

GSA SCHEDULE

Octane is an award-winning and Emmy nominated agency that specializes in digital and creative services, community engagement, communication strategies, and advertising. Our experienced staff is capable of creating an integrated strategy that elevates your organization, addresses your specific creative needs, and produces clear, tangible results.

Octane's mission is to inspire empowered people to **act and transform**.

We work to empower communities to act, improve health and emotional wellbeing, connect consumers to brands, and further public sector excellence.

To request a bid or receive a copy of our GSA pricing schedule contact:

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For more information on ordering from Federal Supply Schedules, visit fss.gsa.gov



CONTRACT NUMBER: GS-07F-0118X CONTRACT END DATE: NOV 20, 2030

SCHEDULE TITLE:

MARKETING AND PUBLIC RELATIONS

FSC Group: R701 / FSC Classes: Listed Below

SIN 541810: Advertising Services

- Television, radio, print, outdoor, interactive ad design
- Creative concepting
- Media recommending and buying
- Multicultural and hard-to-reach advertising

SIN 541820: Public Relations Services

- Social marketing
- Media relations
- Media training
- Multicultural media relations
- Grassroots and community outreach
- Religious community outreach
- Crisis management
- Issue campaign management

SIN 541511: Web Based Marketing Services

- Website development
- Mobile site and app development
- Search engine marketing
- Custom application development
- Social media content development and monitoring

SIN 541910: Market Research and Analysis Services

- Focus group coordination
- Intercept survey
- Media monitoring
- Polling
- Multicultural and hard-to-reach demographic research
- Strategic marketing and communications plans

SIN 512110: Video/Film Production Services

- Script writing
- Talent casting
- Storyboarding
- Information and training videos
- Video news releases
- Public service announcements

SIN 561920: Conference, Events, & Trade Show Planning Services

- Site selection, negotiating, contracting
- Program management
- Event and catering management
- Pre, onsite and post logistics
- Attendee registration
- Speaker coordination
- Coaching and training

SIN 541430: Graphic Design Services

- Branding
- Logo design
- Collateral materials design
- Presentation development
- Writing, editing, proofreading

SIN 541613: Marketing and Consulting Services

- Market research
- Conference planning
- Media planning

SIN 541810ODC:

- Other Direct Costs for Marketing Public Relations Services as related to the SINs on this page

OLM: Order Level Materials



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