



# AEMO

Army Enterprise Marketing Office

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*Fall in Chicago*

## NEW TEMPORARY HOME FOR AEMO

BY LTC JORDON SWAIN

The Army Enterprise Marketing Office has officially assumed residence on the 30th floor of the John C. Kluczynski (JCK) Federal Building at 230 S. Dearborn Street, just in time for fall in Chicago. AEMO will reside in JCK for the next 18 months while our permanent facility is under construction. The new office offers amazing views of both the city of Chicago and Lake Michigan. It is directly across the street from the US Army Corps of Engineers Office which provides much appreciated support, like the ability to get new ID cards and gym access. The new building also allows for easy access to a Starbucks (across the street) and to a variety of dining establishments for those who don't like to bring their lunch to work. Just in time for the Holidays, we will see a space redesign and the delivery of new office furniture in late November to accommodate AEMO's steadily growing staff.

AEMO MONTHLY  
NEWSLETTER

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# OUR NEW ADVERTISING CAMPAIGN

BY MAJ ALEX WILLARD

The U.S. Army is launching a new advertising campaign to replace *Warriors Wanted*. The new concept is called *What's Your Warrior* (WYW) and is designed to excite and engage the next generation of American Soldier who may not be familiar with all of the opportunities the Army offers. Elements of the new campaign were teased at the recent AUSA conference in Washington DC and will be discussed at the USAREC's Annual Leaders Training Conference (ALTC) at Fort Knox from 22-25 October. The WYW campaign will officially launch on November 11th. We encourage you to look for elements of the campaign on TV and online!

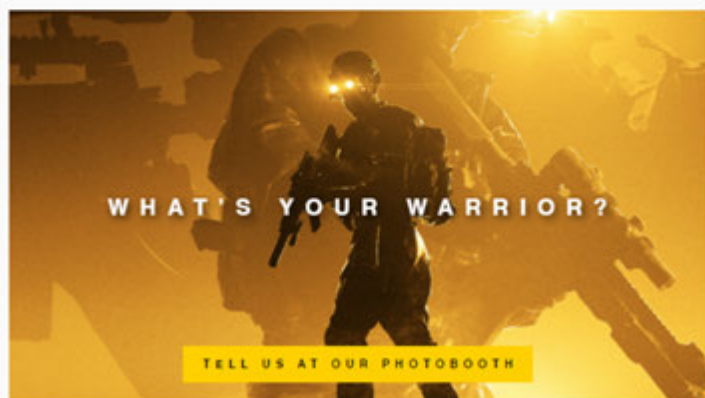
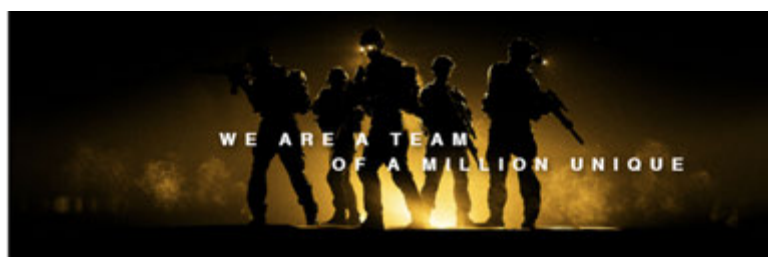


Personnel from AEMO and DDB visited Atlanta, GA in September to film and photograph real Soldiers in support of the new *What's Your Warrior* campaign.



Posters teasing the new WYW campaign were strategically placed at this year's AUSA conference and were accompanied by short videos, wall mounted displays, and a photo book - all designed to introduce the new campaign to senior Army leaders.

# OUR NEW ADVERTISING CAMPAIGN (continued)



*Images from various displays around this year's AUSA conference showcasing the look and feel of the new What's Your Warrior campaign.*

## PROFESSIONAL DEVELOPMENT

Although it is important for Army marketing professionals to understand a variety of subjects, few topics remain as integral as understanding the segments we are targeting. And our largest target segment is those comprising Generation Z (Gen Z).

Understanding an entire generational cohort can be difficult, but there are some rules of thumb research suggests helps in understanding these individuals. Born between 1995 and 2015, members of Gen Z grew up with technology (like iPhones and social media) and are delaying major life milestones like dating, drinking alcohol, driving, and getting jobs. Possibly because they grew up being bombarded with advertisements, Gen Z'ers value authenticity and organizations that focus on providing a positive societal impact over those that focus solely on profits.

Members of Gen Z, however, can't be distilled down into a few sentences. That is why the focus of this month's professional development section is on Generation Z.

Click [HERE](#) to access this month's professional development folder with a few insightful articles about Generation Z.

# SWEET HOME CHICAGO

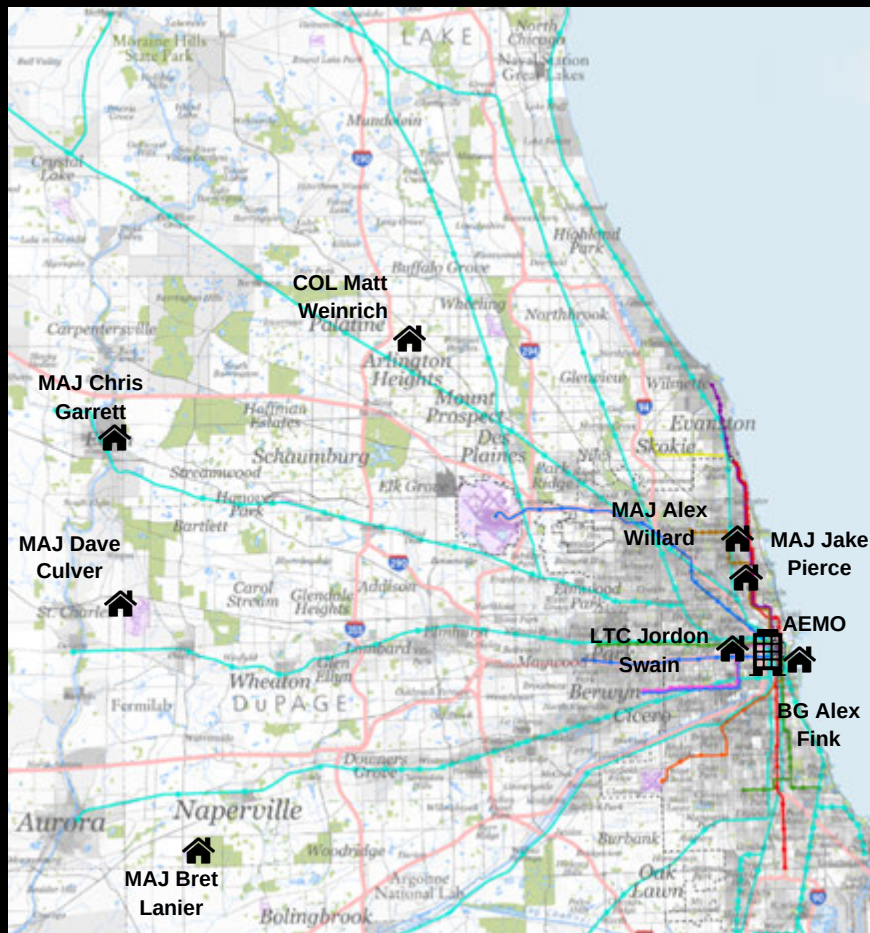
BY MAJ DAVE CULVER

From downtown apartments to suburban family homes, AEMO personnel call various places "home" in the Chicagoland area. In this article we will take a look at the pros and cons of the living as "City-Folks" or "Suburbanites" in Chicago.

The current crop of "City-Folk" include BG Fink (The Loop), LTC Swain (River North), MAJ Willard (Roscoe Village), and MAJ Pierce (Lakeview East). Living downtown provides all of the excitement and conveniences of urban living. North side neighborhoods are also ideal for young families and provide easy access (20-30 minute commute) to the AEMO HQ and local attractions/events via the CTA train network. However, this convenience and excitement often comes with a higher cost of living, limited space, extra noise, and difficulty in finding quality schools.

"The Suburbanites" of AEMO include COL Weinrich (Arlington Heights), MAJ Garrett (Elgin), MAJ Culver (St. Charles), and MAJ Lanier (Naperville). The suburbs range from small towns to mini-cities. Affordable housing options are more prevalent in the suburbs, as are top rated school districts. Metra trains service all areas but commute times can range from 30-90 minutes.

Chicagoland has something for everybody. Whether you decide to be a city-person or suburbanite you should have no problem finding living arrangements that meet you and your family's needs.



## MILITARY DISCOUNTS

BY LTC JORDON SWAIN

Chicago is a very military-friendly city. In fact, there are a number of benefits and discounts all AEMO personnel should be aware of, not the least of which are the significant discounts on public transportation (which is usually the most efficient way to get to and from work). Active duty personnel are able to ride Chicago Transit Authority (CTA) buses and trains for free (both the subway and the "L") with the Military Service Pass. You do NOT have to be in uniform for this benefit. You can obtain your free pass (which is good for 2 years) at the Ventra Customer Service Center at 567 W. Lake Street in the Loop (just bring your military ID card). You can read more here: <https://www.transitchicago.com/military/>. Military personnel also receive a 50% off Metra tickets at Metra ticket offices and on board Metra trains simply by showing their military ID.

Public transportation isn't the only discount you should be aware of. You can also receive discounts at many local museums and landmarks. Your military ID will gain you free admission to the world-class Shedd Aquarium, Field Museum, Adler Planetarium, Chicago Art Institute, and Museum of Science and Industry. You can also use your military ID to get free admission to Chicago White Sox games (as long as they aren't sold out).

# AEMO HOSTS THE SMA

BY MAJ ALEX WILLARD



*Before and after pictures from our run with the SMA*

AEMO hosted Sergeant Major of the Army Grinston in Chicago on 2 October 2019. Our day together started like any good Army day - with challenging PT. Three members of Army Marketing (BG Fink, COL Weinrich, and MAJ Willard), along with the Chicago Recruiting Battalion command team, one member of the Chicago Public Affairs Office, and three of our DDB teammates (Paul Hawkins, Sarah Worner, and Sebastian Paul) joined the SGM on a scenic 4-mile run. After the vigorous jaunt around Chicago, we changed clothes and met at DDB headquarters for a briefing and a behind the scenes look at the Army's new *What's Your Warrior* campaign. The SMA listened attentively to DDB's brief and offered insightful comments that helped Army Marketing prepare for the launch of the new campaign.



*BG Fink and SMA Grinston meeting at DDB*