



**Government Executive Media Group, Inc. Names 6th Annual
2020 Leading Brands in Government**

Annual brand survey of over 2,800 federal, defense, and state and local government officials identifies the 22 highest performing contractors among government buyers

Washington, D.C. (July 8, 2020) – [Government Executive Media Group, Inc.](#) (GEMG), announced the list of the top-ranking companies among government decision-makers according to their [2020 Leading Brands in Government study](#). The companies were recognized alongside the unveiling of the sixth annual report put together by Government Business Council (GBC), GEMG’s research division, on July 8th at the Leading Brands in Government event.

“This year’s Leading Brands are especially noteworthy given the unique challenges presented by the COVID-19 crisis,” said GEMG CEO Tim Hartman. “This survey measures how government buyers perceive brands, evaluating a number of critical attributes, like expertise and trustworthiness, as the drivers of brand familiarity and favorability. The companies that we saw topping the rankings were those with a strong legacy in the public sector market and those able to pivot quickly and effectively during the pandemic.”

Leading Brands is the largest study capturing the priorities and perceptions of buying teams across civilian and defense agencies. In a survey of over 2,800 officials from the federal, defense, state, and local sectors, the study asked respondents to rate 85 contractors based on attributes such as trustworthiness, expertise, value, and innovation. The 2020 study focused particularly on brands providing preferred and cutting edge technology services and provided in-depth qualitative data.s. In doing so, the report aims to understand which brands stand out among public sector officials, who are central to the nation’s response to COVID-19.

The top 22 Leading Brands of 2020 are as follows:

- **Adobe**
- **Amazon Web Services (AWS) ***
- **Cisco**
- **Citrix**
- **Dell EMC**
- **Dun & Bradstreet ***
- **General Dynamics**
- **Google**
- **Graduate School USA**
- **Honeywell**
- **IBM**
- **Intel**
- **Lockheed Martin**
- **Management Concepts**
- **Microsoft**
- **Motorola Solutions**
- **Northrop Grumman**
- **Pratt & Whitney**
- **SAIC**
- **Siemens**
- **Verizon ***
- **VMware**

*Newcomers to the list in 2020

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About Government Executive Media Group, Inc.:

Government Executive Media Group (GEMG) is dedicated to providing federal, state, and local government leaders with trusted and useful insights and best practices to help them advance their organizations' missions. Through its market-leading Government Executive, Nextgov, Defense One, and Route Fifty brands, GEMG reaches over two million government influencers nationwide across digital content, events, and offerings. For more information, visit www.govexecmediagroup.com.

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