DACOWITS Briefing

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Air Force Recruiting Service (AFRS)
15 Aug 14

OVERVIEW

- Recruiting Women
- Recruiting Racial Minorities
- Message Received In their words
- Measuring Success
- Measuring Success & Hitting the Target
- Did we Change Perceptions
- Ad Impact
- Summary

Recruiting Women

AF Commercial:

- In FY12 AF Recruiting Service produced a :30 commercial featuring AF active duty women in 4 different career fields (Officer and Enlisted); 100% of TV production funds were used to produce the "I'm an American Airman" female commercial featuring:
  - Fighter Pilot
  - Judge Advocate General Corps
  - Physician
  - Fire Fighter
- $9.3M (55%) of the FY12 $16.9M TV media buy focused on female markets—ages 16-24 (youth) & 25-54 (influencers)

American Airmen Series:

- AFRS features eight AF active duty women as part of the American Airmen series on AIRFORCE.COM; 4 of the 8 were recently produced in 2012 or 2013.
  - Gen Wolfenbarger
  - SSgt Zaloudek
  - Lt Col Malachowski
  - Capt Holloway

Other initiatives:

- AF recruiters attends annual conventions focused on women [aviators, nurses, etc]
- Previous TV campaign (It's Not Science Fiction) featured women in prominent roles

Marketing to women has been a focus for AFRS; research studies as well as JAMRS data were utilized in our products to tailor messages to young women and their adult influencers.

Recruiting Racial Minorities

AF TV Campaign:

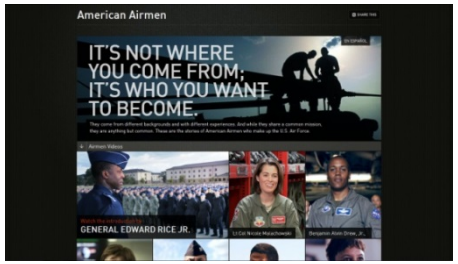
- In FY12 AF Recruiting Service devoted 45% of it's $16.9M TV media spend on racial minorities
- $7.6M campaign focused on African American and Hispanic influencer markets
- Featured African American astronaut Hispanic cyber officer
- Hispanic ad was Spanish language
- AFRS did not fund a TV campaign in FY13

Colonel Alvin Drew

Captain Nicolas Aquino

American Airmen Series:

- AFRS features nine AF active duty men as part of the American Airmen series on AIRFORCE.COM; 8 of the 9 feature racial minority men including:
  - Gen Rice
  - Lt Gen McDew
  - Major Gen Stewart
  - Col Alvin Drew
  - 2 Hispanic Officers
  - 2 Hispanic senior NCOs



Other initiatives:

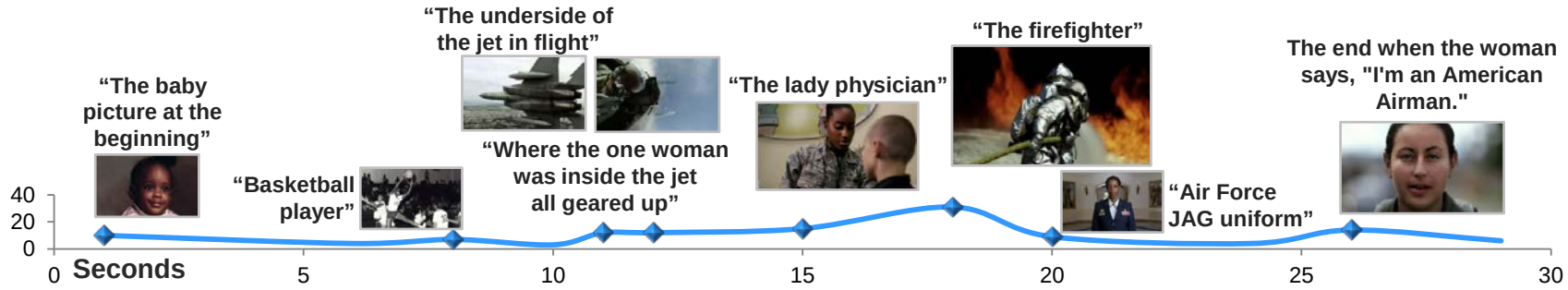
- AF recruiters attend major conventions focused on minorities [science, engineering, etc]
- Executed minority focused campaign in digital, print, radio and TV targeting high achieving African American and Hispanic officer candidates (USAFA, AFROTC, OTS) in FY09-12

Message Received In Their Own Words

What one image stood out to you in this advertisement?

Most Frequent Categories:

1. Images of Characters (52%) — Female Characters: 18%
2. Images of Vehicles (18%)
3. Images of Actions (11%)



35% Mentioned women in the theme

		Examples
25%	= Lifestyle	"The relation with normal people and people in the Military." "I feel that it is trying to show women that it is not just men who join the Air Force." "Women are strong and capable of being in the military alongside men."
18%	= Intangible	"The people are proud to be a part of the Air Force." "I feel that the people who are displayed have great honor, and I feel uplifted by it. I also feel that there is great opportunity that can be achieved."
17%	= Service	"Strong and passionate women wanting to contribute!" "The way people like their commitment to their country." "Helping people and serving your country."
33%	= Other Theme	

*Note: Frequency is based on all images that were specific enough to be coded into particular images. Counts are unweighted. Source: DoD Ad Tracking Study

Measuring Success

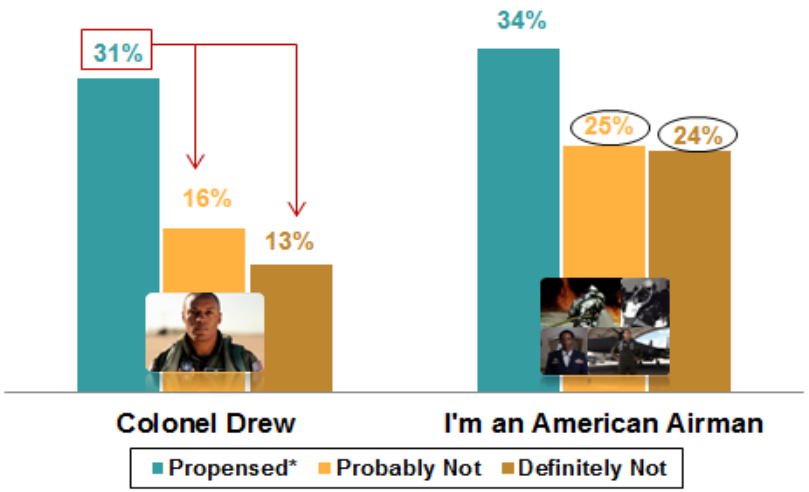
- Marketing/advertising success has many components
  - Did we reach the target?
  - Did we change their perceptions?
  - Did we cause them to take action?
- Does not necessarily result in immediate accessions
- We rely on extensive research from JAMRS to evaluate success
- Accessions data reflects near term success

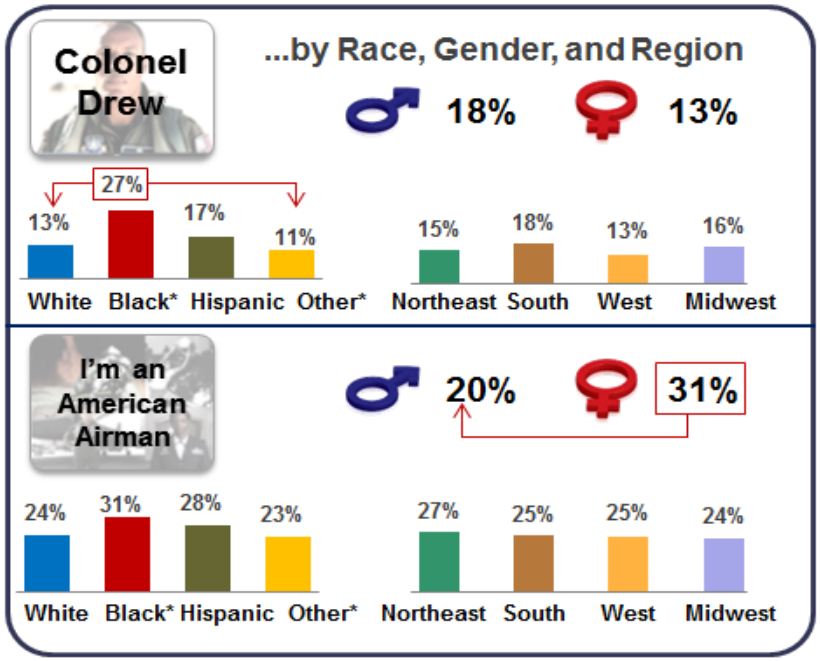
Measuring Success & Hitting the Target

- Aided recall of "Colonel Drew" was concentrated among propensed youth and Black youth.
- "Probably not" and "definitely not" propensed youth were significantly more likely to recall "I'm an American Airman" than "Colonel Drew."
- Females were significantly more likely to recall "I'm an American Airman" than males.

Air Force Aided Ad Recall…

…by Propensity





*Note: Propensed youth, Black, and Other race/ethnic groups who could view the videos feature small sample sizes ($n < 100$).

Note: Aided ad recall data is among respondents who viewed the video in the online survey and recalled seeing the ad.

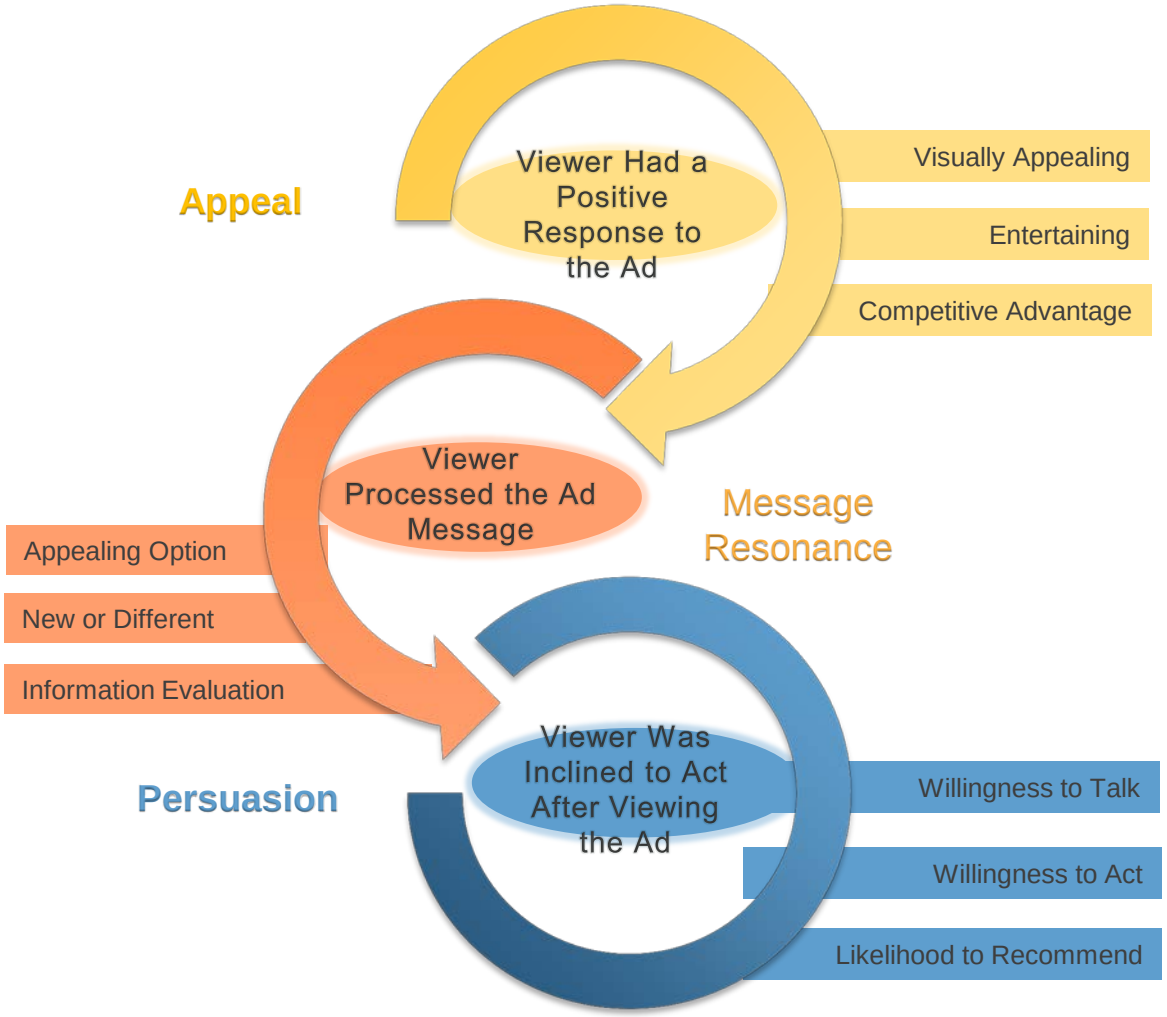
JAMRS

= significantly higher than propensity group indicated by arrow.
= significantly higher than same propensity group in other ad condition.

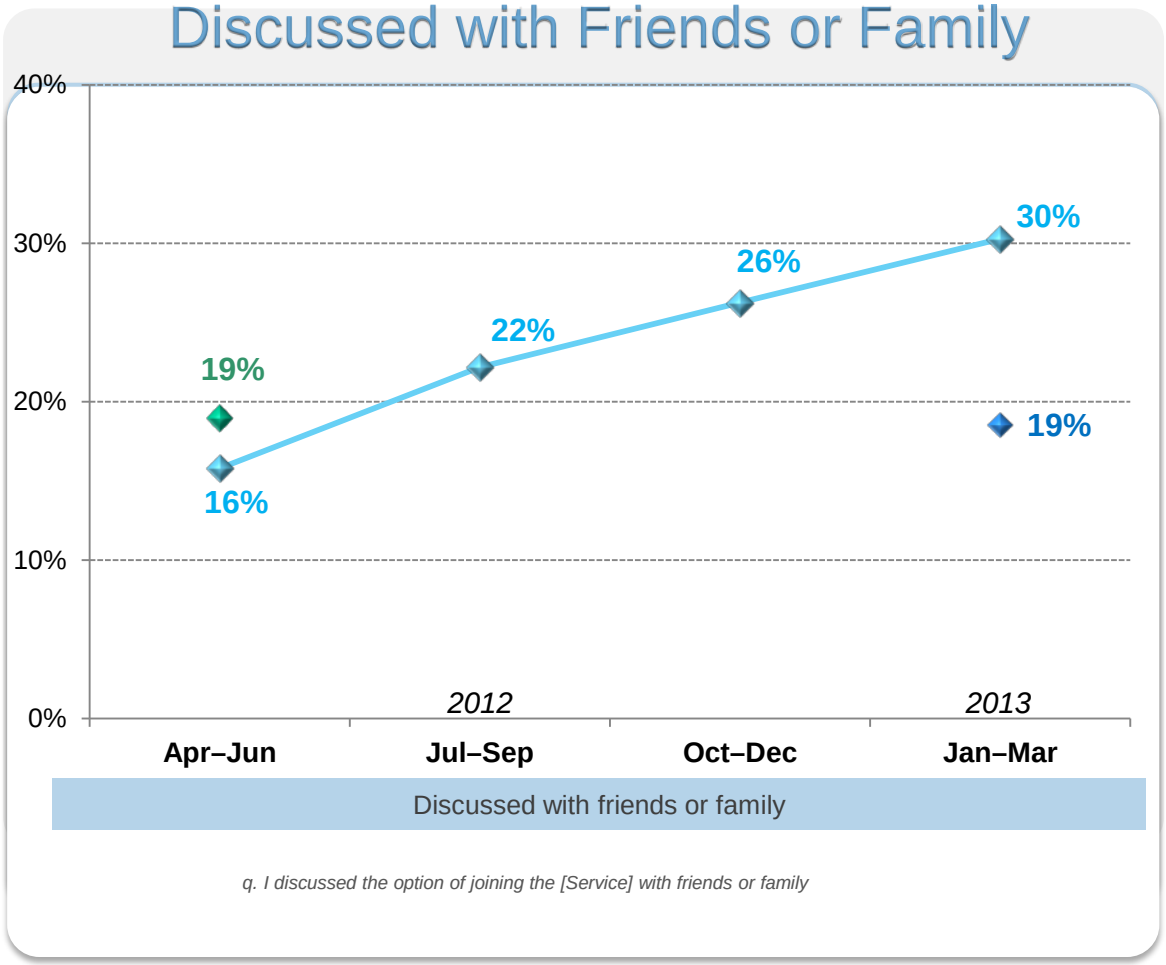
Source: DoD Ad Tracking Study

Questions q2c: How likely is it that you will choose to serve in the following in the next few years–would you say definitely, probably, probably not, or definitely not? [on active duty in the Air Force]", av_q15_11 ("Colonel Drew"), av_q15_12 ("American Airman")

Did We Change Perceptions? Evaluation Framework



Ad Impact: Persuasion…Taking Action



- The proportion of youth reporting that they discussed the option of joining with friends or family after watching "Colonel Drew" has nearly doubled since it was first tracked in early 2012

◆ = "Medevac"
◆ = "Colonel Drew"
◆ = "I'm an American Airman"

Source: JAMRS, DOD Ad Tracking Study

Summary

- AFRS marketing priorities include reaching the best and brightest, most competitive and diverse youth to serve in the Air Force
- AFRS evaluates all media on reach to diverse demographics (digital, radio, print, TV, events, etc)
- 100% of FY12 TV buy specifically targeted women or racial minority communities with tailored messages
- Extensive independent research and accessions data confirms success in reaching and persuading target demos

Air Education and Training Command

“The First Command”