

U.S. ARMY EFFORTS TO INCREASE PROPENSITY TO SERVE AMONG WOMEN AGED 17 TO 24

DACOWITS Quarterly Business Review

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Army Marketing and Research Group



BACKGROUND: CURRENT ARMY MARKETING STRATEGY

- The American public is influenced by strongly held ***misperceptions*** and ***misunderstandings*** of the Army. Success requires disrupting, informing and closing the gap between these misperceptions and the American Public's definition of their "Ideal Army".
- Establishing a strong **Army Enterprise Brand** will enable the Army to achieve its collective and individual Command / Component missions with efficiencies (people, time and/or money) while maintaining a high quality all volunteer force.
- An enterprise brand strategic approach is a **best business practice** from industry.



CURRENT STRATEGY TO ADDRESS ACCESSIONS OF WOMEN: **TOTAL MARKET**

- In a fiscally constrained environment, a Total Market approach is the most cost effective approach.

***What is 'Total Market'?** *"A marketing approach which proactively integrates diverse segment considerations. This is done from inception, through the entire strategic process and execution, with the goal of enhancing value and growth effectiveness."*

Essentially, one marketing program designed to reach all consumers, across general and ethnic markets.

- Dedicating resources towards a specific demographic subgroup to increase awareness and propensity among women (currently 6% for Army), will divert limited resources from the total market campaigns.
- The total market strategy is more representative of the Army and is synergistic.



WHAT WE'VE DONE

- “All Soldier” TV commercial was released in June 2016 featuring female Soldiers from various occupations – IT Specialist, Satellite Operator, and Engineer Officer. CPT Berg, the Engineer Officer, was featured on goarmyreserve.com where she was able to talk about her military and civilian careers.
- We have begun to optimize goarmy.com per insights from external research* on women.
- Added a Virtual Tour to goarmy.com, informed by female and GenZ insights as well as best practices from colleges and universities, that gives prospects in particular an inside look at life in the Army/on an Army installation.
- “Cyber Warrior: Faceless” TV commercial was released 24 OCT 2016 which features Army and Civilian women in this high-tech, forward-leaning career field.



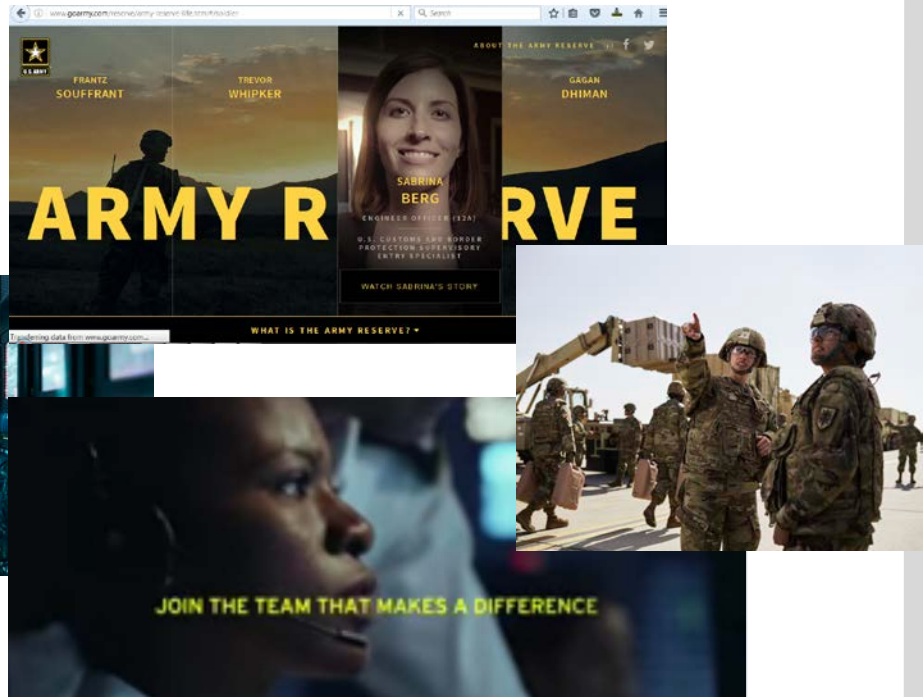
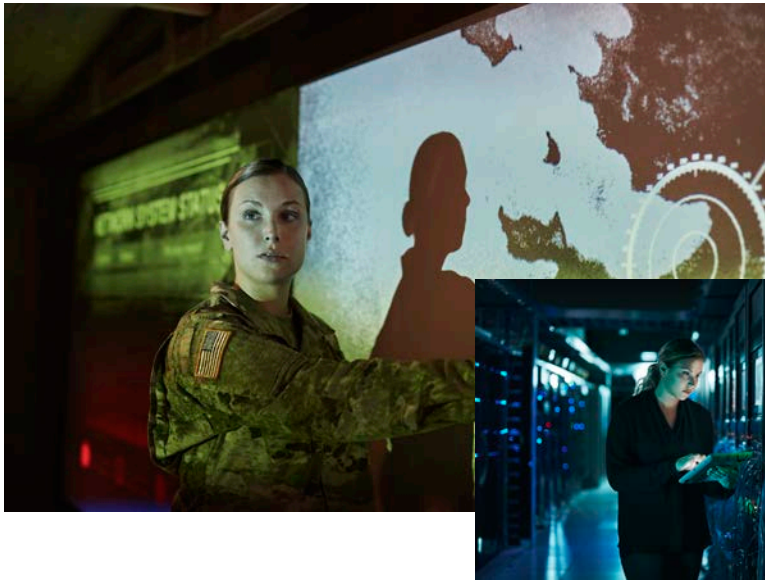
WHAT WE'VE DONE

- AMRG regularly develops social media content about female Soldiers that aims to educate audiences about career opportunities, address misconceptions, dispel myths and answer questions about Army life.
- In the past two months, AMRG launched a social media campaign that included high-quality visuals of female Soldiers coupled with topline messages about diversity, teamwork, leadership and adaptability.
- Three custom video products are slated for release at the end of November featuring the stories of female Soldiers discussing their decision to join, advice for prospects and reflections from their service.



WHAT WE'VE DONE

<https://youtu.be/VDpmAmeTqj4>



https://youtu.be/0LZnOorfS_Q

- Becoming a Soldier >
- Being a Soldier >
- Fitness & Nutrition >
- Army Family Strong >

LIFESTYLE



ARMY SOLDIER LIFE

LIFE IN THE MILITARY

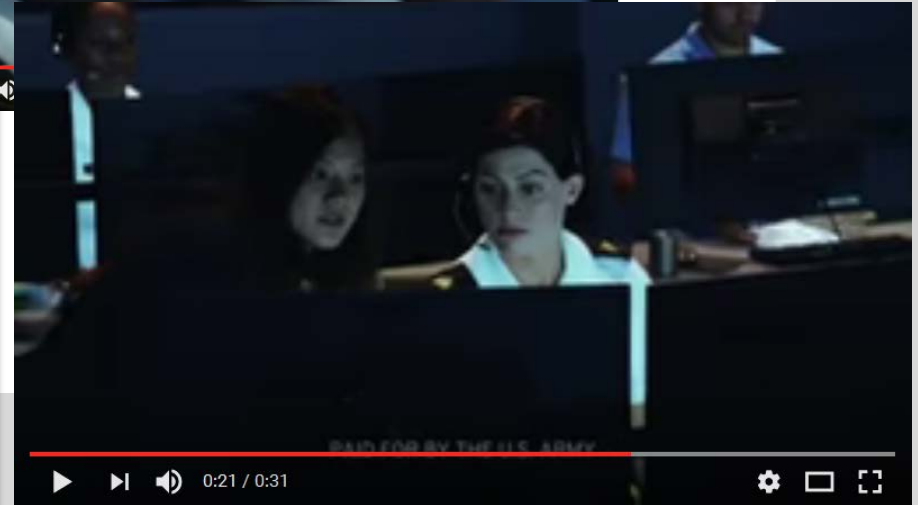
Soldiers lead a unique military lifestyle. Along with the stresses of raising a family and working a specialized job, they are tasked with maintaining a physical fitness regimen

ARMY POST VIRTUAL TOUR



Discover the life of a Soldier. An Army post has everything you would find in the civilian world and more. Take our virtual tour and find out where Soldiers live, eat, work and have fun.

TAKE THE TOUR



FY17 AND BEYOND

- The U.S. Army will be conducting qualitative research in FY17 on the best ways to engage female prospects and influencers to help them understand, value, support, recommend and/or consider Army service.
- The U.S. Army continually assesses performance of marketing efforts against all demographics.
- The U.S. Army will continue to feature women and optimize for women across our marketing to include broad reach television, web/digital, social, print, and events.



BACK-UP



SOCIAL MEDIA

- Women are featured in various professional capacities, MOSs, situations, Officer/Enlisted etc. Special features are displayed across goarmy social media properties during observances specifically pertinent to women.

Join us in congratulating @ArmyGK women's 4-way team on winning gold at the World Parachuting Championship! #GoArmy



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GOARMY.COM
Published by Katie Hillberg
Page Likes: July 21 '18

#ThrowbackThursday: Cpl. Mary Alice Kadetlak, O'Dman of the Women's Army Corps supports the motor pool at Bradley Field. Learn about women's contributions to #ArmyTeam: <https://www.army.mil/women/>

[Photo courtesy of Connecticut State Library]

Like Comment All Share

103 shares 9 Comments

Matthew Lamb Cool photo just love these keep them coming!
Unlike · Reply · Message · 1 July 21 at 3:40pm

GOARMY.COM Too easy! Check back next week for another #ThrowbackThursday feature!
Like · Reply · 1 Comment on July 21 at 5:27pm

Christine Evans Thank you, love these old photos... and the stories you tell.
Unlike · Reply · Message · 2 July 21 at 10:44am

1 Reply

WEB/DIGITAL

- Women are shown in career pages and videos across www.goarmy.com. Representative of the Army, women are integrated throughout.
- Goarmy.com hosts a forum "Women in the Army": <http://bit.ly/1NzAwG2> where prospects can engage with women Soldiers.
- We are working to create a female version of 'Sergeant Star', our automated response system (Avatar) on goarmy.com, to give users the option to tailor their experience.



AIR DEFENSE ENHANCED EARLY WARNING SYSTEM OPERATOR (14H)

www.goarmy.com is the Army's primary marketing / recruiting information site



PRINT

Recruiting Publicity Items (RPIs):

- Women are featured in professional capacities, MOSs, situations, Officer/Enlisted etc. across the RPI inventory.

Event Signage:

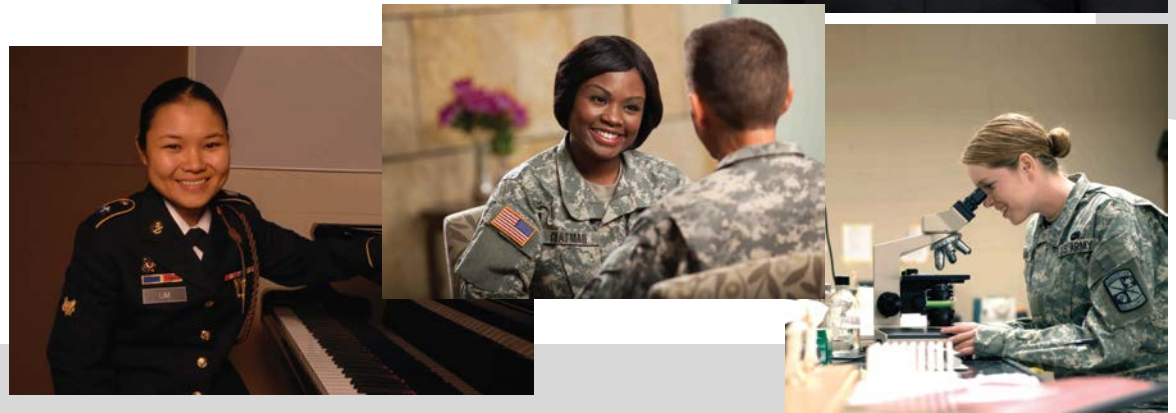
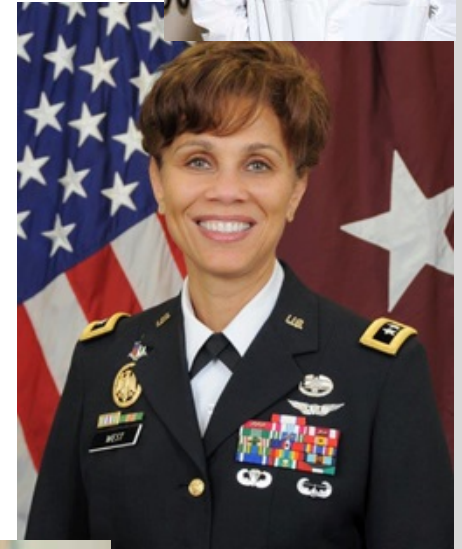
- Women are included across event signage in the same manner of RPIs above.

Publications:

- Exploring ways to feature female Senior Officers as well as showing what life is like in the Army for women.

Local Ads:

- Local Ads also follow the 'total market' approach and are inclusive of women.



RESEARCH

We take a *total market* approach to everything we do including research.

- In researching our current marketing strategy, women were included as part of representative samples to ensure messaging resonated with all targets.
- Army marketing research includes a representative mix of genders, ethnicities, age groups, etc. This research is conducted to better understand the market and market trends, as well as how particular creative concepts are received across demographics to inform television commercials, social media campaigns, and other elements of the marketing mix.
- We also use outside research to inform marketing efforts including research from Rand, Millward Brown, CNA, and the Joint Advertising, Market Research and Studies (JAMRS) program research.

