

Fed Creative Brief: Marketing, Creative & Media (sample issue)

Data pulled 2026-10-11 from USAspending.gov (FPDS-sourced). Window: contracts whose period of performance ends 2027-01-10 – 2028-04-11. Awards with any contract action since 2023-10-12, obligated ≥ \$100,000. Not procurement advice; verify every record on USAspending/SAM.gov before acting.

This issue in numbers

- **246 likely recompetes** (the final period, including options, ends in the window), worth **\$2.24B obligated** to date.
- **111** of them have ≥ \$1.0M obligated (\$2.19B).
- Another **163** awards have a current period ending in the window but unexercised options beyond it. These are option decisions to watch, not counted above.
- **77** of the likely recompetes drew a **single offer** last time. **152** have a small-business incumbent (\$443.0M).
- How they were bought: BPA 71, Standalone 65, IDC 62, FSS 47, GWAC 1. (FSS = GSA Schedule order; BPA = blanket purchase agreement call; IDC = IDIQ task/delivery order.)
- **Bid or team?** For the 111 likely recompetes ≥ \$1.0M: INCUMBENT-LOCKED until the vehicle ends: team **31**; LIKELY NEW COMPETITION: non-holders may prime **23**; SCHEDULE: GSA MAS holders only, or team **21**; OPEN: non-holders can prime **21**; HOLDERS ONLY: team with a holder **8**; TEAM: replacement vehicle may already be awarded **5**; TEAM NOW, or compete for a seat on the next vehicle **2**. (Our reading of how each was bought last time. See the method note at the end.)
- When they end: 2027 Q1: 85, 2027 Q2: 47, 2027 Q3: 106, 2027 Q4: 3, 2028 Q1: 5

Top 20 upcoming recompetes (ranked by value and capture timing)

Score = $\log_{10}(\text{obligated } \$) + 1.0$ if the award ends 4–12 months out (the prime capture window), +0.5 if 12–15 months. Values are obligated to date; the ceiling includes all options.

1. Health Insurance Exchange Public Education And Outreach

Centers for Medicare and Medicaid Services (Department of Health and Human Services) · Incumbent: **IPG DXTRA, INC.** · NAICS 541810 · Award [75FCMC22F0003](#)

- **Value:** \$819.9M obligated; ceiling \$871.4M · **Ends:** 2027-03-10 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Mar 10, 2027 (~5 months out). Only **1 offer** was received last time; thin competition can mean the agency wants more bidders, or that the incumbent's position is entrenched.
- **Bid or team: TEAM: replacement vehicle may already be awarded.** Order on a multiple-award IDC (4 holders found) whose ordering period ends 2026-02-28, before this order does. The agency has signed 6 new vehicle(s) in the same NAICS in the last 24 months (see recent_idvs column). If one is the replacement, the follow-on will be competed among its holders only, so a non-holder should team with one of them.
- **Possible replacement-vehicle holders** (new IDVs/BPAs at this agency and NAICS, last 24 months): IPG DXTRA, INC., PORTER NOVELLI PUBLIC SERVICES INC., OGILVY PUBLIC RELATIONS WORLDWIDE LLC, KETCHUM INC., FORS MARSH GROUP LLC, DANIEL J EDELMAN INC
- **Teaming targets: IPG DXTRA, INC.** (incumbent), PORTER NOVELLI PUBLIC SERVICES INC., KETCHUM INC., DANIEL J EDELMAN INC. Others: other holders of the same vehicle (confirmed by shared solicitation ID).

2. Medicare Open Enrollment (Moe) And New To Medicare Public Education (Nmpe) And Outreach Campaigns (Oc) Task Or

Centers for Medicare and Medicaid Services (Department of Health and Human Services) · Incumbent: **PORTER NOVELLI PUBLIC SERVICES INC.** · NAICS 541810 · Award [75FCMC24F0115](#)

- **Value:** \$163.9M obligated; ceiling \$195.5M · **Ends:** 2027-06-30 (options to 2028-03-09) · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Jun 30, 2027 (~9 months out). Remaining options run to 2028-03-09, so the final period still ends inside the window; expect an option exercise first, then the follow-on. 3 offers were received last time.
- **Bid or team: TEAM: replacement vehicle may already be awarded.** Order on a multiple-award IDC (4 holders found) whose ordering period ends 2026-02-28, before this order does. The agency has signed 6 new vehicle(s) in the same NAICS in the last 24 months (see

recent_idvs column). If one is the replacement, the follow-on will be competed among its holders only, so a non-holder should team with one of them.

- **Possible replacement-vehicle holders** (new IDVs/BPAs at this agency and NAICS, last 24 months): IPG DXTRA, INC., PORTER NOVELLI PUBLIC SERVICES INC., OGILVY PUBLIC RELATIONS WORLDWIDE LLC, KETCHUM INC., FORS MARSH GROUP LLC, DANIEL J EDELMAN INC
- **Teaming targets:** PORTER NOVELLI PUBLIC SERVICES INC. (incumbent), IPG DXTRA, INC., KETCHUM INC., DANIEL J EDELMAN INC. *Others: other holders of the same vehicle (confirmed by shared solicitation ID).*

3. This Task Order Is For Marketing & Advertising Services For Recruitment Of Cbp Law Enforcement Officers

U.S. Customs and Border Protection (Department of Homeland Security) · Incumbent: **MARCOM GROUP, INC** · NAICS 541820 · Award [70B06C26F00001127](#)

- **Value:** \$86.1M obligated; ceiling \$86.1M · **Ends:** 2027-09-25 · **Type:** bpa call; full and open competition
- **Why it matters:** Period of performance ends Sep 25, 2027 (~11 months out). The incumbent is flagged as a small business; a larger firm could approach it about teaming.
- **Bid or team:** **LIKELY NEW COMPETITION: non-holders may prime.** Order on a single-award BPA whose ordering period ends before or near this order's end. The vehicle's ordering period ends 2027-09-25. The follow-on would typically be a new competition. Watch SAM.gov for sources-sought and RFI notices. The last award was set aside (Small Business Set Aside - Total), so only eligible firms could prime if that is repeated.
- **Teaming targets:** **MARCOM GROUP, INC** (incumbent, small business)

4. Fy24 Data & Performance

Department of the Army (Department of Defense) · Incumbent: **DDB CHICAGO INC.** · NAICS 541810 · Award [W9124D24F0010](#)

- **Value:** \$198.7M obligated; ceiling \$200.6M · **Ends:** 2027-01-29 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Jan 29, 2027 (~4 months out).
- **Bid or team:** **INCUMBENT-LOCKED until the vehicle ends: team.** Order on a single-award IDC held by the incumbent, with ordering open past this order's end. The vehicle's ordering period ends 2028-11-19. A new order could go straight to the incumbent, so team with them, or position for the vehicle's own recompile.
- **Teaming targets:** **DDB CHICAGO INC.** (incumbent), DAVIS MANAGEMENT GROUP INC (\$5.8M), CAMPBELL & CO ADVERTISING AGENCY LLC (\$1.7M), MINNESOTA BROADCASTERS ASSOCIATION (\$1.1M), CHICKASAW MANAGEMENT SERVICES, LLC (\$1.1M), LAUGHLIN, MARINACCIO & OWENS, INC. (\$973K). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

5. Air Force Recruiting National Marketing & Advertising Task Order For Mobile Tour Operations Program (Mtop)

Department of the Air Force (Department of Defense) · Incumbent: **GSD&M LLC** · NAICS 541810 · Award [FA300223F0019](#)

- **Value:** \$61.8M obligated; ceiling \$61.8M · **Ends:** 2027-04-30 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Apr 30, 2027 (~7 months out).
- **Bid or team:** **INCUMBENT-LOCKED until the vehicle ends: team.** Order on a single-award IDC held by the incumbent, with ordering open past this order's end. The vehicle's ordering period ends 2027-09-30. A new order could go straight to the incumbent, so team with them, or position for the vehicle's own recompile.
- **Teaming targets:** **GSD&M LLC** (incumbent), PCI PRODUCTIONS LLC (\$1.6M). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

6. Outreach To Encourage Enrollment In Medicare Low Income Programs

Centers for Medicare and Medicaid Services (Department of Health and Human Services) · Incumbent: **KETCHUM INC.** · NAICS 541810 · Award [75FCMC23F0001](#)

- **Value:** \$46.1M obligated; ceiling \$75.8M · **Ends:** 2027-09-17 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Sep 17, 2027 (~11 months out). 4 offers were received last time.
- **Bid or team:** **TEAM: replacement vehicle may already be awarded.** Order on a multiple-award IDC (4 holders found) whose ordering period ends 2026-02-28, before this order does. The agency has signed 6 new vehicle(s) in the same NAICS in the last 24 months (see recent_idvs column). If one is the replacement, the follow-on will be competed among its holders only, so a non-holder should team with one of them.
- **Possible replacement-vehicle holders** (new IDVs/BPAs at this agency and NAICS, last 24 months): IPG DXTRA, INC., PORTER NOVELLI PUBLIC SERVICES INC., OGILVY PUBLIC RELATIONS WORLDWIDE LLC, KETCHUM INC., FORS MARSH GROUP LLC,

DANIEL J EDELMAN INC

- **Teaming targets:** **KETCHUM INC.** (incumbent), IPG DXTRA, INC., PORTER NOVELLI PUBLIC SERVICES INC., DANIEL J EDELMAN INC. *Others: other holders of the same vehicle (confirmed by shared solicitation ID).*

7. Administration For Children And Families (Acf), Office Of Refugee Resettlement (Orr), Mission Support Services

Departmental Offices (Department of the Interior) · Incumbent: **GENERAL DYNAMICS INFORMATION TECHNOLOGY, INC.** · NAICS 541613 · Award [140D0425F0958](#)

- **Value:** \$39.2M obligated; ceiling \$39.2M · **Ends:** 2027-03-21 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Mar 21, 2027 (~5 months out). Only **1 offer** was received last time; thin competition can mean the agency wants more bidders, or that the incumbent's position is entrenched.
- **Bid or team:** **SCHEDULE: GSA MAS holders only, or team.** Ordered off a GSA Schedule. A follow-on ordered the same way is limited to GSA MAS holders with the matching SIN. Without a schedule, team with a holder. Getting a schedule takes months.
- **Teaming targets:** **GENERAL DYNAMICS INFORMATION TECHNOLOGY, INC.** (incumbent), BIXAL SOLUTIONS INCORPORATED (\$6.4M), BLN FORS MARSH JV LLC (\$400K), KOKOPELLI PICTURES LLC (\$74K). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

8. Plan, Develop, Execute And Monitor Communications Activities For The Centers For Medicare & Medicaid Services

Centers for Medicare and Medicaid Services (Department of Health and Human Services) · Incumbent: **KETCHUM INC.** · NAICS 541810 · Award [75FCMC22F0001](#)

- **Value:** \$31.6M obligated; ceiling \$35.6M · **Ends:** 2027-08-30 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Aug 30, 2027 (~11 months out). Only **1 offer** was received last time; thin competition can mean the agency wants more bidders, or that the incumbent's position is entrenched.
- **Bid or team:** **TEAM: replacement vehicle may already be awarded.** Order on a multiple-award IDC (4 holders found) whose ordering period ends 2026-02-28, before this order does. The agency has signed 6 new vehicle(s) in the same NAICS in the last 24 months (see recent_idvs column). If one is the replacement, the follow-on will be competed among its holders only, so a non-holder should team with one of them.
- **Possible replacement-vehicle holders** (new IDVs/BPAs at this agency and NAICS, last 24 months): IPG DXTRA, INC., PORTER NOVELLI PUBLIC SERVICES INC., OGILVY PUBLIC RELATIONS WORLDWIDE LLC, KETCHUM INC., FORS MARSH GROUP LLC, DANIEL J EDELMAN INC
- **Teaming targets:** **KETCHUM INC.** (incumbent), IPG DXTRA, INC., PORTER NOVELLI PUBLIC SERVICES INC., DANIEL J EDELMAN INC. *Others: other holders of the same vehicle (confirmed by shared solicitation ID).*

9. Media Placement Support Services

Defense Human Resources Activity (Department of Defense) · Incumbent: **MULLENLOWE US INC** · NAICS 541810 · Award [H9821026FE046](#)

- **Value:** \$30.5M obligated; ceiling \$30.5M · **Ends:** 2027-03-15 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Mar 15, 2027 (~5 months out).
- **Bid or team:** **INCUMBENT-LOCKED until the vehicle ends: team.** Order on a single-award IDC held by the incumbent, with ordering open past this order's end. The vehicle's ordering period ends 2029-09-26. A new order could go straight to the incumbent, so team with them, or position for the vehicle's own recompet.
- **Teaming targets:** **MULLENLOWE US INC** (incumbent), CULTURE ONE WORLD LLC (\$2.0M). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

10. This Acquisition Is A Logical Follow-On (Lfo) For Contractor Support For Tasks Associated With Program Managem

Centers for Medicare and Medicaid Services (Department of Health and Human Services) · Incumbent: **GENERAL DYNAMICS INFORMATION TECHNOLOGY, INC.** · NAICS 541613 · Award [75FCMC25FJ031](#)

- **Value:** \$29.2M obligated; ceiling \$29.2M · **Ends:** 2027-08-28 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Aug 28, 2027 (~11 months out). Only **1 offer** was received last time; thin competition can mean the agency wants more bidders, or that the incumbent's position is entrenched.
- **Bid or team:** **SCHEDULE: GSA MAS holders only, or team.** Ordered off a GSA Schedule. A follow-on ordered the same way is limited to GSA MAS holders with the matching SIN. Without a schedule, team with a holder. Getting a schedule takes months.
- **Teaming targets:** **GENERAL DYNAMICS INFORMATION TECHNOLOGY, INC.** (incumbent), BIXAL SOLUTIONS INCORPORATED (\$13.8M), TRIPTK LLC (\$3.8M), CHATHAM COMMUNICATIONS JV, LLC (\$2.9M), SCHATZ PUBLISHING GROUP, LLC (\$118K). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

11. Army Ad _ Research And Innovation Task Order(To)

Department of the Army (Department of Defense) · Incumbent: **DDB CHICAGO INC.** · NAICS 541810 · Award [W9124D25F0128](#)

- **Value:** \$28.8M obligated; ceiling \$28.8M · **Ends:** 2027-03-25 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Mar 25, 2027 (~5 months out).
- **Bid or team:** **INCUMBENT-LOCKED until the vehicle ends: team.** Order on a single-award IDC held by the incumbent, with ordering open past this order's end. The vehicle's ordering period ends 2028-11-19. A new order could go straight to the incumbent, so team with them, or position for the vehicle's own recompet.
- **Teaming targets:** **DDB CHICAGO INC.** (incumbent), DAVIS MANAGEMENT GROUP INC (\$5.8M), CAMPBELL & CO ADVERTISING AGENCY LLC (\$1.7M), MINNESOTA BROADCASTERS ASSOCIATION (\$1.1M), CHICKASAW MANAGEMENT SERVICES, LLC (\$1.1M), LAUGHLIN, MARINACCIO & OWENS, INC. (\$973K). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

12. National Media Campaign

U.S. Customs and Border Protection (Department of Homeland Security) · Incumbent: **LMD AGENCY, INC.** · NAICS 541810 · Award [70B06C26F00001137](#)

- **Value:** \$20.0M obligated; ceiling \$20.0M · **Ends:** 2027-09-19 · **Type:** bpa call; full and open competition
- **Why it matters:** Period of performance ends Sep 19, 2027 (~11 months out). The incumbent is flagged as a small business; a larger firm could approach it about teaming.
- **Bid or team:** **INCUMBENT-LOCKED until the vehicle ends: team.** Order on a single-award BPA held by the incumbent, with ordering open past this order's end. The vehicle's ordering period ends 2028-04-01. A new order could go straight to the incumbent, so team with them, or position for the vehicle's own recompet. The last award was set aside (Women Owned Small Business), so only eligible firms could prime if that is repeated.
- **Teaming targets:** **LMD AGENCY, INC.** (incumbent, small business), ELEVATION, LTD. (\$61K). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

13. Ost Fishing Effort Survey

National Oceanic and Atmospheric Administration (Department of Commerce) · Incumbent: **GALLUP, INC.** · NAICS 541910 · Award [1305M323FNFFK0004](#)

- **Value:** \$18.1M obligated; ceiling \$20.7M · **Ends:** 2027-03-31 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Mar 31, 2027 (~6 months out). 6 offers were received last time.
- **Bid or team:** **SCHEDULE: GSA MAS holders only, or team.** Ordered off a GSA Schedule. A follow-on ordered the same way is limited to GSA MAS holders with the matching SIN. Without a schedule, team with a holder. Getting a schedule takes months.
- **Teaming targets:** **GALLUP, INC.** (incumbent), IMPLAN GROUP LLC (\$129K). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

14. Obtain Vehicle Safety Communication Services

National Highway Traffic Safety Administration (Department of Transportation) · Incumbent: **STRATACOMM, LLC** · NAICS 541810 · Award [693JJ923F000273](#)

- **Value:** \$15.1M obligated; ceiling \$15.1M · **Ends:** 2027-03-31 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Mar 31, 2027 (~6 months out). 2 offers were received last time. Previous award: Small Business Set Aside - Total. Check your eligibility. The incumbent is flagged as a small business; a larger firm could approach it about teaming.
- **Bid or team:** **SCHEDULE: GSA MAS holders only, or team.** Ordered off a GSA Schedule. A follow-on ordered the same way is limited to GSA MAS holders with the matching SIN. Without a schedule, team with a holder. Getting a schedule takes months. The last award was set aside (Small Business Set Aside - Total), so only eligible firms could prime if that is repeated.
- **Teaming targets:** **STRATACOMM, LLC** (incumbent, small business), THE ADVERTISING COUNCIL INC (\$24.2M), OUTREACH PROCESS PARTNERS LLC (\$72K). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

15. Interactive Marketing Support Services

Defense Human Resources Activity (Department of Defense) · Incumbent: **MULLENLOWE US INC** · NAICS 541810 · Award [H9821026FE040](#)

- **Value:** \$13.9M obligated; ceiling \$13.9M · **Ends:** 2027-03-02 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Mar 02, 2027 (~5 months out).

- **Bid or team: INCUMBENT-LOCKED until the vehicle ends: team.** Order on a single-award IDC held by the incumbent, with ordering open past this order's end. The vehicle's ordering period ends 2029-09-26. A new order could go straight to the incumbent, so team with them, or position for the vehicle's own recompetete.
- **Teaming targets: MULLENLOWE US INC** (incumbent), CULTURE ONE WORLD LLC (\$2.0M). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

16. The Medicaid And Chip Dataconnect (Mac-Dc) Task Order Performs Cloud/Platform Operations, Secure Data Ingestio

Centers for Medicare and Medicaid Services (Department of Health and Human Services) · Incumbent: **BIXAL SOLUTIONS INCORPORATED** · NAICS 541613 · Award [75FCMC26F0055](#)

- **Value:** \$13.8M obligated; ceiling \$13.8M · **Ends:** 2027-03-24 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Mar 24, 2027 (~5 months out). Only **1 offer** was received last time; thin competition can mean the agency wants more bidders, or that the incumbent's position is entrenched. The incumbent is flagged as a small business; a larger firm could approach it about teaming.
- **Bid or team: SCHEDULE: GSA MAS holders only, or team.** Ordered off a GSA Schedule. A follow-on ordered the same way is limited to GSA MAS holders with the matching SIN. Without a schedule, team with a holder. Getting a schedule takes months.
- **Teaming targets: BIXAL SOLUTIONS INCORPORATED** (incumbent, small business), GENERAL DYNAMICS INFORMATION TECHNOLOGY, INC. (\$41.0M), TRIPTK LLC (\$3.8M), CHATHAM COMMUNICATIONS JV, LLC (\$2.9M), SCHATZ PUBLISHING GROUP, LLC (\$118K). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

17. Evaluation Of Fda'S The Real Cost Campaign

Food and Drug Administration (Department of Health and Human Services) · Incumbent: **RESEARCH TRIANGLE INSTITUTE** · NAICS 541910 · Award [75F40121F19001](#)

- **Value:** \$13.7M obligated; ceiling \$13.7M · **Ends:** 2027-09-29 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends Sep 29, 2027 (~12 months out).
- **Bid or team: LIKELY NEW COMPETITION: non-holders may prime.** Order on a single-award IDC whose ordering period ends before or near this order's end. The vehicle's ordering period ends 2026-08-29. The follow-on would typically be a new competition. Watch SAM.gov for sources-sought and RFI notices. Check first: the agency has signed 2 new vehicle(s) in the same NAICS in the last 24 months (see recent_idvs column). If one is the replacement, the follow-on is holders-only, so team with a holder.
- **Possible replacement-vehicle holders** (new IDVs/BPAs at this agency and NAICS, last 24 months): THE DISTRICT COMMUNICATIONS GROUP LLC, FORS MARSH GROUP LLC
- **Teaming targets: RESEARCH TRIANGLE INSTITUTE** (incumbent), NIELSEN CONSUMER LLC (\$2.0M), TAMARIND MEDIA LIMITED (\$493K), SERMO INC (\$230K), THE DISTRICT COMMUNICATIONS GROUP LLC (\$95K), MEDIARADAR, INC. (\$70K). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

18. Fy26 Owned Channels Task Order

Department of the Army (Department of Defense) · Incumbent: **DDB CHICAGO INC.** · NAICS 541810 · Award [W9124D26FA233](#)

- **Value:** \$12.7M obligated; ceiling \$12.7M · **Ends:** 2027-05-31 · **Type:** delivery order; full and open competition
- **Why it matters:** Period of performance ends May 31, 2027 (~8 months out).
- **Bid or team: INCUMBENT-LOCKED until the vehicle ends: team.** Order on a single-award IDC held by the incumbent, with ordering open past this order's end. The vehicle's ordering period ends 2028-11-19. A new order could go straight to the incumbent, so team with them, or position for the vehicle's own recompetete.
- **Teaming targets: DDB CHICAGO INC.** (incumbent), DAVIS MANAGEMENT GROUP INC (\$5.8M), CAMPBELL & CO ADVERTISING AGENCY LLC (\$1.7M), MINNESOTA BROADCASTERS ASSOCIATION (\$1.1M), CHICKASAW MANAGEMENT SERVICES, LLC (\$1.1M), LAUGHLIN, MARINACCIO & OWENS, INC. (\$973K). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

19. Heatstroke Prevention Public Service Advertising Campaigns

National Highway Traffic Safety Administration (Department of Transportation) · Incumbent: **THE ADVERTISING COUNCIL INC** · NAICS 541810 · Award [693JJ922F00105N](#)

- **Value:** \$12.1M obligated; ceiling \$12.1M · **Ends:** 2027-09-29 · **Type:** delivery order; not competed
- **Why it matters:** Period of performance ends Sep 29, 2027 (~12 months out). Previously not competed, so the follow-on could also be sole-sourced. Treat it as relationship-driven.

- **Bid or team: LIKELY NEW COMPETITION: non-holders may prime.** Order on a single-award IDC whose ordering period ends before or near this order's end. The vehicle's ordering period ends 2027-09-29. The follow-on would typically be a new competition. Watch SAM.gov for sources-sought and RFI notices.
- **Teaming targets: THE ADVERTISING COUNCIL INC** (incumbent), OUTREACH PROCESS PARTNERS LLC (\$72K). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

20. Survey Of Healthcare Experience Of Patients Idiq Compliant With Eo 14398

Department of Veterans Affairs (Department of Veterans Affairs) · Incumbent: **DIX-GRA, INC.** · NAICS 541910 · Award [36C77626N0665](#)

- **Value:** \$12.0M obligated; ceiling \$12.0M · **Ends:** 2027-09-30 · **Type:** delivery order; full and open competition after exclusion of sources
- **Why it matters:** Period of performance ends Sep 30, 2027 (~12 months out). The incumbent is flagged as a small business; a larger firm could approach it about teaming.
- **Bid or team: INCUMBENT-LOCKED until the vehicle ends: team.** Order on a single-award IDC held by the incumbent, with ordering open past this order's end. The vehicle's ordering period ends 2029-04-09. A new order could go straight to the incumbent, so team with them, or position for the vehicle's own recompetes. The last award was set aside (Small Business Set Aside - Total), so only eligible firms could prime if that is repeated.
- **Teaming targets: DIX-GRA, INC.** (incumbent, small business), GRITTER - FRANCONA, INC (\$41.6M), AMERICAN DIRECTIONS RESEARCH GROUP INC. (\$5.6M), IPSOS PUBLIC AFFAIRS, LLC (\$4.2M), VISTRA COMMUNICATIONS, LLC (\$2.2M), THE DISTRICT COMMUNICATIONS GROUP LLC (\$2.1M). *Others: other firms this agency paid in this NAICS, last 3 years (obligations).*

Agency summary (likely recompetes in window)

Agency / sub-agency	#	Obligated
Department of Health and Human Services: Centers for Medicare and Medicaid Services	15	\$1.14B
Department of Defense: Department of the Army	16	\$272.6M
Department of Homeland Security: U.S. Customs and Border Protection	4	\$113.3M
Department of Health and Human Services: Food and Drug Administration	13	\$98.1M
Department of Transportation: National Highway Traffic Safety Administration	11	\$81.1M
Department of Defense: Department of the Air Force	7	\$75.2M
Department of Defense: Defense Human Resources Activity	4	\$55.4M
Department of Health and Human Services: Centers for Disease Control and Prevention	6	\$51.8M
Department of the Interior: Departmental Offices	2	\$39.6M
Department of Health and Human Services: Office of the Assistant Secretary for Financial Resources	9	\$31.9M
Department of Veterans Affairs: Department of Veterans Affairs	8	\$31.6M
Department of State: Department of State	19	\$26.9M

Incumbents with the most exposure

Incumbent (parent)	# expiring	Obligated
IPG DXTRA, INC.	2	\$831.4M
DDB CHICAGO INC.	5	\$255.2M
OMNICOM GROUP INC.	6	\$189.2M

Incumbent (parent)	# expiring	Obligated
PORTER NOVELLI PUBLIC SERVICES INC.	1	\$163.9M
MARCOM GROUP, INC	2	\$87.1M
TRUE NORTH COMMUNICATIONS INC	1	\$77.1M
GENERAL DYNAMICS CORP	5	\$71.2M
NATIONAL OPINION RESEARCH CENTER	4	\$47.5M
THE ADVERTISING COUNCIL INC	5	\$40.1M
SCHATZ PUBLISHING GROUP, LLC	11	\$38.5M

By NAICS

NAICS	#
541910 Marketing Research And Public Opinion Polling	65
541810 Advertising Agencies	57
541613 Marketing Consulting Services	40
541820 Public Relations Agencies	32
512110 Motion Picture And Video Production	31
541430 Graphic Design Services	15
541890 Other Services Related To Advertising	4
541830 Media Buying Agencies	2

Editor's notes

- **The big-ticket work sits on vehicles.** Most high-value items are task orders on agency IDIQs or BPAs (CMS, Army, CBP, FDA) or GSA Schedule orders. For most agencies the near-term move is **teaming with incumbents or vehicle holders**. A solo prime bid usually isn't possible.
- **September is the cliff.** Fiscal-year-end periods cluster at Sept 2027. Our judgement: sources-sought and RFI notices for those follow-ons are most likely in the first half of 2027, so that is when to start teaming conversations.
- **Small-business lane.** Many smaller awards are set aside for small business. If you qualify, the sub-\$10M tier is where a prime bid is realistic.

How we read 'bid or team'

- **OPEN:** standalone contract; a follow-on normally goes out as a new SAM.gov solicitation any eligible firm can bid on.
- **SCHEDULE:** last bought as a GSA Schedule order. Only GSA MAS holders with the right SIN can prime an order placed the same way.
- **HOLDERS ONLY / TEAM:** task order on a multiple-award IDIQ or BPA. Only holders can prime; holders found via USAspending IDVs sharing the parent's solicitation ID.
- **INCUMBENT-LOCKED:** order on a single-award vehicle that stays open past the order's end; new orders can go straight to the incumbent.
- **LIKELY NEW COMPETITION:** single-award vehicle whose ordering period ends around the same time, so a fresh competition is the usual next step.
- Agencies can change acquisition strategy at any time (new vehicle, set-aside, in-sourcing). These verdicts are inferences from past award data, not a forecast.

Disclaimer

This brief is for information only and is not procurement, legal, or financial advice. It is compiled from public USAspending.gov/FPDS data that can be incomplete or out of date. Bid-or-team verdicts and teaming targets are editorial inferences, not endorsements; we are not affiliated with any firm or agency named. Always confirm details on SAM.gov and with the contracting officer before acting.

Source: USAspending.gov award records (FPDS), pulled 2026-10-11. Every item above links to its public record.