



AEMO

Army Enterprise Marketing Office

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A BUSY MONTH!

LTC JORDON SWAIN

The past 30 days have seen AEMO make great strides in a number of areas. We welcomed CSM Charles Masters and Mrs. Fabienne Corcoran to the team, mapped out the concept for the next chapter of What's Your Warrior, finalized planning for the testing of new marketing efforts in five major cities across the US, conducted over 60 interviews to select the first cohort of Functional Area 58 (Army marketing and behavioral economics officers), refined our social media approach and launched a new LinkedIn site, progressed on overcoming policy hurdles related to data and modern marketing practices, prepared for and conducted some event marketing efforts, began discussion on the creation of a new national level officer-focused campaign, hosted several guests, visited enterprise stakeholders at Fort Knox, Fort Eustis, and at the Pentagon, and began the strategic planning for next fiscal year – to name just a few things.

The pace of work is fast and furious, but AEMO is balancing the rigors of developing and managing effective and efficient national level marketing efforts with the administrative requirements associated with a startup organization. We're excited about the road ahead and will keep you apprised of our progress.

AEMO MONTHLY
NEWSLETTER

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SUPERBOWL 2020

MAJ ALEX WILLARD

Baseball may be commonly referred to as the United States' national sport, but in the realm of marketing there is the NFL's Superbowl...and then there's everything else. This year's Superbowl showed once again why it is the world's penultimate advertising forum and the only television program that people watch as much for the commercials as they do they show. Organizations that wanted to secure a 30 second TV spot for this year's game ponied up more than \$5 million. While this is a sizeable chunk of money, the audience's scale (almost 100 million viewers) and diversity (47% female fans) provide companies with a unique opportunity to message across an array of important demographic segments.

Marketers understand that market segmentation remains a critical first step in effectively reaching individuals with an appropriate message (and hopefully effectively position their brand), but that's not always easy when the viewing audience represents a diverse cross-section of society. Some ad agencies spend millions of dollars hoping celebrities' recognizability and popularity can carry the commercial, while others try to woo audiences with cuddly animals or cute kids. However, the risk of creating any advertisement, especially ones like those that air during the Superbowl, is that viewers will remember the ad but not necessarily the brand it was promoting. While the Superbowl offers a great opportunity for advertising success, it also offers a huge stage to highlight marketing failure (i.e., spending a whole lot of money and not having people recognize or view your brand favorably afterward).



Ad Meter, owned by USA Today, and Unruly, an adtech company, both gauge the impact of Superbowl commercials on the audience. Ad Meter provides a forum for individuals to rank all Superbowl commercials, while Unruly's list is generated using proprietary technology centered around the intensity of one's emotional response to a commercial. Both sites featured many of the same top 10 commercials, like Jeep's commercial featuring Bill Murray reprising his Groundhog Day role and a wild-west dance-off between Sam Elliot and Lil Nas X. Interestingly, Google's ad "Loretta" emerged as Ad Meter's #3 most popular and Unruly's #1 most emotionally relevant commercial. Even in the Superbowl, an emotionally resonant message relayed through a simple lens can be more effective than high-priced ads featuring cute animals, celebrities, or flashy visuals.

While it didn't make anyone's Superbowl top 10 list, the Army's What's Your Warrior commercial did air during the Superbowl broadcast - during the pre-game show on Fox Deportes. Performance metrics on this specific airing aren't in yet, but the Nielsen data should arrive soon. AEMO didn't have to pay extra for this airtime, so our ROI should be very, very high!

Have you seen the WYW ad yet? Chapter 2 will be coming in the months ahead. We'll tell you more in the coming weeks.

SOCIAL MEDIA

MAJ CECIL WOLBERTON

Amy Jo Martin, author of *Renegades Write The Rules*, makes the claim that “Social Media is more like a telephone than a television.” Her meaning is that successful Social Media strategies generate a dialogue with their consumers; they create an exchange of information and ideas and are not simply a one-way conversation. In the case of Army Enterprise Marketing Office (AEMO), social media provides the opportunity to engage in a dialogue with our target market – a generation of young men and women who may one day serve in the Army. These men and women are a highly intelligent and technologically savvy group that have a cultural perspective that is vastly different from generations before them.



YouTube

Visually demonstrate the life of Soldier and beyond.



Instagram

Be the social go-to resource for prospects.



Facebook

Reach the hearts and minds of influencers.



Twitter

Personify the Army.



SnapChat

Show an unfiltered Army experience.



Reddit

Assimilate to real conversations prospects are having.

The Army's social media presence can be found on YouTube, Instagram, Facebook, Twitter, SnapChat, Reddit and now Instagram.

So what's a good way to engage with this audience? AEMO has taken the perspective of talking to our consumers in their language, on their channels. Our Social Media strategy centers on educating our audience about the opportunities the Army provides, and convincing them that the Army offers a fantastic value proposition. We engage heavily on Instagram, Twitter, and Facebook and are building our presence on SnapChat, YouTube, and now LinkedIn. Our themes are designed to dispel myths and to show a side of the Army these young men and women may not be aware of or have considered previously. But above all this, we are listening. We watch to see how the audience reacts, and we have a conversation with them. We must do this in order to be relevant and to ensure our message captivates them. We have to remain agile enough to change at rapid speed, humble enough to trust the insights we gain from data, and self-aware enough to understand that the Army marketing efforts that convinced us to serve many years ago (some of us longer ago than others ;), will not be the same things that resonate with today's youth. It's anyone's guess where we'll go with our Social Media strategy in the months ahead. However, it must be a journey that we co-create with our consumer if we want to be effective.

E-SPORTS

MAJ PAT FARRELL

Esports is the practice of playing video games competitively where players compete in organized events at the professional, semi-professional, amateur, or collegiate level. All composites (active, reserve, and national guard) are getting involved in the esports space with multiple campaigns directed at generating interest and educating prospects on the ways to serve in the Army.

Esporting events tend to focus primarily on young males but there have been efforts to bring more females in the arena with both co-ed and women-only leagues. For marketing purposes, the focus of esporting events is on viewership demographics. A majority of esports fans are millennials and Gen Z, with 62% of people ages 19-34 engaging with esports in some capacity. Viewers watch esports for the same reasons as traditional sports: entertainment, social aspects, and to learn from the professionals.

A screenshot from the Call of Duty video game series. The title "CALL OF DUTY" is prominently displayed in large, metallic, 3D letters across the center. Below the title, a soldier in a helmet and combat uniform is shown in a dynamic pose, holding a rifle and pointing forward. The background depicts a war-torn urban environment with smoke, fire, and damaged buildings.

The Army is partnering with the Call of Duty esports league in FY20.

In FY20, the Army is getting involved with esports at both the national and local levels. At the national level, Compo 1 is partnering with both the Call of Duty League and Twitch Rivals to create custom content and to advertise through esports broadcast streams on both Twitch and Youtube. The Call of Duty League partnership will include media, on-site presence at arenas, a custom college tournament, and opportunities for the US Army Esports (USAE) team to compete. The Twitch Rivals initiative will include broadcast presence, co-streaming between the esports influencers and Soldiers, and activation at Twitch's largest United States event, TwitchCon.

Assessment of the Army's esports efforts is on-going. We've partnered with Nielsen on data collection and will examine the ROI of our various initiatives throughout the year. As we gain insights into the types of viewers and their reactions to these efforts, we will adjust to ensure our efforts are both effective and efficient.

Esports in the new realm for marketing. We're still learning about what works and what what doesn't. What do you think the next, untapped channel Army Marketing can tap into?

EMM

MAJ JACOB PIERCE

In the late 1880s, the Swiss Army was in need of a new tool for their soldiers to both open their canned rations and to disassemble their service rifle. So a solution was devised. But the original "Soldier's Knife" was heavy and bulky. It was also made in Germany. A Swiss man, Karl Elsener, wanted to bring the manufacturing of the knife back to Switzerland - and to improve it. Largely unsuccessful at first due to being undercut by his German competition and on the verge of bankruptcy, Elsener struck upon an innovation utilizing a special spring mechanism that allowed for tools to be attached on both sides of the knife. Elsener chose to name his creation the "Offiziersmesser, or Officers knife.

This new blade was never intended to be issued to the Swiss Army but was meant for Officers, who were required to buy their own knives. The target market loved the item and Elsener became prosperous. Following WWII, the Victorinox Company, established by Elsener, began to sell the knives in large quantities to the PX shops of the US Army, Navy and Air Force. The knives became hugely popular around the world and because many found it hard to pronounce the original German name "Offiziersmesser," the items soon became known simply as "Swiss Army Knives."

Army marketing has its own "Swiss Army knife" in the form of the Enterprise Marketing Management (EMM) tool. If you were to ask six different people what EMM does, they could easily give you six different answers. EMM is a Marketing Resource Management (MRM) browser application. The application was a commercially available off the shelf solution purchased from Teradata that has since been updated and improved upon by the Rivera Group. EMM provides a host of services that support Army marketing that can be found in its six core functions: Financial, Digital Asset Management, Reporting, Leads & In-Service Data Basing, Email Campaigns, and Business Processes. These functions support Army recruitment efforts and enable anything from placing advertisements in places such as billboards, cinema, and print, to requesting the Golden Knights parachute team and mobile rock climbing walls from the Marketing and Engagement Brigade (MEB). In addition to the assets EMM can bring to bear, it has the ability to track the effectiveness and the return on investment (ROI) of events and advertising in the form of leads tracking. Leads are generated and counted as interested candidates provide their name and contact information to a recruiter or on the GoArmy.com website. These leads are captured in EMM and associated with the different mechanisms that assisted in generating the lead.

EMM has helped advance and streamline many of the Army's marketing practices. As the Army moves to the Accessions Information Environment (AIE), AEMO will continue to explore ways to perform the various marketing functions that will allow us to successfully accomplish our mission.



Army Marketing's "Swiss Army knife" is called EMM. This software tool performs several key marketing functions for AEMO and others in the accessions enterprise.

INNOVATION UPDATE

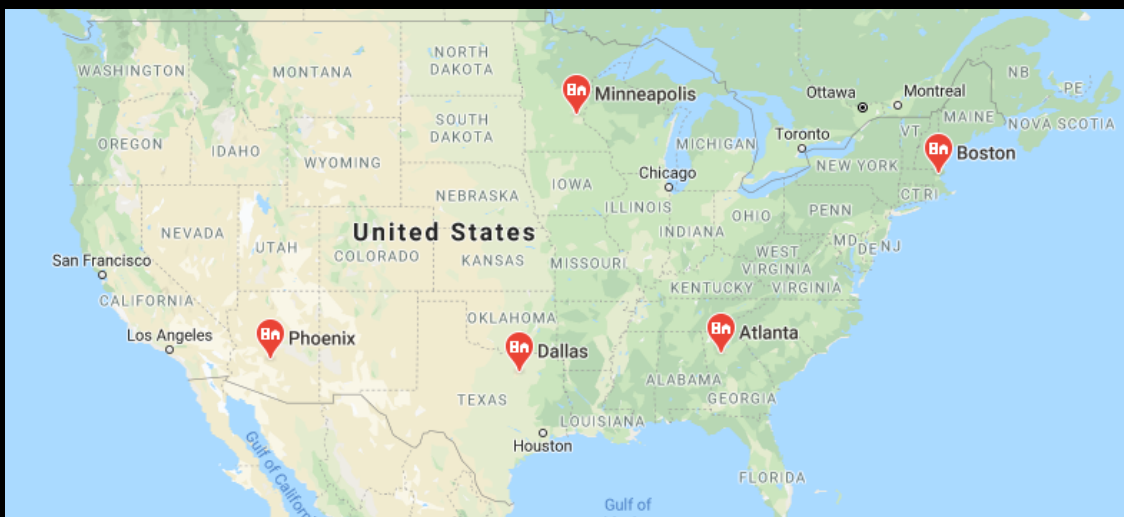
MAJ SHANNON WAX

To fulfill our mission, AEMO must develop and employ effective marketing methods. But scaling something before knowing that it will result in desired outcomes is not an efficient use of taxpayer resources. And simply modelling the successful tactics of others means we will never be leading in the competition for talent. That is why AEMO has a budget and personnel dedicated to exploring innovative approaches to marketing. Our most recent endeavor in the realm of innovation is called the MRIP- the Marketing Research Integrated Pilot. The MRIP is focusing on testing specific ideas in five different cities across the US. But more on that later.

Before there was MRIP, there was micro targeting research in one city, Chicago. That research used localized messages, digital billboards focused on local market tastes, purchased paid search term ads, and OpEds designed to target local influencers. The insights of the Chicago pilot led to the decision to expand the concept.

The expansion of the initial Chicago pilot was termed "MRIP" because it expands its focus beyond simple local marketing insights (the focus on Chicago) to integrating local marketing insights with regional and national efforts. The MRIP is taking place in Dallas, Minneapolis, Phoenix, Atlanta, and Boston. Using what is known of the Gen Z population in these specific cities, MRIP will use a test-and-learn approach to gain data driven insight about different combinations of messaging and channel mix in order to identify those that are the most effective in reaching our target audience(s).

MRIP employs a control group approach to assess the effectiveness of its efforts. It will also provide insights through a phased channel rollout approach. The Wave 1 launch includes digital paid media only (OLV, display, social, and streaming audio) in mid-March, followed by Wave 2 which will add direct mail, email, and organic social media in mid-May. The outcome of the pilot will be used to identify approaches that are more effective than others - with those effective approaches being scaled appropriately. AEMO will review insights gained from the MRIP in June and July and determine those practices that should be sustained and in what cities the insights will be applied. Check back with us in August when we'll share some of the lessons we learn!



The Marketing Research Integrated Pilot (MRIP) is occurring in Dallas, Minneapolis, Phoenix, Atlanta and Boston and will test different marketing efforts with a focus on both effectiveness and efficiency.

OUR GROWING TEAM

Army Enterprise Marketing is happy to welcome Mrs. Fabienne Corcoran as our newest member of the team and the Business Management Director. Mrs. Corcoran comes to Chicago with a wealth of experience over three decades of service across a wide array of assignments in the federal government. Prior to coming to Army Marketing, Mrs. Corcoran worked at the US Citizenship and Immigration Services, Immigration and Customs Enforcement, and the Department of the Army.



Mrs. Fabienne Corcoran (GS15) is sworn in on her first day of work by the AEMO Chief of Staff, Colonel Matt Weinrich, as teammates from AEMO look on. Mrs. Corcoran is the new Director of the Business Directorate.