



# **DACOWITS Quarterly Business Meeting**

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**Mr. Dan Weidensaul**  
**MCRC, Deputy AC/S, Marketing and Communication**

Point of Contact:  
Capt Rountree  
703-432-9083



## Latest Marketing Approach for New Members of Marine Corps

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- Target audience
  - Broad cross-section of racial, ethnic, regional, gender, and social diversity
- *Battles Won*
  - Messaging framework for marketing strategies and materials
  - Leverages fighting spirit allowing applicability to spectrum of military threats and people's everyday lives
  - Essence of Marines
    - Willingness to engage
    - Determination to defeat an opposing force
    - Personal or on behalf of nation and its communities
- Total market strategic framework
  - Features women and men serving alongside one another



## Description How Marketing Approach Has Changed Over Time (Last 5 Years)

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- Consistent and extensive research determines institutional message
- Evolved from niche marketing approach to total market approach
- Feature races, genders, ethnicities alongside one another
- Speak with a common language that is reflective of USMC purpose



## Plan For How Marketing Approach is Expected to Change in the Future

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- *Battles Won* is relatively new messaging framework and campaign, having launched in early 2017 without full media support due to funding challenges. As such, there are no immediate plans to drastically adjust the approach, though MCRC will continue to field research, measure results of tactics, and optimize performance that will lead to the development of new content and methodologies to engage a broad cross-section of prospects and their influencers. Funding priorities may shift to reinforce effective tactics or to address mission adjustments.



## Links for Existing Marketing Across All Mediums

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- <https://adexchange.marines.com/login.aspx?share=f82abd92-0c67-40e8-aed2-a9c5c186019f>
  - Anthem (long-form video)
  - Battle Up (:60 video)
  - A Nation's Call (long-form video)
  - Direct Mail (2HSS Reward, 2HSS Challenge, 2HSJ Honor, 1HSJ Journey, and NROTC)
  - Desktop Calendar
  - Battles Won Academy
  - Homefront Video Series: Capt McMillan
  - Ask a Marine video: Cpl Tanguay-Jones
  - A Nation's Call - Marine's Cut Aviation
  - Moments Before the Battle – Huey Gunner
  - Video summary for Joint Women's Leadership Symposium (JWLS)
- Additional assets and link to where content runs is available upon specific request



## Describe Specific Messaging Meant to Reach Women Who Find Service in The Military Meaningful

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- All MCRC messaging is aimed at the broadest possible youth market by ensuring creative materials are race, ethnicity, and gender inclusive. The messaging approach of *Battles Won* ensures that audiences receive the same messaging, though some pieces are more effective with certain groups based on the Marine featured.



## How Does Marketing Attract Women Who Are Seeking Higher Education?

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- Tangible, post-service benefits typically avoided, as message is driven toward transformation message and focus on mission of USMC
- Marketing materials reinforce that all services offer same educational benefits to all genders, races, and ethnicities
- Officer-centric (college audience) messaging persists using total market approach
  - Direct Mail
  - Community engagements
  - National sports partnerships



## Describe Images, Verbiage, Messaging Being Used to Specifically Appeal to Women

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- *Battles Up / A Nation's Call*
  - Transformation
  - Strong, Disciplined
  - Principled
  - Service-oriented
  - Leader
  - Team
  - Lethal
  - Determined