



AEMO

Army Enterprise Marketing Office

ISSUE 9 • AUTUMN 2020



SUMMER IN CHICAGO

Summer usually means moving time for families across the Army and it is no different for AEMO. Not only are we gaining new team members every week, now many of them are able to make Chicago their home. AEMO now has 28 military personnel and 14 Army civilians on board with more to come.

August marks AEMO's one-year anniversary. With a lot to reflect on over the year, from setting up shop in downtown Chicago, establishing Functional Area 58 Marketing Officer, launching "What's Your Warrior?" and building a full team, we have a lot to be proud of while setting our sights even higher in the months to come.

1 YEAR ANNIVERSARY

AEMO MONTHLY
NEWSLETTER

TABLE OF CONTENTS

Changes in AEMO Leadership
• P. 2

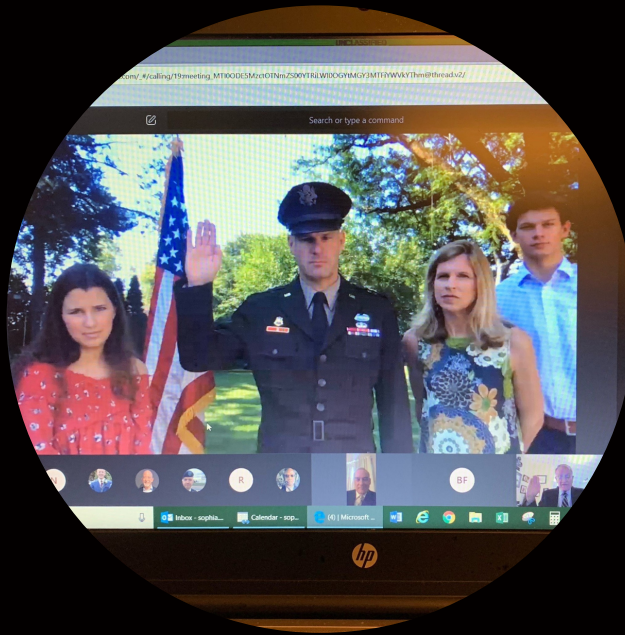
New Team Members in July
• P. 3

Local Marketing • P. 4

Chicago Living • P. 5

AEMO Completes Production
of What's Your Warrior?
CH. 2 • P. 6

CHANGES IN AEMO LEADERSHIP



"Alex Fink, the Army's Chief Marketing Officer, pinned on his second star on 24 July. Not even COVID could dampen the mood as family, friends and teammates witnessed the event live on MS Teams. Congratulations MG Fink."



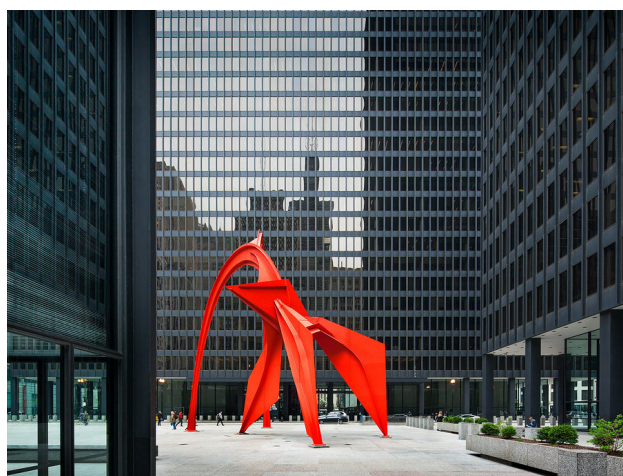
AEMO welcomes its first Deputy Chief Marketing Officer, Mr. Ignatios "Nati" Mavridis, who arrived in May, has over 25 years as a Marketing Professional in both traditional and digital, agile marketing across Aviation, Healthcare, and Banking with a strong focus in communications, branding, loyalty, marketing automation, and acquisition, engagement & retention campaigns. For the last 16 years, he worked exclusively on overseas assignments and has now moved to Chicago to take on his new role.

NEW TEAM MEMBERS IN JULY

By MAJ Shannon Wax

AEMO continues to grow with recent arrivals in the office and out. Within the last month, seven new members have joined the AEMO team further expanding our capabilities.

- **MAJ Mark Boychak** joined AEMO at the beginning of July and has joined the Strategy and Innovation Directorate as a new FA58 Marketing Officer.
- **Francisco Arturo Morales**, our newly arrived Supply Specialist, will provide logistical support to AEMO.
- AEMO welcomed two USAR AGR officers – MAJ Brandon Mace will join the Strategy and Innovation Directorate and MAJ Malisa “Lise” Hamper will work as a Public Affairs Officer.
- LTC Avon Cornelius II, an FA58 officer, will be a Content Development Officer in the Strategy and Innovation Directorate. Avon will also lead AEMO’s support of Operation Warp Speed.
- MAJ Casey Steiner is our second ARNG AGR officer as a Campaign Executive Officer handling local marketing in the Marketing Execution Directorate.
- A new FA58 Marketing Officer, MAJ Lennox Morris, arrived to Chicago to work in the Strategy and Innovation Directorate as Research and Innovation officer.



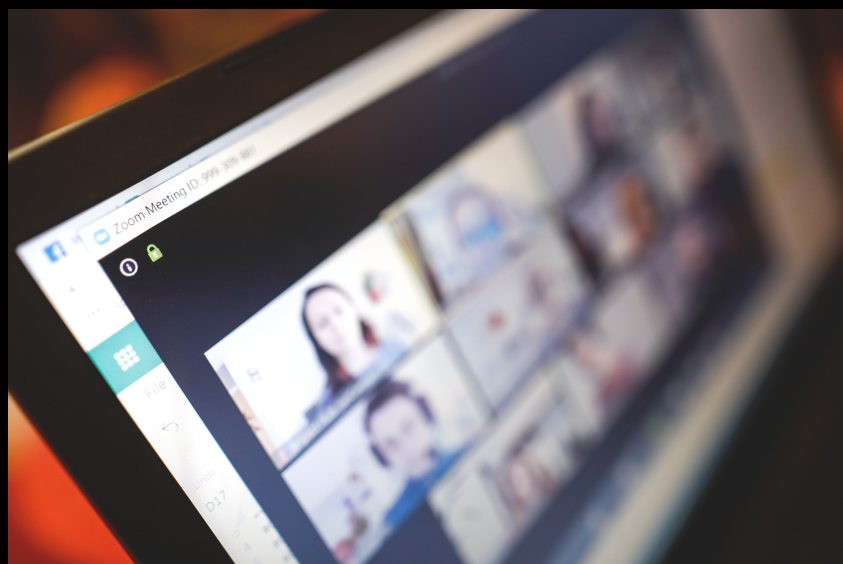
Our Current Home: John C. Kluczynski Federal Building, Chicago, IL

LOCAL MARKETING

By MAJ Pam Bracey

Despite working remotely, AEMO continues to foster a culture of learning. We moved our regular leader professional develop sessions to the virtual realm. On 30 July, members of the AEMO team continued their LPD progression on the "Customer Journey." Building on previous discussions on consumer needs and social media, the focus of this discussion centered on local marketing. Local marketing is responsible for providing current marketing, demographic, and psychographic research, market analysis, and knowledge of local marketing trends to develop brigade/battalion marketing plans for U.S. Army Recruiting Command (USAREC) and U.S. Army Cadet Command (USACC) by leveraging Agency and Field Marketing Team (FMT) expertise.

The FMT, consisting of DDB civilians embedded with USAREC, conducted continuous analysis of marketing tactics and provides regular feedback to the appropriate commander with recommendations on changes to tactics, messages, or targeted market or segments. The group then focused on how the local marketing engages the prospect with face-to-face events, digital/print ads, and organic social media creation. Finally, the team wrapped the discussion on the impacts COVID-19 has had on local markets since March. AEMO's understanding of local marketing is paramount as we look to the future of FA58s. As the AEMO team grows, FA58s will be placed in regional marketing teams across the country in order to facilitate more refined marketing strategies in key regions. AEMO will continue its LPD series in the upcoming weeks with discussions on customer interactions with personal presentation items and paid media.



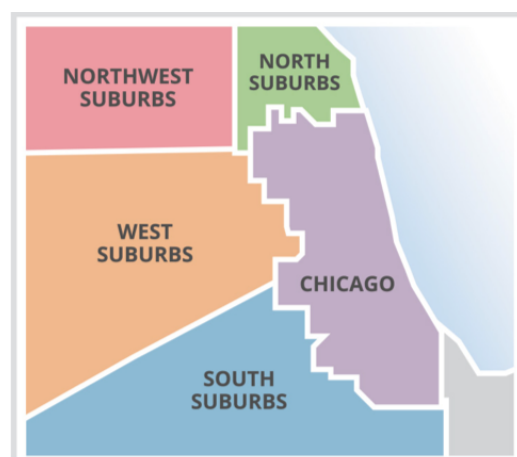
CHICAGO LIVING

Chicago is a big place and choosing a location to live can be a daunting task from the sheer amount of choice between the 77 official neighborhoods and 119 suburbs. Budgets are always a concern and the price of housing can vary depending on where you want to live.

Generally, the further out you live from the city the less you pay and likewise within the city where you will pay more based upon your proximity to public transportation and the lakefront. A good first step is to learn the layout of the city and the surrounding area. Chicago itself is 234 square miles, with neighborhoods to the north, south, and west and Lake Michigan to the east and sprawling suburbs further out. Chicago address numbering begins downtown at State Street and Madison Street, State Street is 0 east and west, and Madison Street is 0 north and south. The major streets a mile apart have address numbers which are multiples of 800. On Chicago's south side, the east-west streets are numbered.

Once you have a basic understanding you can determine how long of a commute you are willing to make in relation to your budget. In the city itself you will find the Chicago Transit Authority (CTA) Bus and "L" (short for elevated train lines) which are free for Active Duty Service Members. If you choose to live in the suburbs the Metra Trains make scheduled trips into the city at regular intervals with a discounted rate for Active Duty Service members. The distance to the train station and the walk from one of the downtown train stations to office in the John C. Kluczynski Federal Building should also be considered. Once you have the logistics figured out you can layer in the many other variables such as schools, walkability, house size, entertainment options, parks, and many more considerations when choosing a residence in Chicago.

One last thing to factor in is the winter. It is brutal and bitter so choose a place where you will not go completely crazy in during the stretch from November to April. No matter your choice there will be lots to explore and experience throughout the Chicagoland area.



AEMO COMPLETES PRODUCTION OF WHAT'S YOUR WARRIOR?

CH. 2

A team of four AEMO Soldiers completed execution of the production for What's Your Warrior? CH. 2 ("WYW Ch. 2") from 10 July to 18 July 2020. The production team included the AEMO CSM, work-stream lead, and two staff officers. The broadcast production and still photography production featured twelve unique MOS's with an additional interview set featuring an additional three MOS's. The production was creatively developed by AEMO in partnership with DDB and production was executed by The Mill. All three sets were built inside a UAS hangar at Fort Riley, KS.

Preparations and planning for production took place over approximately three and a half months and required coordination between the AEMO action officer and the 1st Infantry Division action officer. That successful coordination resulted in a site recon including the AEMO CSM, AEMO action officer, and production team representative. The recon confirmed the feasibility of the location selection, F/1 Hangar, as well as mapped out a concept of movement for civilian personnel and a concept of operations for COVID mitigations.

The set equipment started arriving on 10 July with the sets being completed on 13 July. The operation was completed by the civilian production personnel with support and approval from members of the 1-1 CAB, 1ID, and AEMO. During this time the Soldier talent that was not local to Fort Riley, KS arrived and was provided a safety and COVID procedures brief by the AEMO CSM.

Production rehearsals began on 13 July and shooting of both video and still began on 14 July. The work-stream leader divided her team to provide command and control of each set, with herself overseeing the entire operation and the broadcast set. The action officer was tasked with overseeing the still photography set, coordinating the equipment issues and weapons storage with 1-1 CAB, and approving uniform accuracy. The second Marketing Execution Officer oversaw the interview set. On the interview set she ensured uniform and appearance, as well as language and usage of the Soldiers.

The way each Marketing Execution Officer was responsible for a set provided the opportunity to learn the ins and outs of that technical field from the photographer to the lights and sound engineers. It also provided a leadership opportunity for that officer to make decisions regarding uniform, poses, and creative strategy. The officers each had a way to meet the objectives, yet ensure they had a degree of control on how the entire public will view the Army.

Following production wrap, the sets were disassembled over the course of one and half days. Overall, the operation was a success and provided Army officers and Soldiers with an opportunity to experience the production side of the marketing world. There were opportunities to network with other officers at a division level, meet and learn from marketing, advertising, and production experts, and learn how directors, photographers, and graphic artists achieve their "movie magic."