

DACOWITS RFI 3



Navy Recruiting Command DC Liaison

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DACOWITS – RFI Subject (RFI #3)

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.

- Marketing targeted to Centennial generation (born 1997 to present)
 - Authenticity is key; centennials reject exaggeration and tokenism
- Shift away from traditional broadcast marketing; now 70% on digital platforms
 - Centennials average 3.5 hours per day on mobile devices
- Continue to use market analysis to optimize content and media placement
 - More interactions; better connection with recruits
- Links to digital and social media marketing
 - Facebook - [All-female flight crew](#)
 - Instagram - [VADM Nora Tyson](#)
 - Navy.com Faces of the Fleet - [Master Chief Cindy Huratiak](#)
 - Pre-roll videos - <https://share.yrgrp.com/fl/TqJ39oRH4W>



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- **Specific messaging to women who find military service meaningful**
 - **Empowerment** – Sailors have the skills, knowledge, discipline, and focus to handle tough situations and great responsibilities
 - **Being part of a team** - Sailors work along with their peers to challenge themselves both personally and professionally in order to complete the mission
 - **Adventure** - explore new places, careers, and education opportunities
- **Marketing to women seeking higher education**
 - **Representation** – Female officers and Master Chief participate in community events where they speak to students about education opportunities in the Navy
 - **Opportunity Awareness** – digital media buys driving audience to information about education opportunities
 - Navy dedicated microsite with Discovery Education - [NavySTEMfortheClassroom](#)
 - STEM Jobs – developing Navy-branded STEM quiz geared for high school students
 - STEM Tour - at high school level, emphasis across men and women on education opportunities
- **Describe images, verbiage, messaging being used to specifically appeal to women**
 - Good examples in marketing link on previous slide
 - Imagery focuses on women engaged in all aspects of Navy life at all points in their careers



Backup



More Links to Marketing Examples

- Online article on Fitness tips – [Popsugar](#)
- More Facebook posts - [Navy Insider – Boatswain Mate](#)
- Recruit Films - [Test, Game, Audition](#)
- Faces of the Fleet - [LT Kellie Hall](#)
- [Sea Story](#)
- San Diego Union Tribune - [Female crew takes over aircraft carrier's catapults, likely a first in the ship's history](#)