

Information Paper

Army Enterprise Marketing Office (AEMO)

17 December 2019

SUBJECT: DACOWITS December 2019 QBM Follow-Up RFI 2: Marketing Strategies

1. Purpose: To answer the follow-up question to the Army from the Defense Advisory Committee on Women in the Service (DACOWITS) December 2019 Quarterly Business Meeting.

2. Facts:

a. Army Enterprise Marketing Office (AEMO) understands the importance of representatively featuring a diverse array of characters throughout the range of platforms used to message potential future recruits and their influencers. Given the extensive marketing content promoted across the array of channels and platforms (national media, digital ads, social media content, local ads by the 6000+ recruiters and field marketing representatives, etc.), it is difficult to give an exact percentage of marketing content that includes women. However, AEMO provided overall brand guidance to its marketing agency to ensure women are represented in 100% of the lines of effort and to create content utilizing messages and images that are emotionally meaningful with women.

b. The recently released “What’s Your Warrior” campaign launched on 11 November, 2019, prominently featured 40% women, highlighting two women (serving in cyber and communications) of the 5 Army career opportunities highlighted in the initial launch. At least one of the two women are featured in 100% of the multiple versions of the advertisement (60, 30, and 15 second spots).

c. Additionally, one of the Army's primary FY20 social media content themes focuses on displaying short videos of empowered female soldiers serving across a number of career fields and positions. These videos will include day-in-the-life stories, FAQs, and other ways of showing how Army service helps transform young women into fully-empowered Army leaders. Furthermore, women are a regular part of the Army's organic social media presence; one recent post featured SGT Linsey William, a public affairs specialist and martial arts enthusiast, who trained her unit in Brazilian Jiu-Jitsu and combatives while deployed to Kuwait.

d. Furthermore, on goarmy.com, women are featured representatives in 60% (three of five) of listed career possibilities (Part-time Army Reserves, full-time or part-time Army Officer, and full-time Army Civilian). Also, in the current issue of FUTURES Magazine (produced by the Joint Advertising Market Research and Studies (JAMRS)), two Army women are highlighted—SGT Ammie Acosta from the Army Reserve and PFC Alexis Robison from the Army National Guard.

e. Finally, the Army National Guard prominently featured women in both of its recent Hometown Soldier advertisements (100% of all eight versions--60, 30, 15, and

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06 second spots of each). The first commercial featured an African American woman in a prime role saving a family pet and a Hispanic woman directing traffic as a Military Police officer (MP). The second commercial displayed a Caucasian female helicopter pilot and a Hispanic female medic rappelling from a helicopter.