

Headquarters U.S. Air Force

Integrity - Service - Excellence

AF Marketing Strategies (ref Gender Integration)



U.S. AIR FORCE

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What marketing strategies are the Services using to increase the accessions of women?

- **Air Force Recruiting Service (AFRS) marketing strategy for newly opened career fields is the same marketing strategy used for all other career fields.**
 - **Mission is to inspire, engage and recruit the best and brightest, most competitive and diverse youth to serve in the AF**
- **Recruiting a diverse force overall is an enduring priority for the AF**
 - **AF marketing strategies reflect that priority by ensuring advertisements reach the female population at rates equal to male counterparts**
 - **When funding allows, the AF executes special campaigns to reach the female audience designed to address female perceptions about serving in the military**
 - **AF recently initiated an extensive campaign utilizing TV, Video on Demand, digital and direct marketing tactics to increase women and minority officer applications**
- **Diversity Applicant Pool Goals**
 - **SECAF/CSAF signed “Applicant Pool Goals for AD Officers” of 30% Female Officers**



Have the Services altered their marketing strategies to recruit women into the newly opened positions and units? If so, how?

- AF has altered our marketing strategies with the opening by expanded recruiting efforts to include women along with men
- Examples of how the AF expanded recruiting towards women with the opening is going out to inspire, engage and recruit at:
 - Track meets, swim meets, gymnastic meets, cross-fit events, and other sporting and physically demanding events
 - Special Ops and Battlefield Airmen Operators to visit USAF Academy and ROTC detachments to target all genders
 - Reached out via email to AF males and females who showed propensity to serve in BA and SOF (via retraining/crossflow)
 - “Males only” verbiage was removed from marketing literature due to opening