



ARMY ENTERPRISE  
MARKETING OFFICE

# AEMO Conversations with Industry Brief

BUSINESS MANAGEMENT DIRECTORATE

22 JAN 25

DISTRIBUTION STATEMENT A: APPROVED FOR PUBLIC RELEASE



# Agenda



0900 – 0915 Administrative Remarks/Guidance and Disclaimers

0915 – 0925 Welcome Remarks (BG Gant Video Presentation)

0925 – 1000 AEMO Overview (AEMO)

1000 – 1015 Break

1015 - 1045 Army Marketing Program Requirements/Contract Overview (AEMO)

1045 – 1115 MICC Small Business Professional (MICC)

1115 – 1130 Break

1130 – 1200 MICC Unsolicited Proposals (MICC)

1200 – 1300 Lunch

1300 – 1330 DDB Overview and Subcontractor Relations (DDB)

1330 – 1400 USAREC Industry Engagement Overview (USAREC)

1400 – UTC Q&A/Closing Comments (AEMO)



# Guidance and Disclaimers



## ➤ Questions:

- Questions will be answered at the conclusion of each presentation, as time permits
- For questions, please identify yourself and your company/organization
- For Virtual Attendees: Questions may be submitted during the presentation via “Chat” and will be answered, as time permits

## ➤ Disclaimers:

- Discussions at this event are intended for this venue and not shared for other formats.
- Nothing presented or discussed at this event commits the U.S. Army to any acquisition approach, agreement, or contract.
- AEMO will not receive or consider any attendee's solicitations, proposals, documentation, or request for presentations at this event or outside of the process outlined at this event.
- The “final” version of these slides will be posted on [www.army.mil/aemo](http://www.army.mil/aemo).



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# Welcome Remarks (BG Gant video)

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# AEMO Overview (Mr. Mavridis)

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# Charter

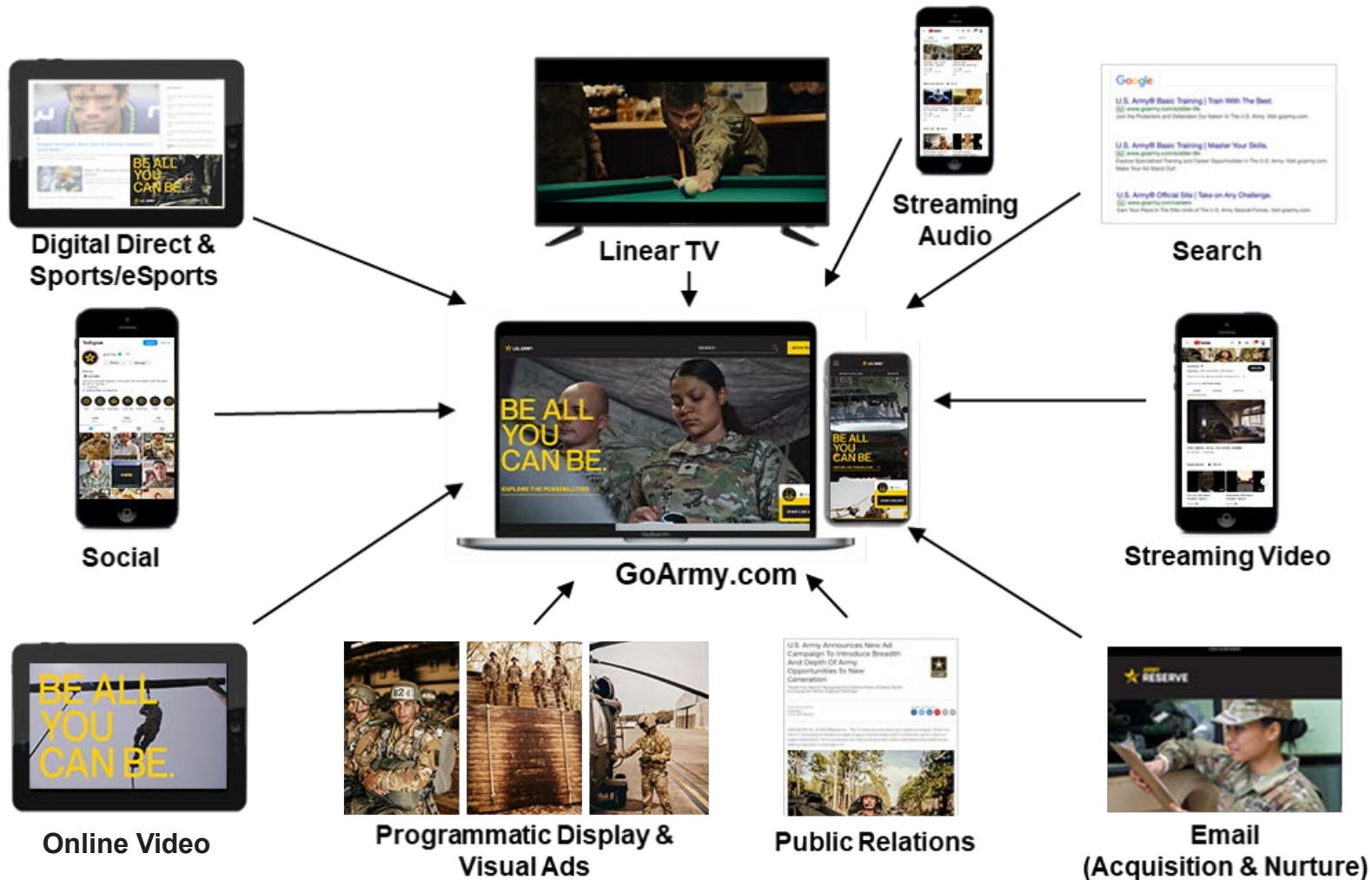


## OUR CHARTER

The Army Enterprise Marketing Office will coordinate the Army's national marketing and advertising strategy, develop and maintain relationship with the marketing and advertising industry, and develop marketing expertise and talent within the Army to support the Regular Army, Army National Guard, and U.S. Army Reserve.



# DELIVERING CONSISTENT CAMPAIGNS ACROSS AN ECOSYSTEM





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# Army Marketing Program Requirements and Contract Overview (Lt. Col. Bogardus and Ms. Wood)

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# Strategic Drivers



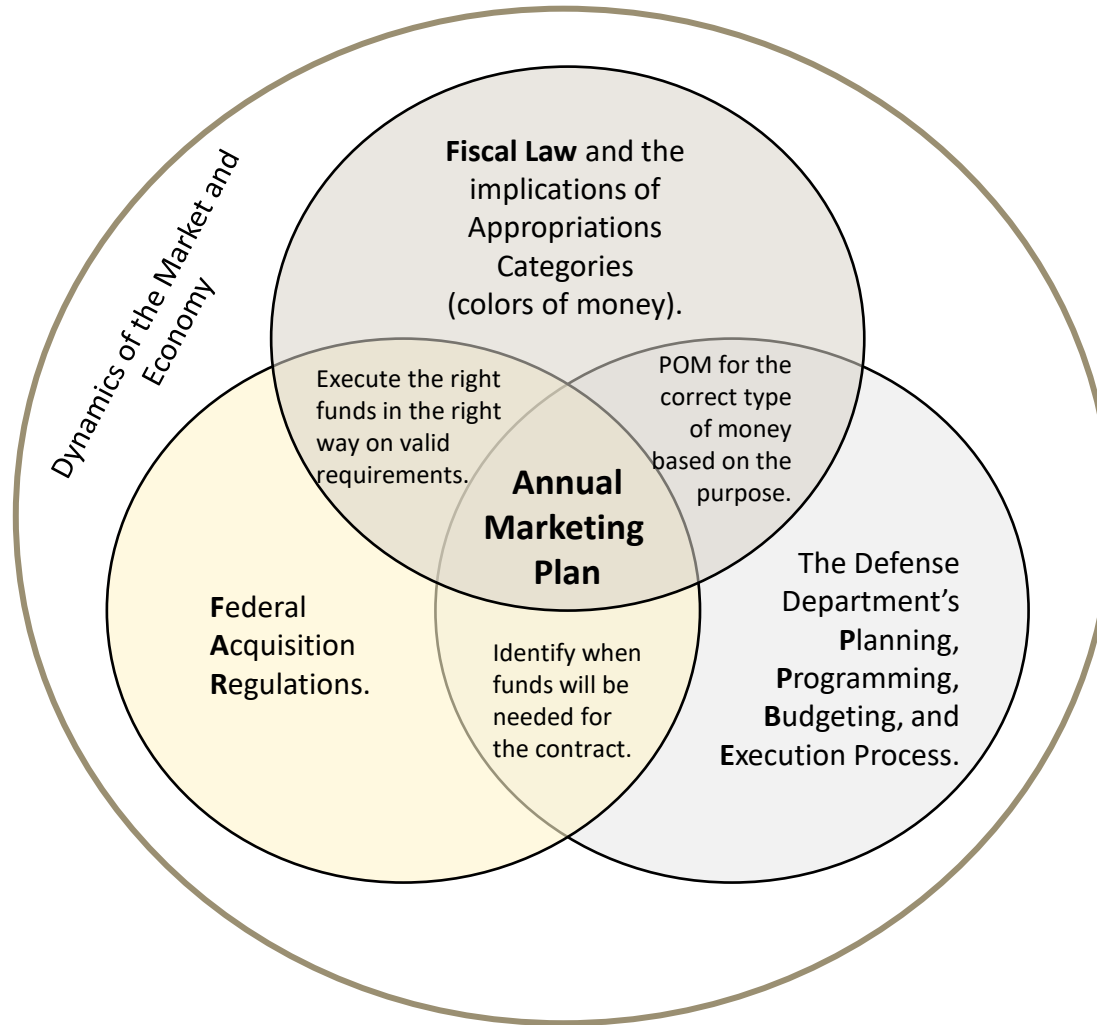
## Primary Strategic Drivers of Army Marketing



# Drivers



## Legal, Regulatory, and Process Drivers (plus Market Dynamics)





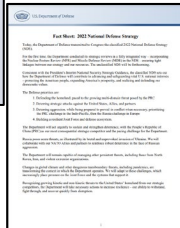
# Strategic Drivers



## Strategic Policy Drivers



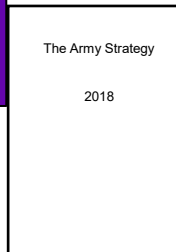
National Security Strategy  
White House



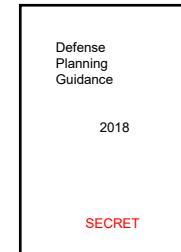
National Defense Strategy  
Department of Defense



National Military Strategy  
CJCS



The Army Strategy  
Sec Army/CSA



Defense  
Planning  
Guidance



Army People Strategy  
Military Implementation Plan  
Civilian Implementation Plan  
ASA(M&RA)/G1

## Defense Planning Guidance

- establishes DoD's force development planning and resource priorities
- provides SECDEF Political-Military guidance to inform development of the POM
- incorporates information from the National Defense Strategy and National Military Strategy.



# Inputs

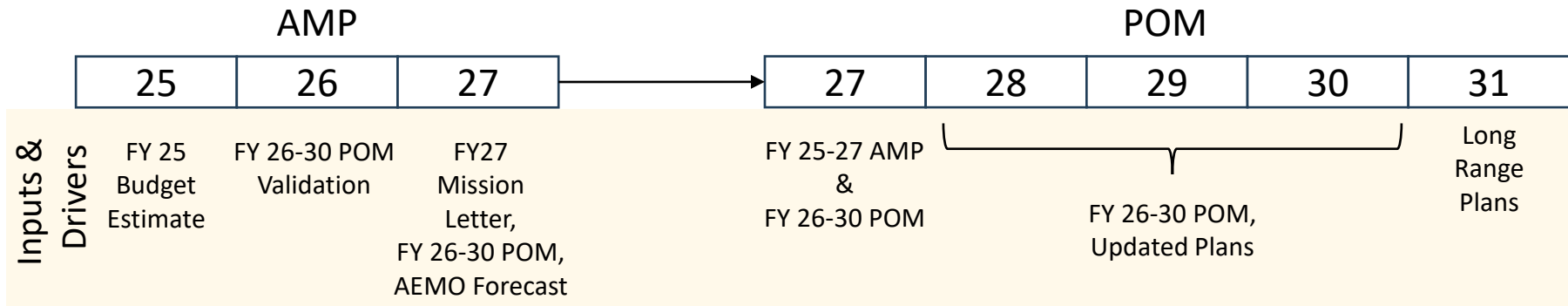


## Primary Inputs into the Annual Marketing Plan and Program Objective Memorandum

1. Strategic Guidance
2. Resource Guidance
3. Mission Letter
4. Funding

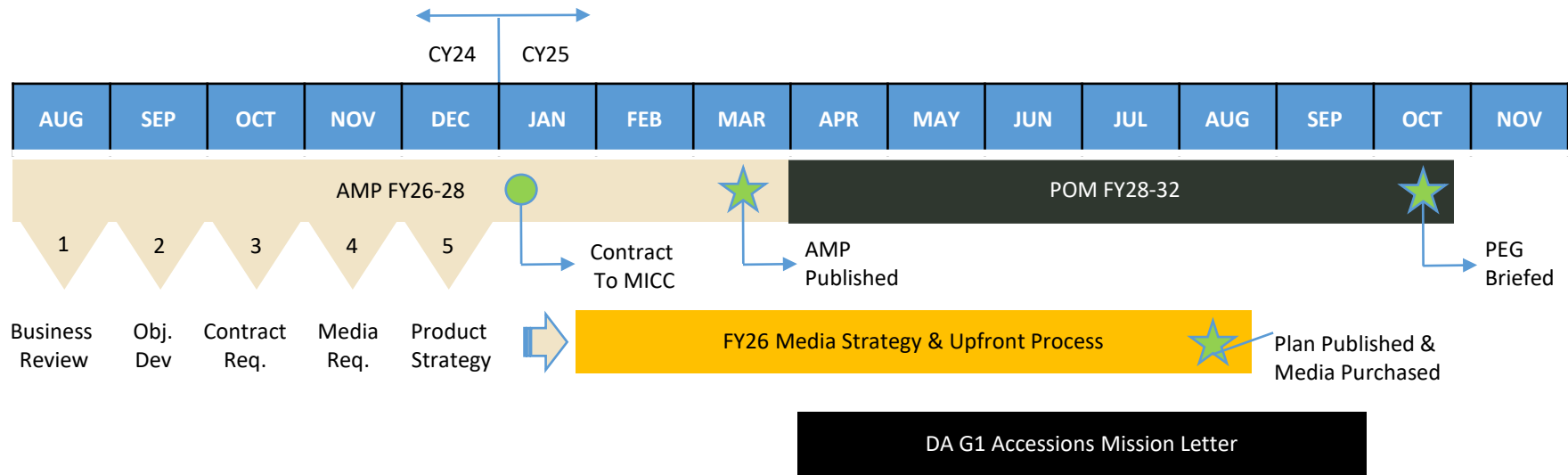
The Annual Marketing Plan establishes a “short-range” plan for the priorities and activities that will be funded and executed in support of the Accessions Enterprise.

The PPBE process requires the annual submission of a “long-range” plan for the Program Objectives Memorandum with a budget estimate to execute a program over the FYDP.





# Planning Processes



- 1. Business Review** – Stakeholder forum w/ USAREC/USACC/USAR/G1-DMPM on rolling 12-month performance, assess environment and opportunity, and review strategic guidance.
- 2. Objective Development** – Stakeholder forum to develop and create SMART objectives for how marketing can support the recruiting enterprise.
- 3. Contract Requirements** – AEMO determines contract requirements to achieve SMART objectives in space and time.
- 4. Media Requirements** – AEMO w/ Stakeholders determines media requirements based on objectives, expected media budget, campaign calendar, target audience, high profile partnership requirements, and marketing funnel requirements.
- 5. Product Strategy** – AEMO writes a three-year marketing strategy to achieve desired objectives to support the recruiting enterprise.

- 1. Media Strategy:** AEMO & DDB create a media strategy NLT the end of MAY.
- 2. Upfronts:** DDB negotiates and purchases media inventory and secures high profile partnerships with major networks and advertisers NLT the end of AUG.

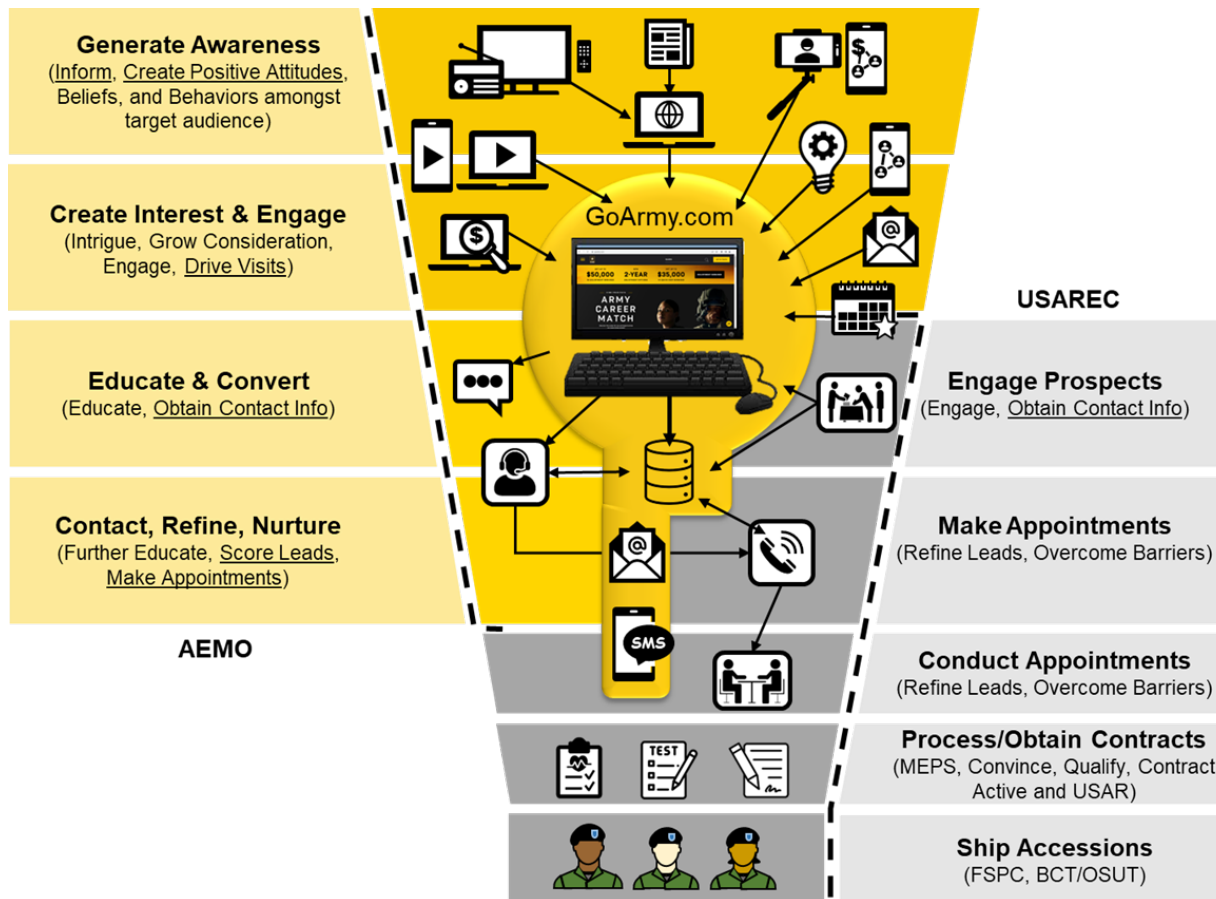


# AEMO'S Core Process



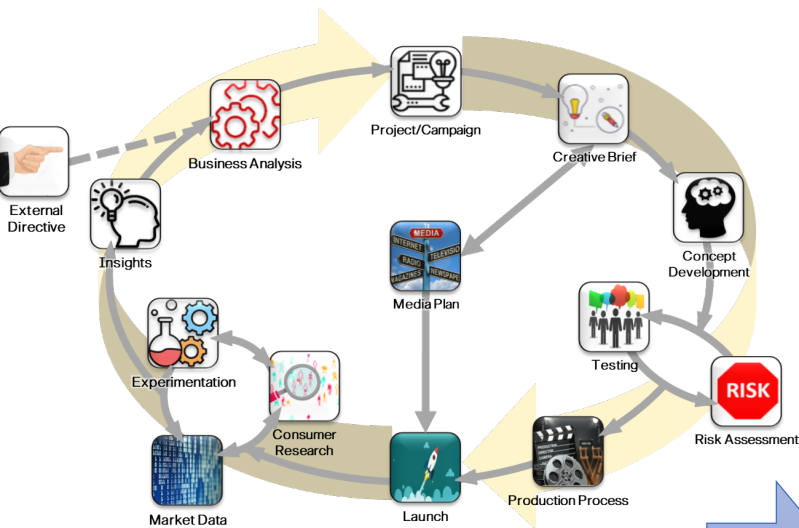
## Marketing Funnel

Metaphorical descriptor of a prospect's journey and a general categorization of a marketing activity's purpose.





# Army Marketing Plan (AMP)



**The AMP is AEMO's cornerstone document central to our operating model which all processes feed or originate from**

## AMP + Development + Execution Process

Industry Upfront Process

Regional Marketing Plans

USAREC Fusion Board

Quarterly Business Review

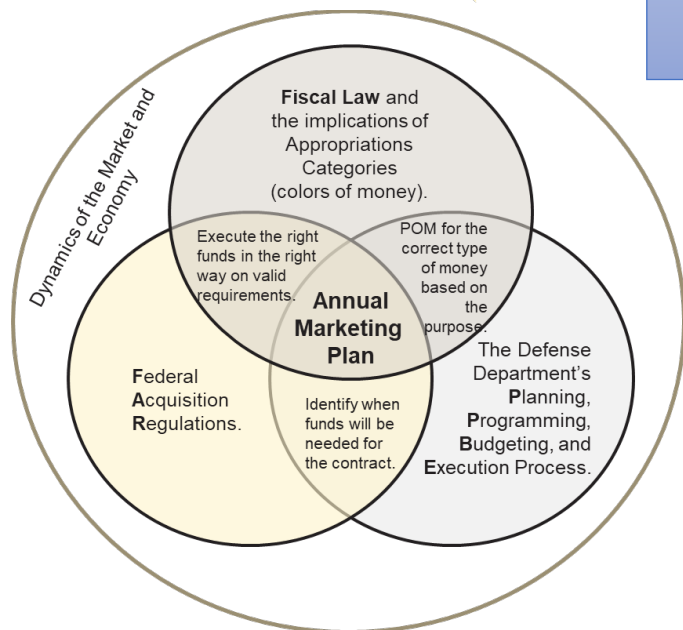
DDB Contract Process

Requirements Review Board

Requirements Validation Board

Program Management Review

DoD POM Process





# Applicable Regulations Overview



- AEMO Utilizes the Planning, Programming, Budgeting & Execution Process (PPBE) Resource Allocation Process (RAP). Guidance, to include fiscal constraints flow down from the Defense Planning/Programming Guidance (DPG).
  - Program Objectives Memo – 5-year advanced
  - Budget Estimate Submission – 2-year advanced
- The Army Marketing Program is a service program (DODI 5000.74).
- AEMO utilizes one year (Operations and Maintenance) appropriated funds to execute the mission (DOD FMR).
- Federal Contracting Regulations apply to all AEMO contracts (FAR, DFARS, AFARS, etc).
- DoDI 1304.35 Military Marketing.
- Army Regulation 601–208 The Army Marketing Program.
- DA Pam 601–208 Army Marketing





# The Army Marketing Platform



- AEMO competed and awarded a ten-year marketing contract (Cost Plus Fixed Fee) to the marketing agency DDB Chicago in 2018
- The contract is comprised of ten Task Orders (TO) that each provide/perform different marketing activities (creative production, research, GoArmy.com development/maintenance, marketing data and performance, national/local media, etc.) on behalf of the Army
- The marketing requirements performed under the contract come directly from AEMOs Annual Marketing Plan (AMP), an annual three-year out planning process/document
- AEMO works directly with DDB to execute in scope marketing requirements
- AEMO cannot direct DDB to use specific sub-contractors, has no privity of contract with sub-contractors



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# U.S. Army Mission and Installation Contracting Command (Lt. Col. Peynado and Ms. Atkins)

BUSINESS MANAGEMENT DIRECTORATE

22 JAN 25



# Agenda



- Overview of Unsolicited Proposals (UP)
- UP Submittal Process Flow
- Key Requirements for Acceptance (FAR 15.606-1 & DA PAM 70-3)
- Evaluation and Processing (FAR 15.606 & DA PAM 70-3)
- What is considered Unique and Innovative (AEMO)



# Overview of Unsolicited Proposals



## What is an Unsolicited Proposal:

- Defined in **FAR Part 15.6** as a written proposal submitted to an agency on the initiative of the submitter for the purpose of obtaining a contract with the Government.
- It must be Innovative and Unique, prepared without Government supervision, and demonstrate value to the Government mission.

## Key Characteristics:

- **Voluntary Submission:** Initiated by the offeror, not requested by the Government.
- **Distinctiveness:** Contains original concepts, methods, or approaches.
- **Government Need Alignment:** Must address a specific need of the agency.
- **Non-Disclosure:** Marked with restrictive legends to protect proprietary information.

## Regulatory References:

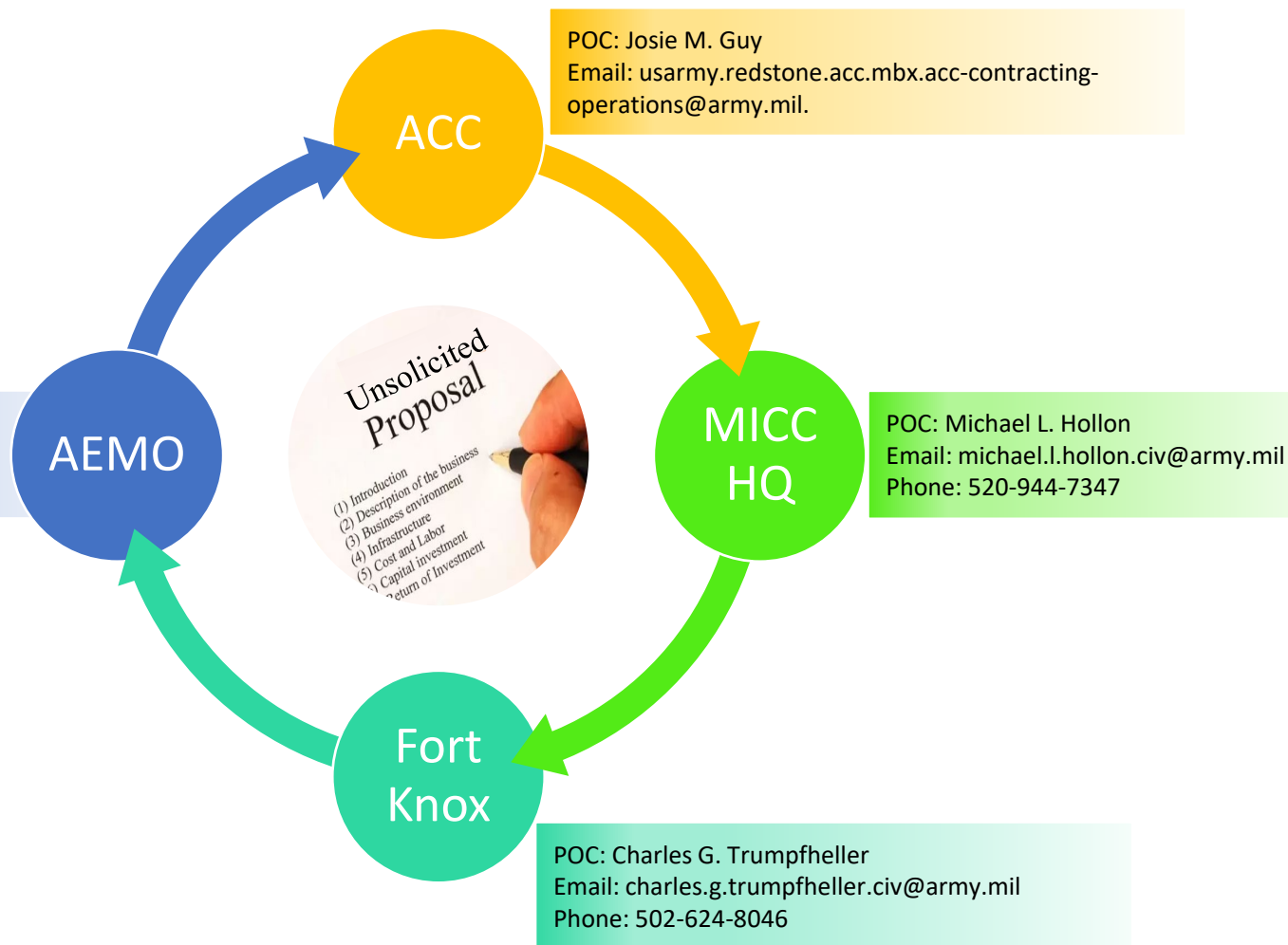
- **FAR Part 15.603:** Governs unsolicited proposal definitions and submission.
- **DA PAM 70-3:** Provides guidance on Army acquisition processes, emphasizing the evaluation of unsolicited proposals within the larger acquisition framework.

## Why They Matter:

- Enables private sector innovation to address unique government challenges.
- Encourages partnerships and collaborative problem-solving.



# UP Submittal Process Flow



## Legend:

**ACC** – Army Contracting Command, Huntsville, AL

**MICC HQ** – Mission and Installation Contracting Command, San Antonio TX

**MICC Fort Knox** - Fort Knox, KY

**AEOM** – Army Enterprise Marketing Office, Chicago IL



# Key Requirements for Acceptance



*IAW: FAR 15.606-1 & DA PAM 70-3*

## **Essential Elements of an Unsolicited Proposal**

1. Innovative and Unique: Must propose an original idea or approach.
2. Technical Feasibility: Should be technically viable and demonstrate the proposer's capability to perform.
3. Relevance to Agency Mission: Directly related to the agency's mission or interest areas.

## **Minimum Requirements (FAR 15.605) - Basic Information:**

1. Offeror's name and contact details.
2. Date of submission.
3. Proprietary legend to protect sensitive information.

## **Technical Details:**

1. Detailed description of the innovative idea or method.
2. Clear benefits to the Government.
3. Relevance to specific agency mission or operational needs.

## **Supporting Data:**

1. Cost estimates and resource requirements.
2. Description of the offeror's capabilities and experience.
3. Potential schedule for implementation

## **Exclusions:**

1. Offers lacking original or innovative content.
2. Submissions that duplicate existing work or solicitations.

## **Common Pitfalls to Avoid:**

1. Failing to align with an agency's mission.
2. Providing incomplete or generic submissions.
3. Neglecting proper proprietary markings.



# Small Business Professional



## Receipt of Unsolicited Proposals

- When a Small Business Professional (SBP) in the MICC receives an Unsolicited Proposal (USP) or questions regarding how to submit an USP, the SBP will:
  - Inform businesses to follow FAR Part 15.6 and DA PAM 70-3 (not all inclusive)
  - Notify businesses that USPs cannot be reviewed, evaluated, etc. by the SBP
  - Instruct the business to submit their USP to the following addresses:
    - [usarmy.redstone.acc.mbx.acc-contracting-operations@army.mil](mailto:usarmy.redstone.acc.mbx.acc-contracting-operations@army.mil) or
    - Army Contracting Command Headquarters  
ATTN: Contracting Operations  
4505 Martin Road  
Redstone Arsenal, AL 35898-5000
  - Businesses may also go to <https://www.army.mil/micc#org-small-business> to locate this information



# Subcontracting



- Subcontractors do not work directly with the government, but instead work for other contractors.
  - This allows contractors that are not prepared to work directly with a federal agency to still participate in Federal procurements.
- Businesses interested in subcontracting opportunities can find out about opportunities by doing the following:
  - Contacting the Prime contractor directly
  - Going to the Small Business Administration's (SBA's) subcontracting database, SUBNet
    - [https://subnet.sba.gov/client/dsp\\_Landing.cfm](https://subnet.sba.gov/client/dsp_Landing.cfm)
  - Please note – the MICC does not keep a list of contractors with possible subcontract opportunities
    - Businesses can go to <https://www.army.mil/osbp#org-resources> for a forecast with the Army
    - MICC Acquisition Forecast is located at <https://www.army.mil/micc#org-small-business>





# Eligibility Requirements as a Subcontractor

- IAW FAR 19.703 – In order to be eligible as a subcontractor, a concern must represent itself as a small business, veteran-owned small business, service-disabled veteran owned small business, HUBZone small business, small disadvantaged business, or woman-owned small business concern
  - Prime may accept subcontractor's representation of one or more of the above if subcontractor is registered in <https://sam.gov/> and
  - Subcontractor represents that size and socioeconomic status representations in SAM are current, accurate and complete as of the date of the offer for the subcontract



# How to Do Business with the Government/MICC



- Register business at <https://sam.gov/>
  - A Unique Entity Identifier (UEI) and a Commercial and Government Entity (CAGE) Code will be assigned by the SBA
    - Required opportunities' do business with the Government
- Go to <https://sam.gov/> to look for opportunities businesses may be interested in
  - Follow the instructions set forth in the solicitation
- If interested in doing business with the MICC, there is a Guidebook available at <https://www.army.mil/micc#org-small-business>
- Request capability briefings from small business professionals within the MICC and provide capability statements to the SBP
  - Go to <https://www.army.mil/micc#org-small-business> and scroll down to “Contact a Small Business Professional”



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# Team DDB (Mr. Davis)

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# Team DDB Contracting, Subcontracting & Small Business



## CONTRACTING

- The Federal Acquisition Regulation (FAR) and the Defense Federal Acquisition Regulation Supplement (DFARS) cover all knowledge necessary to propose, negotiate and be awarded a Federal Government contract.
- Part 16 of the FAR provides the information on types of contracts that may be required by the U.S. Army, and you should have knowledge and experience in all the major types; Firm Fixed-Price (FFP), Time and Materials (T&M), and Cost-Plus Fixed Fee (CPFF).
- A CPFF type contract award will probably require a winning firm to have a government approved accounting system, government approved procurement system, government approved property system, and a government approved estimating system.
- As part of an approved accounting system, you must have a stringent time reporting system that adheres to the government's requirements.



# Team DDB Contracting, Subcontracting & Small Business



## SUBCONTRACTING

- Subcontracting is defined as all dollars awarded below the prime contractor level.
- As part of the certified procurement system, you must follow the regulatory requirements in DFARS 252-244-70001.
- The U.S. Army analyzes and determines if the prime proposals are fair and reasonable and meet the regulatory requirements of the FAR/DFARS. Under a certified procurement system within a CPFF contract it is up to the Prime Contractor to perform this diligence on all subcontracted actions.
- Reporting requirements of each subcontracting award over \$30,000 are required per each task order award.



# Team DDB Contracting, Subcontracting & Small Business



## SMALL BUSINESS

- The U.S. Army contract has extensive small business requirements. FAR Part 19 covers the regulatory requirement for the small business area.
- Current goals on the U.S. Army Advertising contract for small business subcontracting are as follows:
  - Small Business 27.1%
  - Small Disadvantaged Business 3.9%
  - Woman Owned Small Business 3.9%
  - Veteran Owned Small Business 2.3%
  - Service-Disabled Veteran Owned Small Business 2.3%
  - HUBZone 2.3%



# Team DDB Contracting, Subcontracting & Small Business



## SMALL BUSINESS (CONT.)

- Each goal must be met to satisfy the small business participation plan that will be due with the proposal. One vendor that qualifies for multiple categories will be counted in each category. For example, a Woman Owned Small Business that qualifies as a Veteran Owned Small Business would provide credit for every dollar subcontracted to them in the Small Business, Woman Owned Small Business, and Veteran Owned Small Business categories.
- DDB is currently exceeding all the goals.
- Small Business formal reporting into a government system is required every 6 months.



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# USAREC Industry Engagement Overview (Mr. Quinn)

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U.S. ARMY

# UNITED STATES ARMY RECRUITING COMMAND

***CRUSH IT!!!!***



## USARD G5 Industry Engagement Overview



**BE ALL YOU CAN BE.**

★ U.S. ARMY



GOARMY.COM →



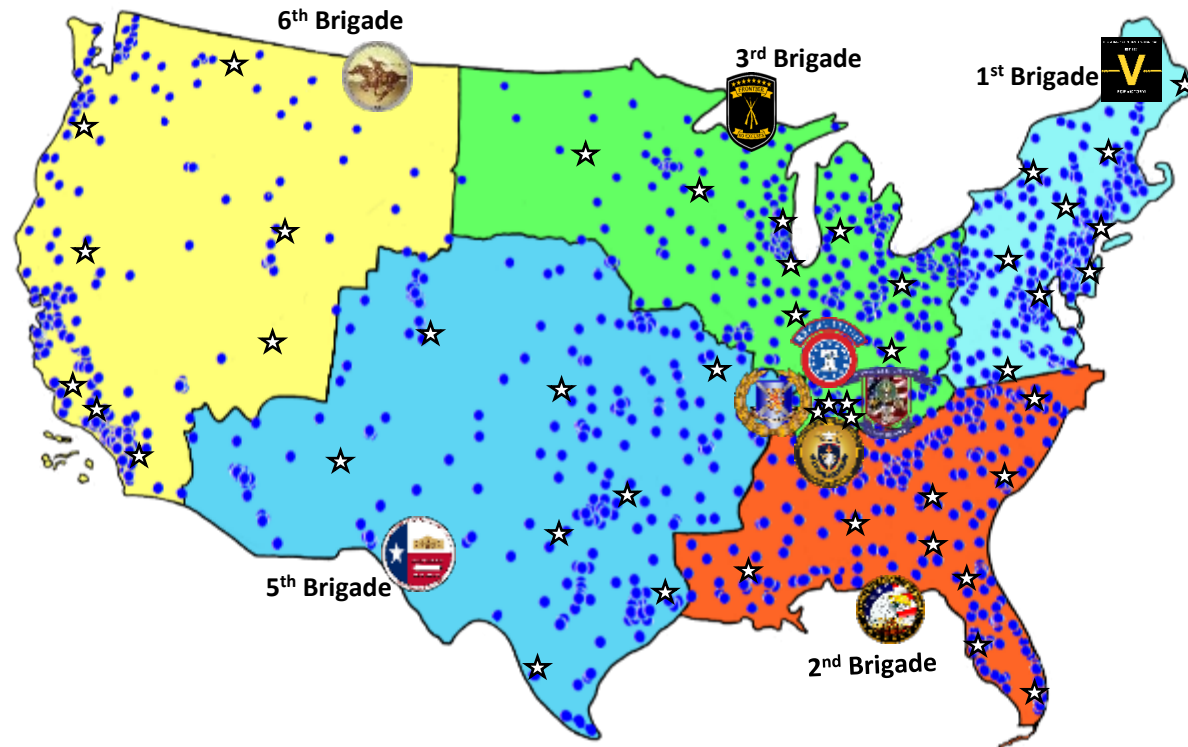
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# U.S. Army Recruiting Division (USARD) Overview



## Area of Operations



OCONUS	
Alaska	Japan
Hawaii	A. Samoa
Puerto Rico	South Korea
Virgin Islands	Guam
Germany	

LEGEND	
☆	Recruiting Battalion Locations
●	Recruiting Station Locations

- 5 Enlisted Recruiting Brigades
  - 38x Enlisted Recruiting Battalions
- 1 Medical Recruiting Brigade
  - 5x Medical Recruiting Battalions
  - Special Operations Recruiting Battalion
- 1 Recruiting & Retention College
- 254 Recruiting Companies
- 1,502 Recruiting Stations managed by Sergeants, Staff Sergeants, and Sergeants First Class.



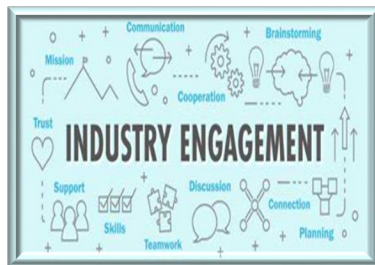


# Engagement with Industry



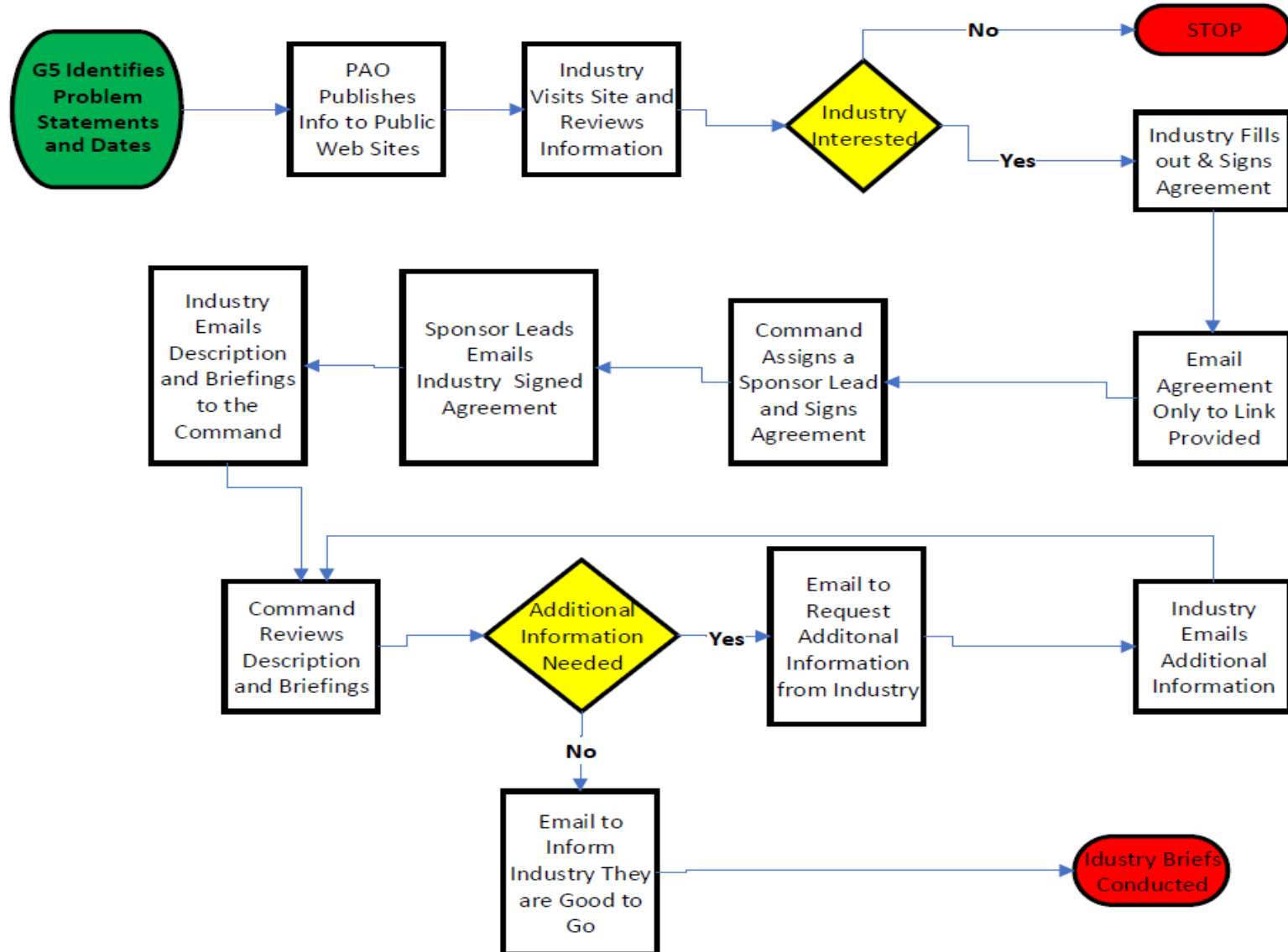
- **Engaging with USARD:**

- Requirements published in Sam.gov through Army Contracting Command published Statements of Objectives (SOOs), Requests for Information (RFIs) and Requests for Proposals (RFPs)
- Quarterly Industry Days - USAREC Industry Engagement Website for published problem statements and initiatives where we are conducting market research for potential emerging requirements. <https://recruiting.army.mil/industry-connections>
- Engagement with the Innovation Directorate
- Vendors should not reach directly to USAREC personnel / leaders





# Industry Days Process





# Q&A





# Closing Comments



# Closing Comments



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**BE ALL YOU CAN BE.**