

Army Enterprise Marketing Office

DACOWITS December 2019 Quarterly Meeting



Assistant Secretary of the Army (Manpower and Reserve Affairs)

5 DECEMBER 2019
ARLINGTON, VA

Advancing America's Army with the World's Greatest Soldiers!



Current Army Marketing Strategy



A 'Total Market' approach.

What is 'Total Market'?

- “A marketing approach which proactively integrates diverse segment considerations. The Army also goes to market in a fully integrated way, ensuring that every creative asset type, channel, and platform is optimized to reach the target audience with messaging the resonates.
- This is done from inception, through the entire strategic development and execution process, with the goal of enhancing value and growth effectiveness.”



RFI Responses



a. Marketing strategies for attracting women.

A: Following the “Total Market approach to Marketing”, and based on a significant amount of research conducted, which shows that women, who may be interested in joining the Army, do not want to be treated differently or pandered to, just because they are women. They want to be treated EQUALLY and no different from anyone else just because they are women.

The Army Marketing Strategy to attract women is to ensure that women are included in all advertising, showing a diverse mix of ranks and race/ethnicity, and more importantly a diverse mix of Roles & MOS (emphasis on non-traditional), and ensuring that women are seen as leaders within the Army.

b. Examples and analysis of social media marketing outreach tailored to women over the last two years.

A: There are no examples of specific outreach tailored to women, given the answer to item “a”, however, we certainly utilize the most relevant Social platforms to drive messaging in to the marketplace. Instagram, Snapchat, Twitter, Facebook, LinkedIn, & YouTube to name just a few.

c. Examples of both large and small activities and events designed to attract women over the last two years.

A: There are no examples of specific activities/events tailored to women, given the answer to item “a”, and Army Marketing currently does not employ face to face activities or events in its portfolio.

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Digital Media



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Linked **in**

hulu



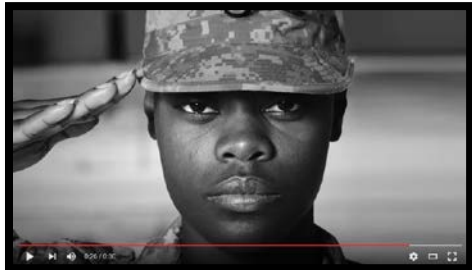
pandora

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Marketing Campaigns

Integrated marketing campaigns:

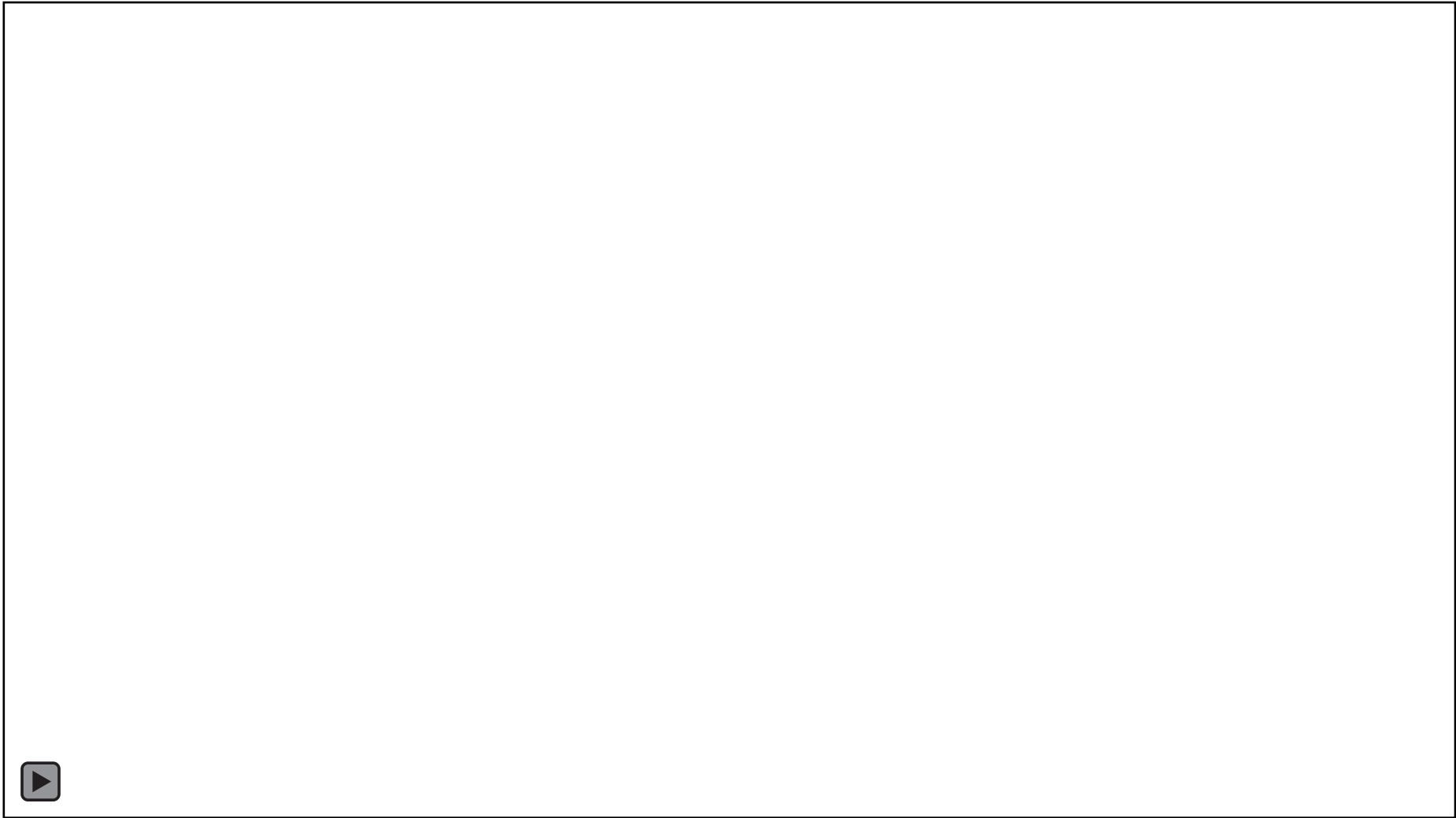
- “Team” and “Equipping the Future” in 2017
- “Narratives 1, 2, 3” in 2018
- “In Our Boots” and “What’s Your Warrior” in 2019



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What's Your Warrior?



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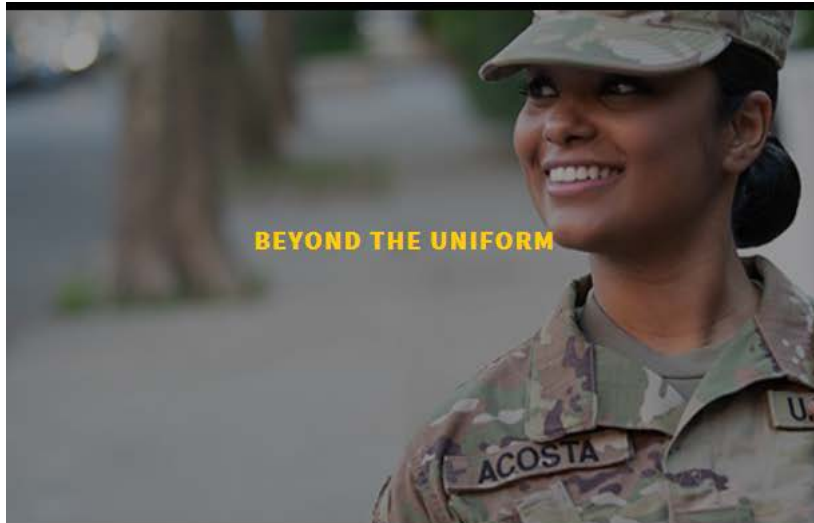


U.S. Army Reserve



Component specific campaigns:

- “Part Time – All Soldier” in 2016
- “Where I Serve” in 2018



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Army National Guard




Army National Guard
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As a young girl, she was told that "women can't be in the military." Now, 1 LT Ciciley Littlewolf is the first Native American female doctor in the North Dakota National Guard. Through many hardships, she persevered, and says, "I have never ...see more




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Guardsman Johana Figueroa Morales received a scholarship for her academic and student service achievements at Kennesaw State University, while being in the Georgia Army National Guard. "I have traveled halfway across the world ...see more



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National Guard
Published by Amr Amr (?)
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2LT Lilliana Chavez Uribe always wanted to fly. Now she flies Blackhawks and Lakotas in the Texas Army National Guard! As a leader in her community, she's grateful for the opportunity to "make a difference." She encourages those around her, especially young girls, to "grow their ideas and be something." Fulfill your dreams as a Soldier: <http://bit.ly/2M08vdx>

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