



IN THE LOOP

ARMY ENTERPRISE MARKETING OFFICE NEWSLETTER

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STAY IN THE LOOP

Spring is nearly upon us here in the windy city, and after accumulating 18 inches of snow this winter, we are all looking forward to more sunny days ahead.

Since the fall of 2020, we have welcomed six incredible new team members; Alex Faulkner, Sarah Parkington, Shannon Beh, Neil Benedict, Johnna Pollock, and Mark Weber.

AEMO is finishing up a year of teleworking, and we are excited to come together as a team soon in our new office space.

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Creative Development and Production

Maj. Brandon Mace

It is an exciting time for the U.S. Army Enterprise Marketing Office's Creative, Development and Production (CD&P) team. Warrior Weeks is live on GoArmy social media, The Calling is driving toward a spring release, and work on new 2021 creative is just getting started!

Last year, the team had a different name and slightly different focus. Throughout 2020 it was called Brand Campaign, a name that gave the misconception that the team was a one-stop shop for entire campaigns, ignoring the amazing work happening on AEMO's strategy, media and data teams. The CD&P lead, Lt. Col. Shannon Johnson, said, "the name change brings the team's primary mission into focus."



Spc. Jennifer Liriano (right) on the set for The Calling.

"Our task is taking a strategy and turning it into advertising," said Johnson, "and that is what we are doing every day. We are focused on the creative aspects of these projects. We want them looking and sounding great, ready to launch on time."

One of those projects is Warrior Weeks, where 12 Soldiers captured their lives in and out of uniform, selfie-style. Their footage was packaged into short video stories, and between January and April GoArmy social media is spotlighting a different Soldier each week. Kira Blanchflower is an account executive at DDB Chicago who worked on the project from the beginning, and she was excited to see it move from a creative idea to a GoArmy reality.

"For me, the best part is working with these incredible Soldiers," Blanchflower shared. "Each Soldier was extremely kind, hardworking, and had so much heart for their career, and I really think that comes through in their stories."

You can watch the Warrior Weeks playlist of completed stories on Youtube at <https://www.youtube.com/c/goarmy/playlists> and, once the campaign is complete, as part of their Instagram Highlights at <https://www.instagram.com/goarmy/>.



Cpl. Emma Malonelord (left) and 1st Lt. Toguchi (right) filming The Calling live in Los Angeles in November 2020. The Calling is scheduled to be released late spring/early summer 2021.

Creative Development and Production (continued)

Another exciting project we are working on is, *The Calling*. This animated series tells the stories of how five real Soldiers felt their calling to serve in the U.S. Army, and will be released in the next couple months. Tommy White, an executive producer with DDB Chicago, shared his excitement around how this project stretches the boundaries of what has been done before.

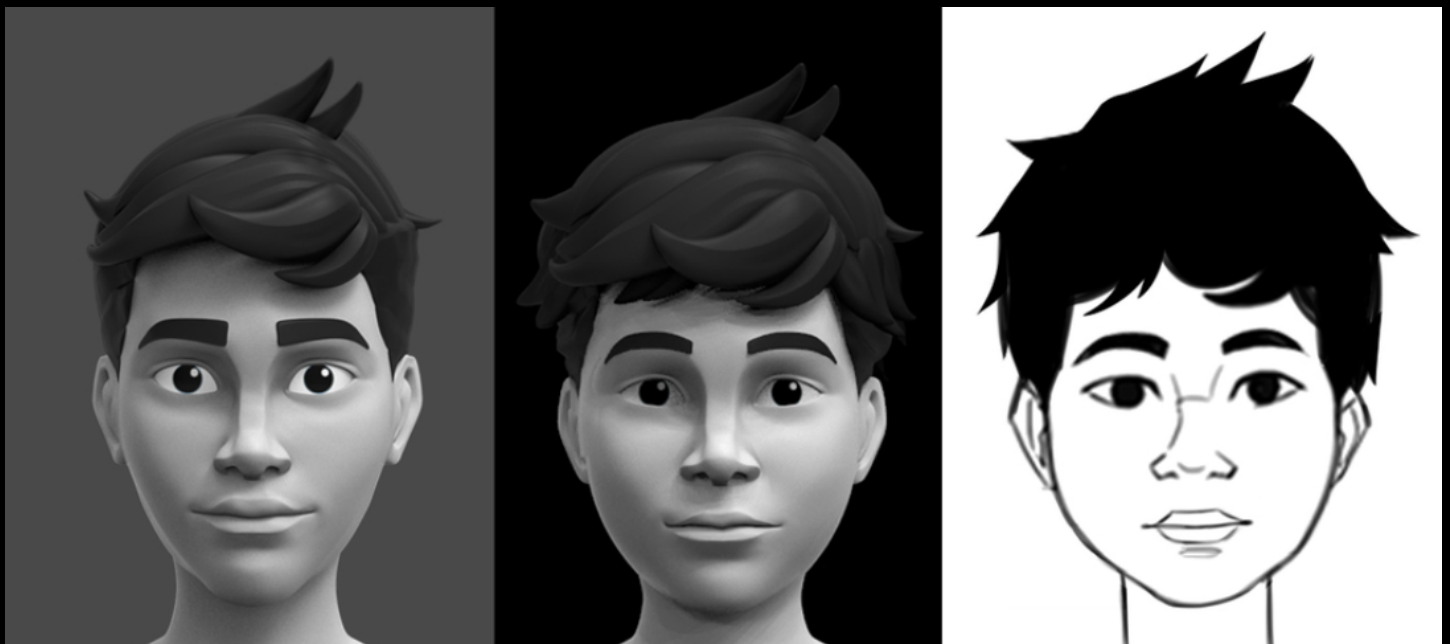
"It's groundbreaking, both in terms of the content and the medium," said White. "It's exciting to be creating a series that dives deep into the lives of Soldiers while being simultaneously relatable to so many, and it's fun."

Now that the team has entered 2021, there are several projects getting ready to start their creative journey. Maj. Lennox Morris is the strategy officer working with CD&P on new initiatives, and he has been locking in the 'why' behind each upcoming project.

"Everything we are doing in 2021 is intentional," said Morris. "When you see anything new we are producing, there is a strategy behind it driven by data. I really believe the projects we are creating this year are going to speak to youth and influencers in a way we haven't seen before, it's exciting."

"The entire team is ready to surprise everyone with creative projects they are not expecting," Johnson said. "These projects are designed to close the relatability gap some youth see between themselves and the Army in a brand new way."

"What we are doing is unique, unexpected and authentic," said Johnson, "and we are sharing these stories with the voices of real Soldiers, through their eyes. Everyone should stay tuned for some truly amazing projects."



Animated representation of 1st Lt. David Toguchi for *The Calling*.

Strategy and Innovation

AEMO Research

Maj. Dave Huffman

Much like the Army's intelligence process, research at AEMO is continuous and directly drives and supports marketing. Research informs our high-level view of the market and enables rapid iteration through testing. Products such as the Generation Z Survey have highlighted shifting attitudes within Gen Z and bring to light specific considerations as we attract the next generation to Army service.

This higher-level research informs our strategy as we gear up for next year's planning process. Within projects, our research helps us to quickly iterate and refine our offerings. Our organic social media team, for example, uses an act-learn-adjust method. It measures reach and engagement of posts and then adjusts content to expand their reach. GoArmy.com also has increased the effectiveness of the website in connecting

and engaging with visitors by regularly incorporating testing information to determine ideal content and feature placement. These rapid testing and learning methods enhance connection with our customers and expand the impact of our messaging.

Also similar to the Army's intelligence community, AEMO's research efforts extend beyond our organization. We aggregate research within the Army, research across the Department of Defense (DoD), and existing external research to better inform collective understanding. Recently, AEMO research partnered with external research entities and entities within the DoD to develop a product that explored the largest challenges facing Army marketing in the next few years. These collaborative relationships help AEMO to contribute to the larger picture and also stay at the forefront of the current military market environment.



AEMO Stakeholders

Army National Hiring Days

Maj. Casey Steiner

The COVID-19 pandemic has had a significant influence on the Army's accessions environment. AEMO and U.S. Army Recruiting Command (USAREC) responded to this challenge by leveraging new capabilities in all domains of the virtual space. USAREC applied lessons learned from the 2020 Army National Hiring Days (ANHD) campaign to drive prospects toward Army service. Fiscal year 2021 ANHD begins May 10 and culminates on the Army's birthday, June 14. AEMO and numerous Accessions Enterprise partners are coordinating efforts, beginning with a 60-day messaging/marketing surge ending with a nationwide recruiting effort.

AEMO's FY21 ANHD-specific efforts include local marketing in designated markets to drive traffic to ANHD, social media support and integration of GoArmy.com with USAREC's selected virtual career fair platform.

ANHD's execution phase will leverage a third party virtual career fair (VCF) platform to showcase the opportunities within the Army. The VCF provides USAREC an interactive forum for prospects to interact one-on-one with recruiters to understand ways to serve and the breadth of available military occupational specialty (MOS) options.



Army National Hiring Days 10 May - 14 June 2021.

The VCF platform will integrate with GoArmy.com via a dedicated landing page that will facilitate a seamless transition from prospect interest to event registration. As a digital effort, this approach has the added benefit of tracking the prospect's journey through the recruiting/marketing funnel in near real-time allowing for better data points and modeling that can make future events even more effective.

The large scale of ANHD will also allow AEMO an opportunity to test Dynamic Creative Optimization (DCO), a marketing technology that optimizes creative executions in real time, in the major markets of New York City, Chicago and Los Angeles. AEMO's ANHD-specific local marketing will also focus on smaller, non-DCO markets nationwide. The primary focus reflects markets that have high conversion potential, such as high school graduation populations and town and rural market segments.

Secondary efforts are focused on underemployed/unemployed prospects. Heavy bonus alignments will be highlighted to steer high school seniors and other prospect interests toward priority MOS accessions missions.

Despite the numerous challenges of the COVID-19 environment, the Army's requirement to field a force and maintain the nation's security has never wavered. FY21 ANHD reflects a major Army effort to meet those requirements and is noted as USAREC's most significant operation of the year, involving coordination across the Accessions Enterprise. AEMO stands postured to ensure ANHD gains and maintains the needed momentum to make this year's ANHD a success.