

Headquarters U.S. Air Force

Integrity - Service - Excellence

RFI #3: Marketing Strategies (Marketing)



**Mr. Timothy Harrison /Chief, Marketing Division
AETC/AFRS
Briefing: 11 Sep18**

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RFI #2: Marketing Strategies (Recruiting)

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- **3a. The latest marketing approach for new members of the military.**
 - **Active Duty (AD)**
 - **Marketing strategy aligns with the prospect decision process; *Inspire, Engage, Recruit, and Retain***
 - **Deliver customized messages, both transformative and transactional, to individuals within given audience segments**
 - **Air Force Reserve (AFR)**
 - **“Start Your Adventure”**
 - **Leveraging the emotional connection of doing something bigger than they could in civilian life**
 - **“Explore Your Opportunities”**
 - **Highlighting the many opportunities available to Reserve Citizen Airmen when they serve part-time near where they live**



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- **3b. A description of how the marketing approach has changed over time (last five years).**
 - **Active Duty (AD)**
 - **Technology continues to improve web-based, digital communications which provide consumers heightened control, choice and information.**
 - **Tactics leverage these technologies to offset the cultural/environmental challenges:**
 - **By increasing our use of digitally-enabled platforms and devices to match consumer media consumption and tell our story in increasingly engaging and in-depth ways.**
 - **By incorporating new data sets, digital tools and analytical techniques to heighten audience understanding, targeting and efficacy.**



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- **3b. A description of how the marketing approach has changed over time (last five years).**
 - **Air Force Reserve (AFR)**
 - **Increasing shift to digital platforms to take advantage of targeting data and lead acquisition opportunities**



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- **3c. A plan for how the marketing approach is expected to change in the future.**
 - **Active Duty (AD)**
 - **We will continue to support key strategic themes that are important to our audiences while improving perceptions relative to the competition.**
 - **A career in the Air Force is something to be proud of**
 - **The Air Force is innovative and forward-thinking**
 - **The Air Force offers an attractive lifestyle.**
 - **Delivery of these messages will take advantage of the latest technology, platforms and experiences to deliver engaging and tailored communications that will inspire recruits and Airmen to Aim High in new ways.**



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- **3c. A plan for how the marketing approach is expected to change in the future.**
 - **Air Force Reserve (AFR)**
 - **Shifting further into highlighting the opportunities available**
 - **Education**
 - **Career**
 - **Lifestyle**



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- **3d. Links for existing marketing across all mediums that recruiting efforts are currently occurring.**
 - **Active Duty (AD)**
 - <https://www.airforce.com/>
 - <https://www.airforce.com/ask-an-airman>
 - <https://www.academyadmissions.com/>
 - <https://www.afrotc.com/>
 - <https://www.youtube.com/USAirForceRecruiting>
 - <https://www.facebook.com/USAirForceRecruiting>
 - <https://twitter.com/USAFRecruiting>
 - https://www.instagram.com/usaf_recruiting/
 - <http://usairforce.tumblr.com/>
 - <https://www.flickr.com/photos/usairforce/>



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- **3d. Links for existing marketing across all mediums that recruiting efforts are currently occurring.**
 - **Air Force Reserve (AFR)**
 - <https://www.afreserve.com>
 - <https://www.facebook.com/airforcereserve>
 - <https://www.youtube.com/airforcereserve>
 - <https://twitter.com/AirForceReserve>
 - <https://www.linkedin.com/company/us-air-force-reserve>
 - <https://www.instagram.com/airforcereserve/>
 - <https://plus.google.com/+airforcereserve>



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- **3e. Describe the specific messaging meant to reach the percentage of women who find service in the military meaningful.**
 - **Active Duty (AD)**
 - **Women can serve in any AF career**
 - **A career in the AF can give them the lifestyle and professional careers they desire**
 - **AF careers do not prevent you from having a family**
 - **Air Force Reserve (AFR)**
 - **While AFR advertising has always been inclusive in the imagery utilized, a strategic effort has been made to keep women at the forefront of recruiting imagery and highlight female service members based on SecAF Wilson's push to encourage more women to join**



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- **3f. How does the marketing attract women who are seeking higher education?**
 - **Marketing tools provide information to female prospects and address common misperceptions. A wide variety of touch points are used to convey these messages (web site, online chat, 1-800#, digital advertising, paid search, paid and owned social, television, direct mail, recruiters, etc.) For example:**
 - **[US Air Force - Officer Alma Maters Commercial](#)**
 - **[Can You Earn A Degree In The Air Force?](#)**
 - **<https://www.airforce.com/education>**
 - **<https://www.airforce.com/education/ongoing-education>**
 - **Air Force Reserve (AFR)**
 - **Integration of recruiting activities at female collegiate and professional sporting events**



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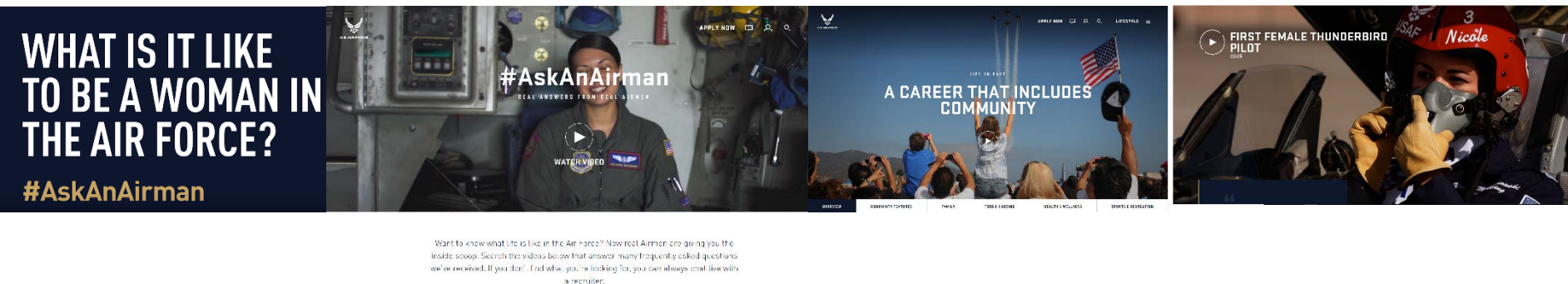
- **3g. Describe the images, verbiage, messaging that is being used to specifically appeal to women.**
 - **Active Duty (AD)**
 - ***Aim High* challenges all Airmen to push themselves beyond their own expectations; to achieve great feats**
 - **Messages to specifically appeal to women are:**
 - **An Air Force career is something to be proud of**
 - **You can serve in many careers; combat or non-combat**
 - **The Air Force offers an attractive lifestyle for families**
 - **We highlight women visually and verbally to allow them to imagine themselves in the Air Force. In addition, we encourage them to connect with Airmen to gain an informed perspective from a source they trust.**



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- 3g. Describe the images, verbiage, messaging that is being used to specifically appeal to women.
 - Active Duty (AD)
 - [What Is It Like Being A Women In The Air Force?](#)
 - [Real Answers From Real Airmen](#)
 - [US Air Force - A Career That Includes A Community](#)
 - [Lt Col Nicole Malachowski - Second To None](#)





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- 3g. Describe the images, verbiage, messaging that is being used to specifically appeal to women.
 - Air Force Reserve (AFR)
 - Women at the forefront of recruiting imagery; Not about “female-specific” ads
 - Highlight female service members doing various jobs across the Air Force Reserve





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QUESTIONS?