

EY Center for Government Modernization

Background

The new EY Center for Government Modernization leverages both the commercial and public sectors, along with original surveys and reports, to demonstrate how technology and data can address the complex challenges faced by government agencies. By exploring leading practices and implementing solutions across areas such as cybersecurity, supply chain, workforce, health and human services transformation, technology, and finance, the Center supports public sector leaders in their modernization efforts.

Objective

Build General Awareness

Bring awareness to EY's tech enabled solutions and position EY as partner of choice to help government agencies with modernization initiatives.

Strategy

Increase awareness for EY's center of government modernization via OOH by leveraging high impact placements in Metro station with high traffic of Federal government employees. Use straightforward, clear messaging highlighting EY's tech-enabled solutions to target key Federal agencies, including the FAA, HUD, GSA, whose employees commute through L'Enfant Plaza metro station.

Plan Details

Market: Washington, DC

Campaign Posting Dates: 3/6/23 - 4/2/23

OOH Formats Used: Metro Station Domination at L'Enfant Plaza Metro Station

Target Demographic: Federal Government

Employees Impressions: estimated monthly station circulation of 2,018,919

Budget: \$10,000 or larger

Results

The campaign generated a sole-source contract award of \$500K for the EY Center, underscoring the effectiveness of the ads in achieving their objectives and resonating with the audience.

