



DACOWITS Quarterly Business Meeting

5 Dec 2019

MCRC, AC/S, Marketing and Communication



Marketing Strategies for Attracting Women: MCRC's Philosophy

- Target audience
 - Broad cross-section of racial, ethnic, regional, gender, and social diversity

- Total market strategic framework
 - Men and women serving alongside one another
 - Validated by research: women respond more favorably to inclusion than “targeting”

- People join causes, causes don't join people
 - Portray the Marine Corps as a civic institution vice an employer, and therefore attract qualified talent by selling our purpose to all, not jobs or benefits commonly promoted in the commercial workforce (i.e. work-life balance, job skills/training, etc.)



Marketing Strategies for Attracting Women: MCRC's Philosophy

- Messaging Framework / Brand Strategy: *Battles Won*
 - What makes Marines and the Corps different is its unique fighting spirit
 - Applied toward figurative battles to earn the title and the literal battles fought for country and communities

- Multiple touch points across program
 - Messaging: branding and storytelling across media (paid, earned, owned)
 - Impact: partnerships with organizations providing access to high-quality youth and their influencers
 - Activation: supporting recruiters at events and with tools/collateral materials
 - Acquisition: driving lead generation through all program tactics



➤ National Campaigns

➤ *Battle Up* – features female protagonist

- Battle Up scores 58% favorability among youth, highest for all branches' advertising and better than category average of 49%
- 31% of respondents agree “The character(s) in the ad were similar to you,” compared to 25% for average military advertising
- In terms of being “better than other ads” youth have seen, Battle Up scored 45%, above the average of all service ads tracked, 38%.

➤ *A Nation's Call* – inclusion of female tail gunner

- From Awareness Attitude Tracking Study: Highest ad recall of any USMC spot

➤ Paid Media

- Overall, 64% male /36% female reach on linear broadcast
- > 50% female audience reach with linear media partners Black Entertainment Television (BET), Freeform, Music Television (MTV), Paramount Network, TruTv



Marketing Strategies for Attracting Women

- **Semper Fidelis All American Program / Battles Won Academy**
 - Each year, 96 high school juniors (48 males, 48 females) are selected to be Semper Fidelis All-Americans based on their ability to fight and win battles in the classroom, athletically and in their community.
- **Tools / Collateral Materials**
 - Redesigning Marine Corps Opportunities Book for enlisted, officer and PSR
 - Implementation of influencer database (ECCI) to identify advocates for USMC in schools, organizations and communities
- **Direct Mail**
 - 30% of all direct mail is sent to young women
- **Lead Generation through marketing tactics**
 - 26% of all lead forms filled out are from women
 - 25% of all qualified leads
 - 11% of contracts



Examples of Social Media Marketing Outreach

➤ Battles Won Bootcamp

- YouTube Series featuring 4 social media influencers / content creators experiencing USMC recruit training at Marine Corps Recruit Depot (MCRD) Parris Island (PI)
- Fitness influencer Michelle Khare's published stories earned over 6.4M plays via her channel and became "recommended on YouTube"
 - [Michelle Khare's - Summary Video](#)
 - Total of all four content creators exceeded 8M views and a 43% video completion rate
- MCRC content within the series earned an additional 3.8M views
 - [Battles Won Bootcamp Summary Video](#)

➤ Cadence (Birthday Message)

- Features SSgt McPeters, female Drill Instructor (DI) at Parris Island who contributed to the writing of the new USMC Birthday cadence
- Videos reached over 1M plays in first week alone
- [Cadence video - Facebook](#)



Examples of Social Media Marketing Outreach

- Ask a Marine and Feature Stories/Posts: 2.6M impressions
 - Capt Casey ([Instagram post](#), [Instagram story](#))
 - Gunny Sergeant Sara Pacheco ([Marines.com](#), [YouTube](#), [Facebook](#))
 - Pfc. Reetz, honor graduate of her platoon ([Instagram](#), [Facebook](#))
 - The Lear Sisters, the story of 3 sisters who all joined the Marine Corps ([Instagram](#), [Facebook](#), [Twitter](#))
 - Capt Ashley McMillan, descendent of Navajo Code Talker ([Facebook](#))
 - SSgt Taylor, DI from Parris Island covering a poolee function in RS Albany ([Facebook](#), [Twitter](#))
 - SSgt McPeters, DI at Parris Island who contributed to the writing of the new USMC Birthday cadence ([Twitter](#))
 - SgtMaj Fortner speaking at the Women's Basketball Coaches Association (WBCA) event ([Twitter](#))
 - Capt Chambers speaking at WBCA Event with head coach of Atlanta Dream ([Twitter](#))
 - Capt Chambers speaking at WBCA event ([Twitter](#))
 - LCpl Shabrica Wadley describing how her fighting spirit has helped her find a passion or volunteering ([Twitter](#))
 - 1stLt Simon speaking at USA Wrestling Event ([Twitter](#))



Examples of Large and Small activities & Events Designed to Attract Women

- Central Intercollegiate Athletic Association (CIAA)
 - 73,976 attendees, 62% female (45,865) - Charlotte, NC
- Mid-Eastern Atlantic Conference (MEAC)
 - 48,500 attendees, 53.3% female (25,705) - Norfolk, VA
- National Society of Black Engineers (NSBE)
 - 14,165 attendees, 35% female (4,958) - Detroit, MI
- Women's Basketball Coaches Association (WBCA)
 - 2,928 attendees, 60% of attendees female (1,757) - Tampa, FL
- Society of Asian Scientists and Engineers (SASE)
 - 3,100 attendees, 37% female (1,147) - Pittsburgh, PA
- Society of Hispanic Professional Engineers (SHPE)
 - 8,000 attendees, 31% female (2,480) - Phoenix, AZ



Examples of Large and Small activities & Events Designed to Attract Women

- American Volleyball Coaches Association (AVCA)
 - 2,794 attendees, 60% female (1,676) - Minneapolis, MN
- United States Wrestling Association (USAW)
 - Girls Folkstyle Nationals, Oklahoma City, OK: 1,399 participants, 100% females
 - Women's Nationals, Irving, TX: 1,194 participants, 100% females
 - Junior Nationals , Fargo, ND: 5,374 total participants, 18% female (954)
 - US Open, Las Vegas, NV: 5,495 participants 10% female (568)
 - Preseason Nationals, Des Moines, IA: 2,630 participants, 9% percent female (245)
- National Association of Intercollegiate Athletics (NAIA) Women's' Wrestling Tournament
 - 900 attendees, 250 wrestlers – 100% female – Jamestown, North Dakota
- Women In Aviation
 - 4,000 attendees – Long Beach, CA