

U.S. ARMY PROPENSITY TO SERVE – RFI'S

DACOWITS Quarterly Business Review

March 2017

Army Marketing and Research Group



U.S. ARMY[®]

RFI 4. PROPENSITY TO SERVE

- How has your Service adjusted your recruitment strategies within the last year to attract the high caliber women needed to fill newly opened and other positions?
- In particular, how has your Service adjusted their marketing and branding?
- What unconventional or non-traditional methods is your Service using to recruit?
- What are the primary reasons newly accessed Service members gave for joining your Service branch and how do you regularly survey for this information? (Differentiate data by gender, enlisted vs officer, and other relevant demographic attributes.)



RFI: HOW HAS YOUR SERVICE ADJUSTED YOUR RECRUITMENT STRATEGIES WITHIN THE LAST YEAR TO ATTRACT THE HIGH CALIBER WOMEN NEEDED TO FILL NEWLY OPENED AND OTHER POSITIONS?

WHAT UNCONVENTIONAL OR NON-TRADITIONAL METHODS IS YOUR SERVICE USING TO RECRUIT?



U.S. ARMY RECRUITING COMMAND EFFORTS:

1) Recruiting the female demographic is now an assigned "Goal" from HQDA G1 of 20%; which is a change in strategy and missioning for USAREC.

2) To this end, USAREC stood up a **Female Engagement Team (FET)** in 2016 as a way to pool female recruiters and surge recruiting efforts tied to outreach events locally, regionally and nationally.

3) Local creatives continue to highlight women in MOSs across diverse segments.



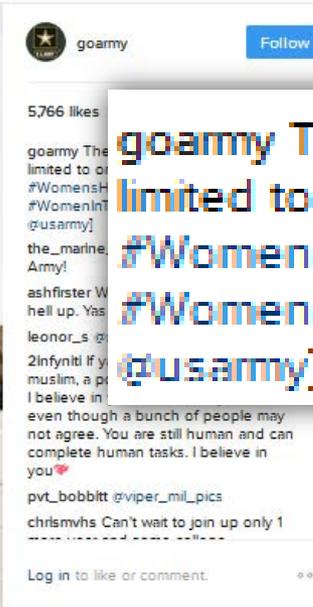
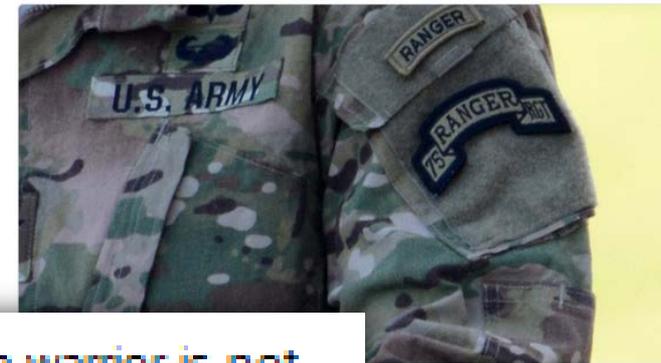
RFI: IN PARTICULAR, HOW HAS YOUR SERVICE ADJUSTED THEIR **MARKETING AND BRANDING?**

[TO ATTRACT THE HIGH CALIBER WOMEN NEEDED TO FILL NEWLY OPENED AND OTHER POSITIONS]



CURRENT EFFORTS

- Working with RAND to formalize an experiment about how we showcase women in the Army on social media. For two months during the experiment, we will share overtly and latently gendered social media posts to determine which types of messaging and visuals best resonate with our followers.
- Ongoing 'Women in the Army' Campaign on owned Social Media platforms.



WAY AHEAD

- The U.S. Army is conducting qualitative research this year 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.

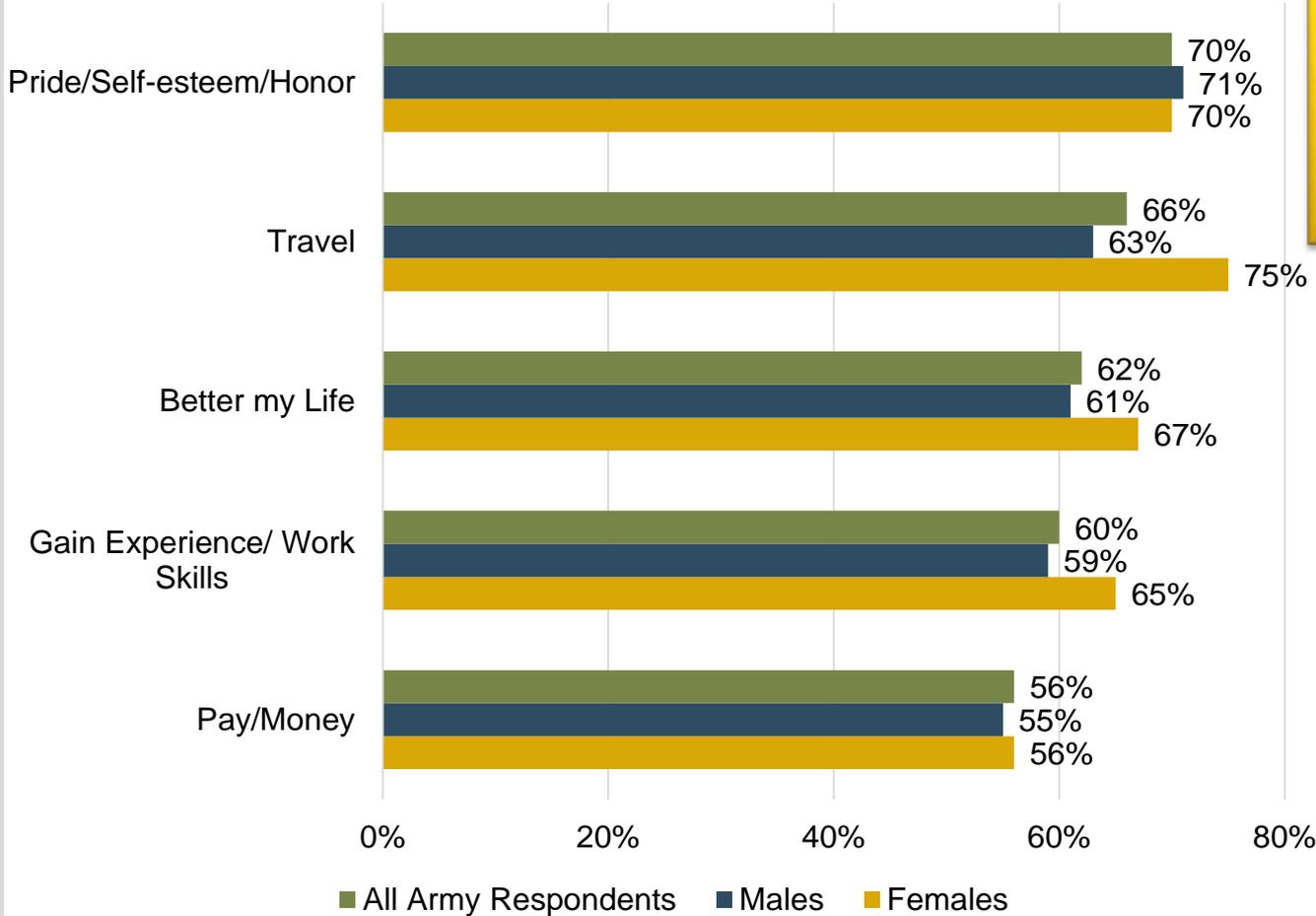


RFI: WHAT ARE THE PRIMARY REASONS NEWLY ACCESSED SERVICE MEMBERS GAVE FOR JOINING YOUR SERVICE BRANCH AND HOW DO YOU REGULARLY SURVEY FOR THIS INFORMATION? (DIFFERENTIATE DATA BY GENDER, ENLISTED VS OFFICER, AND OTHER RELEVANT DEMOGRAPHIC ATTRIBUTES.)



ENLISTED NEW RECRUITS' REASONS TO JOIN THE ARMY

Top 5 Reasons to Join the Army



Female recruits were more likely than male recruits to list:

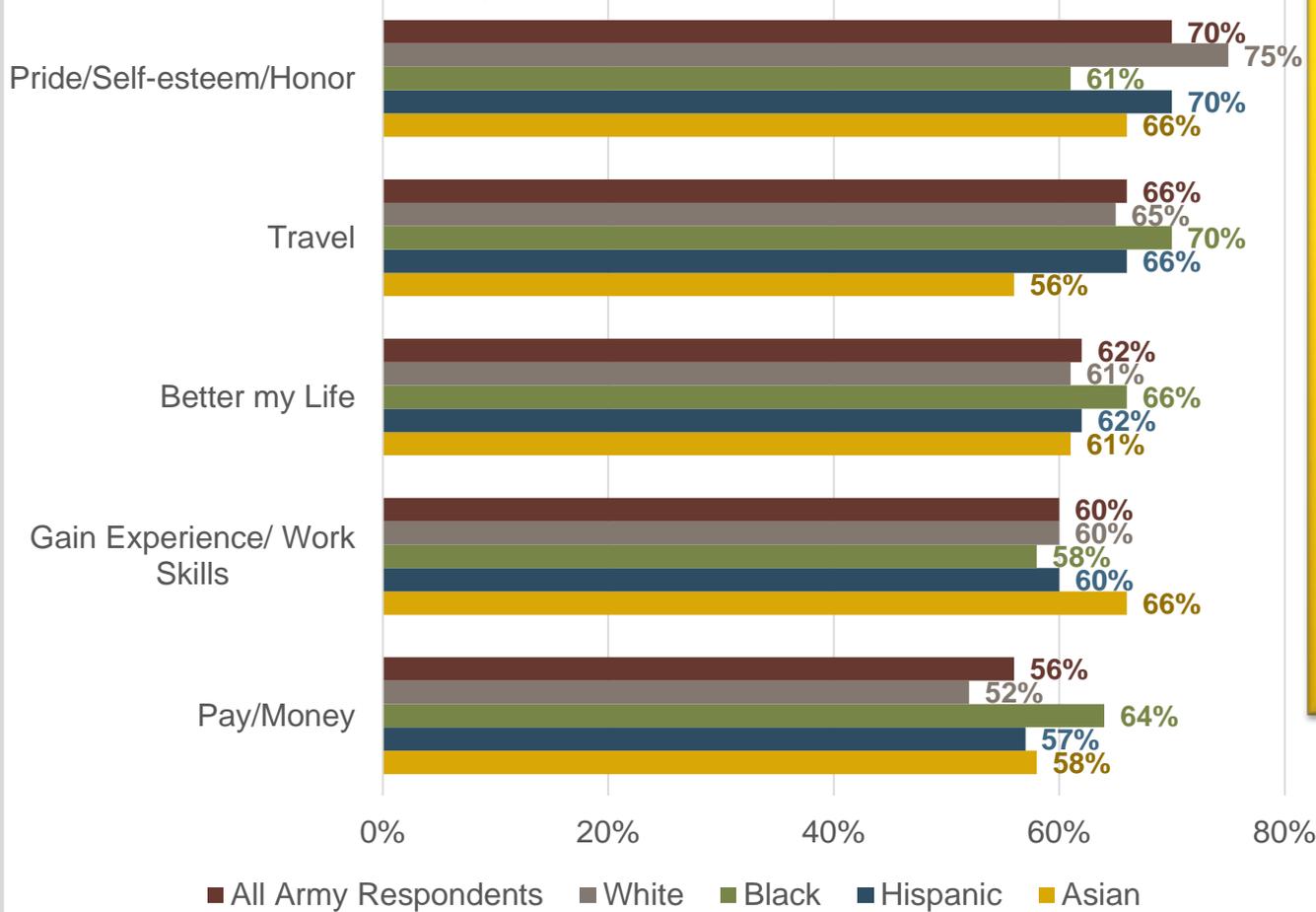
- Travel
- Better my life
- Gain experience/work skills



Question: What were your main reasons for wanting to join the Army? (*mark all that apply*)
Source: JAMRS' Fall 2015 New Recruit Survey

ENLISTED NEW RECRUITS' REASONS TO JOIN THE ARMY

Top 5 Reasons to Join the Army



Black recruits were more likely than others to list:

- Travel
- Better my life
- Pay / money

White and Hispanic recruits were more likely than others to list:

- Travel

Asian recruits were more likely than others to list:

- Gain experience / work skills

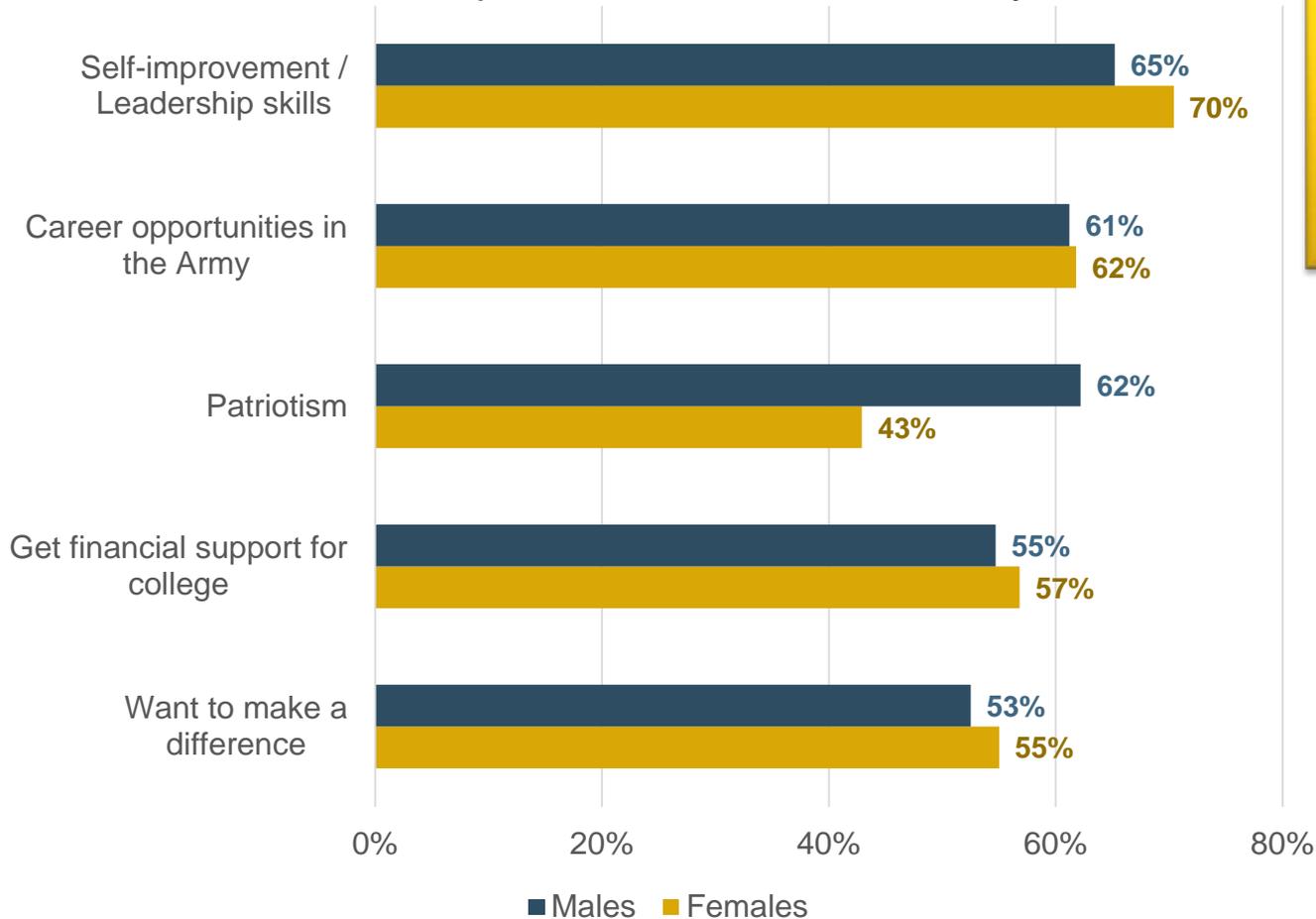


Question: What were your main reasons for wanting to join the Army? (mark all that apply)

Source: JAMRS' Fall 2015 New Recruit Survey

ROTC CADETS' REASONS TO JOIN THE ARMY

Top 5 Reasons to Join the Army



Female ROTC Cadets were more likely than male ROTC Cadets to list self-improvement / leadership skills as a top reason to join.



Question: What motivated you to enroll in Army ROTC? (Select all that apply)
 Source: U.S. Army Cadet Command Fall 2016 Survey of MS1 Cadets.

BACK-UP



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



<https://youtu.be/VDpmAmeTqj4>



JOIN THE TEAM THAT MAKES A DIFFERENCE

https://youtu.be/0LZnOorfS_Q

Lifestyle

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

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

> HOME > LIFESTYLE

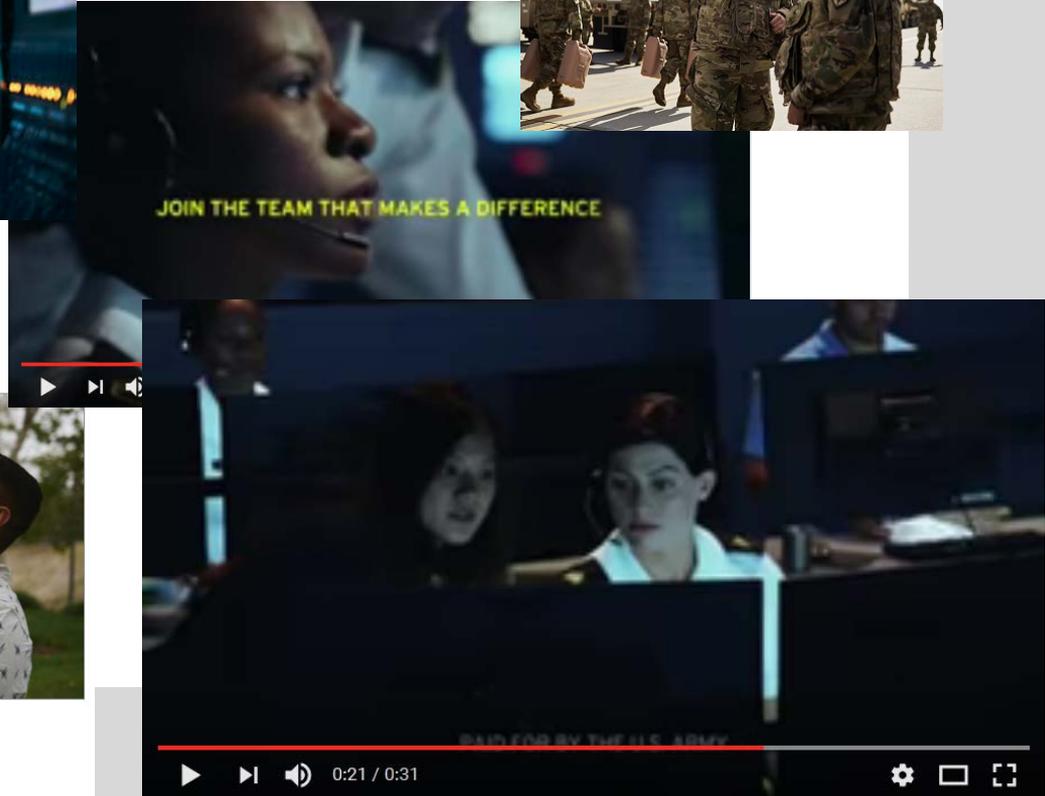
LIFESTYLE



ARMY SOLDIER LIFE

LIFE IN THE MILITARY

Being a Soldier gives you the opportunity to complete the mission and make a



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.

