



*America's Air Force Begins Here*



# **DACOWITS RFI 2 Air Force Marketing Strategy**

**Air Force Recruiting Service  
Strategic Marketing Division  
5 Dec 2019**

***Inspire, engage and recruit the next generation of Airmen***

**INSPIRE - ENGAGE - RECRUIT**



# RFI 2 (Strategy)



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- Across all Air Force Recruiting Service (AFRS) advertising and marketing efforts, diversity is top of mind and an element of evaluation and implementation.
- Of the multiple dimensions of diversity, a core set provide key planning and assessment variables:
  - Gender composition
  - Race composition
  - Ethnicity composition
  - Geography
- AF Marketing touch points reach key diverse audiences while also providing broad coverage across the U.S. and local communities.





# RFI 2 (Strategy)

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Multiple mediums across multiple initiatives provide diverse reach.

Sight, Sound & Motion (Video: TV, Streaming, FEP, OTT)	Adults Primary: 18-24	Female	Male	African American	Hispanic
<b>Impressions</b>	1,408,658,400	257,740,240	232,014,020	193,765,310	168,520,410
<b>Effective Reach (10+)</b>	31.7%	48.0%	46.0%	48.1%	33.1%

Digital Engagement (Enlisted Accessions)	Adults Primary: 18-34	Female	Male	African American	Hispanic
<b>Impressions/Clicks</b>	898,796,758	447,327,242	451,469,516	88,053,685	100,625,892

In-Theater (Enlisted Accessions)	Adults P2+ w/ heavy youth composition	Female	Male	African American	Hispanic
<b>Impressions</b>	92,721,622	49,659,769	43,061,854	10,180,322	14,752,553

AF Reserve Officer Training Corps (ROTC)	Adults Primary: 16-18	Female	Male	African American	Hispanic
<b>Impressions</b>	63,999,119	31,998,448	32,000,670	7,497,425	7,846,510

United States AF Academy (USAFA)	Adults Primary: 15-18	Female	Male	African American	Hispanic
<b>Impressions</b>	33,766,812	15,959,101	17,807,711	3,234,930	3,825,648

Special Operations / Special Warfare	Adults Primary: 18-29	Female	Male	African American	Hispanic
<b>Impressions</b>	379,695,352	194,080,847	185,614,506	35,819,184	43,079,120





# RFI 2 (Strategy)

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- Event partnerships of note include:
  - Gender Composition – Super Girl Pro
  - African American composition – NSBE (National Society of Black Engineers)
  - Hispanic composition – HESTEC (Hispanic STEM Week)



**STEM**



**FITNESS**



**GAMING**



**MOTORSPORTS**



**UNIQUE SKILLS &  
AUDIENCES**

- In addition, diversity in casting is an element across Air Force content production. For example,
  - USAFA commercial (“Grit” & “I Can Be Anything”)
  - Web content and career videos
  - Healthcare content
  - Ask-An-Airmen videos
  - Origin Story/Female Pilot commercial

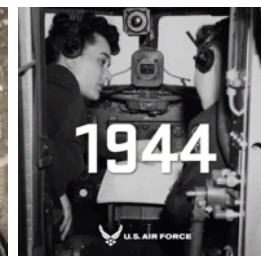
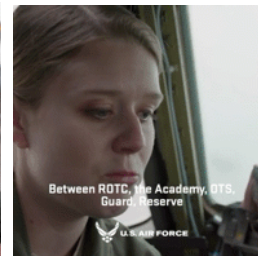
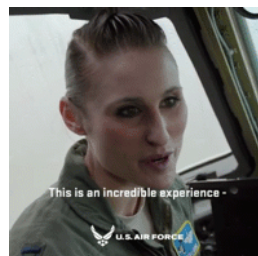


# RFI 2 (Strategy)



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- Pre-show placements 3,600+ theaters nationwide.
- Digital advertising was strategically purchased on Fandom.com and YouTube around Marvel content prior to release to further associate Air Force with Captain Marvel.
- “Origin Story” and pilot perspectives content communicated to Marvel fans and moviegoers in multiple mediums:
  - Paid Social
  - Online Video
  - Paid Search
  - Fandom.com
  - Cable TV
  - Social channels



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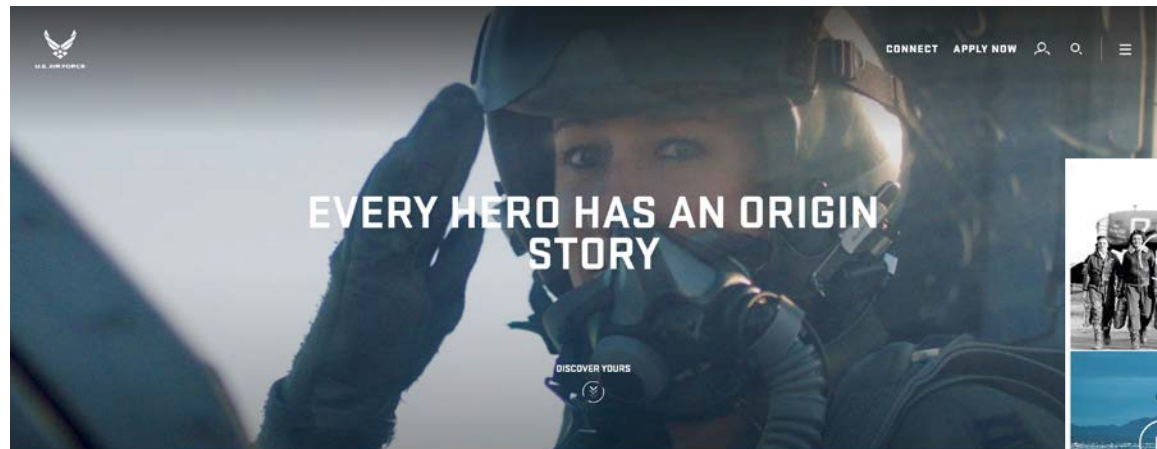


# RFI 2 (Social Media)

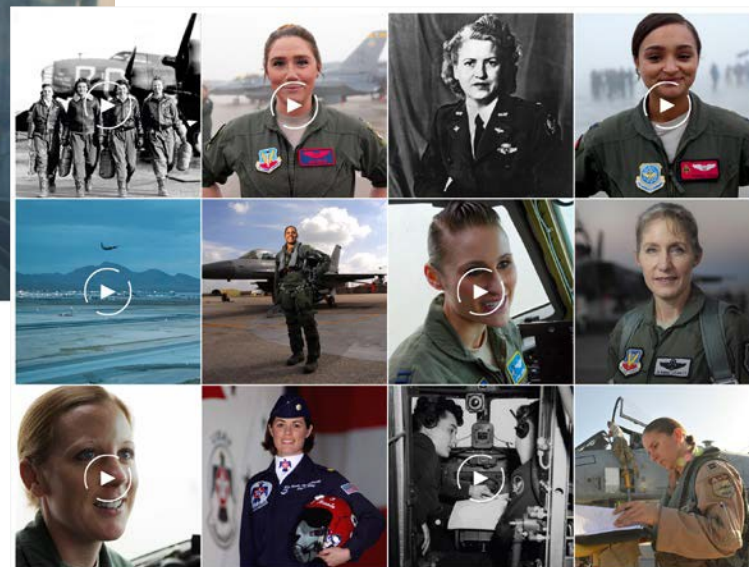


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[www.airforce.com/originstory](http://www.airforce.com/originstory)



Female pilots serving in the U.S. Air Force reach new heights every day. These women inspire everyone they meet and serve as reflections for young girls to set their sights higher than they think possible. Join them, wear the uniform, and know you'll be inspiring the next generation.



**INTERESTED IN BECOMING A PILOT?**

**TAKE FLIGHT**

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# RFI 2 (Social Media)



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- “Origin Story” scored the highest of all Service ads on visual appeal and driving interest in talking to someone with Service experience.



# RFI 2 (Social Media)

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## Themes associated with "Origin Story":

### Character of Service Members

*"Strength and passion"*

*"Heroism, courage and overcoming obstacles"*

*"Bravery"*

### Female Empowerment

*"Women empowerment"*

*"Feminism"*

*"Sense of strong women"*

### Diversity of People

*"Diversity"*

*"Female involvement in the U.S. Air Force"*

### Gender Equality / Inclusivity

*"Women in the Military feel just as important as their male counterparts"*

*"Women can do anything that men can do"*

### Personal Fulfillment

*"Finding your strengths within the Air Force"*

*"Growth"*





# RFI 2 (Social Media)



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**200M**

Impressions

**11M**

Video Views

**173K**

AirForce.com/OriginStory Visits\*

Contributed to AirForce.com's highest monthly site sessions of 2M – March 2019

**52K**

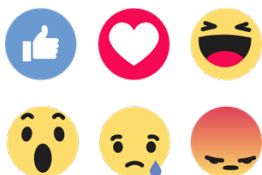
Reactions

**1,397**

Social Comments

**1,908**

Social Shares



Paid Media Metrics from launch Feb 2019 through 21 March 2019.

\*Reflects AF.com/Origin Story site visits driven by paid media only.



# RFI 2 (Events & Activities)



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## Air Education & Training Command (AETC) Women's Fly In Conference September 18-21, 2019 Fort Worth, Texas

- 100+ Airmen from flight careers
- Attendees volunteered at the "Girls in Aviation Day" event held by the North Texas Chapter of Women in Aviation International (estimated attendance 3,000.)

## AETC Women's Fly In Conference November 14-17, 2019 Maxwell AFB, AL

- ROTC Cadets – 67
- J[unior]ROTC Cadets – 48
- Marion Academy Cadets – 9
- Air Force Mentors – 40
- Det 1 Members - 6



### MISSION:

Create mentorship and networking opportunities for AETC aircrew in order to enhance professional contribution and motivate the next generation of diverse aviators.

### VISION:

An inclusive culture that better supports diversity in aviation careers.

### PARTICIPANTS:

All Rated officers and career enlisted aviators of AETC are welcome to attend the event. Both women and men are encouraged to participate.

### SCHEDULE OF EVENTS:

#### Wednesday:

- Welcome Dinner
- Guest Speaker

#### Thursday:

- Ft Worth Center ATC Tour
- Leadership/Hot Topic Conference

#### Friday:

- Aircrew Flight Equipment Seminar/Anthropometric Data Collection
- Leadership/Hot Topic Conference

#### Saturday:

- Dallas Girls In Aviation Day
- ROTC Incentive Fights

#### Sunday:

- Aircrew Departures



# RFI 2 (Events & Activities)



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## SuperGirl Surf Pro

401,106,675 social impressions

2.77M estimated TV viewers | 8:01 of USAF branding in TV Broadcast

411,750 webcast viewers (both surf and eSports) | 74:45 of USAF branding in surf and eSports live webcasts

On-site attendance: 86,700 | Registrants: 878 | Leads: 94

## FIRST Robotics

12 events across the United States

Overall, FIRST had:

65,000 attendees at the two national Championships

Registrants: 4,559 | Leads: 583

*First Leadership Experience:* Eighth year of initiative; 24 high school robotics coaches/teachers and 1 member of FIRST Robotics staff attend a multi-day experience at an Air Force base where they are taught Air Force leadership principles and are exposed to the STEM capabilities and needs of the enterprise.

## TED Women

Digital impressions: 8,571,486

Social Impressions: 18,465,689

Video views of Brig Gen Cartier's presentation on TED.com: 10,309



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# Appendix



# Diversity Lines of Effort



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“Diversity is a military necessity....It opens the door to creative solutions to complex problems and provides our Air Force a competitive edge in air, space and cyberspace.”

United States Air Force Diversity Strategic Roadmap - Air Force Global Diversity Division, AF/A1DV 12 March 2013

<u>Demographics</u>	<u>2010 Census</u>	<u>AFP Center</u> (as of 2 July 2019)
<b>Gender</b>		
Female	50.9%	20.6%
Male	49.1%	79.4%
<b>Race</b>		
White	72.4%	71.0%
Black or African American	12.6%	15.0%
Asian	4.8%	4.1%
American Indian / Native Alaskan	0.9%	0.7%
Native Hawaiian / Other Pacific Islander	0.2%	1.2%
Identified more than one race	2.9%	4.3%
<b>Ethnicity</b>		
Hispanic or Latino	16.3%	14.9%
Not Hispanic or Latino	83.7%	80.9%

<https://www.census.gov/prod/cen2010/briefs/c2010br-02.pdf>

[https://www.afpc.af.mil/Portals/70/documents/03\\_ABOUT/Military%20Demographics%20Jul%2019.pdf?ver=2019-07-02-152806-947](https://www.afpc.af.mil/Portals/70/documents/03_ABOUT/Military%20Demographics%20Jul%2019.pdf?ver=2019-07-02-152806-947)

<i>Female Representation</i>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2019</b>
<b>Air Battle Manager</b>	140 (10.7%)	178 (12.5%)	228 (15.7%)	232 (17.9%)
<b>Navigator</b>	217 (4.7%)	277 (6.8%)	292 (8.5%)	340 (10.4%)
<b>Pilot</b>	574 (4.2%)	662 (4.7%)	678 (5.2%)	778 (6.4%)
<b>RPA</b>	N/A	2 (12.5%)	49 (5.0%)	137 (7.1%)

USAF AFRS Det 1



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