

27 January 2020

## INFORMATION PAPER

Subj: USMC RESPONSE TO DACOWITS' RFIS FOR MARCH 2020 - RFI #1 and RFI #3

1. Purpose. To provide the Defense Advisory Committee on Women in the Services (DACOWITS) a written response to RFIs #1 and RFI #3, written as follows:

1. "The Committee requests a written response from the Military Services on the status of their eSports programs. A. What is the planned demographic composition of those teams? B. Do the Services use eSports teams as a recruiting tool for men and women?"

3. "In 2017, the Committee recommended 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. The Committee requests a written response from the Military Services on how the data provided by the Joint Advertising, Marketing Research & Studies (JAMRS) office was used to develop their current marketing strategies to attract and recruit more women. If not, what research/data was used to support the current strategy?"

2. Key Points

RFI #1 Response

- The national marketing brand strategy for Marine Corps Recruiting Command does not include the activation of any eSports teams.
- The national marketing brand strategy does not include future plans to establish eSports teams or create branded games. This is due in part to the belief that the brand and issues associated with combat are too serious to be "gamified" in a responsible manner.
- While the Marine Corps does not have any eSports teams, local recruiting units have marketing partnerships involving eSports. These include partnering with eSports Stadium in Arlington, TX - <https://esportsstadium.gg/us-marine-corps-press-release/> and the California Interscholastic Federation (CIF) as the state organization now includes eSports.
- Further, MCRC strives to market the brand in a responsible manner nationally around media opportunities where youth spend time to include gaming content.

RFI #3 Response

- Total Market Strategic Framework - Research:
  - o While the Marine Corps Recruiting Command consults primary and secondary research and understands that various groups of people—by race, ethnicity, gender, geography, socio-economic status, etc.—have wide-ranging interest in the military/Marine Corps and a large variety of challenges and barriers to joining, a civic institution like the Marine Corps is best served by presenting itself in its complete form.

## UNCLASSIFIED

- o MCRC owns a unique Marine Corps brand positioning, which aims to inspire people to join based on intangible reasons (service, feelings of belonging, etc.) and to persuade them to earn the honorable title and to fight for a common cause. This is deliberate, as the brand needs to differentiate itself from its sister services.

- o MCRC believes in showcasing men and women serving alongside one another highlighting inclusion. MCRC seeks to minimize opportunities for young people to 'pick and choose' reasons for service based on their group affiliation. MCRC promotes common cause against a wide variety of threats and whose ethos is rooted in traditional notions of battle.

- o Our approach ensures that all races, genders, and other demographic groups are not served a singular impression of which battles Marines fight and that all understand the Corps' purpose as a warfighting organization.

- o On the other hand, Marine Corps Recruiting Command uses the Military Advertising Tracking Studies from JAMRS to measure the effectiveness of its advertising campaigns across different audiences.

- o Based on the creative performance of different pieces running in media, the Marine Corps ensures its message is appealing and it resonates with youth. For example, in the last JAMRS Wave 65, the tracking study measured the effectiveness of three different executions for the Marine Corps brand: "Battle Up," "A Nation's Call," and "Anthem." "Battle Up," which focuses on personal fulfillment and character development, scored the highest of all the currently tracked JAMRS ads on likeability. The ad also scored slightly higher than the other two Marine Corps ads across most measures of ad appeal and ad message. "Battle Up" - an ad featuring a female protagonist, performed above the female service average on making the Marine Corps seem like an appealing option.

- o This JAMRS insight supports the media rotation recommendation for the Marine Corps brand in the first half of 2020 to ensure the advertising is aspirational for both young men and women.

- o While we market with a total market approach, we maintain both female-inclusive and female-specific marketing and advertising initiatives including examples such as direct mail, sports organizations, and web content.

### - Paid Media:

- o As part of the pre-planning process for paid media, we utilize multiple data sources to help understand the demographic makeup of our paid media vendors.

- o For TV we use Nielsen TV ratings. For digital we use ComScore as well as the publishers' own data. Additionally, syndicated research data (MRI) is used to provide further insight on audience composition for platform and content alignment across multiple media channels.

- o This data is also used to help estimate impression delivery against any key audience segment, which can include females.

Approved by: Marine Corps Recruiting Command

UNCLASSIFIED