



AEMO

Army Enterprise Marketing Office

ISSUE 1 • SEPTEMBER 2019



*Chicago's "the Loop" neighborhood
- where the AEMO is located*

THE SUN IS RISING ON A NEW ARMY TEAM

The Army's new marketing office is officially open for business in Chicago! As of September 15, 2019, we have six full time member on the ground in the Windy City along with two temporary support personnel. With the assistance of AEMO personnel in Washington DC (1) and West Point (1), we are quickly gaining momentum as we transition to our temporary building, start the construction of our future permanent home, and begin working closely with our teammates at the advertising agency of DDB. It must also be stated that none of this would be possible without the outstanding support from the personnel comprising AMRG (thank you all!).

Newsletters like this one will follow each month from now on to help keep you apprised of AEMO's progress and to assist you and your families as you prepare to join the team. We're excited for what the future holds as we begin our efforts to steward the Army brand so it remains one of the strongest, most resonant, and trusted brands in the nation.

AEMO MONTHLY
NEWSLETTER

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OUR GROWING TEAM

In August, Mr. Gene Collins and COL Angel Gonzalez joined BG Alex Fink in Chicago to open the doors of AEMO. The Chief of Staff, COL Matt Weinrich, and COL Todd Woodruff and LTC Jordon Swain (both on loan from West Point) joined the team several days later to help AEMO gain momentum.

AEMO's first four iron Majors (Dave Culver, Alex Willard, Brett Lanier, and Chris Garrett) arrived in Chicago during September and have quickly linked in with MAJ Aaron Stark at West Point and MAJ Warren Stewart in DC. We are continuing efforts to fill out the office and look forward to introducing more members next month. Click [here](#) to read the bios of our current team.



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prepare you for your PCS by
clicking on the links below:

- Deciding where to live
- Things to know about Chicago
- Naval Station Great Lakes

PROFESSIONAL DEVELOPMENT

Individuals assigned to, working with, or interested in Army marketing should be familiar with a number of topics including marketing, branding, business operations, behavioral science, sales/persuasion techniques and Army recruiting.

The focus for this month's professional development is on data analytics in marketing. The term "data" is often tossed around as people discuss marketing efforts, but what does it mean? How specifically can data improve our marketing efforts? Are there challenges to using data or possible unforeseen 2nd & 3rd order effects we should be aware of?

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

Future professional development themes will focus on: Branding, recruiting Generation Z, history of the all-volunteer force, and behavioral science.

CHICAGO



As the last day of summer approaches, Chicagoans are clinging to every last sunny day. Families with little ones often take advantage of Wiggleworms (a program focused on developing a love of music in young children) and flock to Gallagher Way at Wrigley Field to play in splash pads, enjoy the warm weather, and watch kid-friendly movies. You can learn more about the Wiggleworms program here:

<https://www.oldtownschool.org/classes/kids/wiggleworms>

DO YOU KNOW WHAT JAMRS IS?

BY MAJ WARREN STEWART

Did you know AEMO has an LNO at JAMRS in Washington DC?

The Joint Advertising, Market Research and Studies (JAMRS) program is a division of the Office of People Analytics under the Defense Human Resources Activity. JAMRS ensures the shared needs of military recruiting are efficiently performed for all of DoD. JAMRS works side by side with OSD Accession Policy and the recruiting leadership of each Service to identify the overlapping products needed by the Department's recruiting forces so that shared needs are met efficiently and effectively. The three core missions of JAMRS are Market Research and Studies, Comprehensive Prospect Database, and Outreach. Major Warren Stewart works at JAMRS as a Market Segmentation Analyst and helps AEMO and JAMRS share information.

For more information, please register for access to JAMRS products at www.DMREN.org or contact MAJ Warren Stewart at (571) 372-7378 or warren.b.stewart.mil@mail.mil.

A PROPOSED NEW FUNCTIONAL AREA

BY MAJ AARON STARK

The Office of Economic Manpower and Analysis (OEMA) and the AEMO are currently proposing the creation of a new functional area - FA58. FA58s will form the core of AEMO in Chicago and eventually fill key positions at Fort Eustis and Fort Knox. The vision for FA58s is that they will be multidisciplinary marketing officers who are both creative and analytical thinkers who synthesize market signals and data to develop branding and marketing strategies in support of the Army and its "sales force." These officers will translate strategic concepts into effective messaging that communicates and burnishes the Army brand and value proposition. FA58 officers will imagine solutions extending beyond conventional ways of thinking, communicating these new approaches to teams, targeted groups of "customers," and society. While creative and imaginative, FA58 officers will also be grounded in the implications of data and employ quantitative and qualitative analysis to devise solutions to improve the Army's returns to its marketing budget. They will use data-driven analysis to determine the best methods to communicate the value of the Army to future Soldiers and society at large. FA58 officers will be discerning in their judgement and will operate with little or no supervision as trusted custodians of the Army brand across commands, the media, and society. Official information on FA58 is forthcoming. If you're interested in learning more about FA, please send an email to aaron.stark@westpoint.edu.

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