



# DACOWITS RFI 2

## Recruitment Initiatives

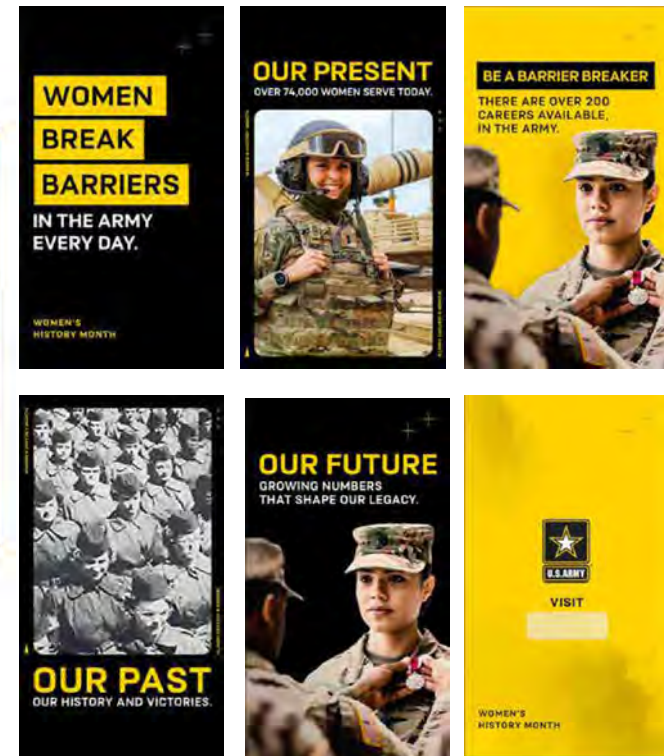
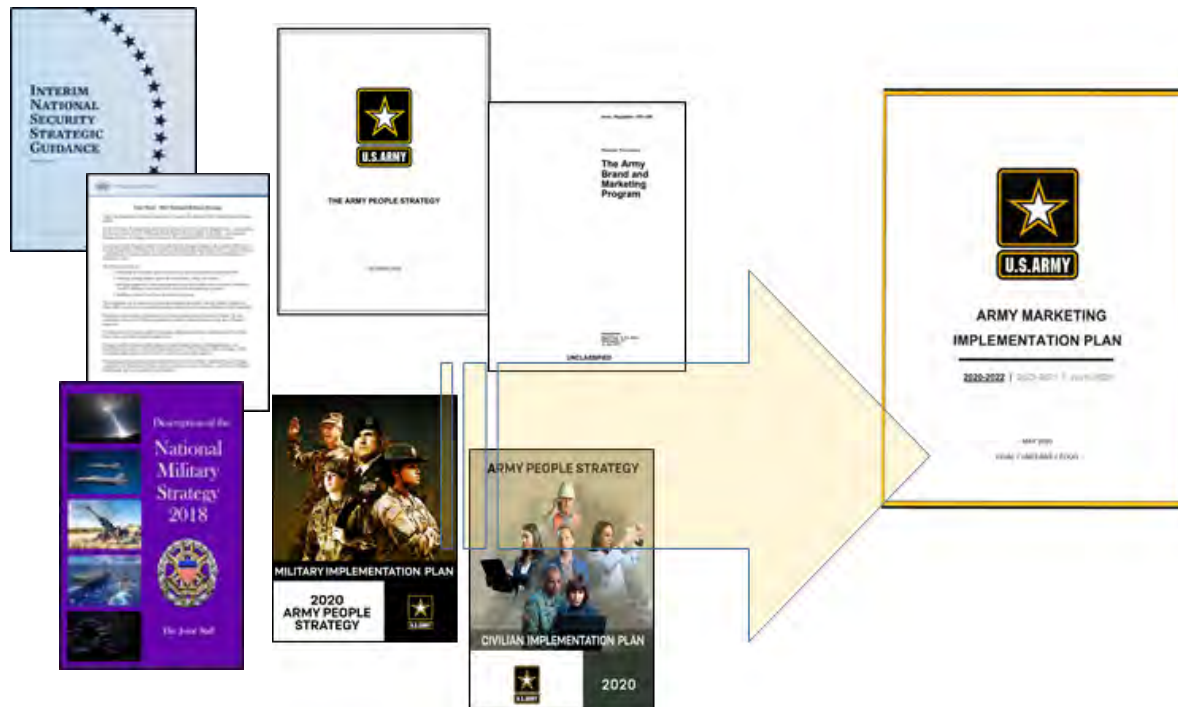
13 September 2022

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# Overview

The Army People Strategy (APS) directs Army Enterprise Marketing Office (AEMO) to position the Army towards acquiring talent commensurate with the underlying demographics of the U.S. population. AEMO currently develops marketing tactics to acquire demographics that resemble the 2050 projected census of the US population.



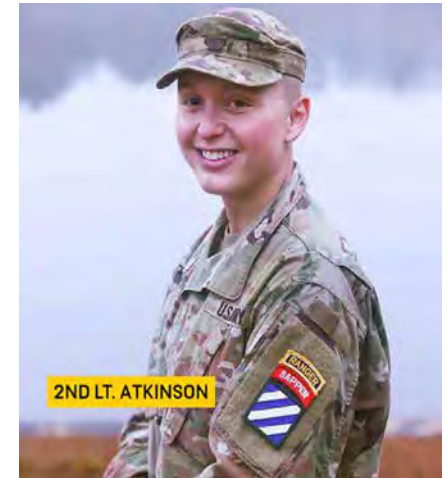
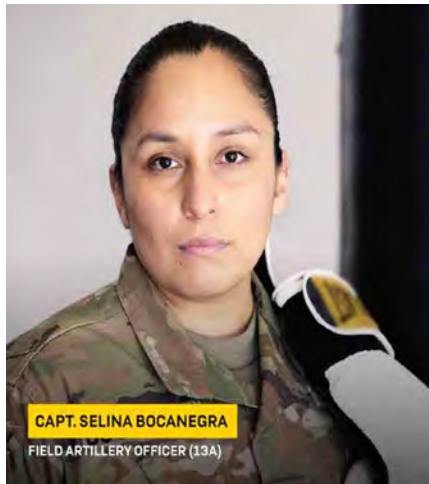
Women's History Month (images from GoArmy Instagram)



# Marketing Strategies

AEMO adopted a data-driven approach to strategy, leveraging existing research among female youth to inform our marketing efforts. In FY22 AEMO began developing a multicultural marketing strategy designed to highlight the Army's diversity of influences, upbringings, and experiences within its enterprise.

AEMO intentionally review scripts, casting, and distribution channels to ensure that all content is inclusive from the standpoint of gender and demographics. All members of our product management and production teams are attuned to the importance of portraying the Army as an employer of equal opportunity for all. AEMO displays women in a breadth of roles in the Army, including those which have been traditionally male dominated. The casting and portrayal of female Soldiers in our advertising exceeds the actual percentage of women in the Army.



(images from GoArmy Social Media)





# Marketing Strategies

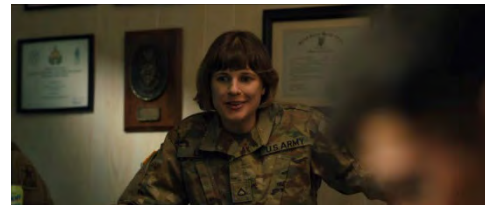
Our three most recent advertising campaigns: **Decide to Lead**, **Know Your Army**, and **Passions**, all featured women prominently and in a variety of on and off duty roles across a variety of career fields.



"Know Your Army" 30 Days Paid Vacation  
<https://youtu.be/FayYKDHZwrw>



Decide to Lead  
<https://youtu.be/E7UzA-g6HwQ>



"Know Your Army" Friends from Everywhere  
<https://youtu.be/qdFjsUY9Bwg>



"Know Your Army" Home Buying Benefits  
<https://youtu.be/nO1wl0yXwGU>

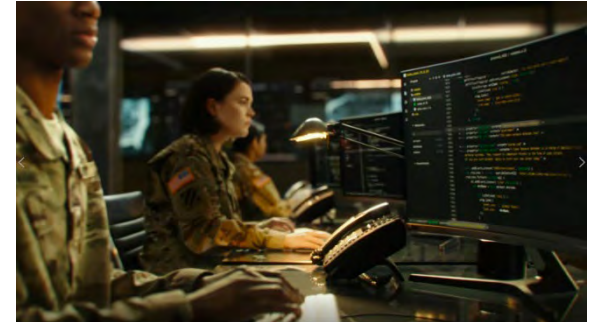


"Passions" Knowledge  
<https://youtu.be/GX2nGsmWU1Q>



# Policies and Procedures

Internally, AEMO's multi-cultural advisor also reviews and provides comments on creative asset development to ensure that our work is representative across all elements of the campaign ecosystem. Additionally, our custom segmentation work defining the psychographic elements of key youth populations enables us to develop creative messaging that speaks to each segment in a meaningful way. While AEMO does not officially measure propensity (that work is done by JAMRS) we do measure brand favorability and consideration through research efforts, including Brand Tracker and Army Pulse Survey.



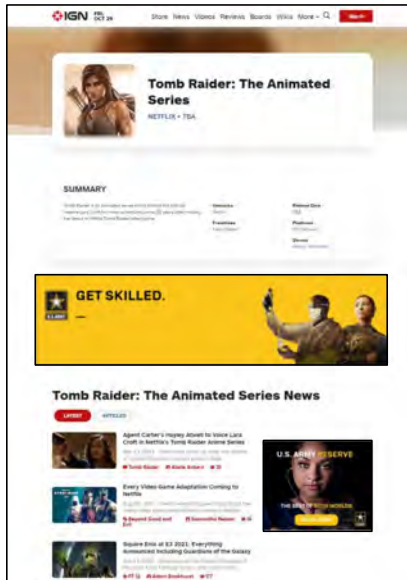
(images from GoArmy Social Media)





# Current Initiatives

AEMO is partnering with IGN (a leading platform for video game news, expert reviews, and walkthroughs) to showcase Women Warriors in the US Army who pursue their passions while serving. Women Warriors is an IGN mini-documentary series highlighting interesting and unique service members. AEMO will partner with IGN to include women Soldiers in each episode of the series.



Women in Aviation (images from GoArmy.com Facebook)



Women Warriors (images from IGN)

AEMO is also developing a plan to test the effectiveness of Pinterest as a women focused platform (76.7% of Pinterest users are women, 65M Gen Z users in US with 55% YoY search growth in Gen Z segment). This platform may provide a valuable way to connect with this target audience.

