

UPLY MEDIA INC.

FEDERAL AWARENESS ACCELERATOR™

The \$9,950 Public Outreach Video Campaign

The Fastest-Closing, Most Visible Micro-Purchase Offer for Public Affairs and Communications Offices

While cybersecurity solves compliance problems and FOIA solves operational bottlenecks, Public Outreach solves a mission execution problem.

Every federal agency is required to educate, inform, recruit, engage, and communicate with the public. Yet most agencies continue to rely on long PDFs, static web pages, and outdated communication formats that struggle to reach modern audiences.

The Federal Awareness Accelerator™ transforms existing agency content into a library of short-form educational videos designed for public engagement, stakeholder awareness, recruitment, preparedness campaigns, veteran outreach, and program participation.

The Lucid Offer: The \$9,950 Federal Awareness Accelerator™

Instead of purchasing open-ended creative services, agencies purchase a fixed-scope awareness campaign that can be acquired through simplified acquisition procedures and Government Purchase Card (GPC) purchasing.

Price Point:

\$9,950 per campaign

Delivery Timeline:

10 Business Days

Campaign Deliverables:

- 15 professionally produced short-form outreach videos
- 30-60 second runtime per video
- Agency branding and visual identity integration
- Closed captions included
- Section 508 caption compliance support
- Formats optimized for LinkedIn, YouTube Shorts, websites, digital signage, and internal communications
- Final delivery package with all source and distribution files

Mission Use Cases:

- Veteran Outreach
- Public Health Awareness
- Emergency Preparedness Campaigns
- Recruitment Initiatives
- Workforce Development Programs
- Benefits Education
- Citizen Engagement
- Community Awareness
- Stakeholder Communications
- Program Participation Campaigns

Why This Offer Sells Fast

1. Every Agency Has The Need

Every agency communicates with citizens, veterans, stakeholders, employees, or industry partners. Public awareness is not optional—it is part of mission execution.

1. Immediate Visual Impact

Decision-makers can instantly understand the value. Unlike technical consulting engagements, agency staff can immediately see and share finished outreach assets.

1. GPC-Friendly Acquisition

Priced below major procurement thresholds, enabling rapid acquisition through existing purchasing authorities without lengthy acquisition cycles.

1. Rapid Deployment

Agencies can launch awareness campaigns within days instead of waiting months for larger communications contracts.

1. Reusable Assets

Each campaign generates a reusable library of outreach content that can support multiple initiatives across websites, social platforms, presentations, training, and stakeholder engagement efforts.

Recommended Federal Buyers

Public Affairs Officer (PAO)

Communications Director

Veteran Experience Director

External Affairs Director

Community Relations Manager

Program Director

Recruitment Program Manager

Emergency Management Communications Lead

Health Communications Director

Workforce Development Program Manager

Strategic NAICS Alignment

541613 – Marketing Consulting Services

541810 – Advertising Agencies

541820 – Public Relations Agencies

541430 – Graphic Design Services

541511 – Custom Computer Programming Services (Digital Media Platforms)

Why Uply Media Wins

- SBA-Certified SDVOSB
- Federal micro-purchase focused
- Rapid-turn delivery model
- AI-assisted production workflow
- Deep understanding of federal communications requirements
- Ability to support outreach, awareness, recruitment, education, and engagement initiatives from a single vendor

The Result

A federal agency transforms static information into a professional awareness

campaign through a single fixed-price purchase, enabling faster mission communication, improved public engagement, and measurable outreach impact without the complexity of a traditional communications contract.