



AEMO

Army Enterprise Marketing Office

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AEMO MONTHLY
NEWSLETTER

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BUILDING A STRONGER TEAM

LTC JORDON SWAIN

Spring has sprung in Chicago and with it, some new life for AEMO. Despite spending the past 30 days working remotely, AEMO has continued to build a stronger team. First, we added several civilian teammates to the organization. The newest members of AEMO include our public affairs officer, Laura Defrancisco; a web specialist, Linzie Oliver; and an IT Tech, Andrew Lardner. We also added four teammates to the business directorate, Christina Crisostomo, Agnieszka, Ostrowska, Felicia McGurren, and Jacqueline Brown. We hope to add two data scientists, two marketing coordinators, a graphic designer, a supply specialist, an auditor, a lawyer, and our Deputy Chief Marketing Officer to the team before the end of June.

In addition to adding new teammates, AEMO also engaged in a number of team building activities to strengthen the bonds and increase cohesion. You can read more about some of these activities on page 6 (comprehensive fitness).

WYW 1.6

MAJ SHANNON JOHNSON AND ALEX WILLARD

The impacts of COVID-19 have been felt by people across the country in many different ways. For the Army Marketing team in charge of the *What's Your Warrior* campaign, the pandemic necessitated a shift from a slower, more deliberate process – taking months to get new, highly polished content into market – to a much faster approach with original, relevant content needed in just a few weeks.

By March 12th, 2020, in attempt to prevent the spread of COVID-19, Illinois schools transitioned to remote learning and Army Marketing reduced employee exposure by switching to working from home. To adapt to our new environment, AEMO initiated planning for "What's Your Warrior?" Chapter 1.6 – an effort to provide content appropriate for the situation which the nation and its people are currently facing – content that highlights real heroes at work designed to both inform and inspire our fellow Americans.



The new campaign, named "Call to Serve" is largely social media based, given the need for speed to market. The campaign's aim is to communicate that in extraordinary times, extraordinary people step forward to help their country and currently follows two major themes: "Unbelievable" and "Brave."

WYW 1.6 will release new content over the next few weeks that will feature photos of Soldiers and citizens leaning forward and performing unbelievable acts to support their fellow Americans. The follow-on theme, "Brave", highlights how this historic crisis calls for one of America's first and strongest institutions to step forward as a confident presence in the midst of uncertainty.

Current generations are witnessing a global situation that is difficult to comprehend. AEMO is working to provide current and relevant information to America's call to serve, while operating in a way to promote flattening the curve.

Screenshot from GoArmy's Instagram feed

FITNESS & UGC

MAJ ALEX WILLARD

In response to the emerging COVID-19 pandemic, President Trump declared a national emergency and said in a news conference that the United States government is “asking everyone to work at home, if possible, postpone unnecessary travel, and limit social gatherings to no more than 10 people.” As a result, non-essential business across the country shuttered operations and people are staying home. The closing of gyms was especially hard on people, including the Army Marketing team, who regularly work out to remain physically fit. Like most good Soldiers, though, those at AEMO have adapted. Some have embraced ideas from companies who are providing free access to workout apps and programs. Others at AEMO have found creative ways to get the exercise needed to stay in fighting shape. But it's not just folks at AEMO who have developed ways to stay fit during the on-going crisis. Many leaders in uniform are doing the same – and AEMO is helping share this information with others by posting this user generated content (UGC) on the Army's social media sites.



AEMO is posting User Generated Content (UGC) focused on home fitness, given the impact of COVID-19. MAJ Tim McDonald of AEMO is featured in one of the first (and most popular) home fitness focused posts on instagram.



FITNESS & UGC continued

MAJ ALEX WILLARD

User generated content consists of content, primarily for social media, that a company's audience creates and shares. If it broadly aligns with the organization's brand and is positive, then it can be valuable, not only because it does not cost the company any resources, but because each UGC post is authentic and unique. UGC can be especially valuable among members of Generation Z, who research shows are especially concerned with and attracted to genuine, real, credible messages. UGC has proven to be the extremely engaging marketing content because it allows people from all walks of life to demonstrate their interaction with the product or brand. Companies that leverage techniques like hashtags and gamification (polls, quizzes, leaderboards, participation benefits, and rewards) get the most out of their user generated content. AEMO is always looking for UGC for its GoArmy social media channels.

Send us a note if you have some fun, engaging ideas.



Coke's #ShareACoke Campaign is a great example of UGC Marketing

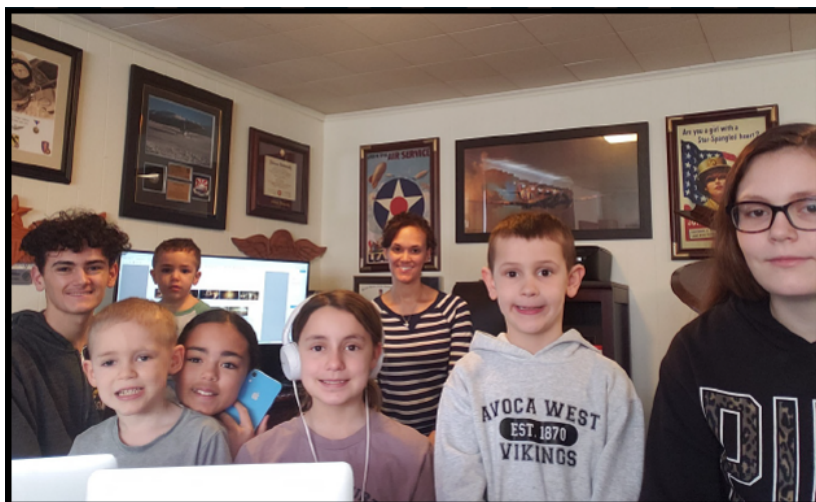
HOME OFFICES

MAJ ALEX WILLARD

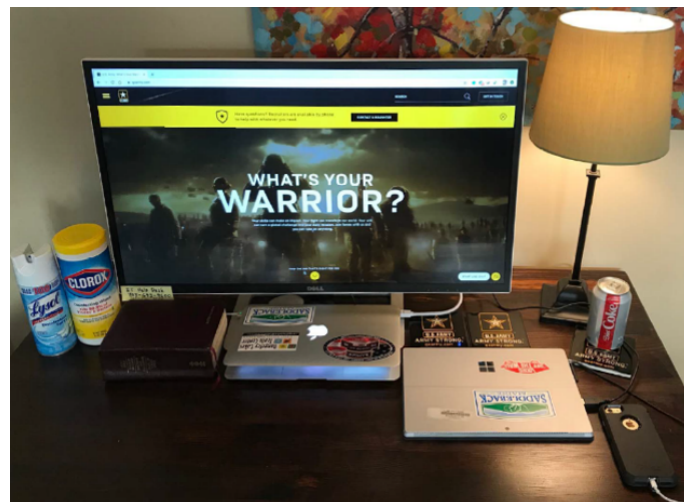
Since arriving at Army Marketing last August, I've worked in a handful of different offices, so transitioning to working from home felt pretty normal. While none of our home offices feature a 53-foot orange sculpture (Federal Plaza in front of JCK) or are located on the former site of the Grand Pacific Hotel, where the U.S. was divided into four standard time zones during a commemorative event in 1883 (Central Standard Building), they have their own advantages. Below are some of AEMO's home offices that we've grown accustomed to over the last few weeks.



BG Fink's home office, complete with Class 6.



Teleworking from home can be a family event for MAJ Shannon Johnson.



Mr Ed Walters keeps essentials, like Coke and Lysol, nearby while teleworking.

COMPREHENSIVE FITNESS

MAJ ALEX WILLARD

The Army defines resilience as “the mental, physical, emotional and behavioral ability to face and cope with adversity, adapt to change, recover, learn and grow from setbacks.” Some of the critical pieces to comprehensive Soldier fitness include physical, emotional, social, family, and career considerations. Teleworking from home, often with school-aged children running around, and without normal stress relievers (like the gym or social outings), could make anyone feel tense or stretched thin. Over the last few weeks, Army Marketing helped its members adapt to our new environments by continuing to conduct learning & professional development (LPD) sessions and incorporating families into organizational events.



AEMO families participating in a mid-day, virtual PT session.

Despite teleworking from home, Army Marketing remains committed to ongoing professional development to demonstrate our commitment to lifelong learning and to improve our ability to conduct our day-to-day activities. Since beginning decentralized operations, we conducted two virtual LPDs where a total of six individuals briefed the team on a book they recently read and how it was relevant to Army Marketing. Topics from these book reviews ranged from the 6 reasons messages go viral (Contagious by Jonah Berger) to creating the best experience for every customer (Be Our Guest by Theodore Kinni) to the biases people hold about others (Mindwise by Nicolas Epley). AEMO also conducted a virtual family PT session to incorporate families into teleworking in a fun way. The LPDs and family PT session proved to be a nice break from the doldrums of teleworking and improved our comprehensive fitness – making us a stronger team.