

# Advertising and Integrated Marketing Solutions (AIMS)

## General Services Administration Federal Supply Schedule GS-23F-0184N

Booz Allen Hamilton's Advertising and Integrated Marketing Solutions (AIMS) General Services Administration (GSA) Federal Supply Schedule (FSS) offers government agencies a streamlined way to procure a wide range of effective solutions to meet increasingly complex communication challenges. Our AIMS Schedule gives you quick and easy access to Booz Allen's expert advice and solutions to help ensure your agency's message is heard.

### The AIMS GSA Schedule

This contract vehicle has many attractive features:

- Structured as an indefinite delivery/indefinite quantity (ID/IQ) multiple award schedule (MAS). Contract valid through **28 February 2013** with two 5-year option periods
- Can be used worldwide by all federal agencies, mixed ownership government corporations, and the District of Columbia
- Employs pre-negotiated fair and reasonable pricing
- Reduces typical procurement lead times and administrative costs
- Identifies a Maximum Order (quantity), after which an agency may seek further discounts on pricing
- Stipulates no dollar value limit on task orders
- Offers alternative contract options: Firm Fixed Price, Time & Materials, or Labor Hour
- Allows creation of Blanket Purchase Agreements (BPA) for recurring needs
- Offers unique Contractor Teaming Arrangement options for complete solutions
- Assures orders meet the Competition in Contracting Act (CICA).

### Booz Allen's AIMS Service Offerings

Booz Allen understands the unique challenges associated with advertising and integrated marketing, and offers the technical expertise that government agencies require to effectively execute communication programs. Our experts provide the following services under the AIMS Schedule, Special Item Numbers (SIN) 541-1, 541-2, 541-4A, 541-4B, 541-4C, 541-5 and 541-1000):

**Advertising Services (SIN 541-1)** to 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

### Public Relations Services (SIN 541-2)

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

### About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for 95 years. Providing a broad range of services in strategy, operations, organization and change, information technology, systems engineering, and program management, Booz Allen is committed to delivering results that endure.

### For more information contact

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### Market Research and Analysis Services (SIN 541-4A)

- Development or enhancement customized strategic marketing plans
- Creation of branding initiatives
- Creation of public awareness of products, services, and issues
- Identification and analysis of target markets
- Establishment of measurable marketing objectives, determination of market trends and conditions, identification and implementation of appropriate strategies
- Conduct of focus groups, telemarketing, and individual interviews; preparation and distribution of surveys; and compilation and analysis of results
- Management of call centers (in relation to services provided under this schedule)

**Video/Film Production Services (541-4B)**, including writing, directing, shooting, arranging for talent and animation, narration, music and sound effects, media duplication, distribution, video scoring, and editing

**Exhibit Design and Implementation Services (SIN 541-4C)**, to assist in conceptualizing, designing, and producing exhibits and their accompanying materials, including making all necessary arrangements for exhibits in various venues

**Integrated Marketing Services (SIN 541-5)**, offering a one-stop SIN to help you to implement a seamless marketing campaign, from niche marketing services to broad efforts

**Other Direct Costs (SIN 541-1000)**, also known as “contract support items,” consisting of those services and products (other than labor hours) needed to complete a project under the schedule.

### How to Place an Order

You can contract directly with Booz Allen using our GSA contract vehicles. We have the subject matter experts to assist you in choosing the appropriate vehicle and SIN, as well as guide you in following the procurement path that best meets your current needs in a timely manner. Contact us for advice on how to use our vehicles to fulfill immediate needs or recurring requirements. Our contract vehicles offer the flexibility to meet any requirement, evolve with the changing marketplace, and deliver the best value and innovation to support clients' missions worldwide.

**To send solicitations to Booz Allen, please contact us at: [aimscontract@bah.com](mailto:aimscontract@bah.com) 888/224-7041 telephone, 703/902-3200 fax.**

Online access is also available for contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are also available through GSA Advantage!® at <http://www.gsaadvantage.gov>. Through GSA Advantage! you can access e-Buy, an electronic Request for Quote (RFQ) system that allows federal buyers to prepare RFQs online for a wide range of services and products offered through GSA Schedules. e-Buy allows federal buyers and Schedule contractors to exchange RFQs and quotes electronically. Although designed primarily for the acquisition of services and/or large purchases, e-Buy may also be used to establish BPAs.