

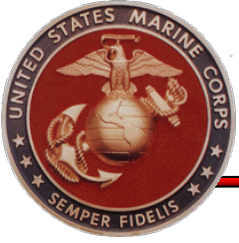
# **Defense Advisory Committee on Women in the Services (DACOWITS)**



**September 2022**

**Requests for Information**

**Marine Corps Recruiting Command**



## ***Marine Corps Marketing Strategies for Attracting Women***

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RFI #2. Current marketing strategies being utilized to attract women (to include racially and ethnically diverse women) into the military. Include specific methods (e.g., events, social media, commercials, games, advertisements, materials, etc.), as well as an analysis of the effectiveness of each in increasing the propensity of women to serve (i.e., the percentage of female recruits increasing), examining the last five years (FY17-21).

### **Broadcast and Online Campaigns**

- “Full Circle” PSA TV commercial – released in the fall of 2021, the spot ends prominently on a young Africa American female prospect who is clearly inspired by the Marines she sees during a hometown parade to become part of the next generation of Marines.
- “Operation Semper Fidelis” online content series – focused on Marine veterans and profiles the impact their service had on their lives. Included in this series was a feature on LtCol Sarah Deal Burrow, a Marine helicopter pilot:
  - <https://www.marines.com/life-as-a-marine/life-in-the-marine-corps/always-faithful-always-marine.html>
- “Battle Up” TV commercial – MCRC continues to run this commercial, featuring the story of a female protagonist whose fighting spirit has been evident since childhood and honed as a Marine.
- “Battle to Belong” campaign – an example of how even when the protagonist is a male, MCRC ensures female representation and casting throughout.



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### Social Media Influencer Campaigns

- “Inside the Battle” – a series in which MCRC leveraged online influencers who have large reach among gamers, two of the four influencers were female. MCRC achieved over 5.8M views of the content produced under this series, and the content the female influencers created to chronicle their experience with the USMC was viewed over 590,000 times via their own social properties.
- Inside the Battle followed MCRC’s previous effort, “Battles Won Bootcamp,” in which one of the four online influencers was a female. That series produced over 8M views, of which 6M came from the female influencer’s audience.

### Social Media Content

- In the past 12 months, MCRC’s social media content has consistently featured females in its posts across Instagram, Facebook, Twitter and YouTube, resulting in over 7.5M views.



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### Direct Mail

- 30% of all pieces MCRC produces are mailed to females annually, an average of 2.9M mailers each year
- Each piece mailed to both male and female recipients features the same creative in accordance with our total market strategy. MCRC tested this “universal gender” creative for its efficacy in resonating with both young men and women in FY21, and both groups preferred direct mail portraying male and female Marines.



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### National Partnership Activations

- National Wrestling Coaches Association, Girls Folkstyle Nationals wrestling tournament
- WeCoach Partnership, a women's coaching organization
- American Volleyball Coaches Association, which skews heavily female
- National Junior College Athletic Association Men's and Women's Track Championship

### Regional/Local Partnership or Event Activations

- ASA Super Girl Surf Pro Series
- ASA Super Girl Gamer Pro Series
- Sports Leadership Academy – Volleyball