

*RFI Category and Number:*

*Marketing Strategies RFI #3*

*RFI Question:*

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.

a. 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?”

*RFI Response:*

Since brand launch in December 2017, Navy strategy across all Marketing and Advertising efforts has been to feature women in all roles of the Navy. With the knowledge that some in our female audience do not identify with service members, we seek to have our content reflect not only the prominent roles females play in the fleet, but also the lives they lead inside and outside the Navy. This is highlighted in content including Ratings Videos and Social Media posts as well as our ongoing series of Faces of the Fleet, Sailor VS and Sea Story podcasts. For example, recent episodes of Faces of the Fleet have featured FC2 Natalie Tardif, ENS Brie Coger and MA3 Rachel Higuera.

Our marketing and content strategy is informed by JAMRS data and our research of Centennials/Gen-Z. JAMRS research, specifically regarding propensity, has played a substantial role in our updated approach to FY20 content efforts. We are actively leaning into key levers that drive propensity to improve our potential applicant’s attitude towards military service and belief they can succeed in the Navy. Understanding the expectations of this generation, we seek to have our content across all channels be representative of the fleet today and tomorrow.

*Hours Expended Answering this RFI:* 6 Hours of Advertising Agency

*POC or office responsible:* Navy Recruiting Command (NRC N9)