific web addresses and phone numbers. The end result was an effective advertising concept placed in various media that generated a large interest (based on phone calls and web hits).

SIN 541-2 Public Relations Services

Contractors can provide you with customized media and public relations services such as: development of media messages and strategies; recommendations of media sources for placement of campaigns; preparation of media materials such as background materials, press releases, speeches, presentations and press kits; execution of media programs such as press conferences, distribution of press materials and management of broadcast and print interviews. Typical tasks include:

- Press, public relations and crisis communications;
- Media training: training of agency personnel to deal with media and media responses;
- Media alerts;
- Press clipping services
- Activities related to public relations services

Success Story:

A small federal agency realized it had a need for the creation of a video news release campaign to publicize a new exhibition opening later that year. After researching different procurement methods, the agency opted to use SIN 541-2 to meet its public relations needs. The agency researched different vendors and awarded the task orders to a small firm. The scope of the work included: developing, producing and distributing a video news release to television stations across the United States; developing news feed press releases with an editorial focus; conducting telephone campaigns to solicit interest before and after the exhibit opening and submission of a comprehensive market analysis report of nationwide story placement based on survey demographics.

SIN 541-3 Web-Based Marketing Services (Small Business Set-Aside)

You can use schedule contractors to develop strategies to maximize the use of your Internet capabilities. Media will be provided in a format that is compatible with your agency's software requirements. Continual website updates and maintenance are also available. Typical tasks may involve consultation, development and implementation for:

- Website design and maintenance services;
- Search engine development;
- E-mail marketing;
- Interactive marketing;
- Online media management;
- Web-based training;
- Web casting;
- Video conferencing via the web;
- Section 508 compliance, including captioning services;
- Activities related to electronic marketing services; and Social Media

Success Story:

This SIN was used by a high profile federal agency to fulfill a requirement for web branding and website development. The goal of the requirement was to successfully recruit students into the agency using web-based marketing and communications. In order to successfully complete the task, the federal agency contracted with a leading higher-education marketing and communications firm. The firm first developed a branding image used to market the agency. Then they incorporated the new agency image into the website development, online admissions processing, sales training for employees and a direct email campaign.

Specialized Marketing Services

The services offered under this series enable you to selectively choose specialized marketing and media services on an as needed basis.

SIN 541-4A

Market Research and Analysis Services

Take advantage of experts who can:

- Develop or enhance customized strategic marketing plans;
- Create branding initiatives;
- Create public awareness of products, services, and issues;
- Identify and analyze target markets;
- Establish measurable marketing objectives, determine market trends and conditions, and identify and implement appropriate strategies;
- Conduct focus groups, telemarketing, and individual interviews, prepare and distribute surveys, and compile and analyze results;
- Manage call centers (in relation to services provided under this schedule)

Success Story:

A small federal agency needed to develop a strategic plan for the implementation of its new identity package. Instead of stretching the agency's internal resources, the agency decided to compete the requirement by using SIN 541-4A of the AIMS schedule. In order to accomplish this, the firm was directed to gather information and assess brand audits using internal and external research; develop the identity strategy based on the agency's existing marketing plan; develop a plan for the agency to execute the brand strategy; and propose metrics and measurements for the strategy once implemented. The agency launched its new identity and was able to effectively roll its new branding initiatives into a seamless effort due to the support provided by the firm.

SIN 541-4B

Video/Film Production Services

With these services, you will be able to inform the public and other government agencies about the latest products, services or issues in various outputs such as standard formats, CD-ROM, DVD and video streaming development. Filming may be in studios, on location, at live shows, or events. Examples of services include:

- Writing;
- Directing;
- Shooting;
- Arranging for talent/ animation;
- Narration;
- Music and sound effects;
- Duplication;
- Distribution;
- Video scoring;
- Editing

Success Story:

A small federal agency awarded a task order to a production firm in order to drive traffic to the agency's new website, which services as the gateway to the federal government. The project included: writing and directing and shooting television, radio and print advertisements. The firm also handled the distribution of the finished materials to stations and print outlets. The agency has been so pleased with the results that they have exercised the first of four option years with the firm.

[SIN 541-4C](#) [Exhibit Design and Implementation Services](#)

Under this SIN, you will find assistance conceptualizing, designing, and producing exhibits and their accompanying materials, including making all necessary arrangements for exhibits in various venues (museums, malls, tradeshows, etc.). Media and Exhibit Illumination services are also available. Support services may include:

- Set-up and dismantling of exhibit property;
- Shipping and storage of exhibit property

Success Story:

A national museum needed to develop a welcome center exhibit with a lighting and sound concept to greet visitors as they entered the museum. The museum used SIN 541-4C to contract with an exhibit design firm to produce the results they needed. The firm worked to develop a wall of large High Definition (HD) projection displays as the focal point. The firm then researched and utilized various iconic images that represented the purpose of the museum and included different languages that said “welcome” to be broadcast through the projection display. The result was a spectacular and high-tech way to welcome visitors to the museum.

[SIN 541-4D](#) [Conference, Events and Tradeshow Planning Services](#) ([Small Business Set-Aside](#))

Industry experts can make arrangements for conferences, events, seminars and tradeshows providing:

- Project management;
- Coordination and implementation of third party participation;
- Collection management of third party payment for participation;
- Ceremonial events;
- Audiovisual and information technology support;
- Topic and speaker identification Site location research;
- Facility reservations;
- On-site meeting and registration support;
- Editorial services;
- Automation and telecommunications support;
- Design and editing productions;
- Mailing and other communication with attendees including pre/post meeting mailings, travel support and computer database creation

Success Story:

A prominent agency program office needed conference planning services. The agency opted to use SIN 541-4D to raise public awareness of their mission, services and challenges through a conference setting. The requirement was competed among several of the contractors under this SIN and awarded to a woman-owned small business firm. The firm was tasked with using a measured approach to research potential conference locations, conduct market research and perform media analysis to assist the agency with making pre-event, on-site and post-event decisions. Throughout the process of planning for the conference, the firm’s staff was responsible for branding the event to potential attendees through print media such as posters, newsletters, newspaper and trade journal advertisements and brochures. A direct mail campaign was also used to inform potential attendees and exhibitors of the event. Photographic services were used on-site and the firm videotaped many of the sessions to be used in future agency videos. Graphic design services were used to create the conference logo, name badges, handouts and exhibit booths. A website was set up by the firm to market the event and allowed attendees to register online for training sessions and tracks. Additional web services included: lodging information, payment processing, booth locations and transportation arrangements. This firm was also present at the conference to provide on-site meeting and registration support.

[SIN 541-4E](#)
[Commercial Photography Services \(Small Business Set-Aside\)](#)

Available under this SIN are black and white or color (hardcopy and/or digital photographs) for use in commercial advertisements, illustrations for books, magazines, or other media. Available photographers have expertise in:

- Aerial photography;
- Architectural photography;
- Digital photography;
- Still/field photography;
- Studio photography;
- Related services such as photo editing and high-resolution scans; and Website Portability

Success Story:

A large agency used SIN 541-4E to obtain aerial photography services in order to place photographic images in flight brochures. The requirements called for 1:15, 840 scale and 8-1/4" camera focal length. The photographs were to be submitted in a 9" x 9" format of color negative film. The project was completed with time to spare and pilots had user-friendly brochures for the flying season.

[SIN 541-4F](#)
[Commercial Art and Graphic Design Services \(Small Business Set-Aside\)](#)

Get the design help you need to catch your target market's eye and educate them about your product or service. The experts under this SIN can help you update, rewrite, edit and even create new printed materials. Contractors will:

- Develop conceptual designs and layouts for publications;
- Provide copywriting and technical writing services;
- Create sketches, drawings, publication designs and typographic layouts;
- Furnish custom or stock artwork (including electronic artwork)

Success Story:

A military agency awarded a task order to a small graphic arts firm for the production of graphic products including publications, digital presentations and web pages. The contractor was responsible for designing and producing digital drawings, layouts and web pages for submission to the agency. Additional services included providing technical assistance to the agency staff in matters of design and production, as well as recording all designs to digital media. With the help of this small graphic arts firm and the AIMS schedule, this military agency was able to produce professional looking collateral without taking away from their mission-critical activities.

[SIN 541-4G](#)
[Challenges and Competition Services](#)

Service is to assist in the development of challenges/contests/competitions, provide marketing and advertising support, assist in the conduct of the challenge/contest/competition, facilitate events, and support the judging of events. Prizes or other incentives may be offered by federal agencies to find innovative or cost-effective solutions to improving open government.

[SIN 541-5](#)

[Integrated Marketing Services](#)

This SIN enables you to obtain a complete solution that integrates various services found under other SINs of this schedule. Contractors have the capabilities to provide comprehensive solutions including services available separately under 541-1 Advertising, 541-2 Public Relations, 541-3 Web-Based Marketing, and 541-4 Specialized Marketing. This one-stop shopping SIN provides an avenue for you to implement a seamless marketing campaign. From niche marketing services to broad reaching campaigns, let the experts under this SIN pull it together for you. **Please note:** This SIN should only be utilized for complex projects when requirements encompass services covered by a majority of the SINs offered under the AIMS schedule. It should not be utilized for requirements that can be met solely by utilizing services available under an individual SIN.

[Other Direct Costs \(ODCs\)](#)

[SIN 541-1000](#)

[SIN 541-2000 \(Small Business Set Aside\)](#)

Other Direct Costs, also known as “contract support items”, consist of those services and products (other than labor hours) needed to complete a project under the schedule. These items were previously listed under each of the SINs, but are now broken out to make it easier for both companies and customers to determine price reasonableness for ODCs.

Other Direct Costs (ODCs) are GSA Schedules-approved products, services or labor elements acquired from a commercial supplier (third party) by a GSA Schedules contractor to support professional services delivery. Contractors must offer approved ODC elements as they are defined in their contract; If not defined in their GSA contract, ODC elements must be clearly marked “Open Market.” ODCs are approved by element name, unit of issue, and a not to exceed or maximum ceiling rate. The contractor may quote an ODC element at or below the approved maximum ceiling rate.

No authorized user shall place orders only to procure the schedule contractor’s ODCs.

To the extent possible, all anticipated ODCs associated with performance within the scope of the contract should be offered and have an established contract ceiling price. All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. ODCs may include items such as audiovisual equipment, facility rental, commercial production, media costs, booth space rental, etc. that are associated with the services to be performed under the Schedule contract. Note: the category of “miscellaneous” is not an acceptable ODC and will not be awarded under this Special Item Number. The ODC must be identified and be specific. Travel and per diem are not ODCs.

ODC’s are normally priced at actual costs (price invoiced to you) plus Industrial Funding Fee and are established at maximum ceiling amounts.

[The Consolidated Schedule](#)

Ready for your agency's use, the Consolidated Schedule encompasses the vast majority of services currently offered through GSA's Multiple Award Schedules (MAS) program, including AIMS. Essentially, the Consolidated Schedule is an amalgam of many individual services offered through various Schedules. [Click here](#) to see the array of services available under the Consolidated Schedule.

Getting Started

For more information on how to get started using GSA's Advertising and Integrated Marketing Solutions (AIMS) Schedule 541, click the following links:

- [Using GSA Schedules](#)
- [Benefits for You](#)
- [Ordering Information](#)

For information on AIMS specific information, please click on the following links:

- [AIMS Specific Ordering Guide](#)
- [AIMS webpage](#)
- [AIMS NAICS Table](#)

For additional information on Basic Schedule Ordering Guidelines, please see a list of some of the following resources:

- [Blanket Purchase Agreements](#)
- [Contractor Teaming Arrangements](#)
- [Geographic Coverage](#)
- [Publicizing Contract Actions](#)
- [Disaster Recovery Purchasing](#)
- [Small Business Participation](#)
- [Customer Service Directors](#)

For additional resources, please click on the following links:

- [GSA Advantage](#)
- [GSA eBuy](#)
- [GSA eLibrary](#)