



AEMO

Army Enterprise Marketing Office

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Agility is the ability to adapt and respond to change...agile organizations view change as an opportunity, not a threat

INNOVATIVE AND AGILE...

LTC JORDON SWAIN

From the moment of its formation, AEMO embraced the idea of innovation and agility. From the design of our office, to the type of people we've hired, to the policies we've put into place, AEMO has attempted to create a culture that encourages people to try new things and to be flexible. Given the growing impact of COVID-19 on daily activities, some organizations are struggling; AEMO is not one of those organizations.

In the past week, since the impact of COVID-19 ratcheted up and AEMO implemented teleworking, we've made headway on our rising market strategy, adjusted our social media tactics, moved ahead on the GoArmy upgrades, adjusted our plan for WYW Chapter 2 testing, and continued with our civilian hiring actions - to name just a few things. Through leveraging technology like WhatsApp, Slack, and Microsoft teams and by trusting our talented teammates, some have suggested that productivity for AEMO may have even increased (cutting out 1-2.5 hours of round trip train commutes for some has given them time to do even more work)!

While none at AEMO are happy about the forced changes we've adopted in the past several days, we're not letting social distancing negatively impact our marketing efforts in support of the accessions enterprise!

AEMO MONTHLY
NEWSLETTER

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OFFICER TALENT & DIVERSITY

MAJ TIM MCDONALD

On March 3rd, AEMO hosted officer accessions leaders from US Army Cadet Command (USACC), USMA, and the office of the Assistant Secretary for Manpower & Reserve Affairs at the Union League of Chicago. At the kickoff meeting for what will eventually become an advertising campaign for officers, AEMO described the college youth market, current and projected business challenges, and several organizational imperatives. These include the need to ensure the Army officer corps represents America in its racial, ethnic, and gender composition.

At the macro-level, AEMO expects the number of high school graduates to decrease in the near term, which will require Army officer (and enlisted) recruiting to further penetrate the college youth market. This trend withstanding, the Hispanic youth segment will continue to grow rapidly—to represent nearly 30% of the overall college youth market by 2050 (an increase of 50% within this segment). Changes in higher education, such as college consolidation and geographic shifts in attendance, may necessitate new approaches to officer recruitment, especially for ROTC.



BG Alex Fink welcomes visitors to the Union League Club of Chicago

These market trends will ultimately increase competition for the best talent across all demographics. Unfortunately, research indicates the officer career path lacks distinction in the mind of college-bound youth and their influencers. Many students and parents do not truly understand the difference between officers and enlistees, which often creates a barrier to considering a career as an officer. Making matters more challenging, the officer recruiting force (those on ROTC campuses as well as USMA admissions officers) aren't optimally positioned to improve awareness of the "officer product" through the highly-personalized interactions required in this marketplace.

In the face of these challenges, Army readiness demands the best officer talent across the force. Importantly, this talent must also exist within each branch; in some instances this is not the case. Army leaders must also ensure the officer corps resembles America both in the aggregate and across branches.

These topics dominated discussion during the kickoff meeting and led to an examination of AEMO's proposed marketing objectives: generating officer leads for 2050, differentiating and repositioning the officer product, segmenting and targeting with branching in mind, conveying the value proposition of branches to college youth and cadets, and fielding the marketing operations infrastructure that will enable high touch sales conversions.

Moving forward, these challenges and proposed objectives will become a key component of AEMO's efforts to attract the highest quality talent to the US Army Officer Corps.

SPRINKLR TRAINING

MAJ CECIL WOLBERTON

Data is the gold of the 21st Century. If you believe that, then you'll be excited to hear about AEMO's newest pilot program

- testing a commercial off the shelf cloud

based software called Sprinklr. This data analytics program will be applied to our Social Media workstream to help us better see ourselves and better listen to our market audience. Included in the pilot program is the Office of the Chief of Public Affairs (OCPA), US Army Recruiting Command (USAREC), and US Army Cadet Command (USACC). The pilot extends for the period of one year, and we've implemented a robust presence across these organizations to test the efficacy of this type of platform.



Sprinklr training at Fort Knox, KY

As part of the Sprinklr pilot, on March 4th and 5th, thirty members from various organizations gathered at USAREC HQ with Team DDB and the Sprinklr team to train on the new platform, design the architecture and internal permissions, and plan the implementation of the pilot program. The members in the audience are considered "super users" and will be charged with adopting and assessing this dynamic new capability. The days were packed with excitement as users discovered the efficiencies of the system. Sprinklr has the ability to replace multiple existing applications, thus saving time and increasing capability.

Sprinklr will go live in April, and AEMO is excited to be leading this innovative change. If data truly is the gold of the 21st Century, AEMO is heading for the gold rush!

NBA ALL-STAR FESTIVITIES

MAJ SHANNON WAX

When the 69th edition of the NBA All-Star Game festivities came to the United Center in Chicago, AEMO was there! Thanks to The Office of the Chief of Public Affairs (OCPA), 20 Soldiers were able to get up close and personal to headliners like Luka Doncic, Trae Young, Zion Williamson, and Miles Bridges.

The Rising All-Star Game, on 14 February, pitted Team USA vs. Team World, and featured some of the best rookies and sophomores in the NBA who were selected by the NBA's assistant coaches. Team World entered the court in a prime location for many of us to get signatures and pictures! Some of us were even lucky enough to get the players' shoes — some so large that I could fit both feet in one shoe with room to spare!



SPC Wesley Winston with Candace Parker and Chris Paul

The first half of the game was a nail-biter. With less than 2 minutes left in the half, Williamson dislodged the backboard during a dunk! This gave Team World momentum to finish the half on a shooting streak, topped off with a buzzer-beater half-court shot by Luka. Team World went into halftime leading 81-71. The second half saw Team USA come out strong to win the game at 151-131.

For a person who stands 5' 1", I learned that being short is more like being exceptionally short compared to NBA players. Our court side tickets gave us an up close and personal experience and a greater appreciation for slam dunks — they are harder than they look! Watching the game with fellow AEMO teammates and Soldiers in other local organizations was an amazing experience I will not forget!

CHICAGO'S YEAR OF MUSIC

MAJ ALEX WILLARD

Toward the end of last summer, I visited Chicago for the first time to get to know the area and find a place to live before beginning work at Army Marketing. Aside from the Bears, Bulls, Cubs, and deep dish pizza, I didn't know much about Chicago before moving here, but the one thing I was familiar with was its rich musical history. To be fair, this was mostly informed by the musical escapades of Jake and Elwood Blues in *The Blues Brothers*, but long before Jon Belushi and Dan Aykroyd set out on a mission from God, generations of musicians called Chicago home.



Chicago's strong musical tradition began during the post-war years when Southern musicians brought traditional jazz and blues music to the city. The resulting blend of musical styles produced notable artists like Muddy Waters, Nat King Cole, and Benny Goodman. This strong musical start fostered the rise of many modern-day Chicago musicians from a number of genres including Kanye West, Common, Jennifer Hudson, Rise Against, Disturbed, Smashing Pumpkins, Styx, and Earth, Wind & Fire. Even the music for the Army's current What's Your Warrior campaign was created by the band Chicago, whose original name was the Chicago Transit Authority and played Chicago nightclubs before finding fame in the early 1970s.

Chicago's musical heritage is interwoven in the fabric of the city's culture. In fact, last October, Chicago Mayor Lori Lightfoot officially designated 2020 as the "Year of Chicago Music" that is headlined by a new, 17-day music festival that connects the annual House Music Festival, Chicago Gospel Music Festival and the Chicago Blues Festival into a weeks-long musical jamboree. You can visit the official website here (<https://www.choosechicago.com/year-of-chicago-music/>).

PROFESSIONAL DEVELOPMENT

MAJ PAM BRACEY

We, as an Army, define professional development as the deliberate and continuous process of education, training, and experience that prepares Soldiers and Army Civilians of character, competence, and commitment to perform present and future duty in accordance with the Army Ethic (AR 600-100). Contextually, this forms our ability to take advantage of experiences, institutional training, and shapes our self-development. As newly minted Marketing professionals, this same philosophy applies.

In the business world, we need to actively seeking ways to sharpen our skillset. When going back to school isn't an option, we need to consider the tools available to us in the digital world. Several online marketing blogs may help to keep you engaged in developing techniques/content and provide case studies on the successful implementation of various business practices. There is a lot out there, but here are a few that are worth your consideration.

1) The Moz Blog (<https://moz.com/blog>): The industry's top wizards, doctors, and other experts offer their best advice, research, how-tos, and insights—all in the name of helping you level-up your SEO and online marketing skills.

2) Content Marketing Institute (<https://contentmarketinginstitute.com/blog/>): The site is full of practical, how-to guidance, you'll also find insight and advice from the experts, and an active community for discussing the latest news, information, and advances that are moving the industry forward.

3) Orbit Media (<https://www.orbitmedia.com/blog/>): Practical tips for content marketing, analytics and web design.

4) Harvard Extension School Professional Development Blog (<https://www.extension.harvard.edu/professional-development/blog>): They provide insights, tips, and tools for managers interested in a variety of management topics, including marketing, innovation, and strategy.

5) Hubspot (<https://blog.hubspot.com/marketing>): Contains daily blog content on all things marketing, downloadable resources, free tools, and free marketing courses and certifications.

What are you favorite marketing related blogs? Please feel free to share on our LinkedIn page!