



GEOEYE: Showing the World to the World

GeoEye, the preeminent provider of geospatial and imaging solutions for public- and private-sector clients worldwide, retained GA as their Agency of Record to promote the company using both old and new-media strategies. The goal was to raise the company's profile to help them secure a nearly \$4 billion "EnhancedView" government contract from the National Geospatial-Intelligence Agency. With this contract win, GeoEye could ensure its future success over the next decade as it met imagery needs for not only U.S. intelligence concerns, but agriculture and environmental protection groups, the media and many others.

GA understood that the key to helping GeoEye win EnhancedView was to implement tactics that not only portrayed the company's imagery on its own, but also the technology behind that imagery, in a manner accessible to both mainstream and trade press. And in August 2010, GeoEye was awarded a 10-year, \$3.8 billion EnhancedView contract.

GA achieved several other milestones for the company as well. For example, GeoEye captured a photograph of Haiti shortly after the devastating earthquake struck in January 2010. GA placed the photograph in a number of high-profile media outlets throughout the U.S., providing a sobering visual of the earthquake's true impact to the American people. As a result, GA earned more than 30 million media impressions for GeoEye.

The GA team also manages GeoEye's non-profit arm, the GeoEye Foundation, working with academic and research-based organizations around the globe to harness the power of GeoEye's imagery to learn more about the world around us. GA has also successfully submitted GeoEye executives and the company itself for numerous industry and executive leadership awards, including the Deloitte Fast 500, SmartCMO and the Northern Virginia Technology Council CFO of the Year.



12 mo.

Total Media Impressions: >40M

Impressions: >30M
Haiti imagery alone

A comprehensive media-relations campaign that culminated in GeoEye's \$3.8 billion EnhancedView contract-win.

Chicago Tribune

WASHINGTON BUSINESS JOURNAL

The Washington Post

Los Angeles Times

WIRED Ap

