

RFI Category and Number:

Marketing Strategies – RFI #3

RFI Question:

The Committee requests a briefing from the Military Services' Marketing Offices* (to include the Reserve Components) on the following:

- a. The latest marketing approach for new members of the military.
- b. A description of how the marketing approach has changed over time (last five years).
- c. A plan for how the marketing approach is expected to change in the future.
- d. Links for existing marketing across all mediums that recruiting efforts are currently occurring.
- e. Describe the specific messaging meant to reach the percentage of women who find service in the military meaningful.
- f. How does marketing attract women who are seeking higher education?
- g. Describe the images, verbiage, messaging that is being used to specifically appeal to women.

RFI Response:

- a. The latest marketing approach for new members of the military**
 - i) Key demographic continues to shun traditional advertising so it became imperative for brand message to cease interruption and become the entertainment the Gen Z audience seeks out instead
 - ii) As a result, more video content is produced for engagement and conversion campaigns
 - iii) Media shift from traditional broadcast model to digital model
 - iv) Authenticity: Gen Z assesses content quickly, rejecting inauthenticity, exaggeration, and tokenism
 - v) Pillars: what we know gen z/millennials are seeking that the Navy can offer
- b. A description of how the marketing approach has changed over time (last five years)**
 - i) Shift to digital platforms from traditional marketing mediums with specifically targeted messaging to key audiences
 - (1) Younger generations are digital natives – spending the majority of their time on mobile devices (approx. 3 hours and 30 minutes per day)
 - ii) Reference to changing recruiting environment: low unemployment, low family military experience, generation that grew up with War on Terror (fatigue of war)
 - iii) Content representing women Sailors across Navy.com, showing them working alongside male Sailors
 - iv) Content highlighting successful female Sailors, to include Faces of the Fleet and Sea Story female candidates

- c. A plan for how the marketing approach is expected to change in the future**
- i) More in-depth analysis of target audience to better understand what content they interact with and prompts them to contact a recruiter
 - ii) More ways to connect recruiters with recruits
 - iii) Continue to optimize content and media placements as learnings become available about how audiences interact with the brand
- d. Links for existing marketing across all mediums that recruiting efforts are currently occurring.**
- i) Digital Media
 - (1) Media placement includes target specific platforms to include: SheKnows, Bustle, [Popsugar](#) (native article example linked)
 - ii) Social Content – example posts linked below
 - (1) [All-female flight crew](#)
 - (2) [Navy Insider – Boatswain Mate](#)
 - (3) [VADM Nora Tyson](#)
 - iii) Creative Content - used in digital, broadcast, and social media channels
 - (1) Pre-roll: :06 and :15 videos showcasing women Sailors (link to example videos: <https://share.yrgrp.com/fl/TqJ39oRH4W>)
 - (2) Recruit Films: [Test, Game, Audition](#)
 - (3) Faces of the Fleet:
 - (a) Current episodes: [LT Kellie Hall](#) and [Master Chief Cindy Huratiak](#)
 - (b) Future episodes scheduled to launch by end of year: Ashley Flynn (nurse) and Nathalie Tardiff (EOD)
 - (4) [Sea Story](#): Sailors telling story about their experiences in the Navy
 - iv) Navy.com
 - (1) Images that feature women throughout the Navy
 - (2) Future: enlisted rate videos that will feature women in their careers
 - v) PR - [Female crew takes over aircraft carrier's catapults, likely a first in the ship's history](#)
- e. Describe the specific messaging meant to reach the percentage of women who find service in the military meaningful.**
- i) Empowerment – Sailors have the skills, knowledge, discipline, and focus to handle tough situations and great responsibilities
 - ii) Being part of a team - Sailors work along with their peers to challenge themselves both personally and professionally in order to complete the mission
 - iii) Adventure - explore new places, careers, and education opportunities
- f. How does marketing attract women who are seeking higher education?**
- i) Representation:
 - (1) LCDR Nekhonti Adams, MD – speaker at Conrad Challenge, a competition designed for 8th-12th grade level students developing innovative solutions to better the world

- (2) Master Chief Valerie Pugh at Southern Heritage Classic – first woman to do coin toss at SHC Football Game, located in Memphis, TN. Prior to the game, Master Chief Pugh will talk with local high school students about their future education opportunities
 - ii) Opportunity awareness: digital media buys driving audience to information about education opportunities
 - (1) Navy dedicated microsite with Discovery Education - [NavySTEMfortheClassroom](#)
 - (2) STEMJobs – developing Navy-branded STEM quiz geared for high school students
 - iii) STEM tour: at high school level, emphasis across men and women on education opportunities
- g. Describe the images, verbiage, messaging that is being used to specifically appeal to women.**
- i) Reference “d” section for creative content being used in market. Overall, imagery is around women engaged in all aspects of Navy life at all points in their careers.

POC or office responsible:

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