

**YOUR STORY.  
EVERYWHERE YOU NEED.**

**JONES STRATEGIES**  
210 Park Avenue, Suite 2700  
Oklahoma City, OK 73102

**UEI: MVNQQKGLSS85**  
**CAGE Code: 57LF2**

### COMPANY OVERVIEW

Jones offers full-service integrated marketing solutions with one focus: telling your story to your audience. We help government agencies connect their story to the right audience with the right message on the right media platforms. From local, digital targeted storytelling to large-scale multi-media platforms, we emphasize performance tracking and measurement to make every dollar accountable and focus on your mission and expectations.

### NAICS CODES

<b>512110</b>	Video Production
<b>541430</b>	Graphic Design
<b>541613</b>	Marketing Consulting Services
<b>541810</b>	Advertising Agencies
<b>541820</b>	Public Relations
<b>541890</b>	Other Services Related to Advertising
<b>541910</b>	Marketing Research & Public Opinion Polling

### WHAT WE'RE KNOWN FOR

- ▶ Direct access to senior management team - from start to finish
- ▶ Localize national & international campaigns
- ▶ Exclusive network in 30 U.S. markets and 65 countries to quickly execute target market strategies
- ▶ 5 star client service commitment
- ▶ Exceptional past performance ratings
- ▶ Flexible scaling and high-quality deliverables

### FOCUSED ON YOUR SUCCESS

- ▶ **Integrated Media**
  - Advertising
  - Public Relations
  - Digital & Social
  - AI Strategies
- ▶ **Brand Strategy**
  - Creative Design
  - Production
  - Videography & Photography
- ▶ **Public Relations**
  - Reputation Management
  - Media Training
  - Earned Media
  - Crisis Communications
- ▶ **Stakeholder & Community Outreach**
  - Coalition Development
  - Grassroots & Grasstops
  - Issues Management
  - Partnerships
- ▶ **Advertising & Media Buying**
  - Digital & Traditional
  - Data Analytics
- ▶ **Data Analytics**
  - Performance Reporting
  - Focus Groups
  - Surveys
  - Interviews
- ▶ **Digital Content & Social Media**
  - Websites
  - Content Creation
  - Management
  - Social Listening
  - Influencer Management
- ▶ **AI Strategy & Integration**
  - GEO - Generative Engine Optimization
  - Hyper-Customization

### CERTIFICATIONS



### CONTRACT VEHICLES



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## PAST PERFORMANCE

### Environmental Protection Agency

Region 10

2021 to Present | Prime Contractor



**Mission:** Partnered with the U.S. Environmental Protection Agency (EPA) Region 10 (2021–2025) to develop and deliver digital public awareness campaigns on lead-based paint hazards and safe pesticide use across Alaska, Oregon, Washington, Idaho and tribal communities.

**Result:** Targeted online advertising and bilingual PSA content reached key audiences including homeowners, contractors, agricultural workers and tribal communities, generating more than 1.3 million people reached, 6.2 million impressions and over 23,000 visits to EPA and National Pesticide Information Center resources.

Region 7

2022 to Present | Prime Contractor

**Mission:** Supported the U.S. Environmental Protection Agency (EPA) Region 7 (2022–2025) by leading targeted digital advertising campaigns that promoted lead paint safety and pesticide education across the region.

**Result:** Strategic social media and Google advertising, paired with bilingual PSAs, reached homeowners, childcare providers, contractors and consumers researching renovation or pesticide use online, generating nearly 2 million people reached, more than 3.9 million impressions and nearly 29,000 visits to EPA.gov.

### U.S. Department of Commerce

First Responder Network Authority

2020 to 2023 | Prime Contractor



**Mission:** Developed, designed and implemented digital and local public relations national campaign to educate first responders about FirstNet, a nationwide public safety broadband network. The national campaign was localized to target states and cities.

**Result:** CPARS rating of Exceptional for Management. Secured spokesperson in each target market and garnered 80,000 link clicks to website.

### U.S. Department of Homeland Security

Cybersecurity & Infrastructure Security Agency

2021 to 2022 | Subcontractor



**Mission:** Developed and implemented a nationwide PSA marketing campaign through digital and traditional media that promoted SchoolSafety.gov resources to help schools create a safe learning environment.

**Result:** Produced a public service announcement video campaign that achieved a 70.9% video completion rate on digital platforms within 30 days of launch.

### U.S. Department of Transportation

Pipeline & Hazardous Materials Safety Admin.

2020-2021 | Prime Contractor



U.S. Department of Transportation  
Pipeline and Hazardous Materials Safety Administration

**Mission:** Developed and implemented a four-week Programmatic Display and Social Media Advertising campaign for “Check the Box” Undeclared Hazmat Shipments Safety Initiative in five states, plus Washington, DC.

**Result:** Exceeded impressions goal by 300%

### U.S. Department of Homeland Security

Federal Emergency Management Agency

2020 | Subcontractor



FEMA

**Mission:** Developed and implemented a nationwide higher education marketing project for Fire is Everyone’s Fight® to increase fire safety awareness on campuses.

**Result:** Exceeded the project’s goal by 20% in recruiting higher education participants.

### Export-Import Bank of the U.S.

2023 | Prime Contractor



**Mission:** Provide communications and public relations services, including advertising, earned media, graphic design and speechwriting services.

**Result:** Successfully placed media stories in multiple states and five-year contract was renewed and expanded to blanket-purchase award.

### State of Oklahoma

Department of Transportation

2013 to Present | Prime Contractor



**Mission:** Agency of Record for advertising, public relations and crisis communications. Developed and implemented a Road User Charge pilot project, “Fair Miles Oklahoma,” in 2023-2024.

**Result:** Continuously exceed expectations on community involvement, digital marketing, and media relations. Results of Fair Miles Oklahoma gained national attention.

## NATIONAL & INTERNATIONAL AWARDS



### GOLD LION AWARD / OUTDOOR CAMPAIGN

Cannes International Festival of Creativity, France



### SILVER ANVIL AWARDS

Best Public Affairs Campaign (2018)  
Integrated Communications Campaign (2023)  
Public Relations Society of America, New York



### NONPROFIT CAMPAIGN OF THE YEAR

Honorable Mention,  
PRWEEK, New York



### BRONZE ANVIL AWARDS

Creative Tactics, Video Programs,  
External Video, Advertorial, Social Media  
Public Relations Society of America, New York



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