



Advertising & Campaign Support

CONNECT THE MESSAGE, AUDIENCE AND CAMPAIGN PLAN.

SERVICE FOCUS

THE JET GROUP, LLC supports advertising engagements through campaign planning, creative briefs, coordination and reporting. We help buyers organize campaign requirements into an agreed audience, channel, content and delivery plan.

CORE CAPABILITIES

- **Campaign planning** - Define campaign objectives, audiences and planned activities
- **Creative briefs** - Translate requirements into direction for campaign content
- **Advertising coordination** - Coordinate campaign tasks, schedules and communication
- **Content planning** - Develop a campaign content schedule aligned to the brief
- **Reporting support** - Prepare reports using the measures and data agreed for the engagement

WHY WORK WITH THE JET GROUP

- **Direct service delivery** - Advertising support performed by THE JET GROUP.
- **Business support connection** - Campaign coordination alongside administrative and management services.
- **Remote delivery option** - Planning and reporting support available remotely.

BEST-FIT REQUIREMENTS

Government outreach teams and commercial organizations planning advertising campaigns or needing campaign coordination support.

DEFINE THE ENGAGEMENT

Example deliverables, finalized in the statement of work: campaign brief and audience/channel plan; content schedule and agreed campaign report.

COMPANY SNAPSHOT

SAM.GOV

Active registration

ANNUAL RENEWAL

October 14, 2027

UEI

NV8QKFHV1W7

CAGE

09M01

PRIMARY NAICS

561110

SPECIALTY NAICS

541810

PROCUREMENT CONTACT

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SERVICE COVERAGE

Atlanta-based. U.S. and international engagements. Administrative, consulting and marketing services available remotely. On-site availability depends on location and scope.