

BULLET BACKGROUND PAPER
ON
REQUEST FOR INFORMATION TO THE
DEFENSE ADVISORY COUNSEL ON WOMEN IN THE SERVICES

PURPOSE

To provide Air Force Recruiting Service (AFRS) input to the request for information (RFI) by the Defense Advisory Council on Women in the Services (DACOWITS).

BACKGROUND

- In 2017, the DACOWITS Committee recommend to the Secretary of Defense that “*the Military Services tailor their marketing to reflect the most salient reasons women join in order to inspire more women toward military service,*” as research has shown that the salient reasons women join differ from men.

DISCUSSION

- Show how the data provided by the Joint Advertising, Marketing Research & Studies office has been used to develop current marketing strategies to attract and recruit more women. If not, what research/data was used to support the current strategy?
 - AFRS has a long history of outreach to women in recruitment and brand communications/ touch points. This ongoing commitment takes many forms including:
 - Media targeting and execution
 - Experiential targeting and execution (i.e. partnerships and mobile tours)
 - Social media targeting and execution
 - Messaging Imagery (for example, in 2018 AirForce.com features 346 photographs of people. Of these, 142 (41%), feature women)
 - Since fiscal year (FY) 18, AFRS Marketing budget increased to \$90 million in FY18, \$92 million in 2019, and \$93 million in FY20
 - Funding is maximized to incorporate female-specific advertising, along with improved diversity and inclusion marketing to reach new and untapped youth populations
 - Historically, Marketing budgets have been inconsistent and insufficient to support many different commercials and required advertising to the general American public
 - Efforts to recruit women applicants, including measures of success weighted against the overall varying propensity to serve, drove funding towards gender diversity initiatives

- Statistics related to female-targeted advertising and outreach to female athletes and high school students dictate a percentage of recruiting efforts support these areas
- While Air Force advertising campaigns vary greatly in terms of recruiting mission and objective, each effort is designed to reach women as well as men; initiatives include:

Air Force Recruiting Campaigns	% of Media Budget Targeting Females	Estimated Media Dollars Targeting Females	Total Impressions Targeting Females
Chaplain (FY19)	43%	\$43,000	3,226,329
Judge Advocate (FY19)	26%	\$26,000	1,402,176
Enlisted Accessions (FY19)	49%	\$4,146,298	554,285,741
Healthcare Professionals (FY19)	52%	\$504,488	42,191,519
Air Force Band (FY19)	25%	\$12,800	6,318,305
Air Force Academy (FY19)	52%	\$327,500	61,035,922
Air Force ROTC (FY19)	51%	\$187,975	24,702,921
Special Warfare (FY19)	45%	\$898,079	209,029,022
Enlisted Accessions/ Brand TV (Sight Sound and Motion) (FY19)	45%	\$20,595,285	2,508,467,737
Totals:	43%	\$26,741,425	3,410,659,672

Sources: comScore, Tvviews, Facebook Business Manager

- Air Force commercials are funded by FY dollars with a 12 month period of performance (PoP). Depending on when the Task Order (TO) is signed, the PoP will extend beyond the start of the next FY and production must be completed within the PoP
- However, the commercial/media spot might air well beyond the PoP (i.e. the Air Force Academy commercial continued to air in FY18, but it was funded in an FY16 TO)
- Air Force communications consistently perform above the Service average on key dimensions among female (and male) youth in DoD Joint Advertising Marketing Research and Studies (JAMRS) tracking. These dimensions include:
 - Think more favorably of the Air Force
 - More likely to support a friend's decision to join the Air Force
 - Ad message (e.g. "New or different", "Appealing option", "Capable of doing depicted things", "Similar to you")

- *I Can Be Anything*, *I Knew One Day* and *Origin Story* were the most likeable Service television commercials among females in recent JAMRS advertising tracking
- YouTube and Airforce.com television commercials present the diversity of Air Force personnel:
 - *I Can Be Anything*, (Academy commercial with female cadet)
<https://www.youtube.com/watch?v=nICnzTHReho>
 - *I Knew One Day*, <https://www.youtube.com/watch?v=eNPg84Yj3p0>
 - *Origin Story*, <https://www.youtube.com/watch?v=FwsdvwgxLpE>
- AFRS' Experiential Marketing portfolio includes athletic/fitness partnerships which reach women as well as men:
 - Fitness competitions and events – CrossFit, Spartan Race, Wodapalooza and FitExpo
 - SuperGirl Pro, female-only action sports professional competition and lifestyle festival
- AFRS STEM-oriented youth partnerships are also used to reach women and men:
 - FIRST Robotics
 - 4-H
 - USA Science & Engineering Festival
- YouTube “Ask an Airman” show female and male Airmen answering a variety of questions about AF service, culture and specialties; including how to be a pilot, MTI and Recruiter
 - For more details see <https://www.airforce.com/ask-an-airman> or https://www.youtube.com/results?search_query=Ask+an+Airman

RECOMMENDATION

- None, for informational purposes only