



SERVICES

- Public Relations
- Branding and Messaging
- Graphic and Web Design
- RFP Communications

STG

■ SITUATION ANALYSIS

Since 1986, STG has provided the U.S. government with performance-based solutions using technology as an engine to drive clients' key missions. With core competencies including information technology, applied engineering and scientific support, they are one of a small percentage of U.S. mid-tier companies externally rated at CMMI Maturity Level 3 and ISO 9001:2000.

To get to the next level, STG knew it needed to set its targets on major government and military opportunities that had, in total, values of almost \$30 billion. At the same time, STG realized it needed to complement its ongoing marketing efforts and business development activities with proactive, daring and targeted public and media relations to help them achieve their goals. To do so, it needed to partner with someone who understood the market and its challenges, and, most importantly, produce quantifiable results. This is where Boscobel enters the picture.

■ OBJECTIVES

- Strengthen STG's brand in both the government and military space.
- Raise the visibility of STG's expertise in performance-based contracting.
- Increase news coverage in both military and government IT trade press.
- Position STG for major military and GSA contracts.

■ TACTICS

After conducting a Press Awareness Survey and Synopsis (PASS), Boscobel met with key program managers, business development and marketing teams to review

industry perception, finalize targeted markets, determine key messages, and review target RFP criteria.

Then, Boscobel put into action its pre- and post-RFP positioning program, matching published editorial opportunities against contract criteria and pitching STG as subject matter experts in those areas. From bylined articles to industry trend pieces, Boscobel took advantage of every opportunity to equate STG's name with the Army's TEIS and ITES-2 contracts, in addition to others. To complement the pre- and post-RFP positioning program, Boscobel consulted with STG's business development and marketing management regularly with regard to advertisement development and placement, trade show support and radio campaigns.

RESULTS

Boscobel's public relations strategies garnered more than 70 million online and print circulation hits in D.C.-area publications and federal IT trade press. STG executives were featured prominently in articles that appeared in *Federal Computer Week*, *Government Executive*, *Washington Technology*, *SIGNAL*, *Military Information Technology*, *The Washington Post* and *Federal Times*, among other significant publications.

Within the first year of the campaign, STG was mentioned more times than its top three competitors and had more than twice as many quotes as all of its competitors combined.

Finally, STG won the Army's TEIS and ITES-2 contracts. To quote STG's senior vice president of business development, "*You (Boscobel) serve as our greatest external champion and advocate, resulting in headline coverage and market domination of a most critical Defense opportunity.*"