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**Sensis awarded U.S. Coast Guard Academy national advertising contract**

*Sensis, Sapient Government Services partner to deliver integrated marketing and communications services to reach Academy's next generation of leaders*

**May 10, 2010 - WASHINGTON, D.C.** — [Sensis](#) and [Sapient Government Services](#), a division of Sapient (NASDAQ: SAPE), announced today an award by the United States Coast Guard Academy to lead the Academy's national recruitment advertising efforts. The contract, valued at up to \$3 million across five years, will allow Sensis and Sapient to provide fully integrated marketing and communications services designed to increase brand awareness of the Academy's highly selective and competitive educational offerings.

"We are thrilled to be working with the United States Coast Guard Academy in the development and implementation of a fully integrated advertising campaign that leverages both traditional channels and leading-edge technology," Sensis CEO Jose Villa said. "Our team will work with the Academy to bring innovative thinking, award-winning creative and technology expertise to create successful, engaging brand experiences."

The contract includes brand strategy, media planning, interactive marketing, social media, sales training and traditional advertising to develop competitive recruitment messages across the spectrum of higher education recruitment programs and platforms.

"Any organization that wants to succeed in the 21st century must skillfully communicate consistent, cohesive messages to diverse audiences across multiple channels," said Teresa Bozzelli, vice president and managing director, Sapient Government Services. "We are excited to help the Coast Guard Academy navigate these challenges and, together with Sensis, work to deliver the right solution for the Academy today, tomorrow and beyond. "

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Located in New London, Conn., the U.S. Coast Guard Academy has a proud tradition as one of the most selective and admired colleges in America. One of only five federally funded military service academies, it offers four-year Bachelor of Science degree programs, and upon graduation, cadets become commissioned officers in the U.S. Coast Guard.

“The Academy must constantly evolve to attract students who will become our nation’s next generation of leaders. We are cultivating a community of inclusion and are further diversifying the Corps of Cadets. To do so, we understand having a best-in-class recruitment advertising strategy is instrumental,” said Leo Gonot, associate director of admissions for marketing for the U.S. Coast Guard Academy. “Sensis and Sapient Government Services’ recruitment experience and multicultural advertising expertise make them a perfect fit to help us achieve these goals. We believe they have the background and forward thinking to make this happen.”

The Sensis and Sapient Government Services partnership builds upon the experience of both companies in delivering strategy, marketing and technology expertise to federal agencies. Through their partnership, Sensis and Sapient will bring their diverse and extensive experience with public and private sector best practices to deliver exceptional recruitment advertising services and exceptional results for the U.S. Coast Guard Academy.

### **About Sensis**

Sensis is an independent full service advertising agency that is establishing a new ad agency model where digital media is at the center of building brands that connect with diverse audiences. Founded in 1998, Sensis has grown into one of the fastest growing advertising agencies in the U.S. The agency has been at the forefront of the shift away from the old norms of advertising-based awareness, reach and frequency, to a new world of advertising built around insights, impact and engagement. The award-winning agency has made an impact for many of its powerhouse clients, including the U.S. Department of Homeland Security, the U.S. Army, Sempra Energy, San Diego Gas & Electric, Southern California Gas Company, United Healthcare and L.A. Care Health Plan. For more information, visit [SensisAgency.com](https://SensisAgency.com).



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## About Sapien Government Services

Sapien Government Services<sup>SM</sup>, a division of Sapien<sup>®</sup>, is a leading provider of consulting, technology, and marketing services to a wide array of U.S. governmental agencies. Focused on driving long-term change and transforming the citizen experience, we use technology to help agencies become more accessible and transparent. With a track record of delivering mission-critical solutions and the ability to leverage commercial best practices, we serve as trusted advisors to government agencies such as the Federal Bureau of Investigation, Library of Congress, National Institutes of Health, Department of Health and Human Services, and the Department of Homeland Security. For more information, visit <http://www.sapiengov.com>.

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