

**Army Marketing Research Group
DACOWITS September 2018 Quarterly Meeting
RFI #3**



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Army Marketing Approach



The latest marketing approach for new members of the military.

The current marketing approach is total market with a slight shift into more targeted engagement (to include digital media and social media platforms).

A description of how the marketing approach has changed over time.

Given recruiting challenges, there has been a shift from awareness messaging and media to engagement messaging and media such as digital media, search engine optimization (SEO), paid search, and paid social media.

A plan for how the marketing approach is expected to change in the future.

More focus on engaging recruits to actively consider service and shifting to mediums where prospects and influencers spend their time.

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Links



Links for existing marketing across all mediums that recruiting efforts are currently occurring.

- The Army is marketing across social media platforms @goarmy (e.g., YouTube.com/goarmy, Instagram.com/goarmy, Facebook.com/goarmy).
- The Army is also marketing across digital platforms such as Hulu and Crackle; on paid search and social; SEO; web banners; and through media partnerships and added value content. There are no links available for these mediums.
- The Army also markets across traditional media such as television, and print along with local marketing across radio, billboards, etc. There are no links available for these mediums.



Messaging to Reach Women



Describe the specific messaging meant to reach the percentage of women who find service in the military meaningful.

The Army is conducting a study on Women's Barriers and Drivers to determine the best messaging and methods to reach women.

- The research includes focus groups and a survey to gain greater clarity on the recruitment drivers and barriers that exist for female prospects considering Army service.
- Focus groups - conducted Aug 2018.
- Preliminary focus group results - available in mid-Sep 2018.

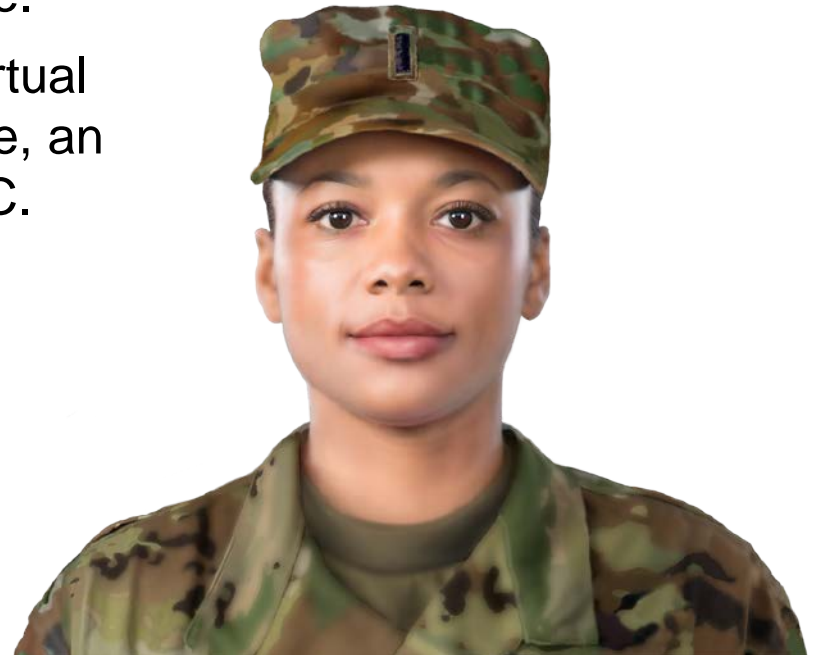


Marketing to Women



How does marketing attract women who are seeking higher education?

- Prospects don't associate the Army with higher education, so marketing that includes both (ROTC, Army officers, tuition assistance and Post 9/11GI Bill) demonstrate that serving in the Army and attaining higher education are not mutually exclusive.
- The Army is developing a female virtual assistant on goarmy.com, 1LT Stripe, an Army Reserve officer through ROTC.



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Marketing to Women



Describe the images, verbiage, messaging that is being used to specifically appeal to women.

An example: The Army has developed a Reserve 30 second spot featuring a female Soldier as the lead, in a position of leadership among other Soldiers. This campaign also includes web videos for both prospects and influencers and social media content.

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