

Government Experience

Updated: 2025

Government Type	Location	Services and Activities	Vertical	Last Active Period
1. School District	Houston, TX	Digital strategy, roadmap, integrated marketing, website and media	Promotion & Communication	Current
2. County	Missoula County, MT	Creative services, graphic design, logo, website, digital, traditional and other suport services	Promotion & Communication	Current
3. State	Kansas	Research services, market research, customer research, surveys, focus groups, ad-hoc research	Promotion & Communication	Current
4. County	Hamilton County, OH	Strategy, creative, website, app, creative, video, animation, development, campaign	Health & Wellness	2023
5. County	Jefferson County, KY	Platform creation, UX, Website, and system integration in support of county PVA	Platform Creation	2023
6. Municipality	Mason, OH	Digital Strategy, UX/UI development, website, digital roadmap, brand development	Promotion & Communication	Current
7. Municiple Utility	Louisville Water Co.	New product strategy, website and app, campaign management, brand creation	Conservation & Safety	Current

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8. Municipality	Cincinnati, OH	Strategy, creative, storyboarding, video production, national distribution campaign	Promotion & Communication	2023
9. GSA	National	Medicare / Medicaid / Marketplace acceptance storytelling animation and video	Health & Wellness	Current
10. Municipality	Indianapolis, IN	Marketing and advertising to attract business to city, full campaign creation and mgt	Promotion & Communication	2022
11. Municipality	Indianapolis, IN	Super Bowl host committee, platform development, media placement strategy	Promotion & Communication	2011
12. County	Marion County, OH	Promote and inform community of issues relating to the prosecutors office	Education & Information	2022
13. State	Kentucky	Communication strategy, management of community outreach efforts	Education & Information	2023
14. State	California	Strategic platform development and management for social media	Health & Wellness	2023

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15. Municipality	Bloomington, MN	Integrated marketing / website / paid media in support of tourism development	Promotion & Communication	2022
16. State	Michigan	Strategic development of integrated marketing and promotional campaigns	Promotion & Communication	2022
17. Veterans	National	USAA - veterans dept integration and coordination for campaign support	Promotion & Communication	2023
18. Municipality	Pigeon Forge, TN	Integrated marketing / website / paid media in support of tourism development	Promotion & Communication	2022
19. State	Kentucky	Creative strategy and activation support for ACA website and related properties	Health & Wellness	2020
20. Municipality	Atlanta, GA	Integrated marketing / website / paid media in support of tourism development	Promotion & Communication	2020
21. State	Washington	Recruitment marketing - campaign strategy and ongoing optimization	Promotion & Communication	2020

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22. Municipality	Las Vegas, NV	Integrated marketing / website / paid media in support of tourism development	Promotion & Communication	2021

Brief Case Studies

1. School District, Houston, TX

Services and Activities: Digital strategy, roadmap, integrated marketing, website, and media.

Vertical: Promotion & Communication.

Period: Current.

Case Study:

- **Challenge:** The Houston School District needed a comprehensive digital strategy to enhance communication with students, parents, and the community. They faced challenges in integrating various communication channels and ensuring consistent messaging.
- **Solution:** (human)x developed a detailed digital roadmap that included a new, user-friendly website. (amp) managed integrated marketing campaigns across multiple platforms and a cohesive media strategy. Training was provided for staff to effectively use these new tools.
- **Outcome:** The district saw a significant increase in website traffic and engagement from parents and students. Communication became more streamlined, and the community felt more connected and informed.

2. Missoula County, MT

Services and Activities: Creative services, graphic design, logo, website, digital, traditional, and other support services.

Vertical: Promotion & Communication.

Period: Current.

Case Study:

- **Challenge:** Missoula County required a cohesive brand identity and effective communication tools to better connect with residents and promote county services.
- **Solution:** (matter) provided a full suite of creative services, including the design of a new logo and branding materials. (human)x developed a comprehensive website that served as a central hub for information. (amp) managed both digital and traditional media campaigns to ensure broad reach.

- **Outcome:** The county's new brand identity was well-received, and the website became a go-to resource for residents. The integrated communication strategy led to higher engagement and better public awareness of county services.

3. State of Kansas

Services and Activities: Research services, market research, customer research, surveys, focus groups, ad-hoc research.

Vertical: Promotion & Communication.

Period: Current.

Case Study:

- **Challenge:** The State of Kansas needed in-depth insights into public opinion and market trends to inform policy decisions and marketing strategies.
- **Solution:** (human)x conducted extensive market and customer research, including surveys, focus groups, and ad-hoc research projects. They analyzed the data to provide actionable insights and recommendations.
- **Outcome:** The research provided valuable data that helped state officials make informed decisions. The insights gained from the research also guided the development of more effective marketing campaigns, leading to better public engagement and support for state initiatives.

4. Hamilton County, OH

Services and Activities: Strategy, creative, website, app, creative, video, animation, development, campaign.

Vertical: Health & Wellness.

Period: 2023.

Case Study:

- **Challenge:** Hamilton County aimed to promote health and wellness initiatives effectively, but needed a comprehensive strategy to reach diverse audiences.
- **Solution:** (human)x developed a multi-faceted strategy that included a new website and mobile app. (spark) created engaging videos and animations. (amp) coordinated the campaign across various media channels.

- **Outcome:** The campaign successfully increased awareness and participation in health and wellness programs. The new digital tools provided easy access to information and resources, leading to improved community health outcomes.

5. Jefferson County, KY

Services and Activities: Platform creation, UX, website, and system integration.

Vertical: Platform Creation.

Period: 2023.

Case Study:

- **Challenge:** Jefferson County needed a robust platform to support county PVA (Property Valuation Administrator) operations, which required seamless integration of various systems and a user-friendly interface.
- **Solution:** (human)x created a comprehensive platform that focused on user experience (UX) design, website development, and system integration. They ensured that the platform was intuitive and easy to navigate for both staff and residents.
- **Outcome:** The new platform streamlined PVA operations, making it easier for residents to access property information and services. The improved user experience led to higher satisfaction and more efficient county operations.

6. Mason, OH

Services and Activities: Digital strategy, UX/UI development, website, digital roadmap, brand development.

Vertical: Promotion & Communication.

Period: Current.

Case Study:

- **Challenge:** Mason required a modern digital presence to engage with residents and visitors, and to promote local events and services.
- **Solution:** (human)x developed a comprehensive digital strategy that included UX/UI design for a new website and a digital roadmap for future initiatives. (matter) worked on brand development to create a cohesive identity.
- **Outcome:** The new digital presence significantly improved engagement with the community. The website became a central hub for information, and the brand development efforts helped create a strong, recognizable identity for the city.

7. Louisville Water Co.

Services and Activities: New product strategy, website and app, campaign management, brand creation.

Vertical: Conservation & Safety.

Period: Current.

Case Study:

- **Challenge:** Louisville Water Co. needed to promote new products and ensure brand consistency across all communication channels.
- **Solution:** (human)x developed a new product strategy and created a user-friendly website and mobile app. (amp) managed marketing campaigns, and (matter) established a strong brand identity.
- **Outcome:** The successful product launches and cohesive brand image led to increased customer engagement and trust. The new digital tools provided easy access to information and services, enhancing customer satisfaction.

8. University of Cincinnati, OH

Services and Activities: Strategy, creative, storyboarding, video production, national distribution campaign.

Vertical: Promotion & Communication.

Period: 2023.

Case Study:

- **Challenge:** The University of Cincinnati aimed to enhance its national presence and attract more students and faculty.
- **Solution:** (human)x provided strategic and creative services, including storyboarding. (spark) handled video production, and (amp) managed a national distribution campaign to showcase the university's strengths and achievements.
- **Outcome:** The campaign successfully increased national visibility and engagement, leading to higher application rates and greater interest from prospective students and faculty.

9. GSA National

Services and Activities: Medicare/Medicaid/Marketplace acceptance storytelling, animation, and video.

Vertical: Health & Wellness.

Period: Current.

Case Study:

- **Challenge:** GSA National needed to communicate complex healthcare information effectively to a diverse audience.
- **Solution:** (spark) created engaging storytelling animations and videos to explain Medicare, Medicaid, and Marketplace acceptance in a clear and accessible way.
- **Outcome:** The animations and videos improved understanding and acceptance of healthcare programs, making it easier for people to navigate their options and access the care they needed.

10. Indianapolis, IN

Services and Activities: Marketing and advertising to attract business to the city, full campaign creation and management.

Vertical: Promotion & Communication.

Period: 2022.

Case Study:

- **Challenge:** Indianapolis wanted to attract more businesses to the city to boost economic growth and create jobs.
- **Solution:** (human)x developed and managed comprehensive marketing and advertising campaigns that highlighted the city's strengths and opportunities for businesses. (amp) handled media placements.
- **Outcome:** The campaigns successfully attracted new businesses to the city, leading to increased investment and job creation. The city's economic growth was positively impacted by the influx of new businesses.

11. Indianapolis, IN

Services and Activities: Development of a comprehensive platform and media strategy for the Super Bowl, including full campaign creation and management.

Vertical: Promotion & Communication.

Period: 2011.

Case Study:

- **Challenge:** Indianapolis aimed to enhance its platform and media strategy for the Super Bowl to maximize engagement and viewership.
- **Solution:** (human)x developed and managed a robust platform and media strategy that showcased the city's unique offerings and the excitement of the Super Bowl. (amp) handled media placements to ensure widespread coverage.
- **Outcome:** The strategy successfully increased engagement and viewership, attracting more visitors and boosting local businesses. The city's profile was significantly elevated, leading to long-term benefits for the local economy.

12. Marion County, OH

Services and Activities: Promote and inform the community of issues relating to the prosecutor's office.

Vertical: Education & Information.

Period: 2022.

Case Study:

- **Challenge:** Marion County needed to educate the community about legal issues and the activities of the prosecutor's office.
- **Solution:** (human)x created informative campaigns that used various media channels to promote awareness of the prosecutor's office activities and legal issues. (amp) managed media placements.
- **Outcome:** The campaigns led to a better-informed community and increased trust in the legal system. Residents felt more knowledgeable about their rights and the legal processes affecting them.

13. State of Kentucky

Services and Activities: Communication strategy, management of community outreach efforts.

Vertical: Education & Information.

Period: 2023.

Case Study:

- **Challenge:** The State of Kentucky needed to improve community outreach and ensure that residents were well-informed about state initiatives and services.
- **Solution:** (human)x developed a comprehensive communication strategy and managed community outreach efforts to engage residents and provide them with important information.
- **Outcome:** The enhanced community engagement efforts led to better-informed residents and increased participation in state programs and initiatives.

14. State of California

Services and Activities: Strategic platform development and management for social media.

Vertical: Health & Wellness.

Period: 2023.

Case Study:

- **Challenge:** California needed a strategic approach to social media to effectively promote health and wellness initiatives.
- **Solution:** (human)x developed and managed a strategic social media platform that included targeted campaigns and content to engage residents and promote health and wellness programs.
- **Outcome:** The social media platform successfully increased engagement and awareness of health and wellness programs, leading to better public health outcomes.

15. Bloomington, MN

Services and Activities: Integrated marketing, website, paid media in support of tourism development.

Vertical: Promotion & Communication.

Period: 2022.

Case Study:

- **Challenge:** Bloomington aimed to boost tourism and attract more visitors to the city.
- **Solution:** Leap Group provided integrated marketing services, developed a new website, and managed paid media campaigns to promote the city's attractions and events.
- **Outcome:** The campaigns successfully increased tourism, leading to economic benefits for the city. The new website became a central hub for tourists seeking information about Bloomington.

16. State of Michigan

Services and Activities: Strategic development of integrated marketing and promotional campaigns.

Vertical: Promotion & Communication.

Period: 2022.

Case Study:

- **Challenge:** Michigan needed to promote various state initiatives and programs effectively.
- **Solution:** Leap Group developed integrated marketing and promotional campaigns that highlighted the state's initiatives and programs.
- **Outcome:** The campaigns enhanced visibility and success of state initiatives, leading to increased public engagement and support.

17. USAA - Veterans Dept.

Services and Activities: Integration and coordination for campaign support.

Vertical: Promotion & Communication.

Period: 2023.

Case Study:

- **Challenge:** USAA needed to support veterans through effective campaigns.
- **Solution:** Leap Group provided integration and coordination services for campaign support, ensuring that the campaigns were well-organized and impactful.
- **Outcome:** The campaigns successfully supported veterans, leading to increased awareness and participation in veteran programs.

18. Pigeon Forge, TN

Services and Activities: Integrated marketing, website, paid media in support of tourism development.

Vertical: Promotion & Communication.

Period: 2022.

Case Study:

- **Challenge:** Pigeon Forge aimed to attract more tourists to boost local tourism.
- **Solution:** Leap Group developed integrated marketing strategies, a new website, and managed paid media campaigns to promote the city's attractions and events.
- **Outcome:** The campaigns led to increased tourism and economic growth for Pigeon Forge.

19. State of Kentucky (ACA Website)

Services and Activities: Creative strategy and activation support for ACA website and related properties.

Vertical: Health & Wellness.

Period: 2020.

Case Study:

- **Challenge:** Kentucky needed to support the ACA website and related properties to ensure residents had access to healthcare information.
- **Solution:** Leap Group provided creative strategy and activation support for the ACA website and related properties.
- **Outcome:** The improved website and related properties enhanced user experience and engagement, making it easier for residents to access healthcare information.

20. Atlanta, GA

Services and Activities: Integrated marketing, website, paid media in support of tourism development.

Vertical: Promotion & Communication.

Period: 2020.

Case Study:

- **Challenge:** Atlanta aimed to boost tourism and attract more visitors to the city.
- **Solution:** Leap Group provided integrated marketing services, developed a new website, and managed paid media campaigns to promote the city's attractions and events.
- **Outcome:** The campaigns successfully increased tourism, leading to economic benefits for the city. The new website became a central hub for tourists seeking information about Atlanta.

21. State of Washington

Services and Activities: Recruitment marketing - campaign strategy and ongoing optimization.

Vertical: Promotion & Communication.

Period: 2020.

Case Study:

- **Challenge:** Washington needed to attract talent through effective recruitment marketing campaigns.
- **Solution:** Leap Group developed a comprehensive recruitment marketing strategy and provided ongoing optimization to ensure the campaigns were effective.
- **Outcome:** The recruitment campaigns successfully attracted talent to the state, leading to a stronger workforce and economic growth.

22. Las Vegas, NV

Services and Activities: Integrated marketing, website, paid media in support of tourism development.

Vertical: Promotion & Communication.

Period: 2021.

Case Study:

- **Challenge:** Las Vegas aimed to boost tourism and attract more visitors to the city.
- **Solution:** Leap Group provided integrated marketing services, developed a new website, and managed paid media campaigns to promote the city's attractions and events.
- **Outcome:** The campaigns successfully increased tourism, leading to economic benefits for the city. The new website became a central hub for tourists seeking information about Las Vegas.