

U.S. ARMY EFFORTS TO INCREASE PROPENSITY TO SERVE AND INCREASE ACCESSIONS AMONG WOMEN

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Army Marketing and Research Group



4A) WHAT MARKETING STRATEGIES ARE THE SERVICES USING TO INCREASE ACCESSIONS OF WOMEN?



BACKGROUND: CURRENT ARMY MARKETING STRATEGY

- The American public is influenced by strongly held ***misperceptions*** and ***misunderstandings*** of the Army. Success requires disrupting, informing and closing the gap between these misperceptions and the American Public's definition of their "Ideal Army".
- Establishing a strong **Army Enterprise Brand** will enable the Army to achieve its collective and individual Command / Component missions with efficiencies (people, time and/or money) while maintaining a high quality all volunteer force.
- An enterprise brand strategic approach is a **best business practice** from industry.



CURRENT STRATEGY TO ADDRESS ACCESSIONS OF WOMEN: TOTAL MARKET

What is ‘Total Market’? *“A marketing approach which proactively integrates diverse segment considerations. This is done from inception, through the entire strategic process and execution, with the goal of enhancing value and growth effectiveness.”*

Essentially, one marketing program designed to reach all consumers, across general and ethnic markets.



CURRENT STRATEGY TO ADDRESS ACCESSIONS OF WOMEN: TOTAL MARKET

- In a fiscally constrained environment, a Total Market approach is the most cost effective approach.
- Dedicating resources towards a specific demographic subgroup to increase awareness and propensity among women (currently 6% for Army), will divert limited resources from the total market campaigns.
- The total market strategy is more representative of the Army and is synergistic.



**4B) HAVE THE SERVICES
ALTERED THEIR MARKETING TO
RECRUIT WOMEN INTO THE
NEWLY OPENED POSITIONS AND
UNITS? IF SO, HOW?**



MARKETING FOR NEWLY OPENED POSITIONS

- We have highlighted Army positions as they have opened to women on goarmy.com. We featured one of the first female Ranger graduates, Captain Kristen Griest, in the national TV commercial series “Narrative”.
- AMRG is researching the best ways to reach the segment of women who would be ‘more likely’ to join as a result of opening all positions to women.
- We are also continuing to improve how we market to all women through the constantly changing media environment.



WAY AHEAD

- The U.S. Army continues to research and refine optimal ways to communicate to our female audiences.
- The U.S. Army continually assesses performance of marketing efforts.
- The U.S. Army will continue to feature women across our marketing to include broad reach television, web/digital, social, print, and events.



BACK-UP



CURRENT STRATEGY: TOTAL MARKET

The Army's total market approach means that all U.S. Army marketing efforts are inclusive of both genders and representative of the diversity of the Army.

TV:

- "Team" TV Commercial: <https://youtu.be/cIFATDe9dsw>
- "Narrative" TV Commercial Series:
 - <https://youtu.be/O9a0mvqYNes>
 - <https://youtu.be/VLil9pT6qKo>
 - https://youtu.be/jz3e2_CyOi8
- "All Soldier" Army Reserve TV Ad: In production, programmed for June 2016. This campaign features real Soldiers (7 female/5 male).



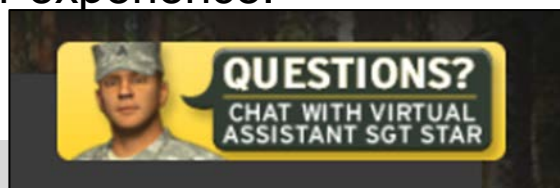
CURRENT STRATEGY: TOTAL MARKET

Web/Digital:

- Women are shown in career pages and videos across www.goarmy.com. Representative of the Army, women are integrated throughout.
- Landing pages in support of marketing campaigns include this same approach/diversity:
 - **“Team”/“Narrative”** www.goarmy.com/team
 - **“All Soldier”** www.goarmyreserve.com includes four stories, one of which is a female engineer Officer.
- Goarmy.com hosts a forum "Women in the Army": <http://bit.ly/1NzAwG2> where prospects can engage with women Soldiers.
- We are working to create a female version of ‘Sergeant Star’, our automated response system (Avatar) on goarmy.com, to give users the option to tailor their experience.



AIR DEFENSE ENHANCED EARLY WARNING SYSTEM (14H)



SOCIAL MEDIA

- Women are featured in various professional capacities, MOSs, situations, Officer/Enlisted etc. Special features are displayed across goarmy social media properties during observances specifically pertinent to women.
- Currently working on a social media campaign for Q4/FY17 targeting women 17-35.

TRAINED

GOARMY.COM @goarmy

U.S. ARMY

Timeline About Tough Mudder Atlanta

COL DIEDRE TEYHEN, Ph.D.
speaks to educational leaders
at SAY committee:
<http://bit.ly/25aTri5>

COL DEYDRE TEYHEN, DPT, PHD
CHIEF OF SYSTEM FOR HEALTH AND PERFORMANCE TRIAD DIVISION

-3:26

SAY – Strengthening America’s Youth; program focused on youth development through partnerships with ‘like minded’ organizations

PRINT

Recruiting Publicity Items (RPIs):

- Women are featured in professional capacities, MOSs, situations, Officer/Enlisted etc. across the RPI inventory.

Event Signage:

- Women are included across event signage in the same manner of RPIs above.

Publications:

- Exploring ways to feature female Senior Officers as well as showing what life is like in the Army for women.

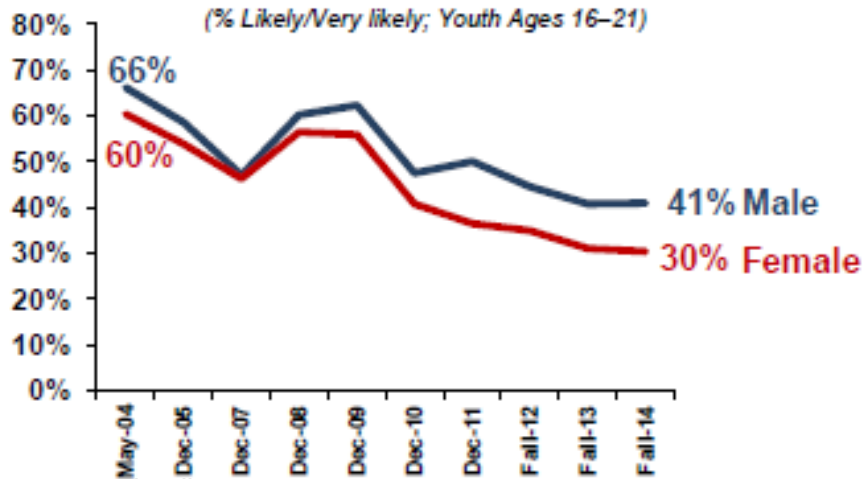
Local Ads:

- Local Ads also follow the 'total market' approach and are inclusive of women.



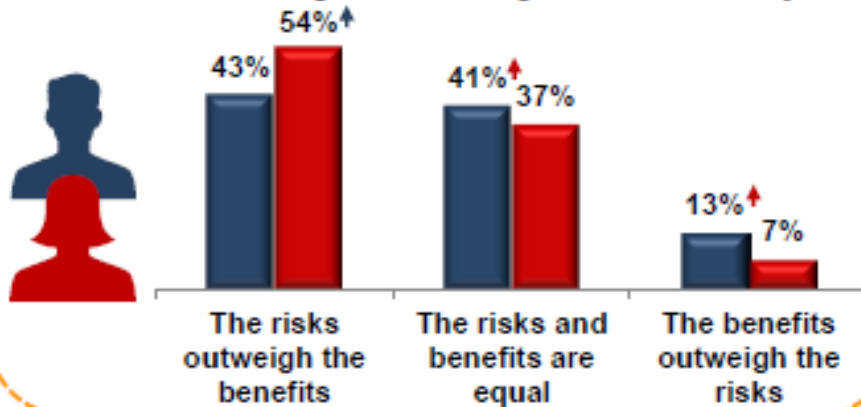
RESEARCH

How likely is it that joining the Military would allow you to have an attractive lifestyle?



DoD Youth Poll

When thinking about serving in the U.S. Military...

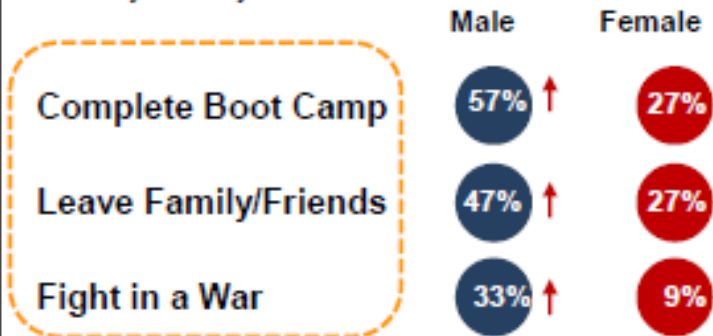


DoD Youth Poll, Spring 2015

Military Self-Efficacy

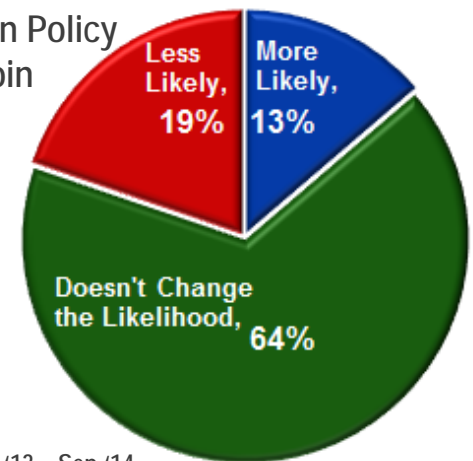
(Fall 2014; Youth Ages 16-21)

% Probably/Definitely Yes



DoD Youth Poll, Fall 2014

Impact of Change in Policy on Likelihood to Join Female Youth



DoD Ad Tracking Study, Jan '13 - Sep '14

Significantly higher than: ↑ Male
↑ Female

REASONS NOT TO JOIN THE MILITARY

Compared with males, female youth are more risk averse and place a higher emphasis on college.

Reasons Not to Join Top 5	Male Youth	Female Youth
Injury/death	57%	69% ↑
Leave family/friends	39%	57% ↑
Psychological trauma/PTSD	37%	55% ↑
Other careers	35%	43% ↑
Interfere with college	27%	33% ↑

↑ = Significantly higher than men



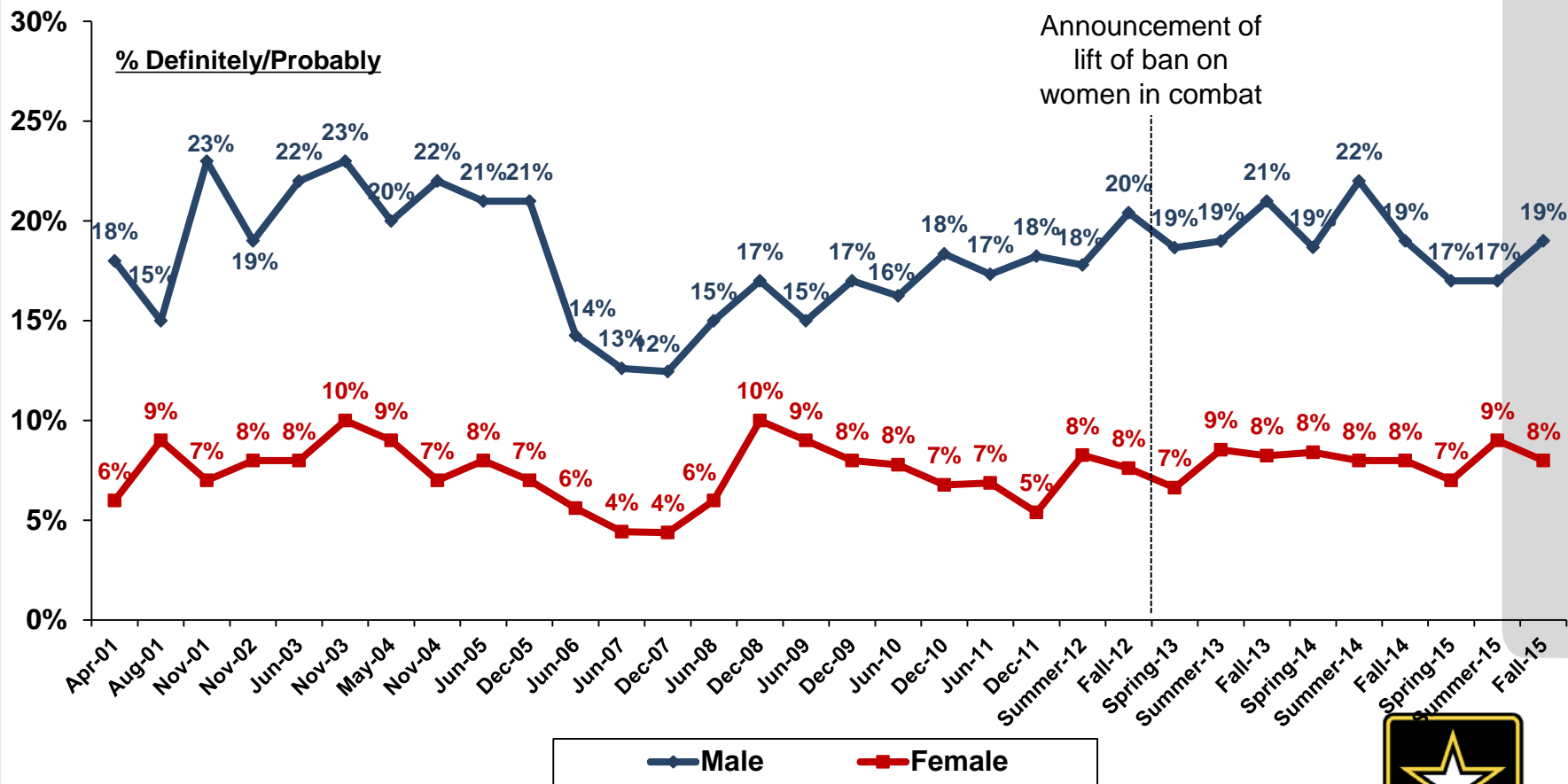
Source: DoD Youth Poll, Spring 2015;

“What would be the main reason(s) why you would NOT consider joining the U.S. Military?”

GENERAL MILITARY PROPENSITY BY GENDER

“How likely is it that you will be serving in the Military in the next few years?”

Response options: *Definitely, Probably, Probably Not, Definitely Not*



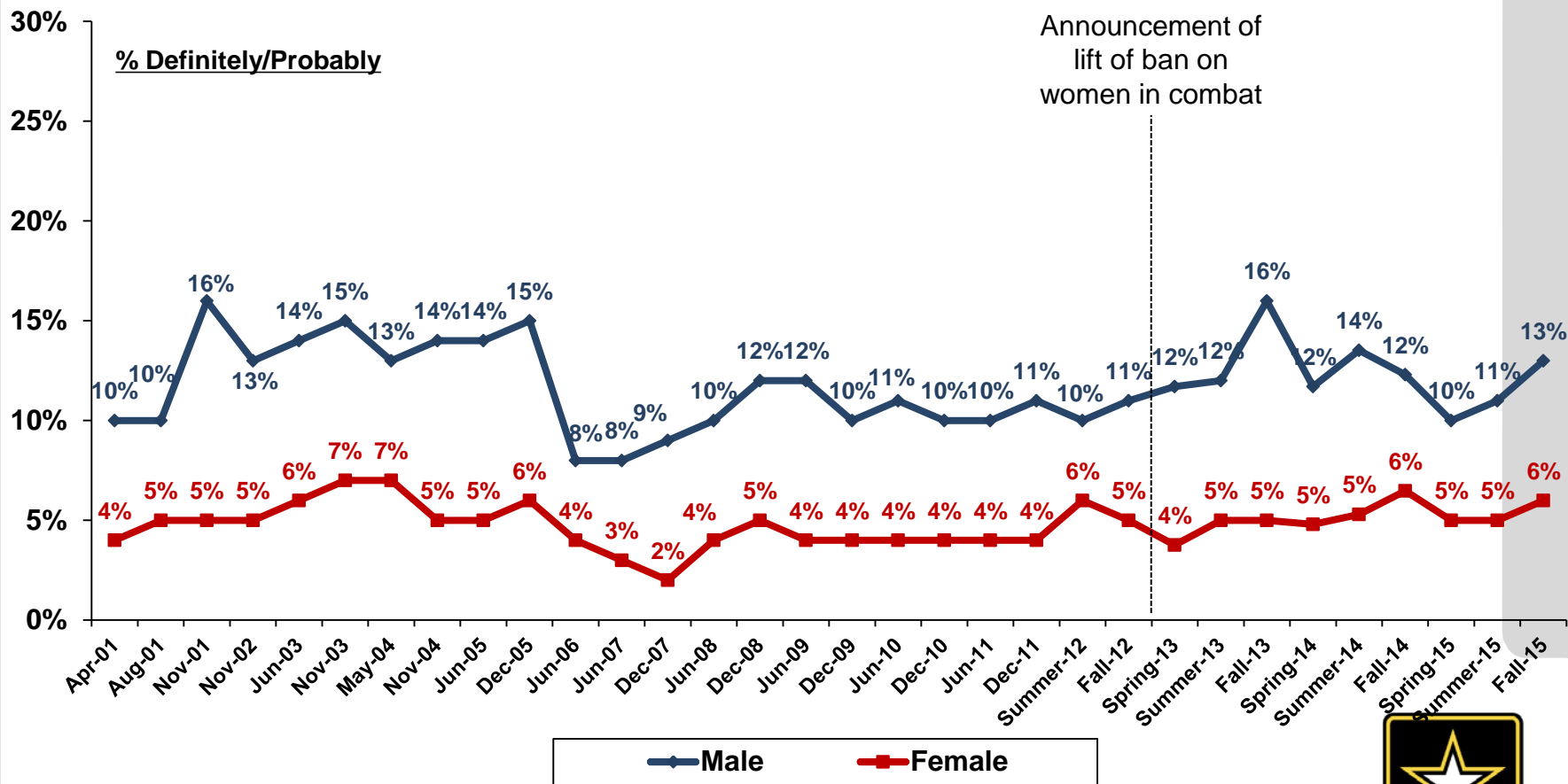
Note: Youth ages 16-21

Sources: DoD Youth Attitude Tracking Study (1984-99) & JAMRS' DoD Youth Polls (2000-present, asked 3x/year)

ARMY PROPENSITY BY GENDER

“How likely is it that you will be serving in the Military in the next few years?”

Response options: *Definitely, Probably, Probably Not, Definitely Not*



Note: Youth ages 16-21

Sources: DoD Youth Polls (asked 3x /year)



RESEARCH

We take a *total market* approach to everything we do including research.

- In researching our current marketing strategy, women were included as part of representative samples to ensure messaging resonated with all targets.
- Army marketing research includes a representative mix of genders, ethnicities, age groups, etc. This research is conducted to better understand the market and market trends, as well as how particular creative concepts are received across demographics to inform television commercials, social media campaigns, and other elements of the marketing mix.
- We also use outside research to inform marketing efforts including research from Rand, Millward Brown, CNA, and the Joint Advertising, Market Research and Studies (JAMRS) program research.

