Government Executive Media Group Unveils the 2018 Leading Brands in Government

Survey of over 3,600 federal, state, and local government officials identifies the 20 highest performing contractors among government buyers

Washington, D.C. (June 5, 2018) — Today, Government Executive Media Group (GEMG), Atlantic Media’s premier public sector division, unveiled the 20 top-performing government contractors, according to the 2018 Leading Brands in Government study, conducted by Government Business Council (GBC), GEMG’s research division.

"We designed the first Leading Brands study in 2015 to better understand the government customer and their opinions of the country's top contractors, said GEMG CEO Tim Hartman. "Over the past two years, Leading Brands has taken the idea to a new level by recognizing the best of the best among government contractors. These companies are setting new standards of excellence in the government marketplace and standing out from the competition."

GBC surveyed over 3,600 federal, state, and local government officials on their perceptions toward 76 contractors for the 2018 Leading Brands study. After considering criteria of brand familiarity and favorability, as well as eight key attributes identified as highly important during the selection process — experience, expertise, innovativeness, trustworthiness, value, solution customization, customer service and employee care — respondents determined 20 contractors rose above the rest.

The 2018 Leading Brands are:

- Adobe
- BAE Systems
- Boeing
- Cisco
- Dell EMC
- Dun & Bradstreet
- General Electric
- Google
- Graduate School USA
- Honeywell
The 2018 Leading Brands in Government were announced at a Government Executive Media Group event in McLean, VA.

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**About Government Executive Media Group:**
The public sector division of [Atlantic Media](https://www.atlanticmedia.com), Government Executive Media Group is dedicated to providing government and national security leaders with trusted and useful insights and best practices to help them advance their organizations’ missions. Through its market-leading [Government Executive](https://www.governmentexecutive.com), [Nextgov](https://www.nextgov.com), [Defense One](https://www.defenseone.com), and [Route Fifty](https://www.route50.com) brands, GEMG reaches over 1.2 million government influencers nationwide each month across digital, print, and events offerings.

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