

DACOWITS RFI #2



Navy Recruiting Command
Director, Analysis and Data Integration
04-05 December 2019



DACOWITS – RFI Subject (RFI #2a)

2a. Brand & Recruit Films: Commercial Spots

- Broadcast commercials strategically spread Navy awareness to our target market.
 - “Sea to Stars”
 - 1 of 2 “heroes” (50%) is a woman
 - Special Warfare Combatant-craft Crewman (SWCC) boat and female pilot voiceover
 - “Recruit Film –Game”
 - 2 of 7 Sailors (29%) are women (including the “hero” and voiceover)-
First Navy commercial spot to have female voiceover
 - “Recruit Film –Audition”
 - Features Female recruits at basic training
 - “Recruit Film –Test”
 - 5 of 10 Sailors (50%) are women (including the “hero” of the commercial)



DACOWITS – RFI Subject (RFI #2a)

2a. Brand & Recruit Films: Pre-Roll

- Pre-Roll
 - :06 and :15 second advertisements are strategically placed throughout digital media to spread awareness and attract viewers to navy.com. Female Sailors are featured in 18 of the 62 pre-roll spots (29%).
- Rating Videos
 - Rating videos provide our target audience an authentic look at what specific careers in the Navy are like, showing everything from day-to-day routines to life at sea.
 - General Rating Videos: Of the 80 rating videos, 61 videos feature female Sailors (76%)
 - Aviation Rating Videos: Female Sailors are shown throughout the 24 aviation-specific rating videos



DACOWITS – RFI Subject (RFI #2b)

2b. Examples of social media marketing outreach tailored to women over the last two years, as well as an analysis of the effectiveness for each effort.

- Faces of the Fleet (FOF): Told by the Sailors themselves, Faces of the Fleet is a documentary series that shares stories of family, responsibility, duty and second chances.
- **6 of the 15 FOF episodes feature a female Sailor (40%)**
 - Episode 2: Miss Congeniality: Kellie Hall
 - Episode 3: Momma Bear: Cindy Huratiak
 - Episode 8: Lifeline: Ashley Flynn
 - Episode 9: Selfless: Natalie Tardiff
 - Episode 14: Stuntwoman: Brie Coger
 - Episode 15: The Wallflower: Rachel Higuera

***Two female FOF Sailor episodes to finish season in spring 2020**



DACOWITS – RFI Subject (RFI #2b)

2b. CONT

- Sea Story is an ongoing series that brings you extraordinary tales of action, danger, and adventure—all directly told by the real Navy Sailors who've lived them.
 - **10 of the 41 podcasts** feature female Sailors sharing their sea stories (24%)
 - Latest female Sailor episodes: Episode 25: The Gala
 - Episode 27: Cameras Down
 - Episode 28: La Ventanita
 - Episode 32: Fishies
 - Episode 38: Girl Reawakened



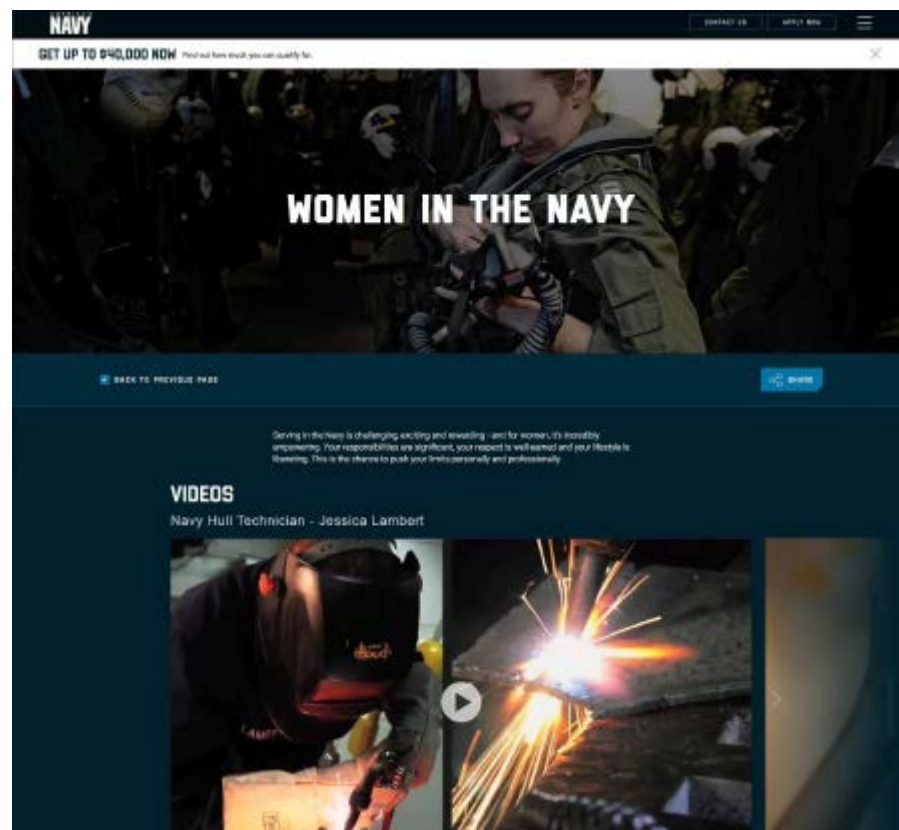
DACOWITS – RFI Subject (RFI #2b)

2b. CONT

NAVY.COM

- Women in the navy
- This page designed to highlight female Sailors, combat gender stereotypes and provide helpful resources to potential female Sailors.
- Page Views: 147,030

Data current as of 11/2019



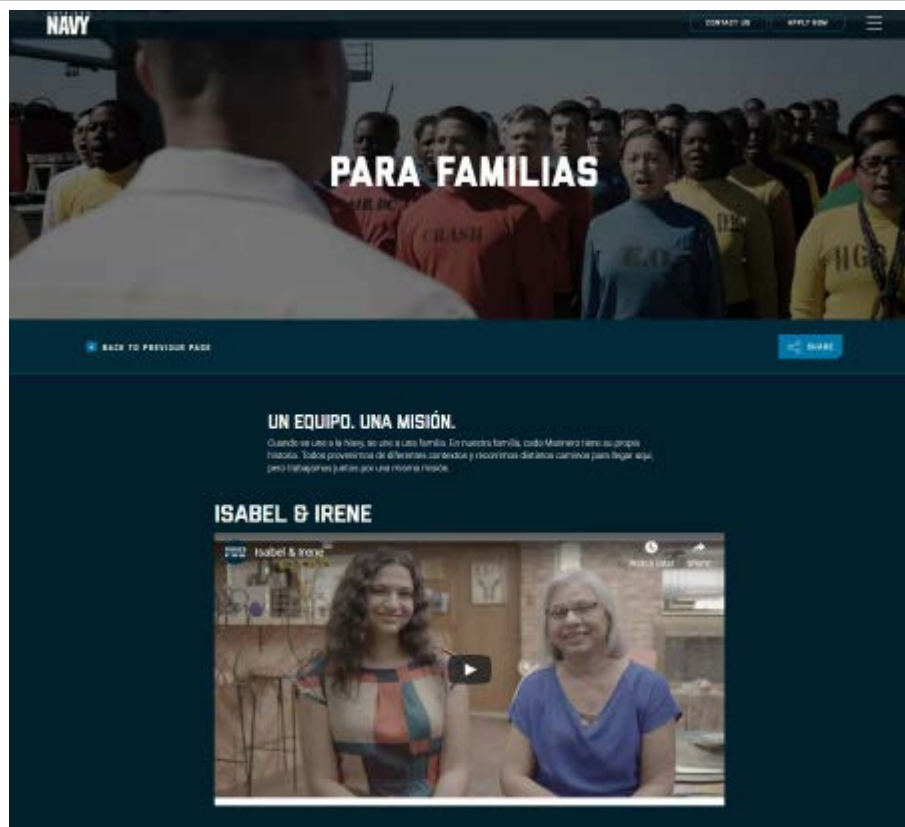


DACOWITS – RFI Subject (RFI #2b)

2b. CONT- Navy.com

NAVY.COM – Para Familias

- This page designed to provide information and resources to Spanish-speaking recruits and their families.
- One of the families featured includes a female Navy Recruiter and her mother.
- Page Views: 176,096



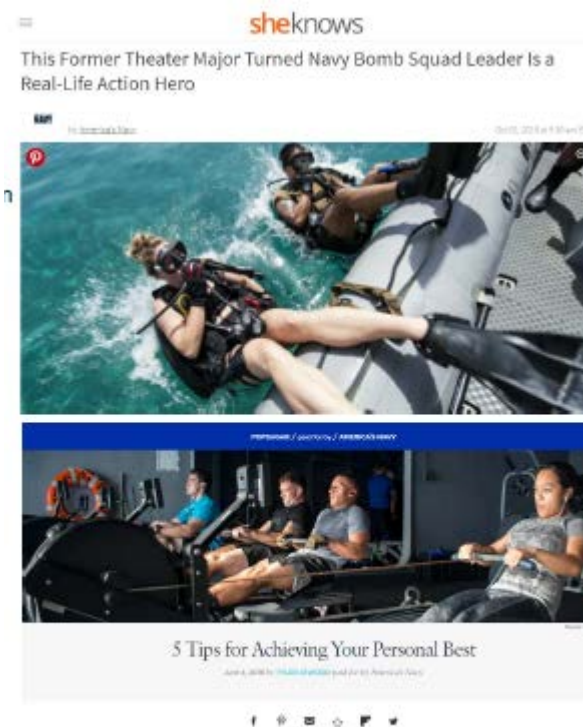
Data current as of 11/2019



DACOWITS – RFI Subject (RFI #2b)

2b. CONT – Native Articles

- Native Articles: Media placement included targeting 18-24 year old women with heavy affinities in the following categories: beauty, health and fitness, book lovers, and photography enthusiast
- Paid media content included:
- “This Former Theater Major Turned Navy Bomb Squad Leader is a Real-Life Action Hero” – SheKnows
- “5 Tips for Achieving Your Personal Best” – Popsugar
- “US Navy Destroyer Commander Elaine Brunelle is the Boss You’ve Always Wanted” –Bustle
- Banner Ads (see next slide)
- Total targeted female impressions : 319,710,329



Data current as of 11/2019



DACOWITS – RFI Subject (RFI #2b)

2b. CONT – Display

- Banner ads were strategically placed throughout popular female internet sites.



Data current as of 11/2019



DACOWITS – RFI Subject (RFI #2b)

2b. Examples of social media marketing outreach tailored to women over the last two years, as well as an analysis of the effectiveness for each effort.

- Social posts target individuals 18-24 years old.



Navy Fit

(Arms Only)
 Impressions: 5,163,470
 Engagements: 416,518
 Video Views: 470,432

(Arms + Legs)
 Impressions: 6,176,990
 Engagements: 479,905
 Video Views: 550,962



Mother's Day

Impressions: 2,400,642
 Engagements: 4,950



Monday Motivation

Impressions: 2,381,370
 Engagements: 5,981



Navy Dentists

Impressions: 87,611
 Engagements: 2,016

Data current as of 11/2019



DACOWITS – RFI Subject (RFI #2b)

2b. CONT- Social Posts

FORGED BY THE SEA America's Navy Sponsored

Some people pay \$40,000 in student loans for a shot at a stable career. Others get a bonus of up to \$40,000 when they kick off their careers in America's Navy. What are you waiting for?

WANT \$40K ????

NAVY.COM
Get Your Enlistment Bonus [Apply Now](#)
Reach out to a recruiter today

Enlistment Bonus

1.85 MILLION IMPRESSIONS
6.6K LINK CLICKS
10K ENGAGEMENTS

August 23 2:04 PM

What questions do you have for EMN2 Gregorio?

What made you want to be a recruiter EMN2?

I wanted to be able to spread the word about the Nukes program, considering when I joined there weren't too many Nukes in recruiting.

Now I get to speak at high schools and enlighten the community on what Nukes do.

EMN2 Gregorio IG AMA

890K CUMULATIVE IMPRESSIONS
477 RESPONSES
10.2K ENGAGEMENTS

#WorldAnimalDay

amercanavy @

amercanavy @worldanimalday 🐾🐾🐾 we're joining humans in our specialty. But when we get the opportunity to assist with veterinary efforts, we make it our mission to help furry friends make a full recovery. 🐾 #WorldAnimalDay #navy #vet #rescue

kp4127 @navy

umbrellauss @

Liked by nothing_said and 2,798 others

#WorldAnimalDay

128K IMPRESSIONS
9.4K ENGAGEMENTS

amercanavy @

amercanavy @

amercanavy @

amercanavy @

Liked by nikki and 8,891 others

EMN2 Gregorio IN-FEED AMA PROMO

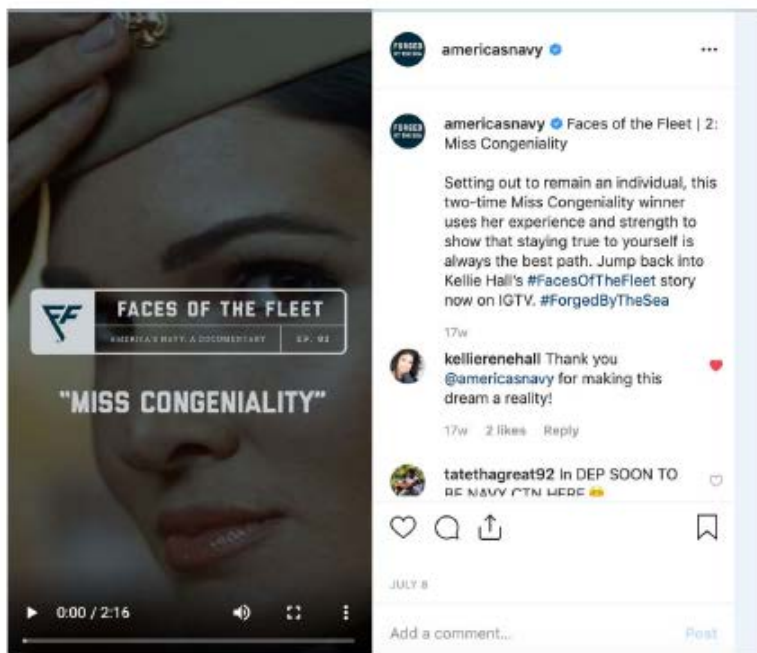
104K IMPRESSIONS
9.1K ENGAGEMENTS

Data current as of 11/2019

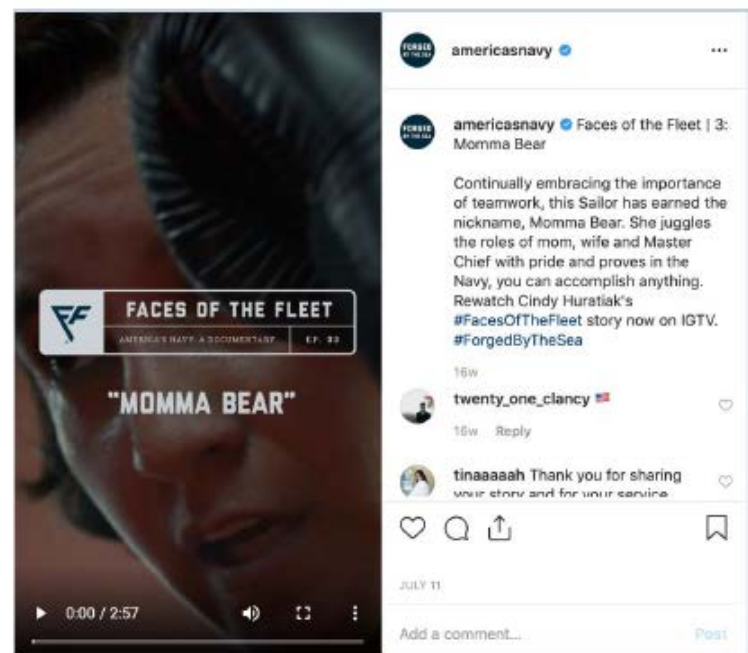


DACOWITS – RFI Subject (RFI #2b)

2b. CONT- Social Engagement Female Faces of the Fleet



FOF Ep. 2: Kellie Hall – released 12 FEB 2018
12.9 MILLION IMPRESSIONS
183K ENGAGEMENTS
490K VIDEO VIEWS



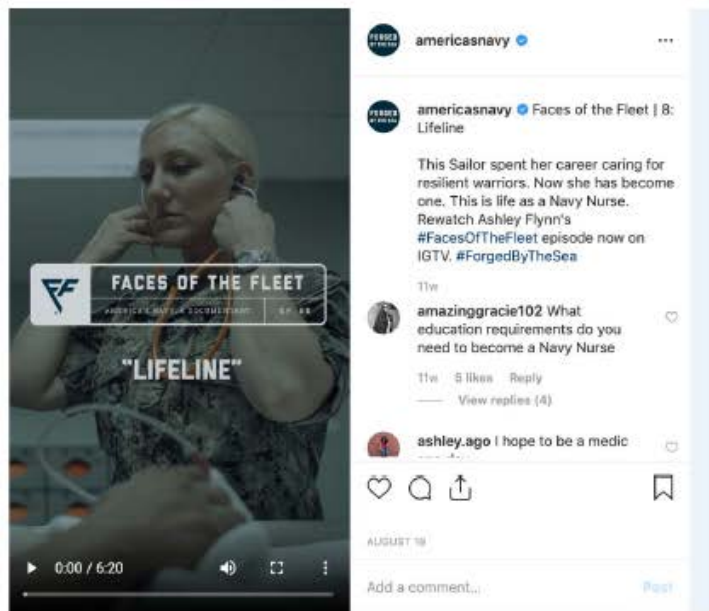
FOF Ep. 3: Cindy Huratiak – released 12 MARCH 2018
2.2 MILLION IMPRESSIONS
305K ENGAGEMENTS
516K VIDEO VIEWS

Data current as of 11/2019



DACOWITS – RFI Subject (RFI #2b)

2b. CONT- Social Engagement Female Faces of the Fleet



FOF Ep. 8: Ashley Flynn – released 28 SEPT 2018
16 MILLION IMPRESSIONS
1.27 MILLION ENGAGEMENTS
1.7 MILLION VIDEO VIEWS



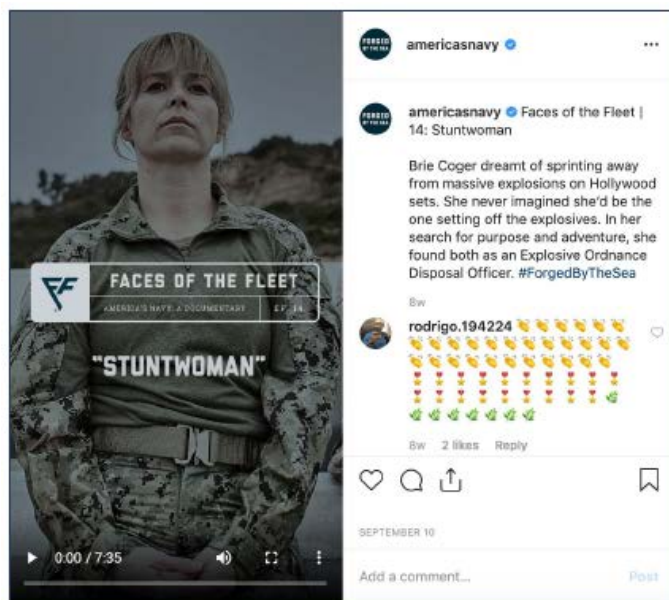
FOF Ep. 9: Natalie Tardiff – released 07 NOV 2018
9.4 MILLION IMPRESSIONS
510K ENGAGEMENTS
1.2 MILLION VIDEO VIEWS

Data current as of 11/2019

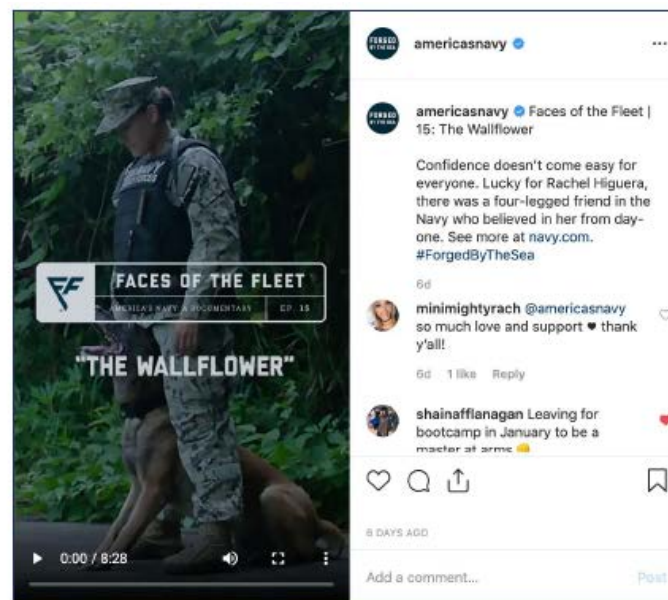


DACOWITS – RFI Subject (RFI #2b)

2b. CONT- Social Engagement Female Faces of the Fleet



FOF Ep. 14: Brie Coger – released 19 SEPT 2019
2.7 MILLION IMPRESSIONS
183K ENGAGEMENTS
204K VIDEO VIEWS



FOF Ep. 15: Rachel Higuera – released 30 OCT 2019
332.9K IMPRESSIONS
11.7K ENGAGEMENTS
38.6K VIDEO VIEWS

Data current as of 11/2019



DACOWITS – RFI Subject (RFI #2c)

2c. Examples of both large and small activities and events designed to attract women (to include racially and ethnically diverse women) over the last two years.

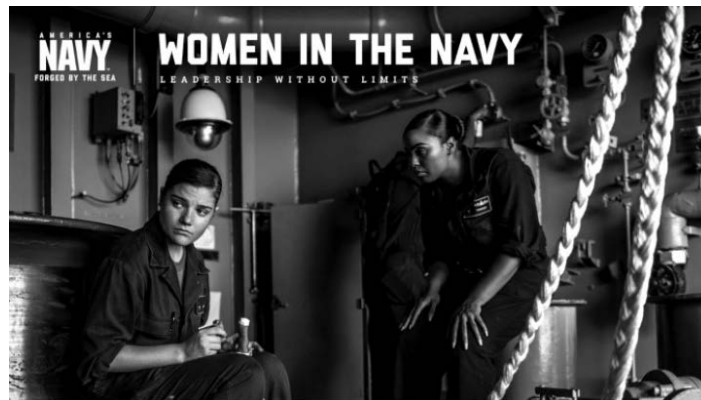
- Local Event Activations: Event activations provide unique awareness and one-on-one opportunities for the Navy to engage with potential female Sailors.
- **April 2018: Conrad Challenge**
 - LCDR Nekhonti Adams, MD, was a speaker for the competition, including 8th-12th grade level students who developed innovative solutions to better the world
- **August 2018: Southern Heritage Classic**
 - Master Chief Valerie Pugh was the first female to perform coin toss at 29th annual football game between two Historically Black Colleges and Universities (HBCUs) in Memphis, TN
- **Oct 2018: Society of Women’s Engineers (SWE) Annual Conference**
 - Navy recruiters in attendance to promote engineering career opportunities to 14,000 potential female recruits
- **Sept 2019: Women in Business and Technology Career Expo**
 - Navy recruiters onsite to interact with ~400 female prospects (High Quality Recruits) via career expo
- **Oct 2019: Career Fair at Clarion University of Pennsylvania –63% female student body**
 - Navy recruiters presented career opportunities to students via career expo
- **Oct 2019: Career Fair at Carlow University in Pittsburgh -82% female student body**
 - Navy recruiters presented career opportunities to students via career expo



DACOWITS – RFI Subject (RFI #2c)

2c. Examples of both large and small activities and events designed to attract women (to include racially and ethnically diverse women) over the last two years.

- Co-operative Marketing:
 - Dedicated “Women in the Navy” section on recruiter resource website (www.Recruitingtoolbox.com)
 - Provides resources for recruiters to share with female potential future recruits, to inspire young women to consider a career in the Navy
 - Resources include:
 - “Women in the Navy” classroom presentation
 - Female Frequently Asked Questions infographic



SERVING IN THE NAVY IS CHALLENGING, EXCITING AND REWARDING - AND FOR WOMEN, IT'S INCREDIBLY EMPOWERING.

FEMALES ARE ELIGIBLE TO SERVE IN EVERY JOB, EVERY RATE & RANK, EVERY VESSEL.

THERE IS NO GENDER PAY GAP.
Females are paid the same as their male counterparts, dollar for dollar.

ONE IN FIVE SAILORS ARE FEMALE.

CLICK TO SEE UNIFORMS

CLICK TO SEE APPROVED HAIRSTYLES

ACTIVE DUTY MILITARY MEMBERS AND THEIR DEPENDENTS RECEIVE FREE MEDICAL CARE

- Annual well woman exams
- Contraceptives
- Up to 12 weeks of maternity leave
- Prenatal care
- Delivery
- Post-partum care

CAN I WEAR JEWELRY?	DO I HAVE TO CUT MY HAIR?	WHAT ABOUT MY NAILS?
While eccentric jewelry is not allowed, conservative rings, earrings, necklaces, bracelets, and wristwatches are authorized.	It is not mandatory to cut your hair in basic training. You will learn about the various ways you will be able to style your hair including braids, larger buns, ponytails, and locks.	Nails can be round, almond, oval, or square, and can be up to a quarter-inch in length from the finger tip. Nail polish is authorized, but only using approved colors.

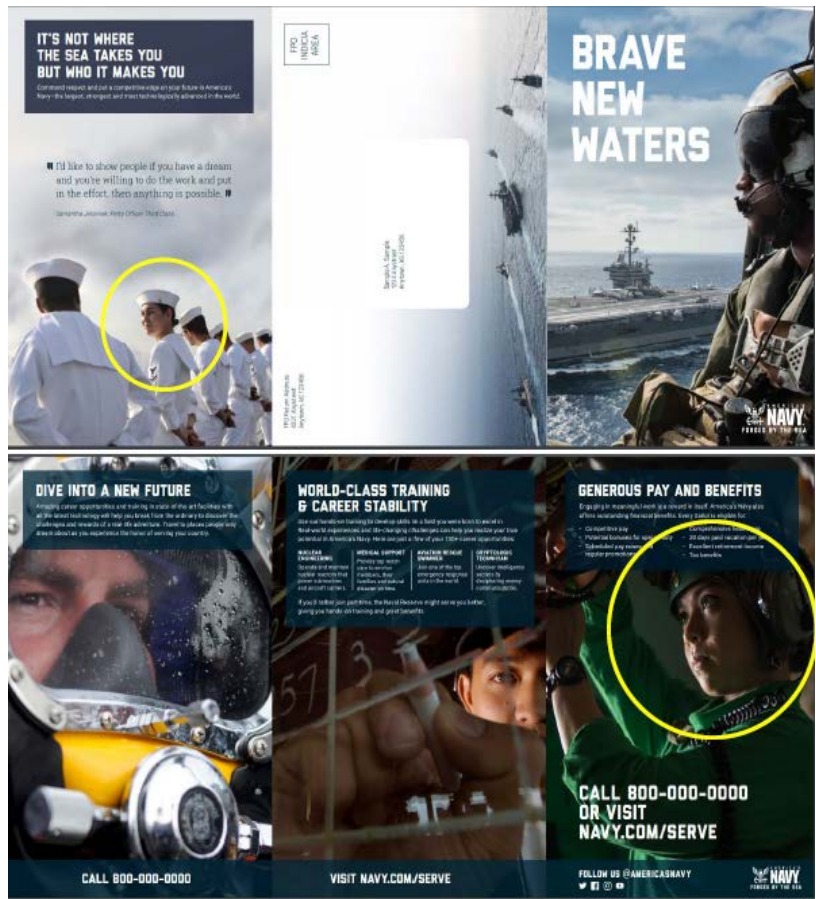
Click here for the official policies regarding cosmetics, hair, jewelry, nails, and uniforms.



DACOWITS – RFI Subject (RFI #2c)

2c. Examples of both large and small activities and events designed to attract women (to include racially and ethnically diverse women) over the last two years.

- Direct Marketing: Female Sailor images featured in direct mail piece
 - 100K sent in April 2019
 - 25K sent in May 2019
 - Total pieces sent: 125K**





DACOWITS – RFI Subject (RFI #2c)

2c. Examples of both large and small activities and events designed to attract women (to include racially and ethnically diverse women) over the last two years.

- Public Relations: Articles/interviews Featuring diverse female sailors
 - All Female Flight Crew
 - Placed article in San Diego Union Tribune, “Female Crew Takes over Aircraft Carrier’s Catapults, Likely a First in the Ship’s History” (see image)
 - 16,665,093 earned media impressions, May 2018
 - Master Chief Valerie Pugh Interviews
 - Placed interviews on WMC-NBC TV, FOX 13 TV, and the Commercial Appeal
 - 2,610,368 earned media impressions, September 2018
 - LT Ashley Flynn Profiles
 - Placed an article on Nursing Center.com, and Nursing Center Facebook, Twitter and LinkedIn
 - 740,938 earned media impression, November 2018
 - Placed article in Warwick News, Cranston Herald, and Johnston Sunrise newspapers in Rhode Island, “Warwick Navy Nurse Featured in New Documentary Series”
 - 60,154 earned media impressions, October 2018
 - LT Marion Sams Interview
 - Placed interview on CBS WREG-TV
 - 948,048 earned media impressions, December 2018

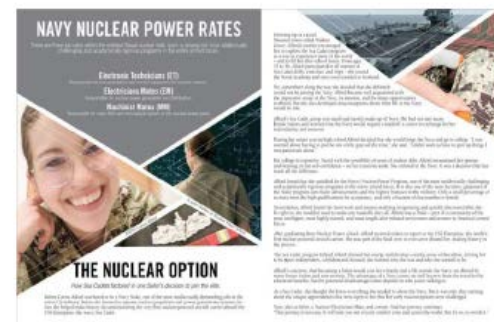
Data current as of 11/2019



DACOWITS – RFI Subject (RFI #2c)

2c. Examples of both large and small activities and events designed to attract women (to include racially and ethnically diverse women) over the last two years.

- Public Relations: CONT.
- EOD Officer Brianne Coger Profiles
 - Placed article “Explosive: Former Theater Major, Now Navy Bomb Squad Leader, Is Real-Life Action Hero” in two publications
 - U.S. Veteran’s Magazine: 1,900,000 earned media impressions, March 2019
 - Professional Woman’s Magazine: 1,200,000 earned media impressions, March 2019
- GSM Leonora Stephens and GSM Mary Fairly Profile
 - Placed article in Black EOE Journal, “Full Speed Ahead: U.S. Navy Mechanics Keep the Ships Rolling”
 - 1,600,000 earned media impressions, April 2019
- CDR Elaine Brunelle Profile
 - Placed an article on Bustle.com, “US Navy Destroyer Commander Elaine Brunelle Is the Boss You’ve Always Wanted”
 - 1,600,000 earned media impressions, April 2019
- EMN2 Carisa Alford Profile
 - Placed article in July 2019 Sea Cadet Quarterly, “The Nuclear Option: How Sea Cadets Factored in One Sailor’s Decision to Join the Elite”
 - 38,000 earned media impressions, August 2019



Data current as of 11/2019