

TEAM DDB

ORAL PRESENTATION
FOR THE U.S. ARMY MARKETING
AND ADVERTISING PROGRAM

W9124D-16-R-0046

Sample Tasks Creative Review Presentation
6 JUNE 2017



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OUR STRATEGIC APPROACH



REVERENCE

VS.

RELEVANCE

“I respect all
that Soldiers do,
but I could never
see myself in the
U.S. Army.”



REVERENCE

87%

The U.S. Army
is respected
by Americans

RELEVANCE

36%

The U.S. Army
is more than
just combat
and war

32%

The U.S. Army
attracts higher
quality recruits

31%

The U.S. Army
would prepare
me best for
the future

U.S. ARMY MARKETING AND BRANDING PROBLEM

Problem statement:

**America's deep-rooted
misperceptions about serving in the
U.S. Army create risk in manning
a premier, all-volunteer U.S. Army**

NO MORE.





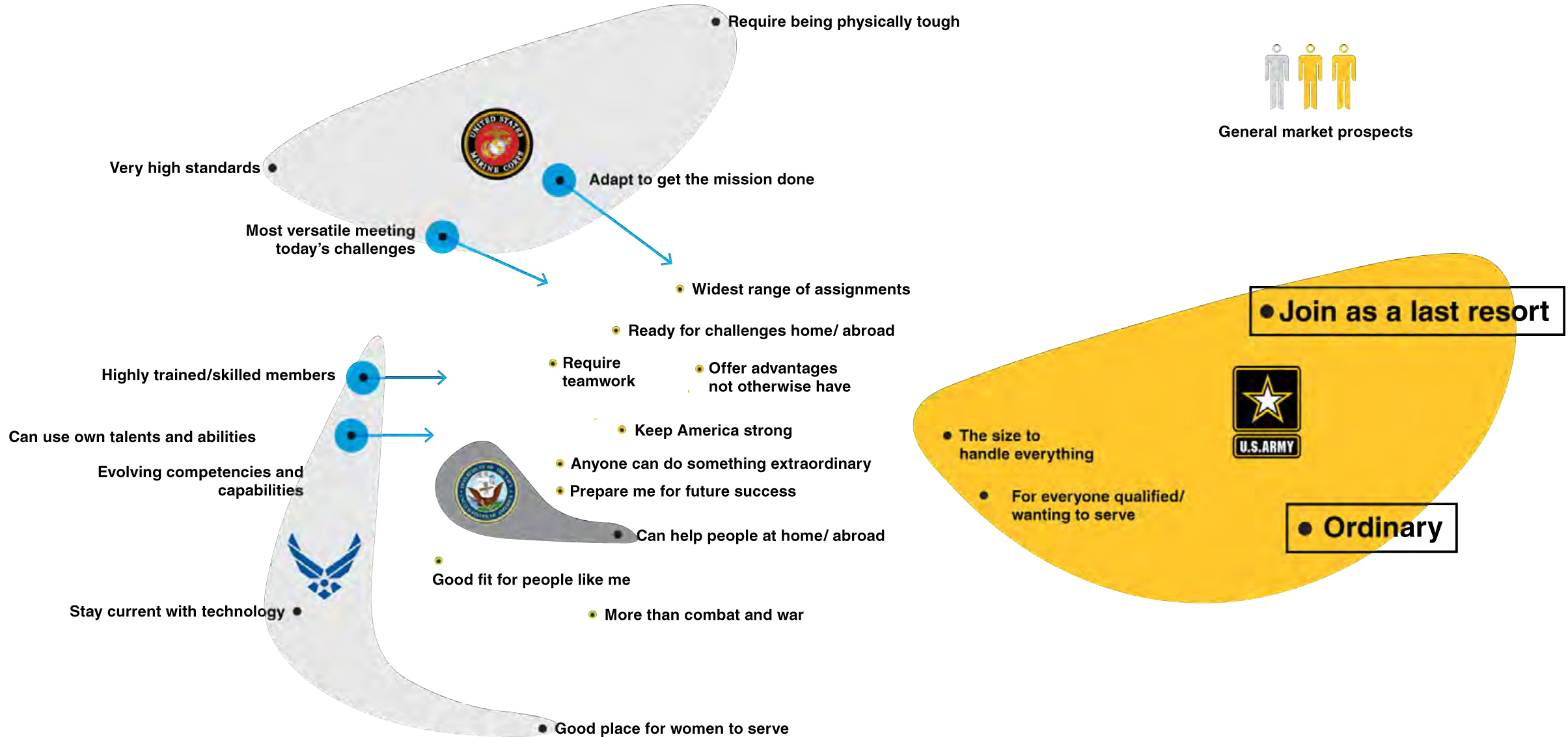




U.S. AIR FORCE



TESLA



OUR MISSION

**Elevated, motivating
U.S. Army brand**

**High-quality, diverse
U.S. Army recruits**

OUR APPROACH

Aspiration

**Help prospects see the
U.S. Army differently**

Motivation

**Help prospects see
themselves in the U.S. Army**

Over the past two years, we have conducted proprietary, immersive research



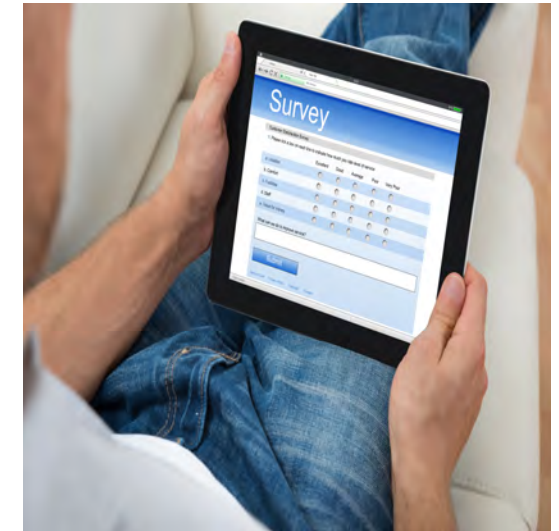
Extensive social listening with young adults



Analyses of Gen Y and Z social trend data: sparks & honey, Pew Research Center, Futures Group, Cassandra



In-depth ethnographies with prospects and influencers in NJ, IL, FL, TX



National Prospect Quantitative Study
 $n = 2,145$

The Impact Gap

There's a gap...

between the **impact
young adults want to make
and the real opportunities
to do so**

College-capable young adults told us what matters most when thinking about the future



1

**“Having
purpose, not just
a paycheck”**



2

**“Taking on big
challenges that
help me grow”**



3

**“Doing work
that is respected
by others”**

But fulfillment is hard to find in the work world

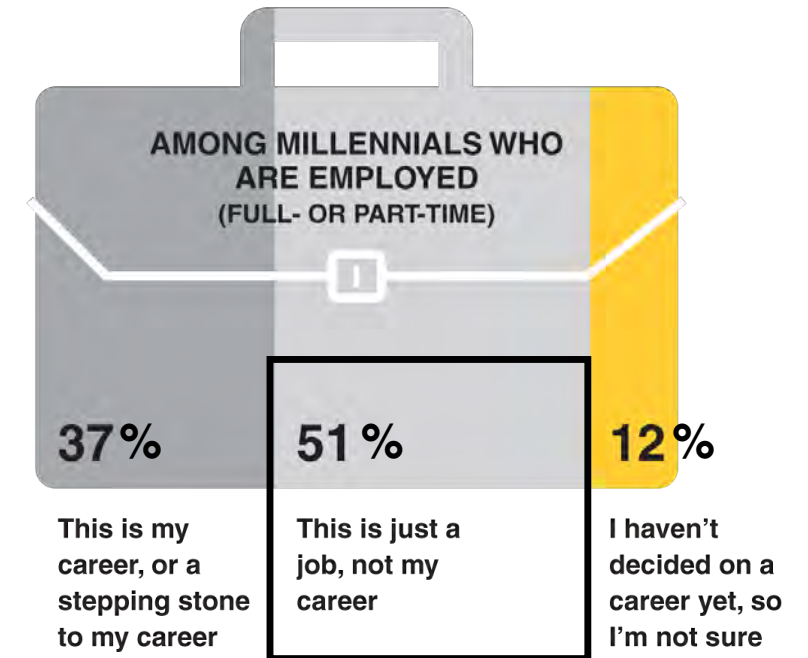
It's difficult to gain access to great companies



Promises of purpose go unfulfilled



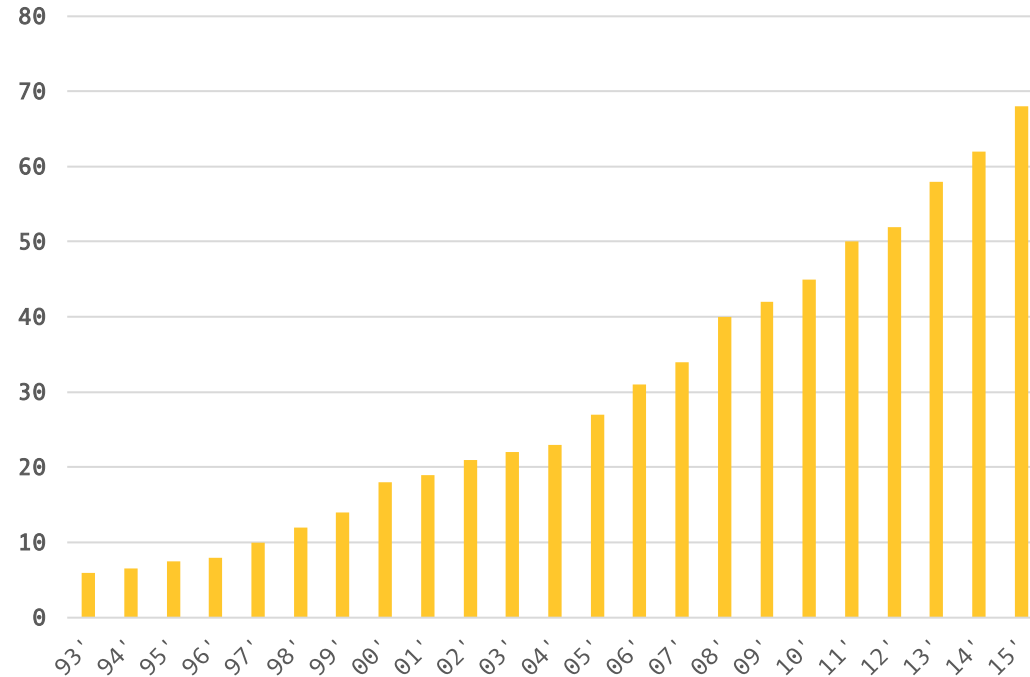
“Careers” quickly feel like jobs



And college is an increasingly difficult investment to justify

Add it up

Total education debt of students and parents per graduating class, in billions



“College is now a calculated risk, not a game-changer like it used to be.”

There's uncertainty as a result

How sure are you that this next step will provide the potential to make significant impact and achieve all you want?

% Unsure

Going to college

47

Going to tech or trade school

62

Getting a new full-time job

60

Continuing with my current full-time job

68

**The U.S. Army can be
a powerful solution
to the Impact Gap for
high-quality prospects**

How?

How do we transform a prospect's perception of the U.S. Army?



**Differentiating
U.S. Army
truth**

**Compelling,
modern
context**

DIFFERENTIATING
U.S. ARMY TRUTH

“Only the Army
has what it
takes to
tackle the
world’s most
impossible
challenges.”



No other organization can match the U.S. Army

Diversity

Values

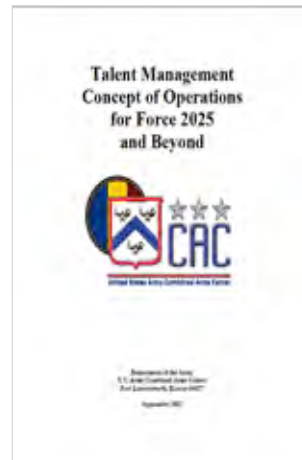
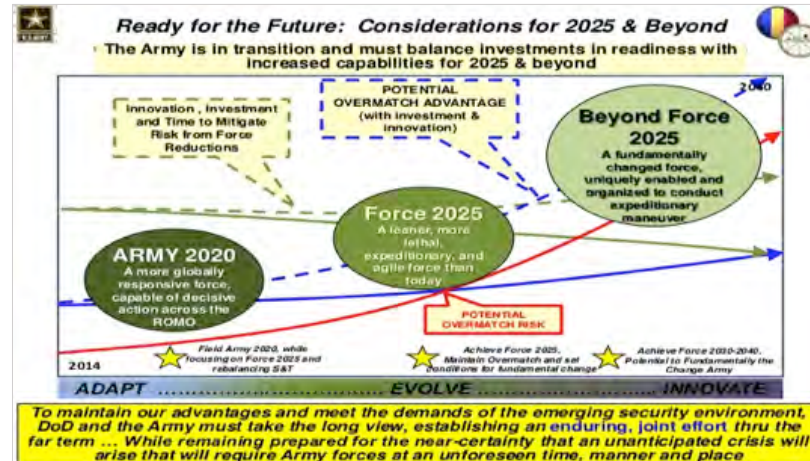
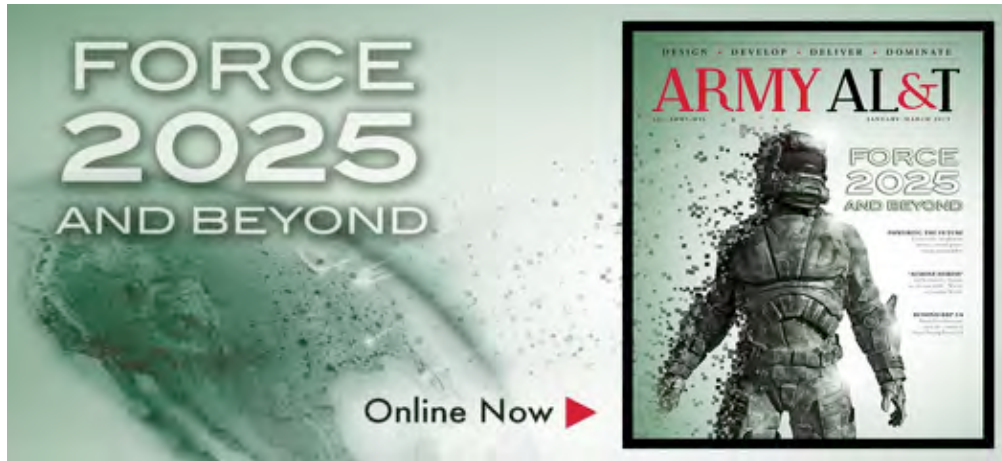
Scale

Skills

Impact



No other organization is preparing for the future like the U.S. Army



No other role makes the impact of a U.S. Army Soldier

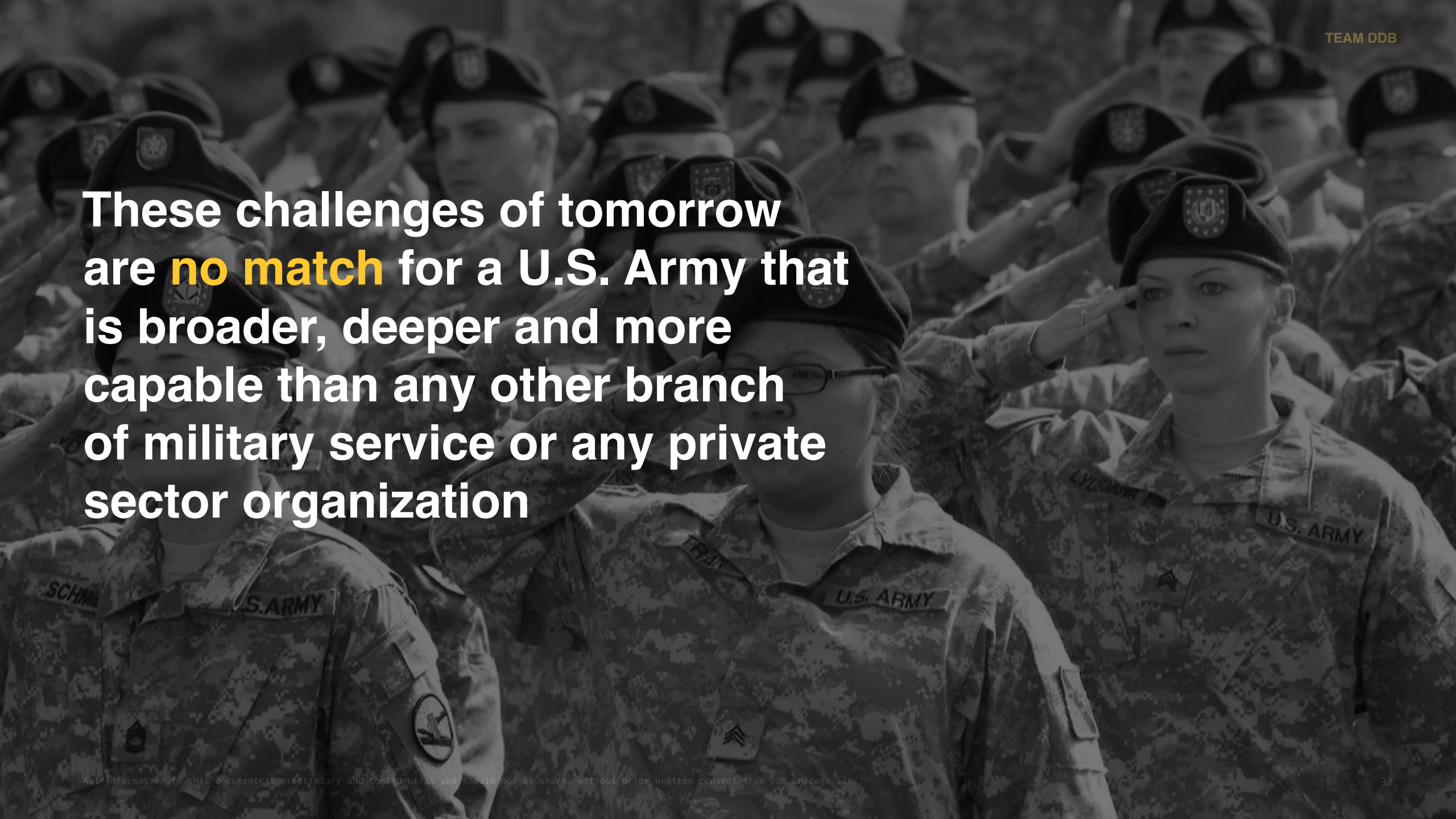


COMPELLING MODERN CONTEXT

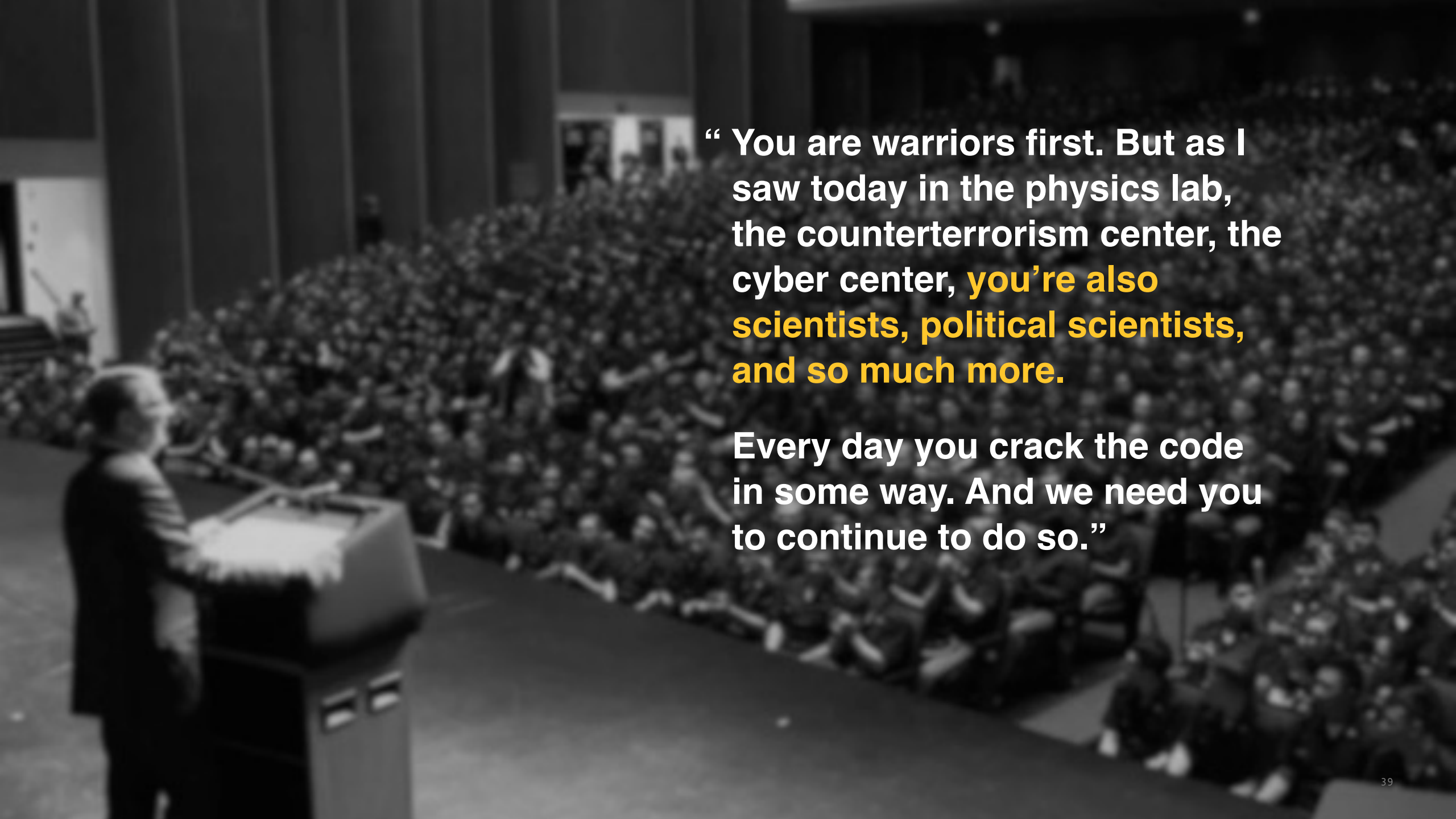
TOMORROW'S "IMPOSSIBLE CHALLENGES"

- Engage new enemies across the globe
- Defeat the growing spread of terrorism
- Protect against cyber attacks
- Develop breakthrough technologies
- Eradicate new diseases
- Build and rebuild diplomatic relations
- Engineer entirely new infrastructure
- Rescue those increasingly in nature's path
- Train for unforeseen challenges





These challenges of tomorrow
are **no match** for a U.S. Army that
is broader, deeper and more
capable than any other branch
of military service or any private
sector organization

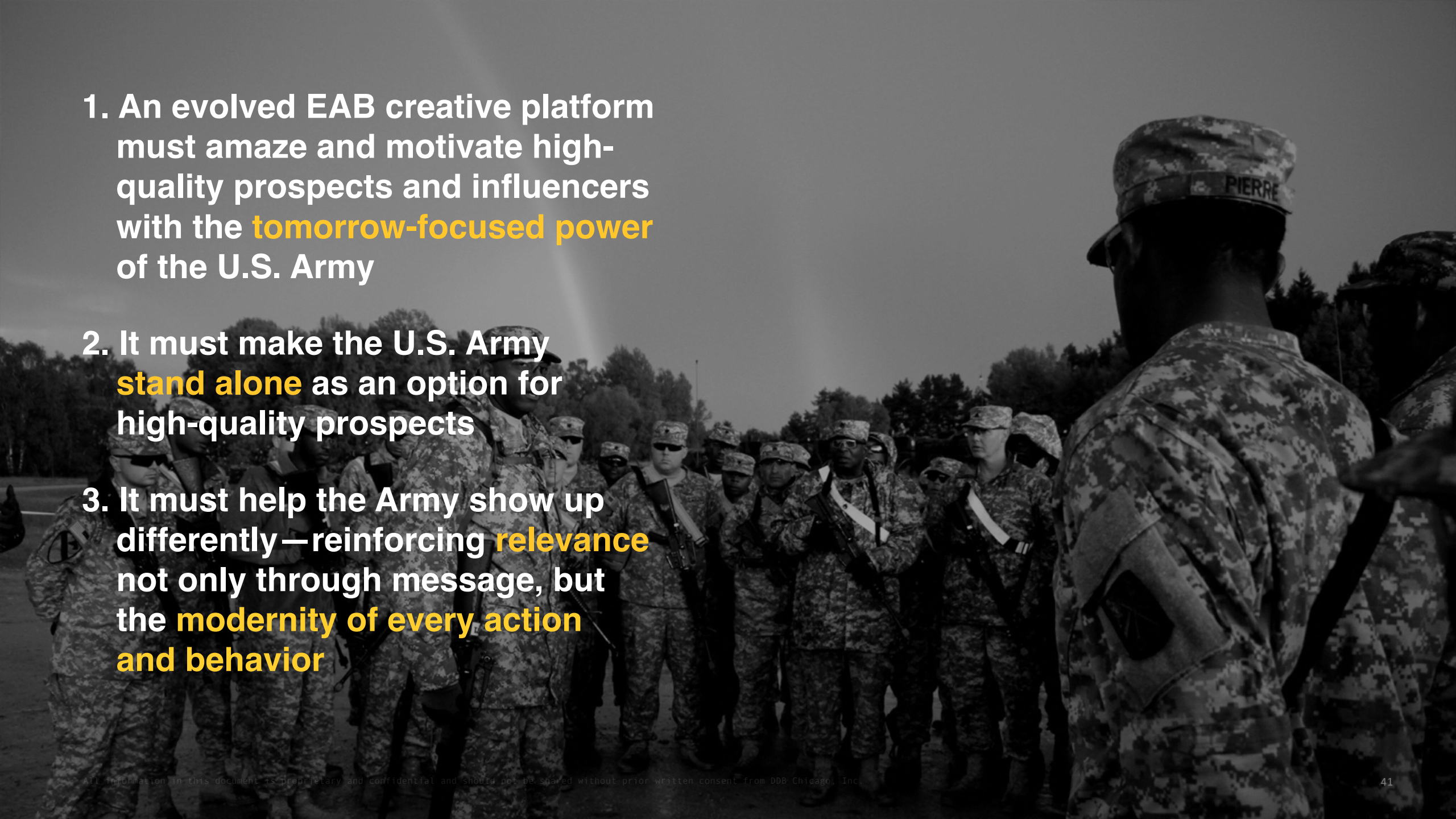


“ You are warriors first. But as I saw today in the physics lab, the counterterrorism center, the cyber center, **you’re also scientists, political scientists, and so much more.**

Every day you crack the code in some way. And we need you to continue to do so.”

U.S. ARMY BRAND CONVICTION (STRATEGIC IDEA):

**Only the U.S. Army fights
to tackle tomorrow's
toughest challenges**



1. An evolved EAB creative platform must amaze and motivate high-quality prospects and influencers with the **tomorrow-focused power** of the U.S. Army

2. It must make the U.S. Army **stand alone** as an option for high-quality prospects

3. It must help the Army show up differently—reinforcing **relevance** not only through message, but the **modernity of every action and behavior**

OUR CREATIVE APPROACH

TOMORROW TAKES AN ARMY



RELEVANCE FILTERS

- **Diversity of people and challenges**
- **Leaning in to future perspective**
- **Technology first**
- **Individual impact + scale = solving problems**
- **Broaden the fronts where we fight and the enemies we combat**
- **Tone**
- **Editing for energy**
- **Music**
- **Typography**
- **Channel / event selection—
how and where we show up**

OUR APPROACH

Aspiration

**Help prospects see the
U.S. Army differently**

Motivation

**Help prospects see
themselves in the U.S. Army**

Warriors of Tomorrow

ACTIVE



TOMORROW TAKES
AN ARSENAL OF WEAPONS
AGAINST HATE.

1 800 USA ARMY

GOARMY.COM

TOMORROW
TAKES AN ARMY



ACTIVE

TOMORROW TAKES SOLDIERS
ON THE FRONT LINES
OF TECHNOLOGY.

1 800 USA ARMY GOARMY.COM

TOMORROW
TAKES AN ARMY



ACTIVE

TOMORROW TAKES
PILOTS WHO NEVER
LEAVE THE GROUND.

TOMORROW
TAKES AN ARMY



1 800 USA ARMY

GOARMY.COM

ACTIVE

TOMORROW TAKES
DEFENSE BY LAND, SEA,
AIR AND CYBERSPACE.

1.800 USA ARMY

GOARMY.COM

TOMORROW
TAKES AN ARMY



ACTIVE

TOMORROW TAKES
PURPOSE AND TURNS IT
INTO PROGRESS.

1.800 USA ARMY

GOARMY.COM

TOMORROW
TAKES AN ARMY



RESERVE

TOMORROW TAKES
WHAT YOU CAN GIVE.
AND MULTIPLIES IT.

1.000 USA ARMY

GOINTHEREERVE.COM

TOMORROW
TAKES AN ARMY



RESERVE

TOMORROW TAKES
BACK-UP THAT KNOWS
HOW TO LEAD.

1.800.USA.ARMY

GOARMYRESERVE.COM

TOMORROW
TAKES AN ARMY



Million Eyes—Reserve

Frontlines

The image is a collage of several photographs showing suburban houses with solar panels. The central focus is a large, clear shot of a white house with a dark roof, featuring a large array of blue solar panels. Other houses with similar architecture and solar installations are visible in the background and foreground, creating a sense of a widespread trend. The text 'TOMORROW TAKES AN ARMY' is overlaid on the left side of the central image in a bold, yellow, sans-serif font. In the bottom right corner of the central image, there is a U.S. Army logo consisting of a yellow star inside a black square, with the text 'U.S. ARMY' below it.

**TOMORROW
TAKES AN ARMY**





TOMORROW TAKES AN ARMY



A white agricultural plane is flying over a lush green field, spraying a fine mist of white liquid across the crops. The plane is viewed from the front, showing its wings and landing gear. In the background, there are green trees and a clear blue sky.

**TOMORROW
TAKES AN ARMY**





**TOMORROW
TAKES AN ARMY**



Lab of Tomorrow

An interactive, multi-sensory futuristic dome, highlighting the innovation and technology of the U.S. Army.



OUR APPROACH

Aspiration

**Help prospects see the
U.S. Army differently**

Motivation

**Help prospects see
themselves in the U.S. Army**

Resulting Benefits

ACTIVE PROSPECTS

The diverse opportunities to impact tomorrow

RESERVE PROSPECTS

The ability to impact tomorrow while maintaining a civilian life

INFLUENCERS

Assurance that their son or daughter is making a quality decision for their future

Career Day

A career day where a diverse group of professionals share an experience that gave them the skills and training to prepare for tomorrow.

TTAA Corp.

An intriguing, unbranded campaign that will attract the low propensity, high-quality prospects the U.S. Army requires to tackle the impossible challenges of tomorrow.



FAST COMPANY

Thousands apply for the opportunity to change the world.



TTAA is looking for candidates with an interest in creating cutting-edge cures on the forefront of medicine.

GitHub

TTAA is looking for candidates with computer skills able to take on the world's most challenging cyber issues.



TTAA is looking for candidates to create the thinnest solar panels known to mankind.

Overview

Jobs

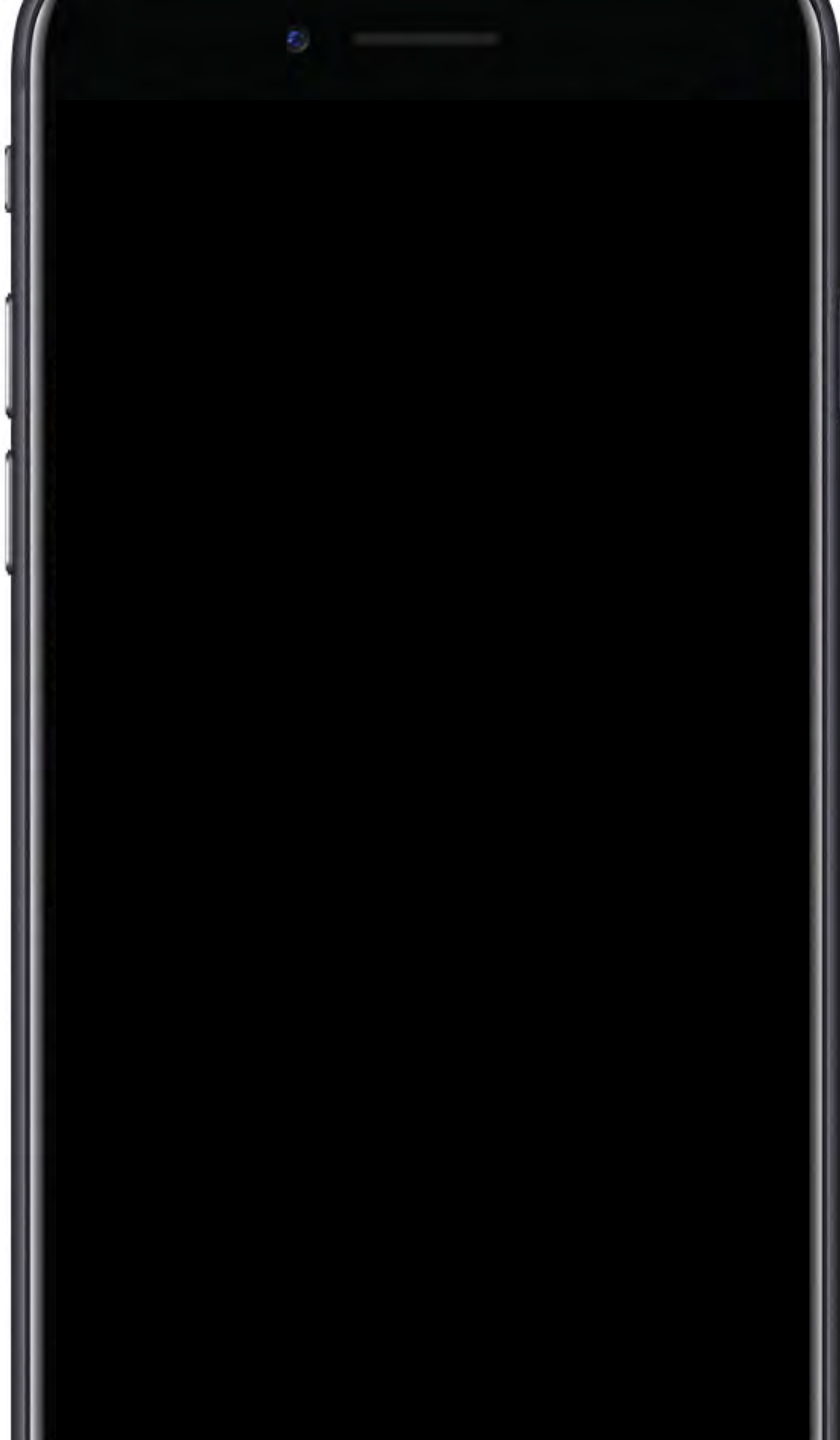
Projects



A piece of paper is 100,000 nanometers thick; our solar cells are a few hundred nanometers. And we also made them less expensive to produce.



TTAA touches down at every natural disaster site to create maps of the most effective aide routes in real time.



Tomorrow Takes You

A digital, social and out-of-home campaign that features our most valuable assets, our recruits.

Tomorrow Takes You

Upon the launch of the Tomorrow Takes an Army campaign, we'll begin creating a database of imagery that celebrates every single new Army recruit, highlighting their commitment to the Army and to tomorrow.



Reserve

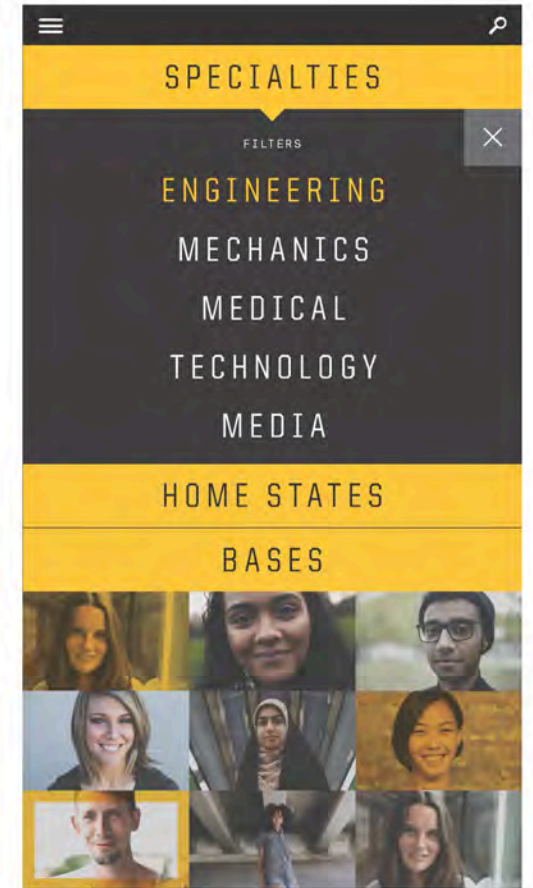
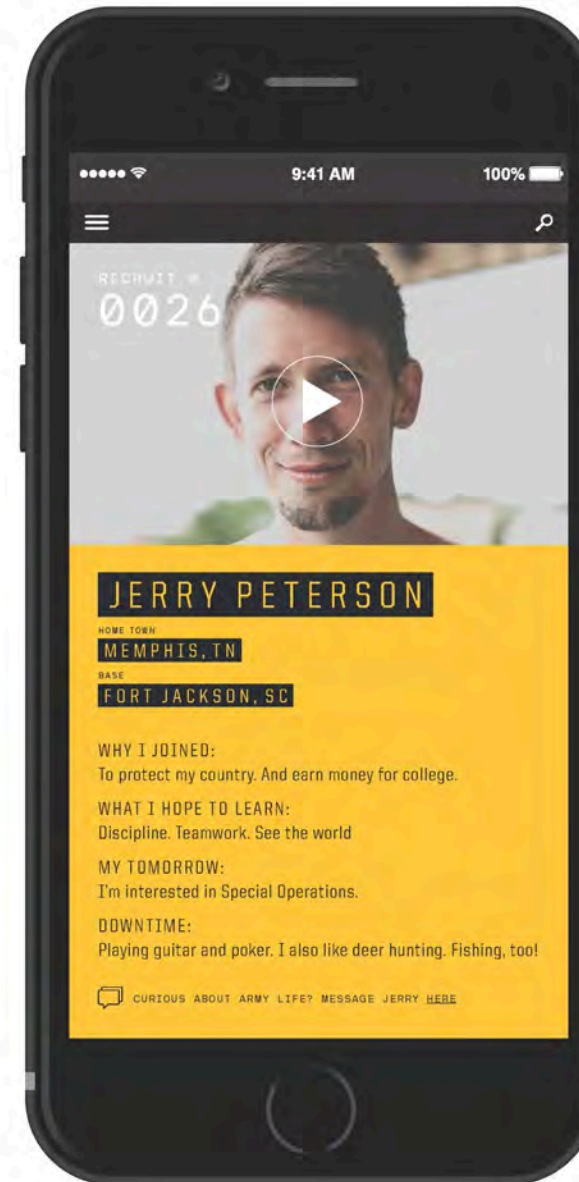
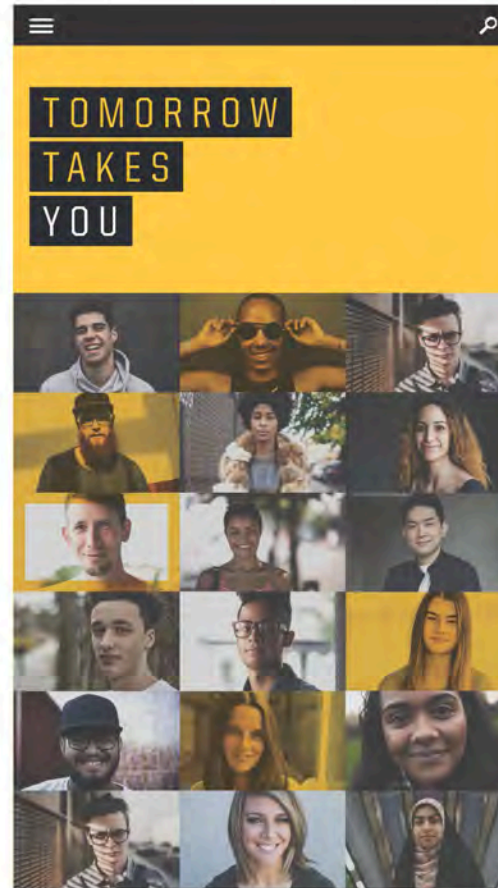






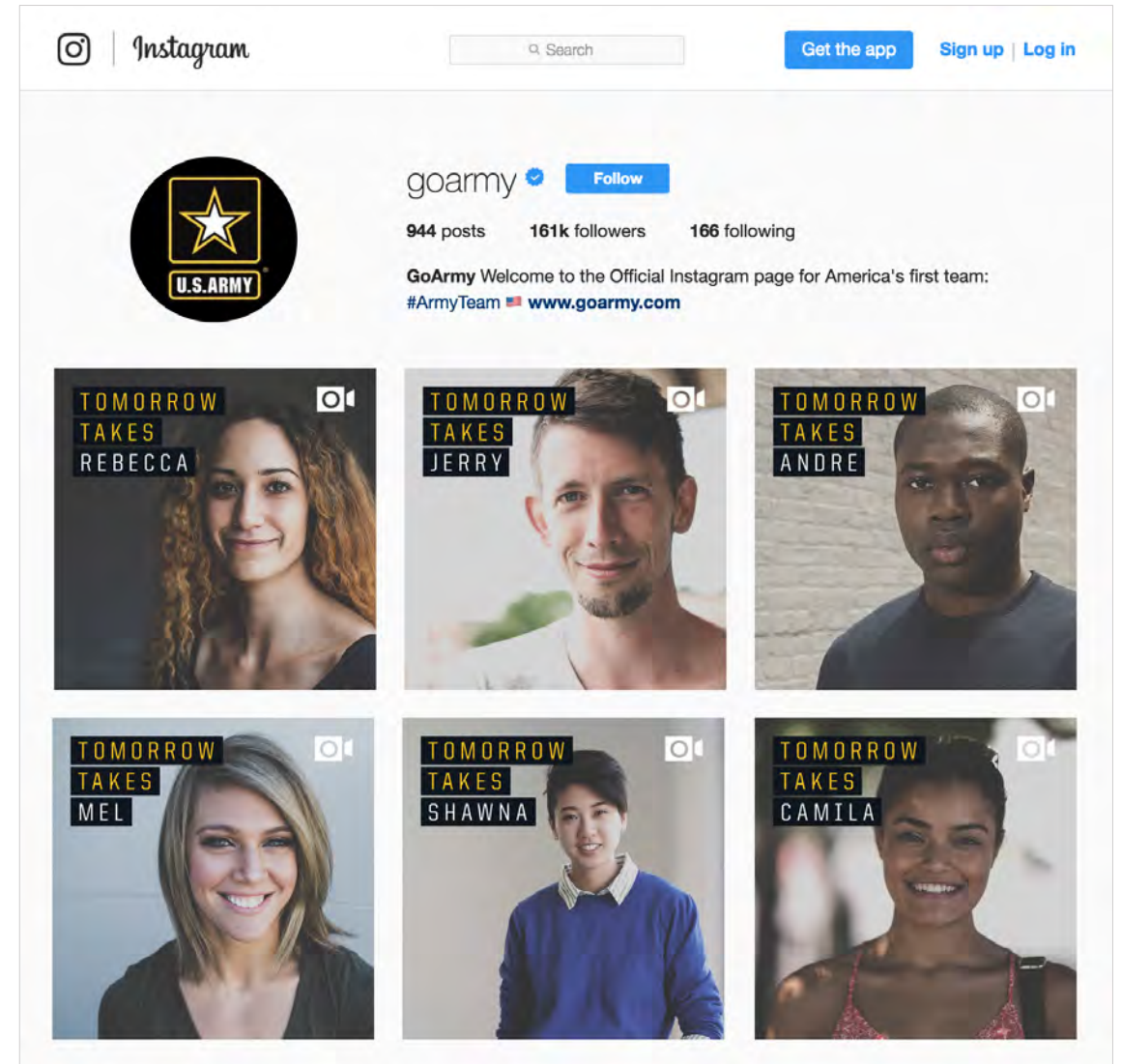
Tomorrow Takes You

New recruit page on
GoArmy.com



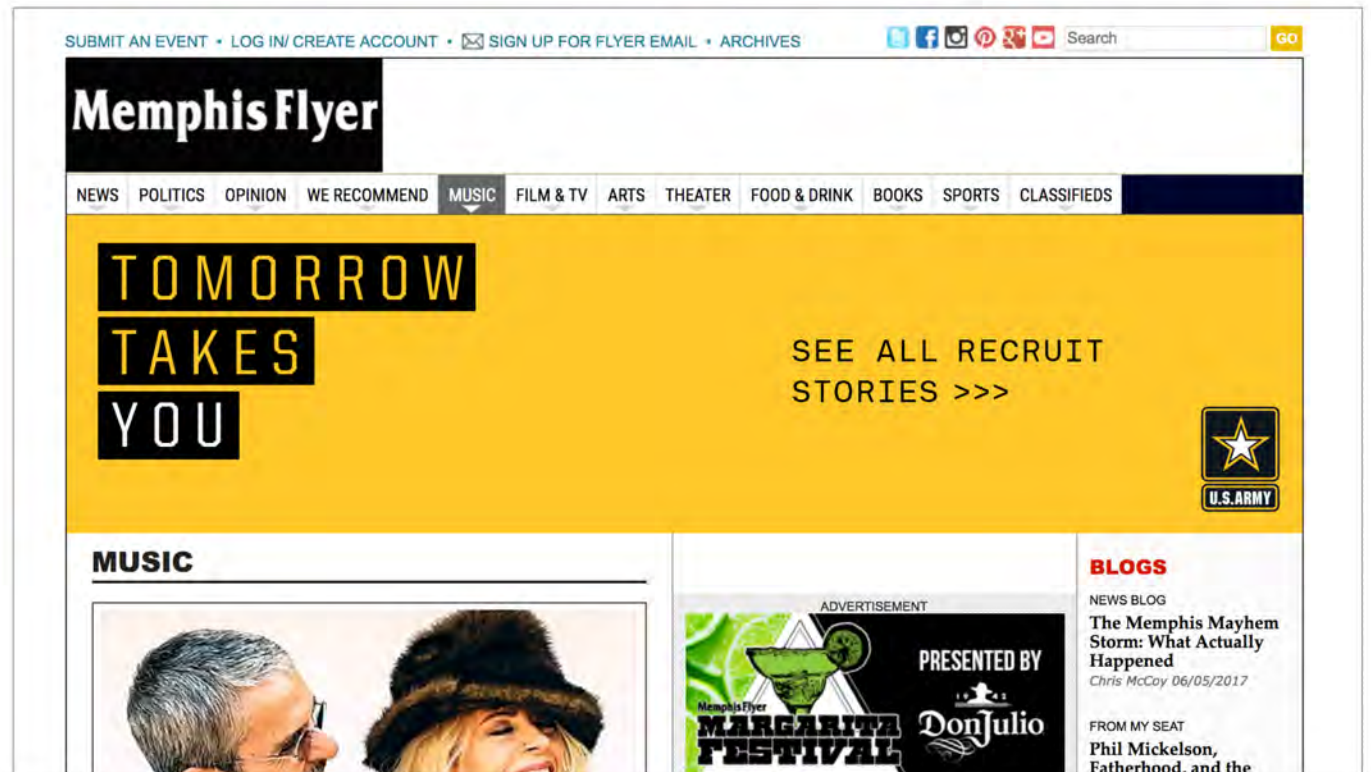
Tomorrow Takes You

Our Tomorrow Takes You videos will be used on the U.S. Army's social media accounts.



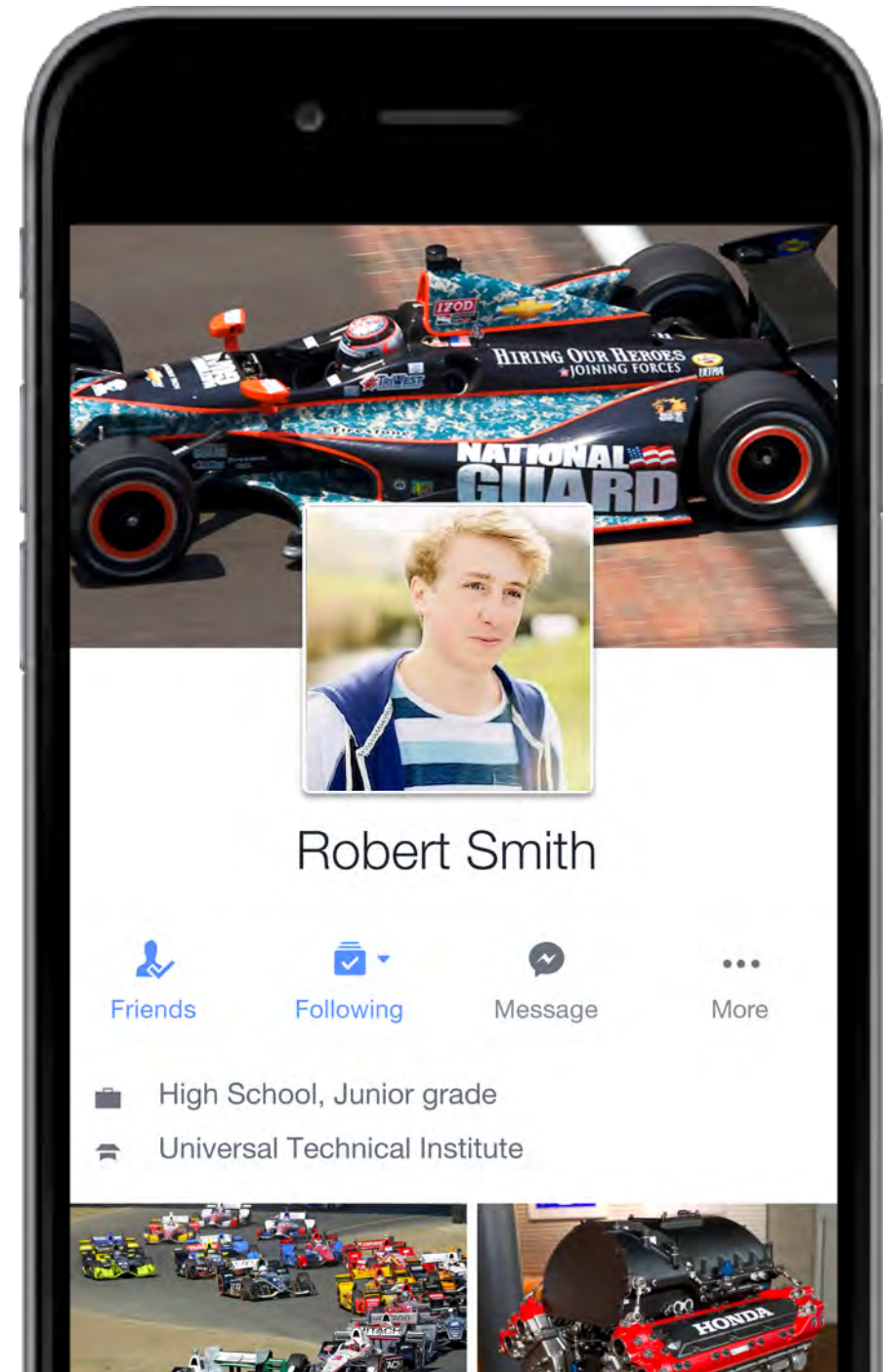
Tomorrow Takes You

We'll target media to speak to potential recruits on a local level.



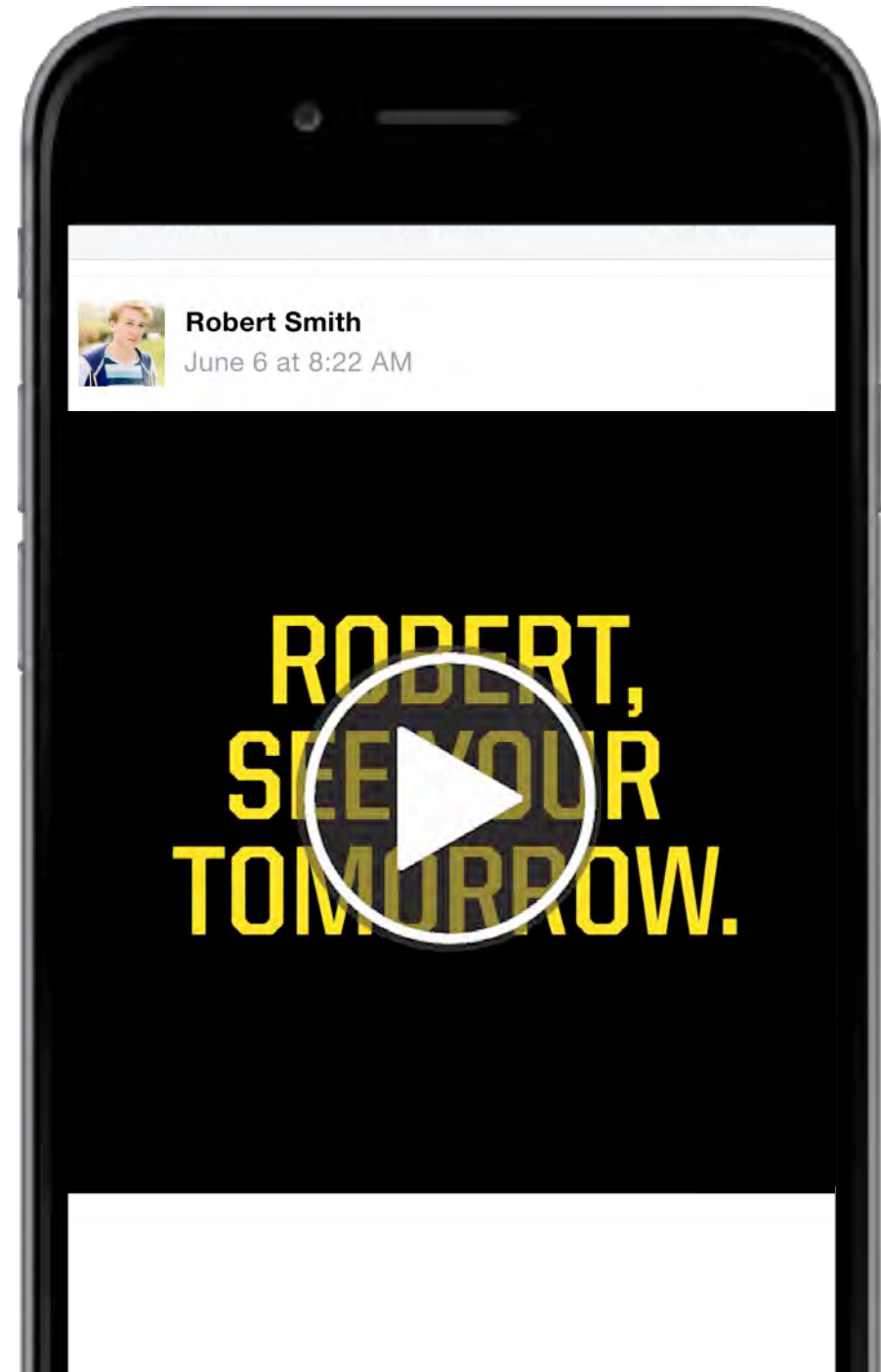
See Your Tomorrow

A personalized Facebook video shows potential recruits that the person they are today can greatly impact the world tomorrow.



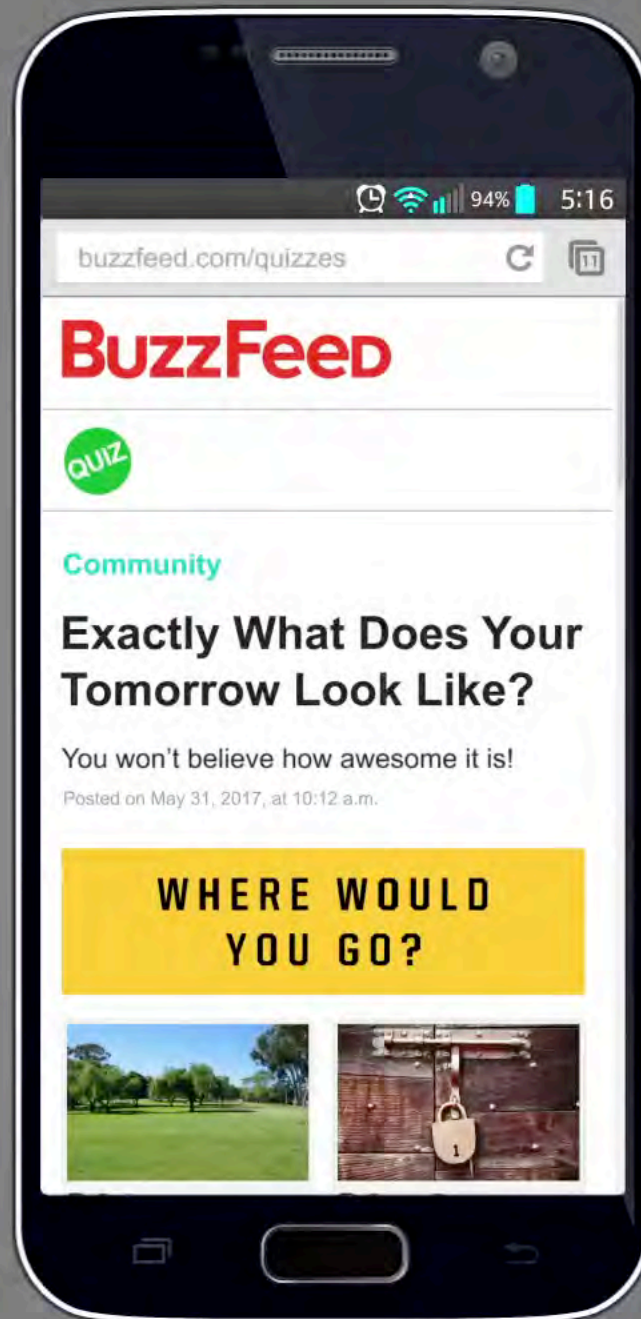
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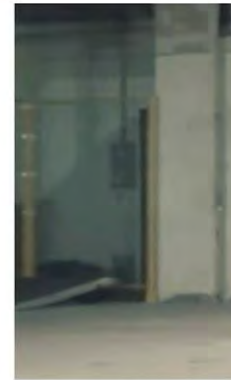
What's Your Tomorrow Quiz

A visual multiple choice quiz will help recruits discover what MOS is right for them.



360° Tomorrow

Use 360-degree videos to tell real stories from the POVs of actual Soldiers. We'll highlight stories ranging from life on an Army base to the development of a cure for the Zika virus to a paratrooper doing a 5,000-foot drop.



army technology video



← 360 video →



army humanitarian video



YouTube



REAL LIFE IRON MAN

U.S. Army

0:37 / 1:10

The Army's real life 'Iron Man' suits

GOARMY.COM

Subscribe 2M

449,875 views

YouTube




CONQUERING ZIKA

U.S. Army Fighting Zika 360 Video

GOARMY.COM

12,475 views

YouTube



THE BASE LIFE

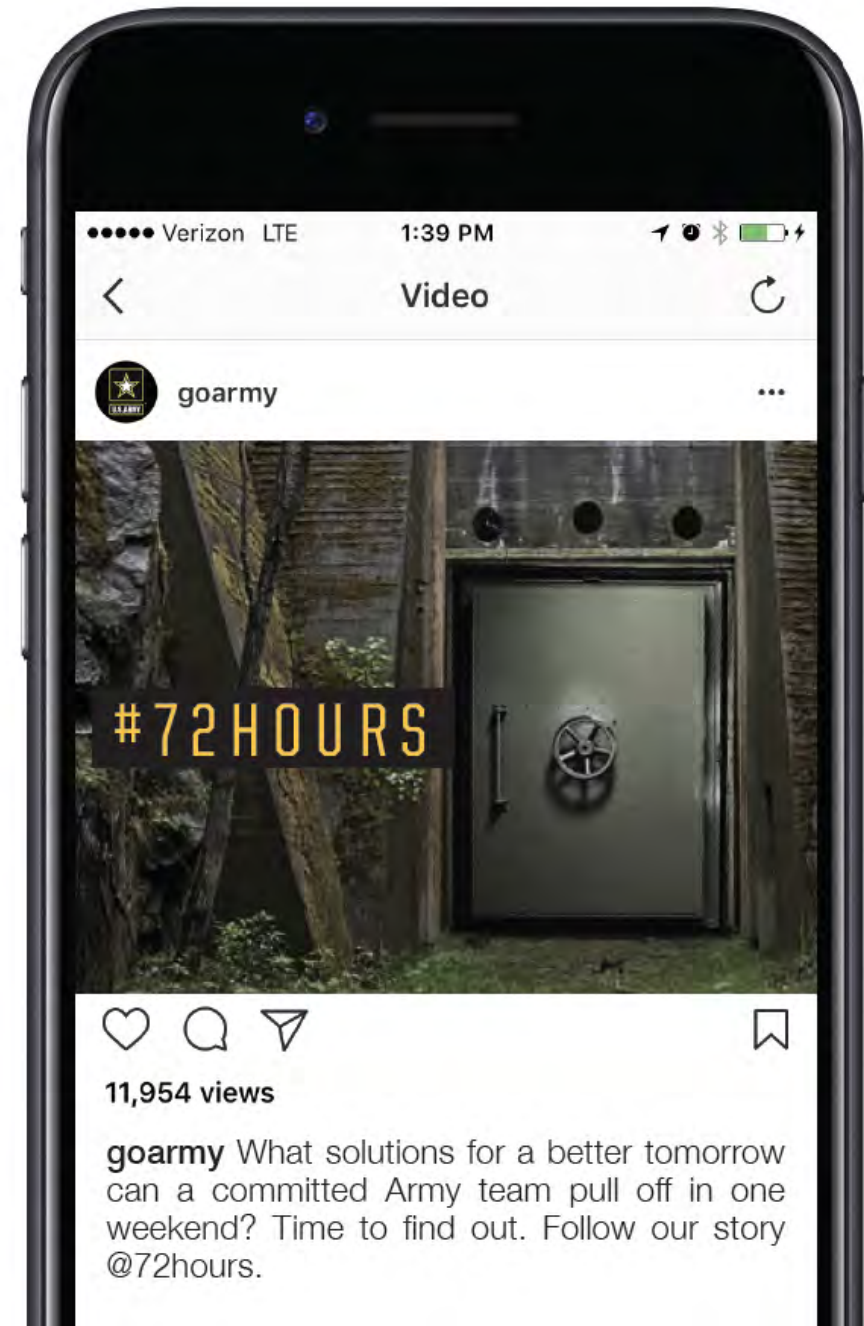
U.S. Army Base Life 360 Video

GOARMY.COM

43,475 views

#72HOURS

What solutions for a better tomorrow can a committed Army team pull off in a short amount of time? Let's find out.



#72HOURS

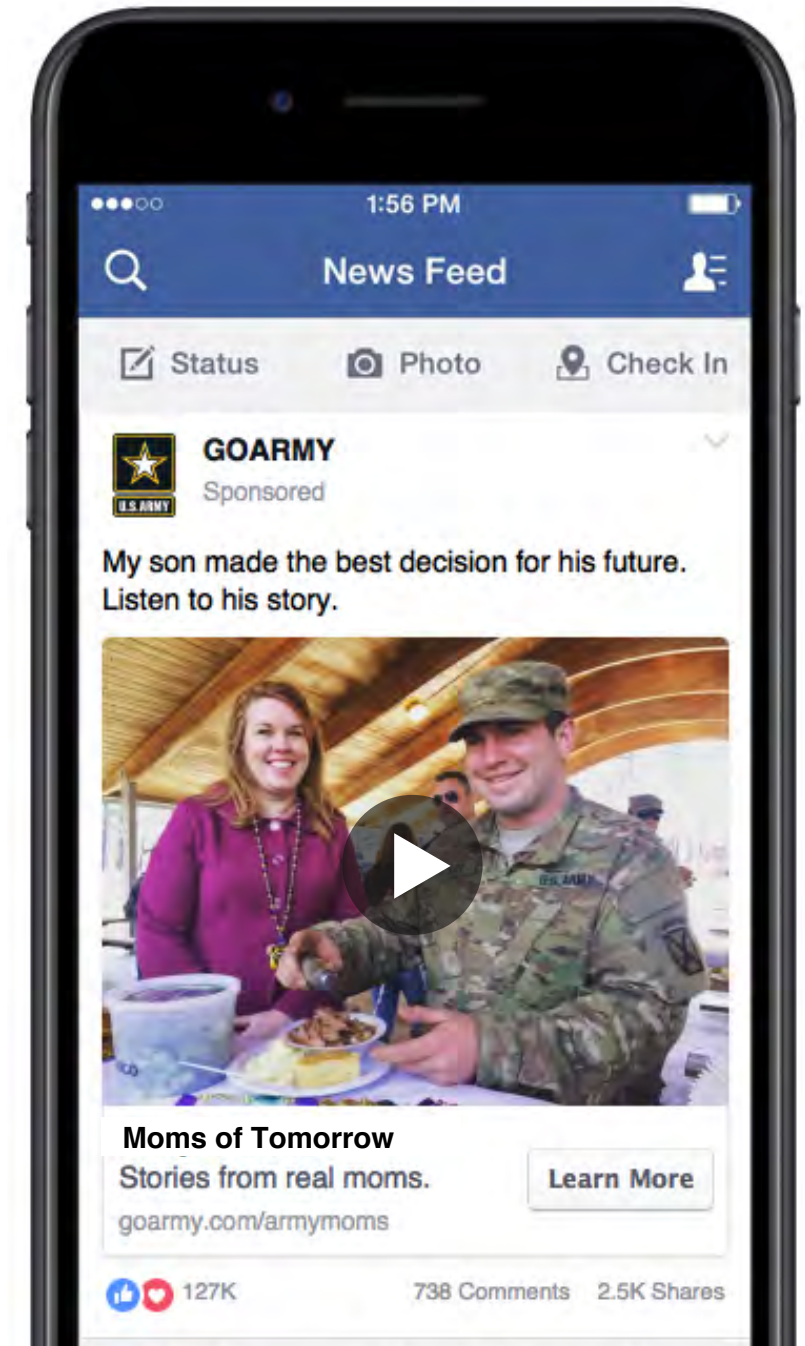
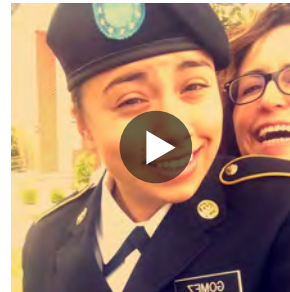
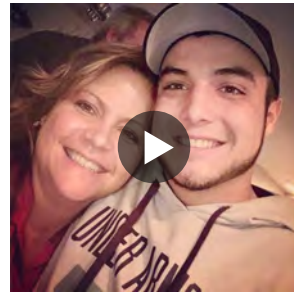
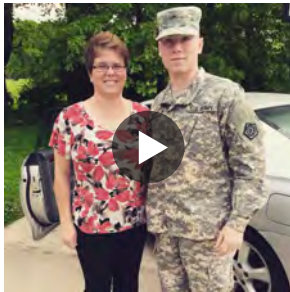
We place a group of Army reservists, along with innovators, subject matter experts, and other U.S. Army personnel, in blackbox isolation to try to help solve issues of global importance.

When the doors reopen after 72 hours, the unit reveals the work it has done and the surprising amount of impact that can be made in a limited amount of time. As a series of executions targeted toward prospective reservists, it illustrates how a part-time commitment can translate to big-time, tomorrow-transforming results.



Moms of Tomorrow

We'll showcase heartwarming testimonials of the parents of our U.S. Army soldiers through sponsored content. These proud parents will share stories about the promising tomorrows of their kids because of the U.S. Army.



TOMORROW TAKES AN ARMY



Validation and optimization:

The “Tomorrow Takes an Army” platform shows strong potential to perform at a higher level than the current EAB

Which idea makes you most interested in considering the U.S. Army? (% by cohort)	Tomorrow Takes an Army	Join the Team That Makes a Difference
Total 17- to 24-year-olds	56	44
“Definitely / Probably Will” U.S. Army Propensity	59	41
“Probably Not” U.S. Army Propensity	57	43
“Definitely Not” U.S. Army Propensity	55	45
African American	58	42
Hispanic	51	49
Academic Leaders	55	45

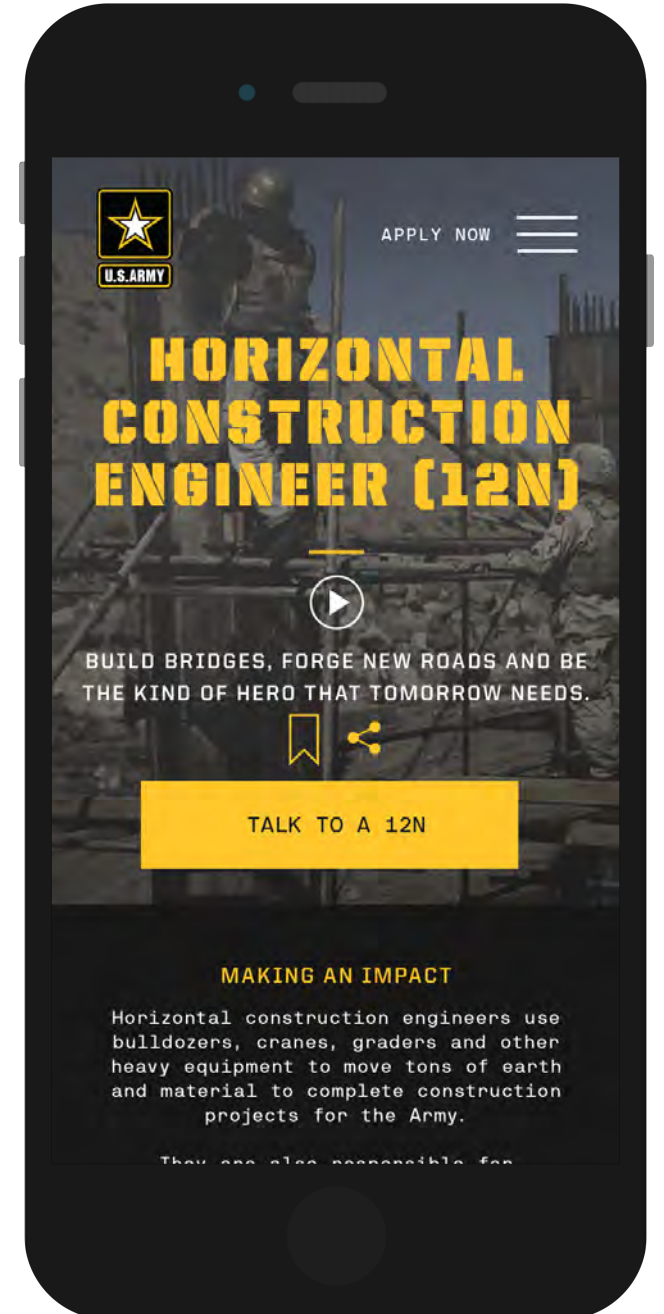
Among: 17- to
24-year-old
prospects

GoArmy.com

Refined experience

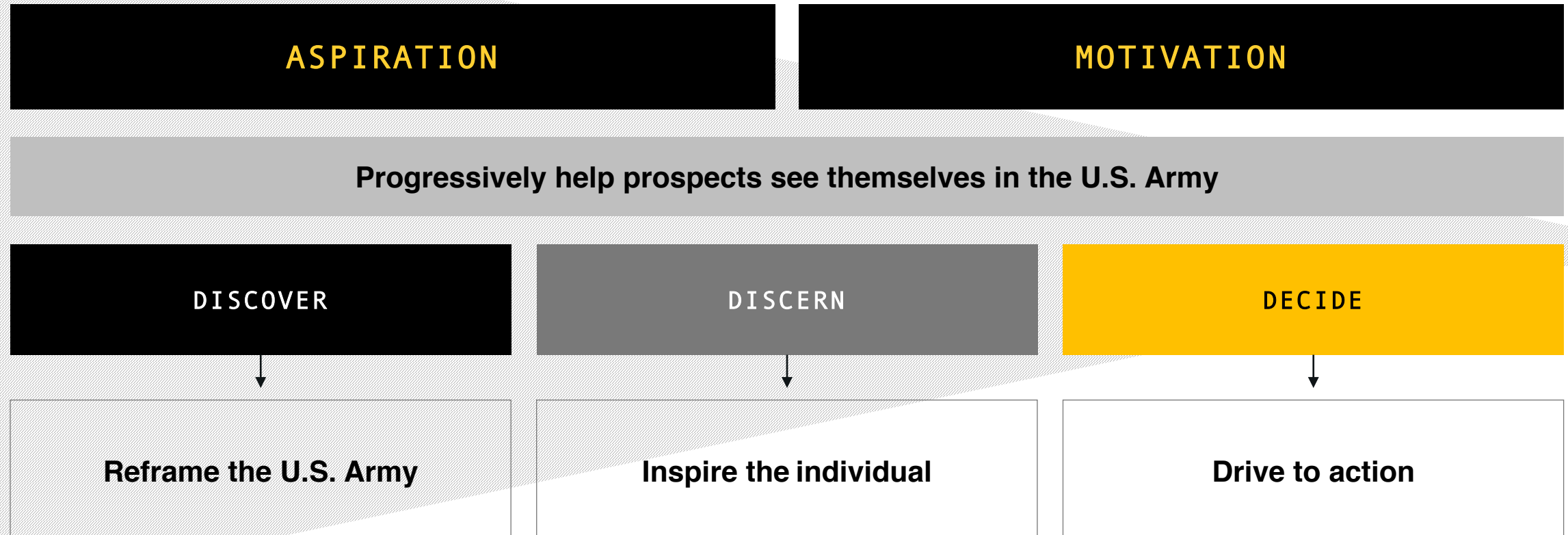
Our guiding pillars for a modern web experience:

- Streamlined
- Guided
- Agile
- Contextual
- Adaptive



PROGRESSIVE INTELLIGENCE: ACTIVATE AND AMPLIFY

Driving relevance through the journey



Turning data into action



Prospect Intelligence

- Media performance
- Cultural insights
- Macroeconomic data
- Primary and syndicated research
- Behavioral data



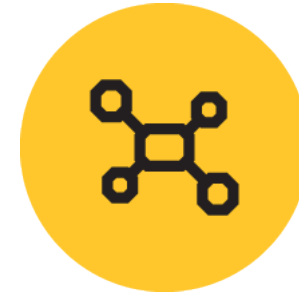
Prospect Journey

- Barriers
- Motivations
- Apathy and influence
- Priority channels
- Content opportunities



Experience Strategy

- Channel strategy
- Content strategy
- Service design
- Comms systems
- Emerging technologies



Experience Plan

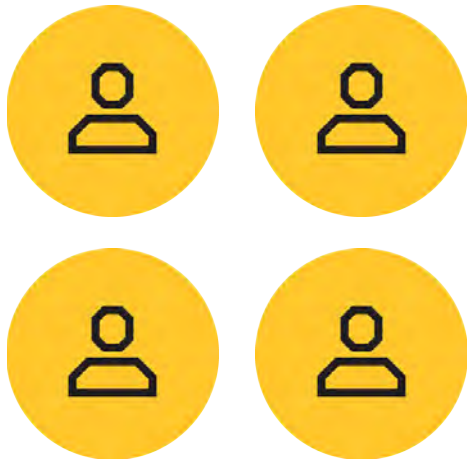
- Targeting strategy
- Advanced modeling
- Reach, frequency and sequencing
- Adtech and martech
- Measurement, data and analytics

Applying advanced data for a more personalized journey

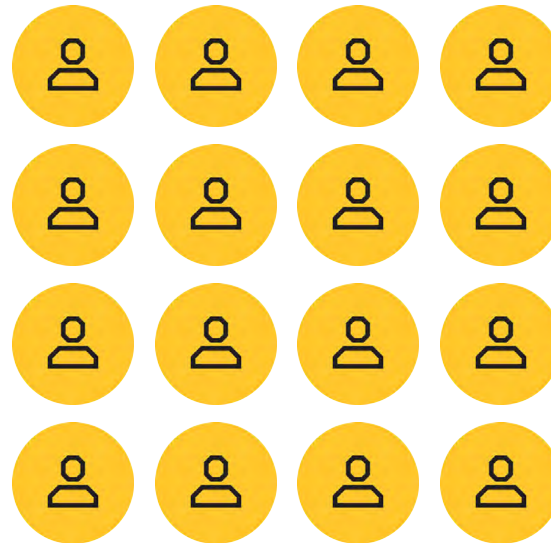
PERSONAS

PERSONS

Segment-based personas



Behavior-based personas



1:1 Media / message delivery

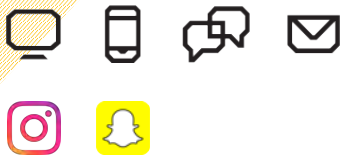


Active U.S. Army persona



Robert

Age: 17
Junior in High School
GPA: 3.2
Chantilly, VA



STORY

With graduation coming fast, my friends and family are asking me what I am going to do. And honestly I am not sure. I'm a pretty good student and love science and math, so maybe something like being an electrician, mechanic or maybe something linked to computers. I like the idea of college or even traveling, but not sure how I would pay for it. I have a friend who is thinking about military, but what if I get deployed? I definitely want a solid career where I can do something I am good at, that has purpose and I can earn a decent income.

GOALS AND NEEDS

I want a solid career path

I want to have a purpose

I want college fees paid for

I want to travel the world

INTERESTS



BARRIERS

DISCOVER

- Don't understand the opportunities and impact
- Don't believe people "like him" join the U.S. Army
- Little military connection
- Uninspired by the U.S. Army

DISCERN

- Unclear understanding of the jobs and benefits available
- Unclear on the quality of life / what it takes to serve
- Unclear understanding of what the U.S. Army could lead to

DECIDE

- Don't understand the recruitment process
- Don't understand how to get preferred job / placement
- Mental / physical readiness
- Leaving friends / family

MOTIVATIONS

- Leaving their mark on the world
- Looking to belong
- Making and saving money
- Personal relationships

Active U.S. Army persona



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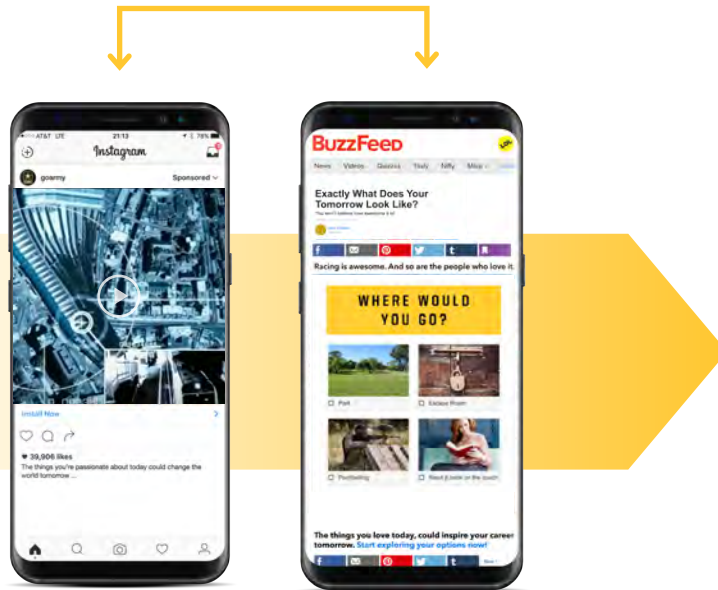
MOTIVATIONS

- **Leaving their mark on the world**
- Looking to belong
- Making and saving money
- Personal relationships

Active U.S. Army journey

DISCOVER

Understand the opportunities and impact of the U.S. Army



- | | | |
|----------------|---|----------------------------|
| Tactic | U.S. Army
Instagram post | BuzzFeed
native content |
| Content | Contextually relevant interest -based,
MOS, day-in-the-life content | |
| Data | Device, search data, off-site
browsing activity, interests | |

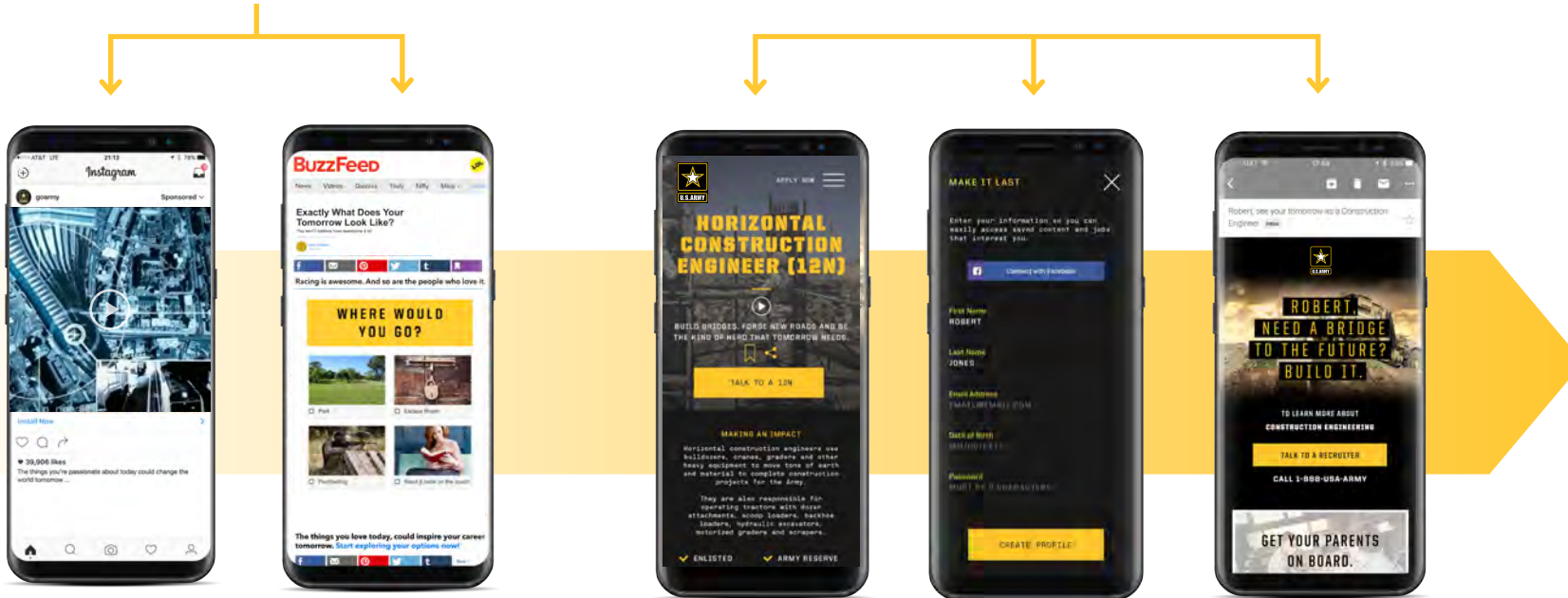
Active U.S. Army journey

DISCOVER

Understand the opportunities and impact of the U.S. Army

DISCERN

Understand the job and benefits of the U.S. Army



Tactic U.S. Army
Instagram post

BuzzFeed
native content

GoArmy.com
MOS landing page

Simplified data
collection page

Triggered EM –
prospect nurture

Content Contextually relevant **interest**-based,
MOS, day-in-the-life content

Educational content and progressive profiling

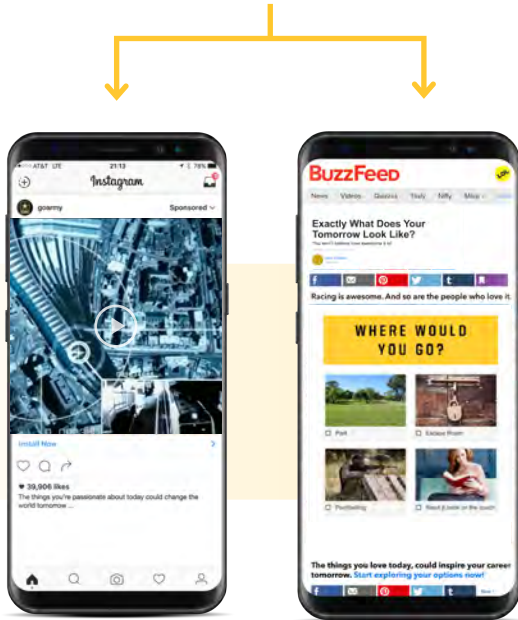
Data Device, search data, off-site
browsing activity, interests

On-site browsing activity, bookmark, content
shares, bounce rates, name, location, email

Active U.S. Army journey

DISCOVER

Understand the opportunities and impact of the U.S. Army

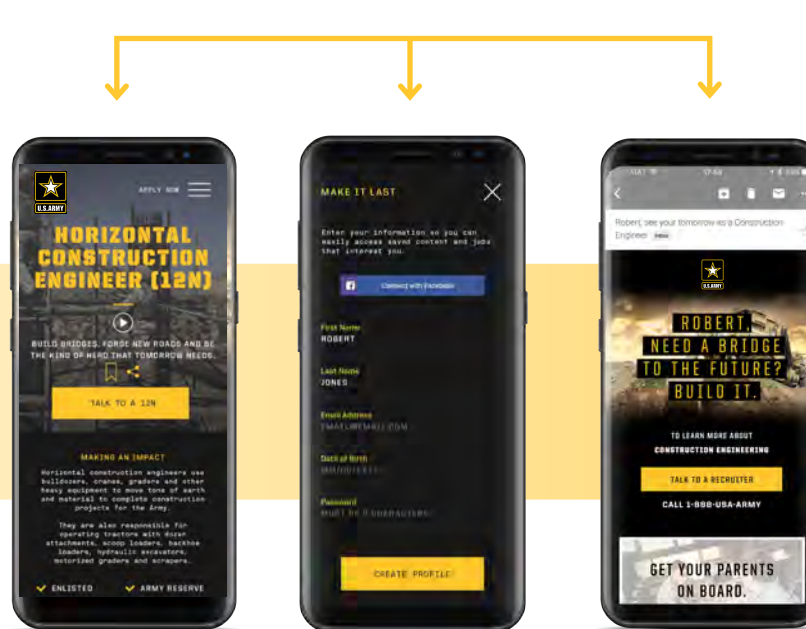


Tactic U.S. Army Instagram post

BuzzFeed native content

DISCERN

Understand the job and benefits of the U.S. Army



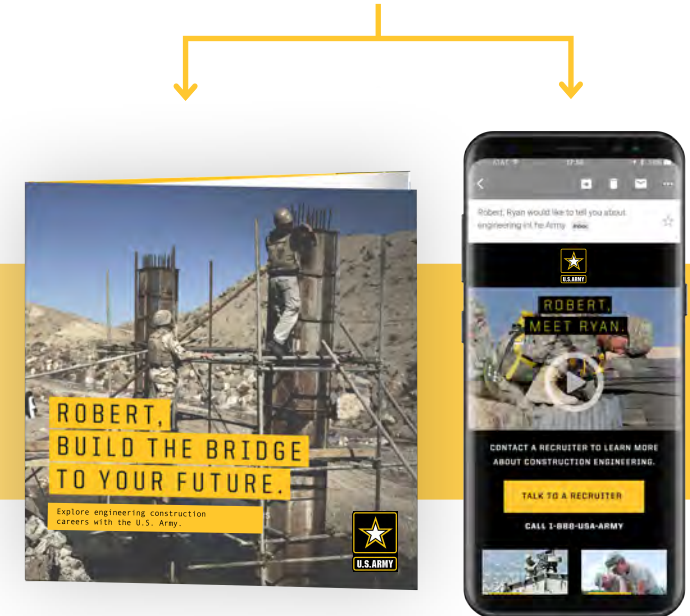
GoArmy.com MOS landing page

Simplified data collection page

Triggered EM – prospect nurture

DECIDE

Understand the recruitment process



Triggered MOS DM—prospect nurture

Follow-up variable EM

Content Contextually relevant **interest**-based, MOS, day-in-the-life content

Educational content and progressive profiling

Practical specifics on serving and recruitment process

Data Device, search data, off-site browsing activity, interests

On-site browsing activity, bookmark, content shares, bounce rates, name, location, email

Phone number, address, EM delivery / engagement

Mom persona



Carol

Age: 46
Teacher
17-year-old son
Chantilly, VA



STORY

Robert is the center of my life. I've always taught him to think about "tomorrow" and to make the decisions that will set him up best for the future. Now that he is approaching the end of high school, I want him to make the right decision on what he is going to do for the rest of his life. Of course I want him to do something he loves, but most importantly something that will give him a long-term path for a solid career, with good benefits and an opportunity for him to worry less and experience more.

GOALS AND NEEDS

I want my son to be successful

I want my child to be safe

I want my family to be happy and healthy

INTERESTS



BARRIERS

DISCOVER

- Don't understand the opportunities and impact
- Don't believe people "like him" join the U.S. Army
- Little military connection

DISCERN

- Don't understand how the U.S. Army will facilitate his interests
- Understanding the true risks of the military

DECIDE

- Don't understand the pros and cons of serving
- Understanding where child will be deployed
- Understanding the health and education benefits

MOTIVATIONS

- Having child experience personal and professional fulfillment
- Raising healthy, respectful children
- Having child use their talents

Mom persona



Carol

Age: 46
Teacher
17-year-old son
Chantilly, VA



STORY

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- Raising healthy, respectful children
- Having child use their talents

Mom as influencer journey

DISCOVER

Understand the opportunities and impact of the U.S. Army



Tactic U.S. Army advocate engagement

Content Influencer Facebook posts

Data Interests and affinities, followers

Mom as influencer journey

DISCOVER

Understand the opportunities and impact of the U.S. Army



Tactic U.S. Army advocate engagement

Content **Influencer** Facebook posts

Data Interests and affinities, followers

DISCERN

Understand how the U.S. Army will facilitate his interests



Blog content

Blogs with links (paid or earned)

Referral source, session, next action

Mom as influencer journey

DISCOVER

Understand the opportunities and impact of the U.S. Army



Tactic U.S. Army advocate engagement

Content **Influencer** Facebook posts

Data Interests and affinities, followers

DISCERN

Understand how the U.S. Army will facilitate his interests



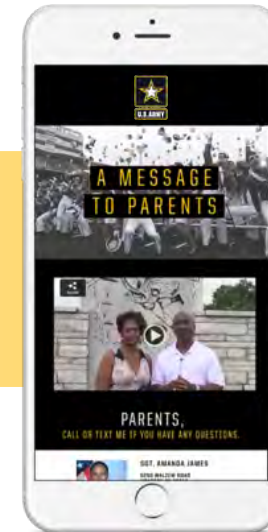
Blog content

Blogs with links (paid or earned)

Referral source, session, next action

DECIDE

Understand the pros and cons of serving



GoArmy.com mom content

Influencer and **family** content focused on specifics of serving and the recruitment process

On-site browsing activity, bookmark, content shares, bounce rates, name, location, email

U.S. Army Reserve persona



Sandra

Age: 23
Medical assistant
Young son
Chico, CA



STORY

I love what I do, especially the aspects of helping people that are in desperate need of help or need hope that they will feel better. I just wish I knew where this path will lead me and what opportunities I have for continuing education to provide a better life for my son. I didn't have a chance to complete my degree while also paying for childcare, but I feel the time is right. I have a supportive family and I know I can do more. I want my son to be proud of his mom and know I did all I could to make our tomorrow better.

GOALS AND NEEDS

I want to maintain my lifestyle

I want a solid career path

I want to make a mark on the world

I want financial freedom

INTERESTS



BARRIERS

DISCOVER

- Don't know the paths of service
- Don't believe people "like her" join the U.S. Army
- Little military connection
- Uninspired by the U.S. Army

DISCERN

- Unclear on what "part-time" commitment means
- Unclear on the quality of life in the Reserve (daily)
- Unclear understanding of the jobs / benefits

DECIDE

- Need assurance her family will support her decision
- Mental and physical readiness
- Unclear on the recruitment process
- Perception of being a "real soldier"

MOTIVATIONS

- Being a good role model
- Giving back
- Making money for a better life for my family

U.S. Army Reserve persona



Sandra

Age: 23
Medical assistant
Young son
Chico, CA



STORY

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MOTIVATIONS

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- Giving back
- Making money for a better life for my family

U.S. Army Reserve prospect journey

DISCOVER

Understand the paths of service



Tactic	Huffington Post native content
Content	Contextually relevant, interest -based, MOS content
Data	Device, search data, context, off-site browsing activity, interests

U.S. Army Reserve prospect journey

DISCOVER

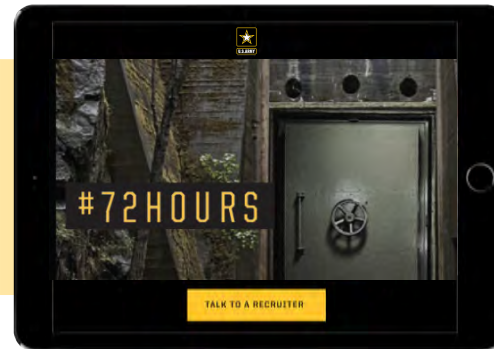
Understand the paths of service



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DISCERN

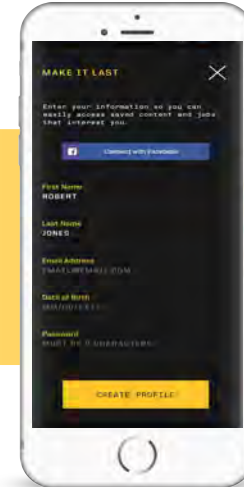
Understand what part-time means



GoArmyReserve.com landing page

Educational content and progressive profiling

On-site browsing activity, bookmark, content shares, bounce rates, name, location, email

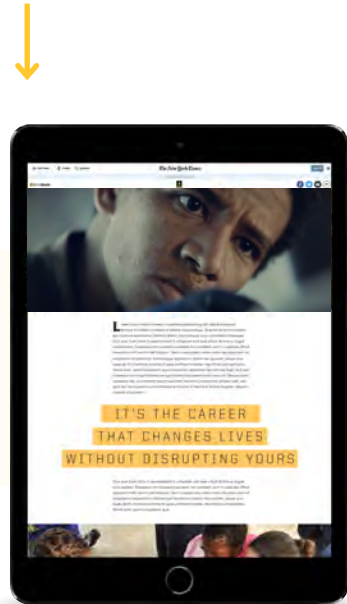


Simplified data collection page

U.S. Army Reserve prospect journey

DISCOVER

Understand the paths of service



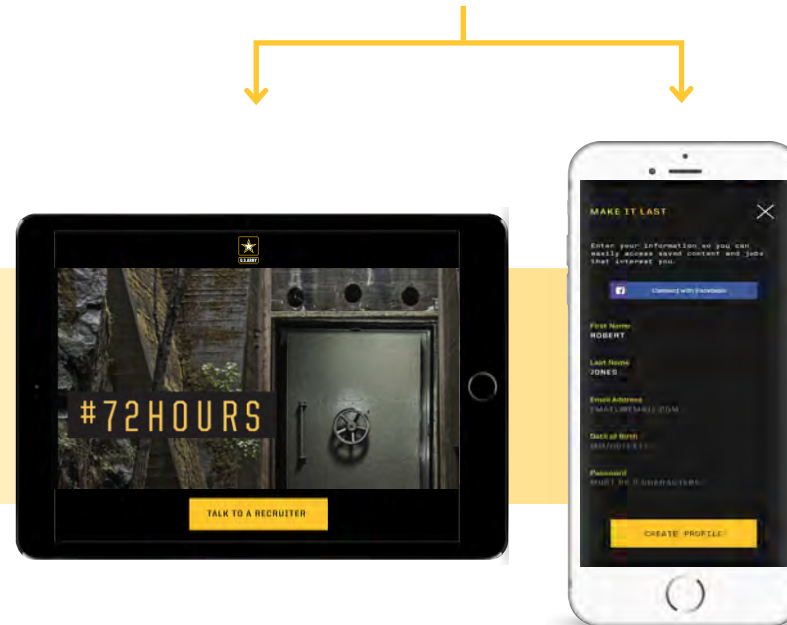
Tactic Huffington Post native content

Content Contextually relevant, **interest**-based, MOS content

Data Device, search data, context, off-site browsing activity, interests

DISCERN

Understand what part-time means



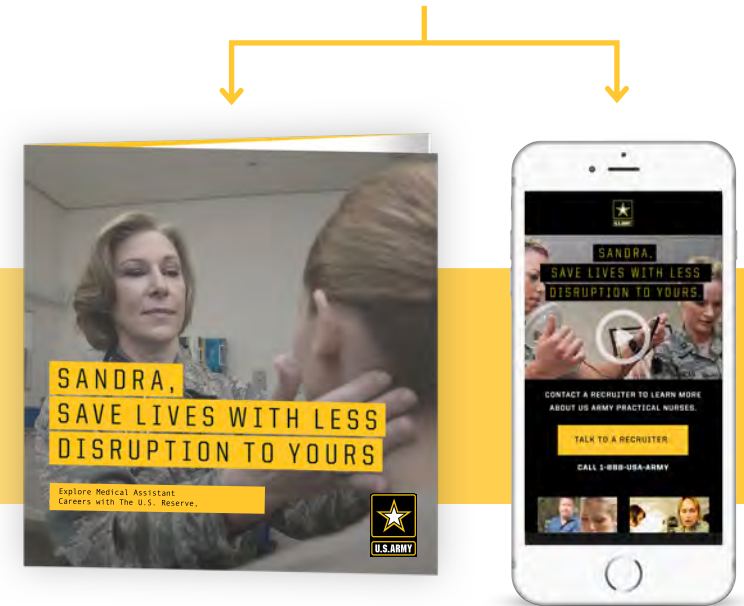
GoArmyReserve.com landing page

Educational content and progressive profiling

On-site browsing activity, bookmark, content shares, bounce rates, name, location, email

DECIDE

Be sure that my family will support my decision



Triggered MOS DM—prospect nurture

Practical specifics on serving, family lifestyle management and recruitment process

Phone number, address, EM delivery/engagement

Scalable creative email system

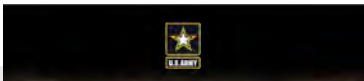
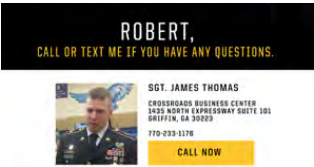
ACTIVE DUTY

Subject: Robert, need a bridge to the future...

Preview Text: To learn more about engineering...

Live text and logo: Engineering

CTA: Talk to a recruiter



Header 600 x 100

Module 1
600 x 700

Module 2
600 x 400

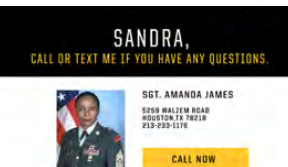
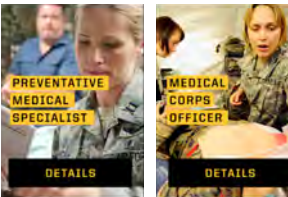
F1
400 X 150

F2
400 X 150

Module 3
600 x 400



Footer 600 x 60



RESERVE

Subject: Sandra, save lives with less disruption...

Preview Text: Contact a recruiter to learn more...

Live text and logo: Practical nurses

CTA: Talk to a recruiter



Scalable creative direct mail system

ACTIVE

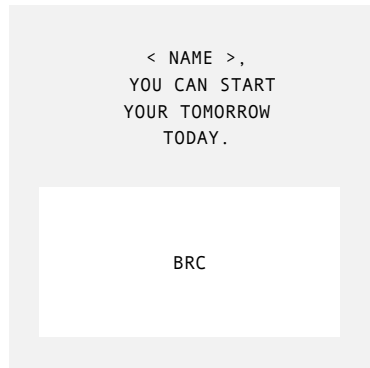
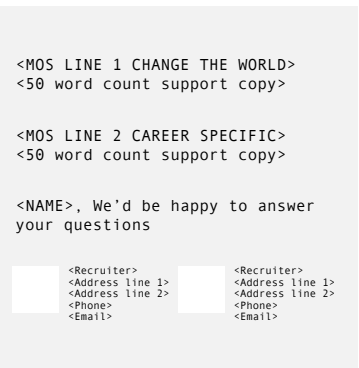
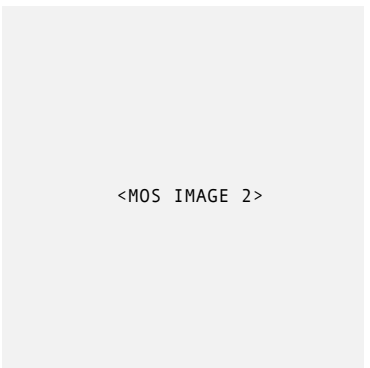


RESERVE



Template

8" X 8" OVERSIZED
SELF MAILER
4/4 MATTE 10PT CVR
FULL COLOR VDP



Data to decision to results

DATA SIGNALS AND TRIGGERS

DEMOGRAPHICS

Age
Gender
Geolocation
Household type

CAREER STAGE

High school
College
Graduate
Professional

NEEDS

Get education
Make money
Build a career
Travel

INTERESTS

Serving country
High tech
Make an impact
Explore new challenges

LIFE EVENTS

Graduating high school
Change in family
Loss / separation
Moving / new city
Financial trouble
Relationship loss
Struggling in college
Receive scholarship
World event
Natural calamity

SOURCE

Event lead
Family referral
School mentor
Media lead
Online lead
Recruiter lead
Call-center
3rd party lead
U.S. Army mentor

DECISIONING ENGINE

KEY BARRIERS

Alternate careers
Lack of guidance
Family dissent
U.S. Army perception vs. military
Peer influence

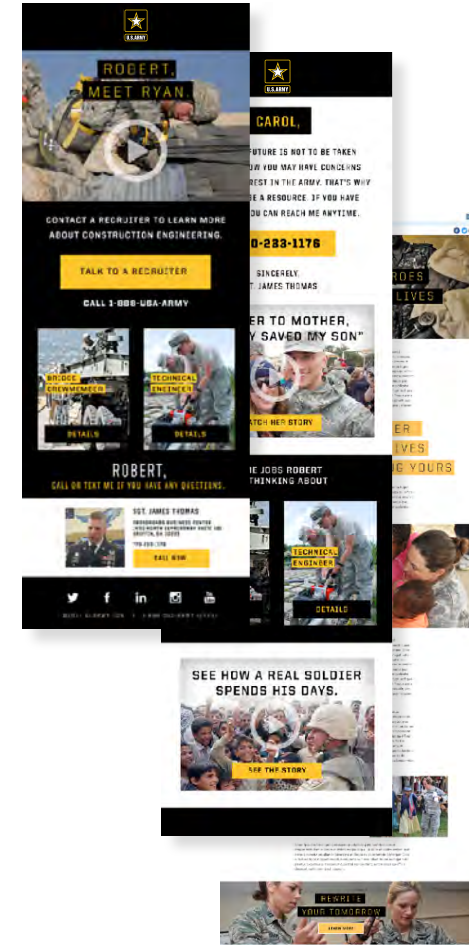
LEAD SCORING

Lead eligibility
Academic score
Physical fitness score
ASVAB predictive score
Propensity score

CONTENT LIBRARY

Themed content modules
Templatized DM
Templatized email
Programmatic creative
Personalized webpages
Personalized video

PERSONALIZED JOURNEY



RESULTS

LEAD
GENERATION

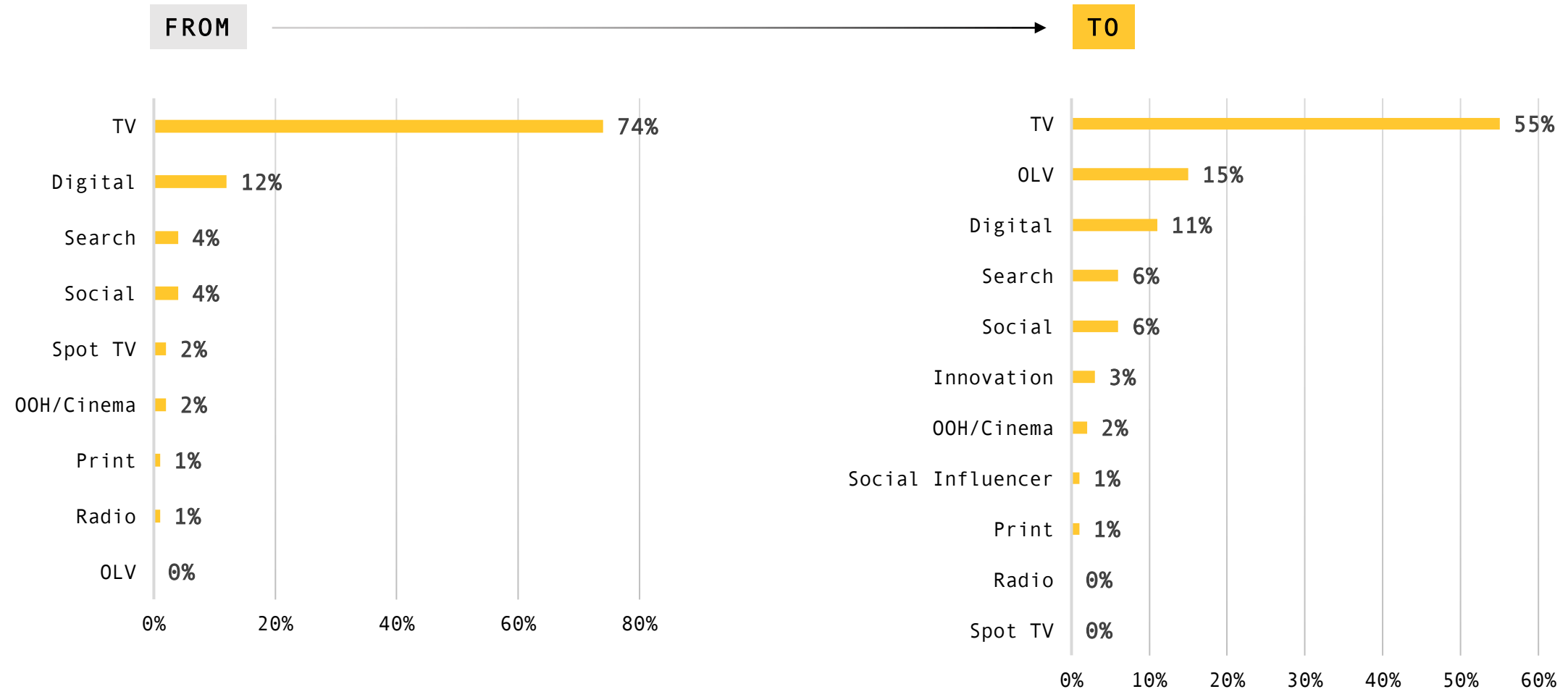
LEAD TO RECRUIT
CONVERSION

MAKING
MISSION

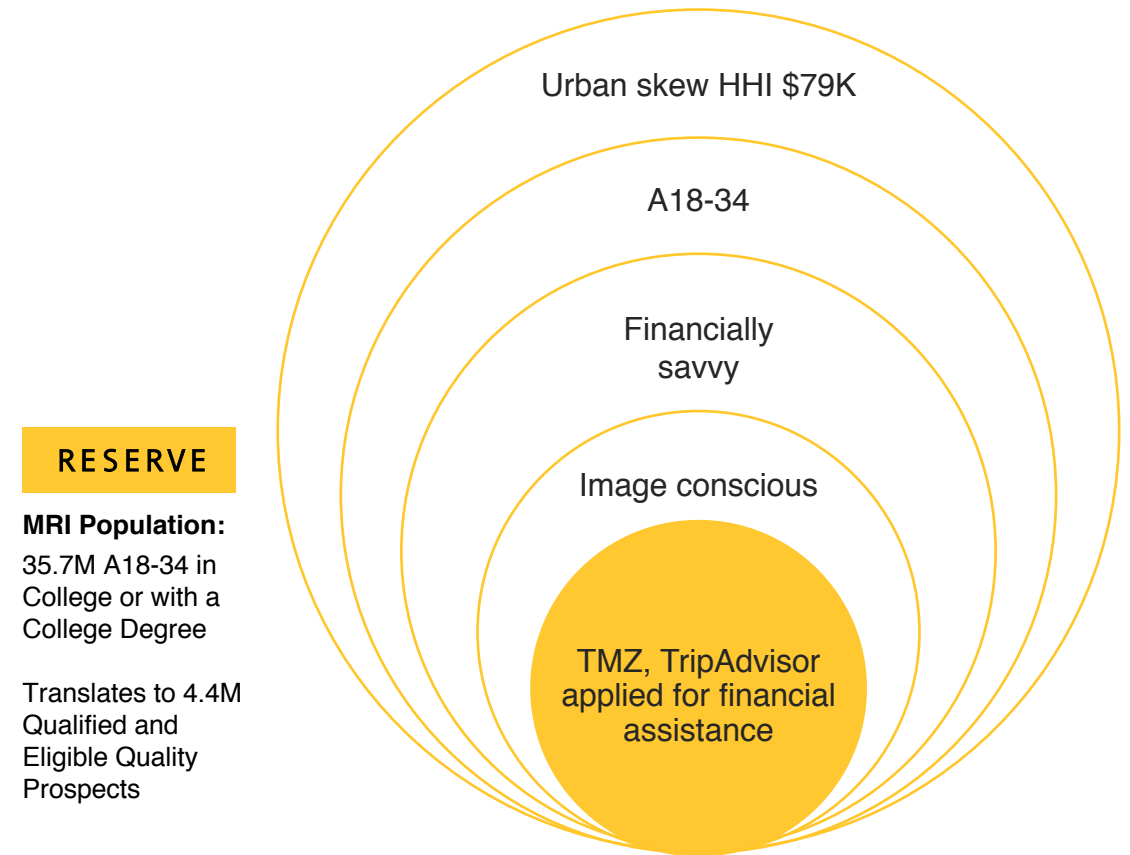
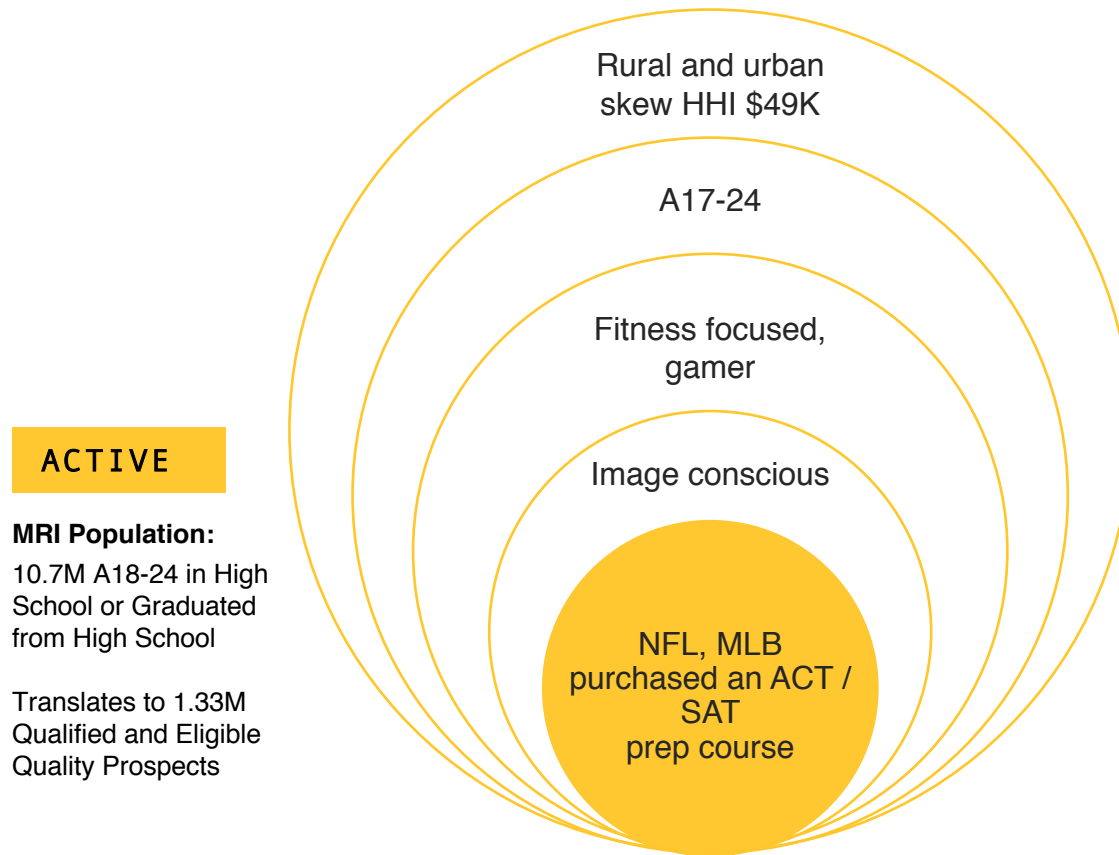
REFINE AND
OPTIMIZE

ARMY CHANNEL STRATEGY AND TACTICAL MEDIA RECOMMENDATION

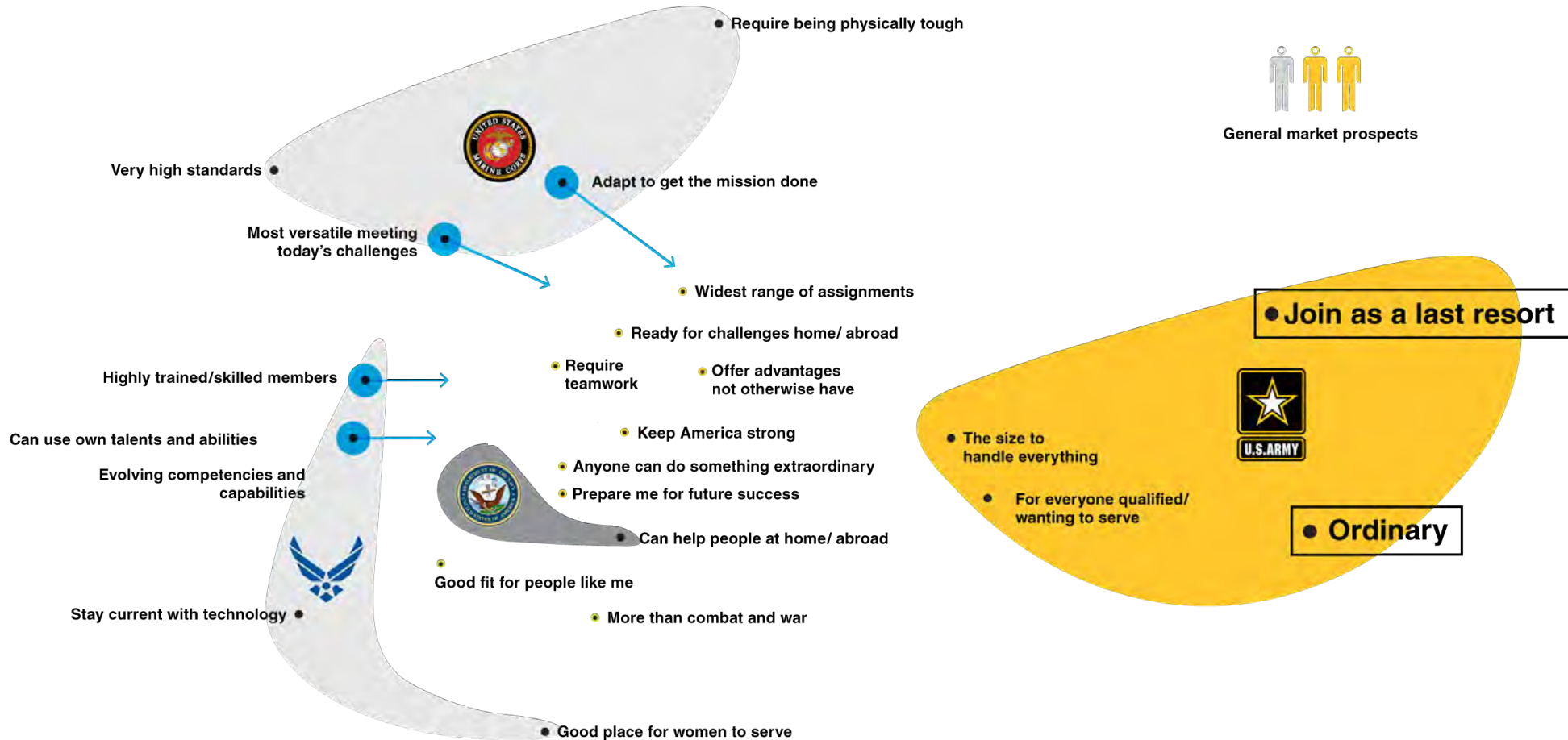
Evolving to selectivity at scale



Today's prospect

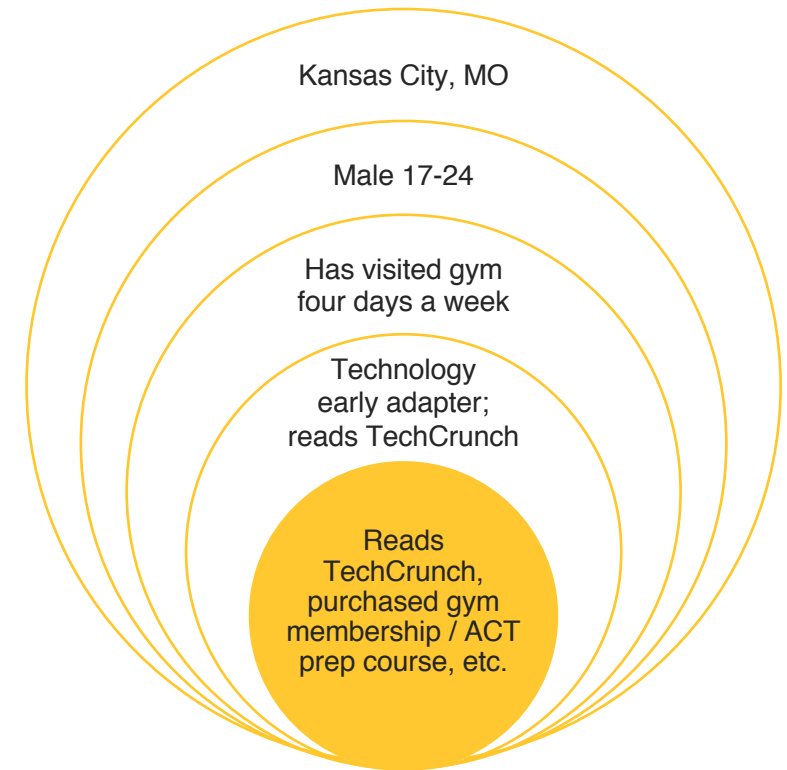
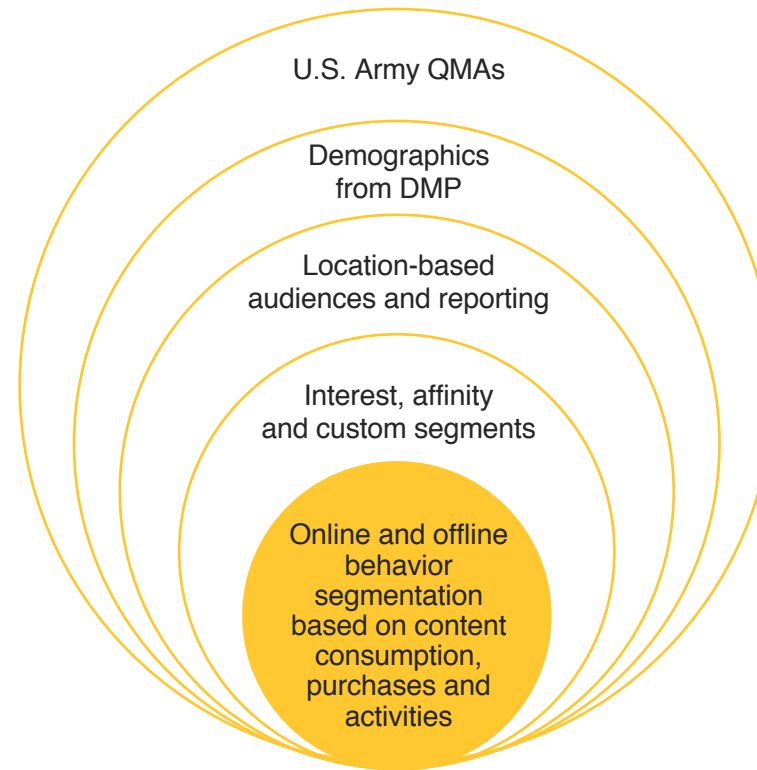


Closing the Impact Gap

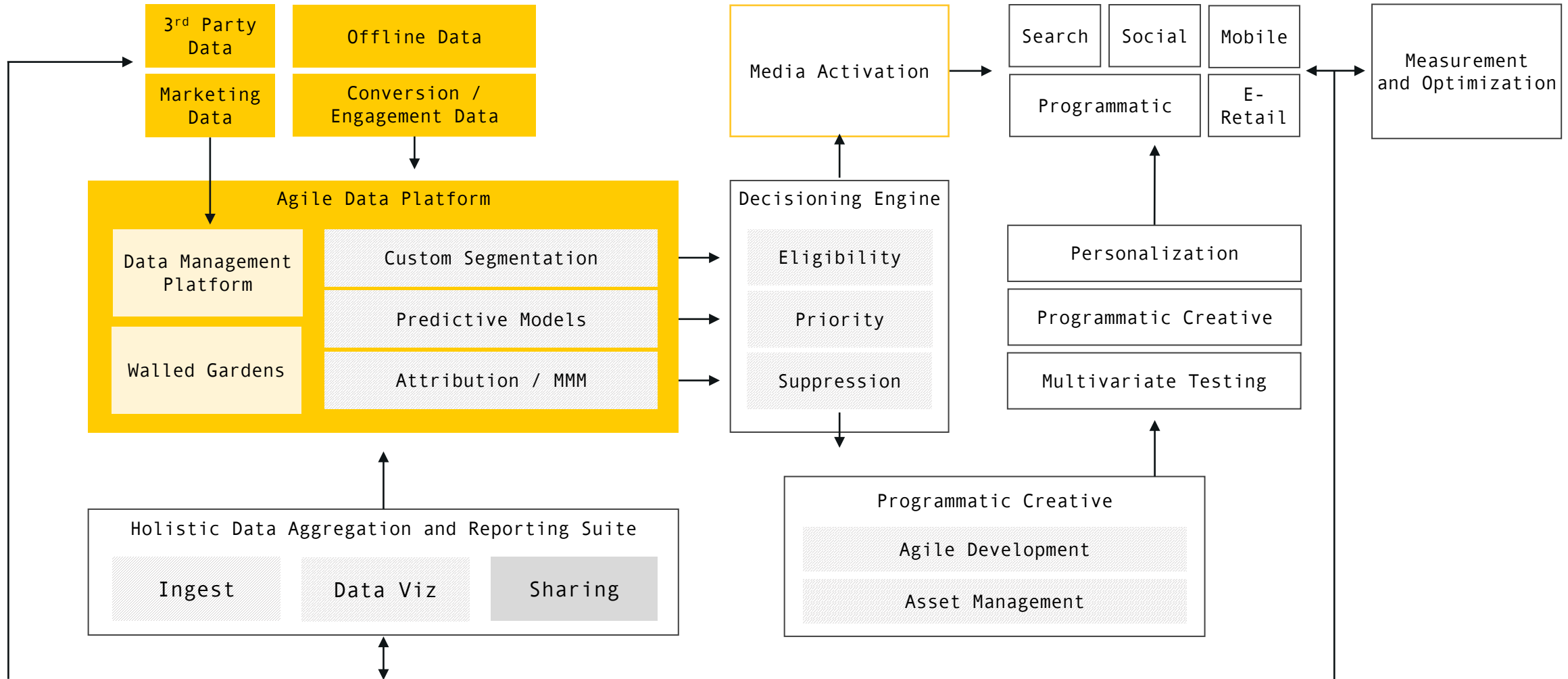


We must drive more cost-effective and efficient activation

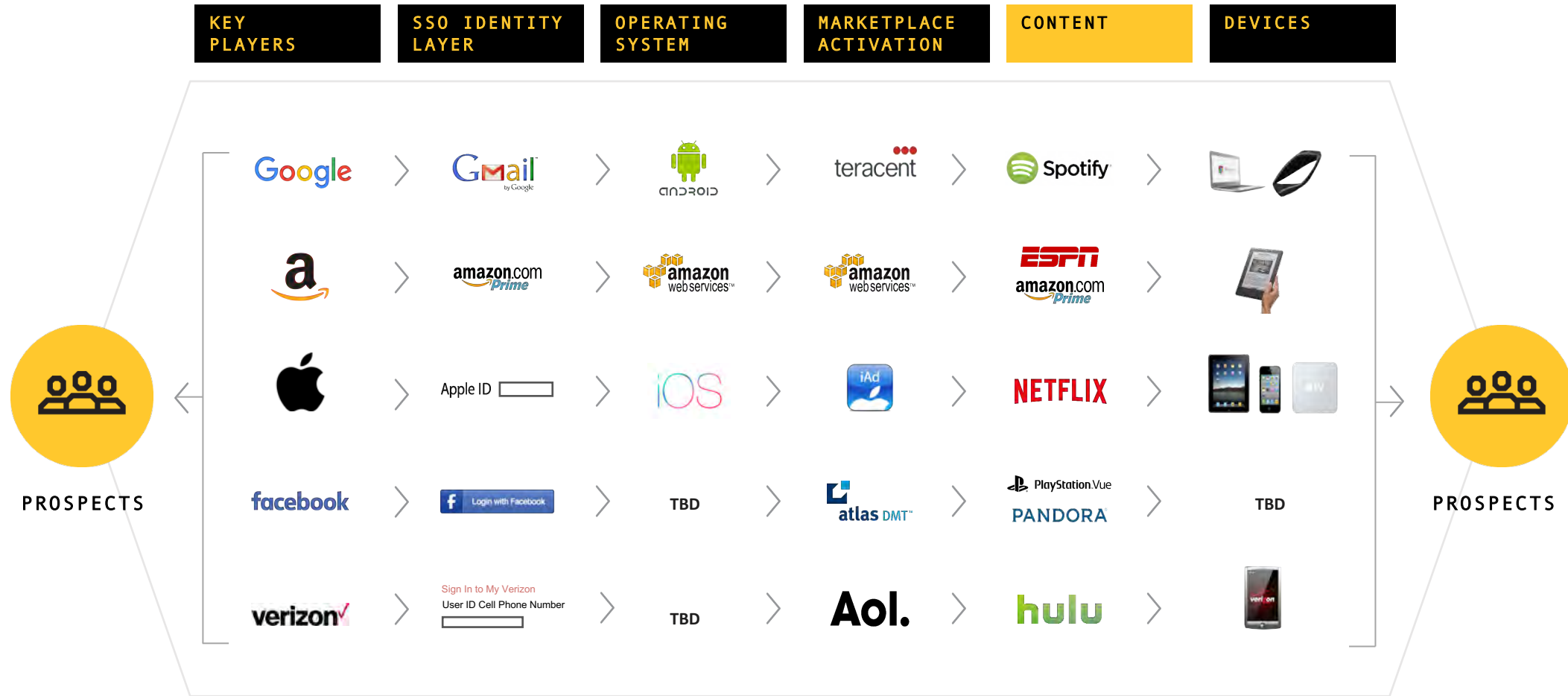
- Adding addressability as a layer of media activation
- Holistic approach to video
- Mobile at the core
- Direct buys with premium guaranteed and curated channels
- Segment audiences based on predictive behaviors that signal quality prospects for more efficient targeting



Advanced audience data is at our core



A unique people-first capability



Activating an innovative use of data



[ID]

0321879724/ref=sr_1_2?ie=UTF8&qid=1495482142&sr=8-2&keywords=college+textbooks

?keywords=health%20care%20jobs&origin=GLOBAL_SEARCH_HEADER

1119225418/ref=sr_1_1?ie=UTF8&qid=1495481064&sr=8-1&keywords=act+prep+book+2017

B008DSKMKO/ref=sr_1_5?ie=UTF8&qid=1495481224&sr=8-5&keywords=20lb+hand+weights



[ACTION]

Purchase college textbooks

Looking for health care job

Buying ACT / SAT prep

Buying sporting equipment



[ACTION METADATA]

\$226 / Cardlytics / Amazon

LinkedIn

\$23 / Amazon

\$70 / VISA / Cardlytics



[TIME STAMP]

5SEP2018 15:07:01.004'

7JUNE2018 18:23:43.149'

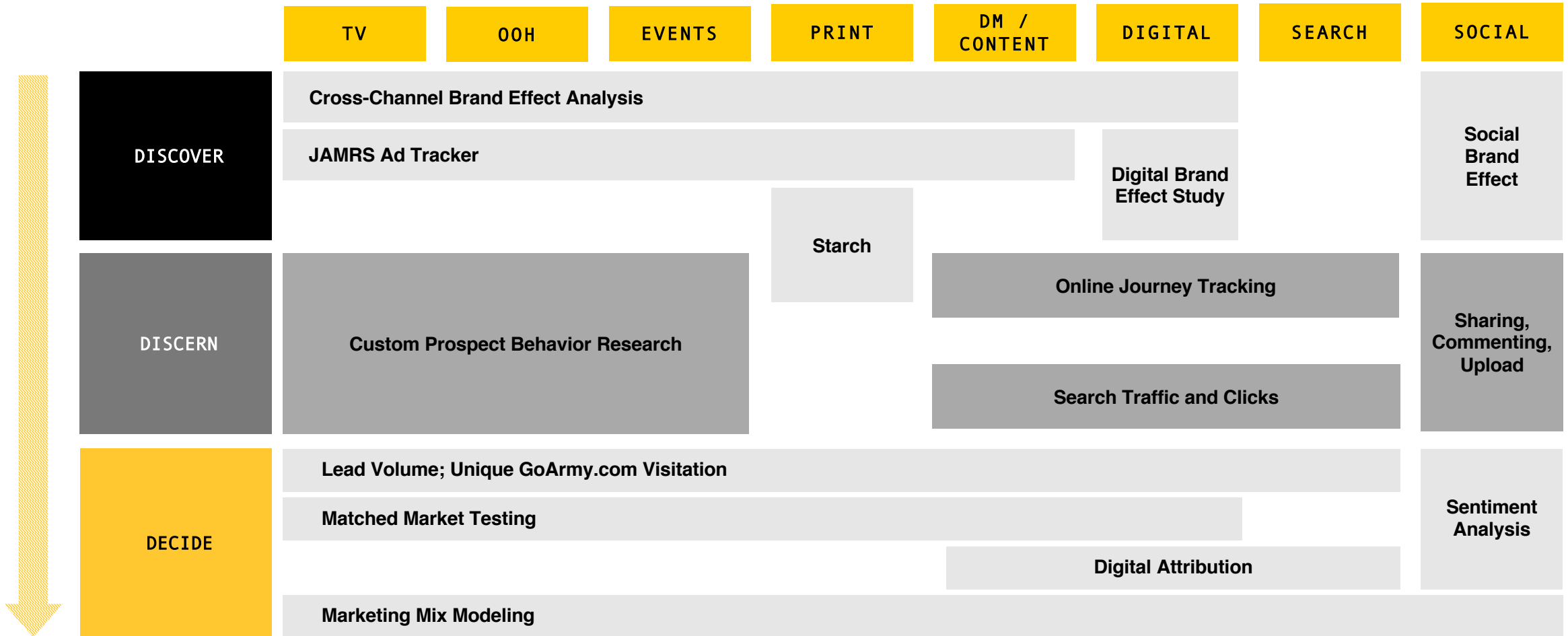
19MAR2018 15:07:01.004'

7APR2018 18:23:43.149'

Holding ourselves accountable to quality, quantity and diversity of leads

PROSPECT JOURNEY	DISCOVER	DISCERN	DECIDE
Marketing Objective	Change perceptions of the U.S. Army and increase differentiation of the U.S. Army vs. other military branches	Increase investigation of the U.S. Army by qualified prospects	Increase qualified leads and conversion rates
Media Objective	Increase consideration for the U.S. Army as a career choice, increase familiarity with Reserve service options	Increase leads through calls, emails	Increase application starts, recruiter visits
KPIs	Change in perception	Engagement rate	Conversion rate
Measurement Instrument	JAMRS Ad Tracker, custom or cross-channel campaign effectiveness research	Online journey tracking, search traffic and clicks, social engagement	Unique GoArmy.com visitation, matched market testing, digital attribution, market mix modeling
Metrics	Increase U.S. Army attributes associated with “training and adaptability”	Visitation to GoArmy.com, branded U.S. Army searches, social engagement, call center volume	Increase online applications, U.S. Army recruiter visits, cost per acquisition

Getting progressively smarter about media across the journey



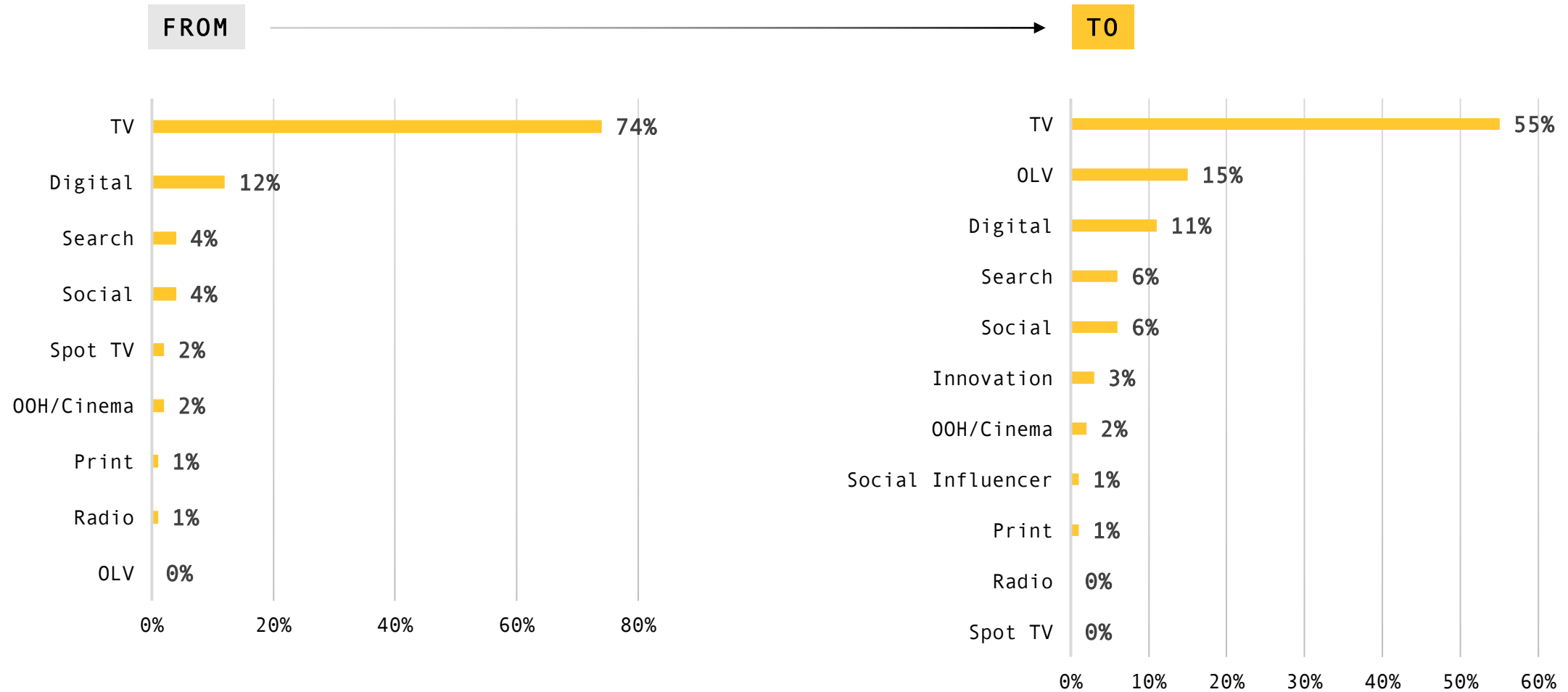
Increasing quality accessions +11 points for flat spend



OUR MISSION

CHANNEL EVOLUTION AND RATIONALE

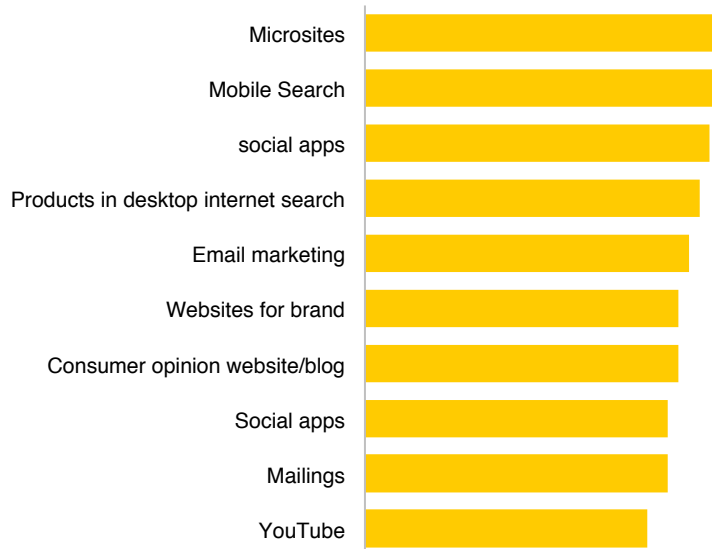
Channel mix shift



Our *Scenario* tool leverages a breadth of expertise for the U.S. Army

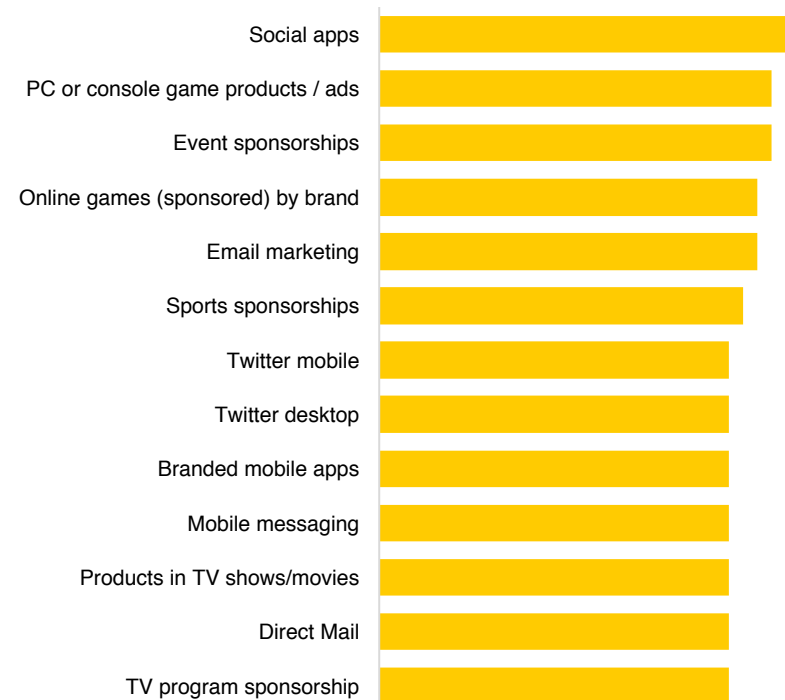
DISCOVER

REFRAME THE U.S. ARMY



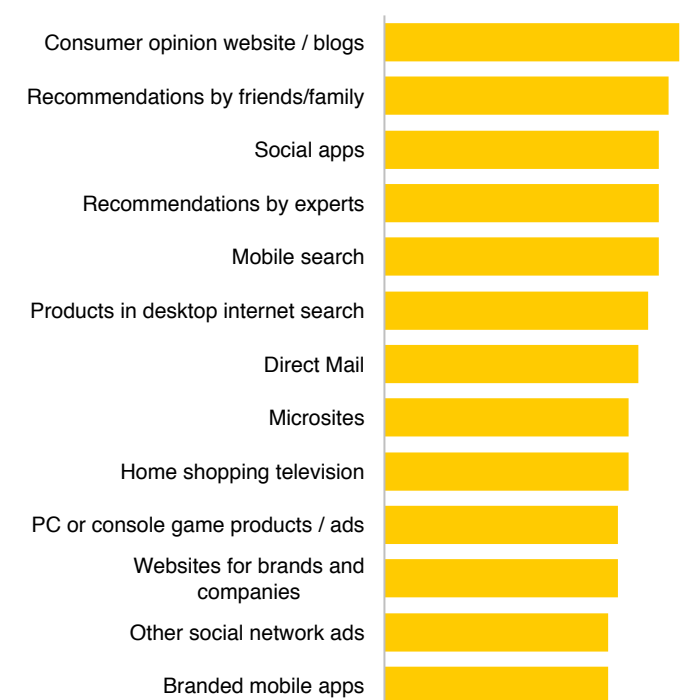
DISCERN

INSPIRE THE INDIVIDUAL



DECIDE

DRIVE TO ACTION



Media investment allocation strategy

DISCOVER



VIDEO



PRINT



OOH



EVENT



INNOVATION



SOCIAL



DISPLAY

DISCERN



VIDEO



SOCIAL



DM / EM



INFLUENCER



DISPLAY

DECIDE



DISPLAY



DM / EM



SOCIAL

ALWAYS ON



MOBILE



SEO



SOCIAL



INFLUENCER



INNOVATION



PR



GOARMY.COM

TV: Working harder with the behavioral optimizer

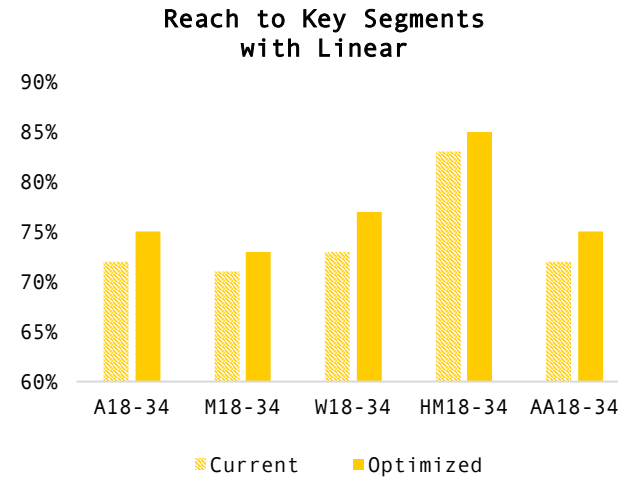


Started with 2016
TV schedule



Behavioral
optimized mix

\$2.0M

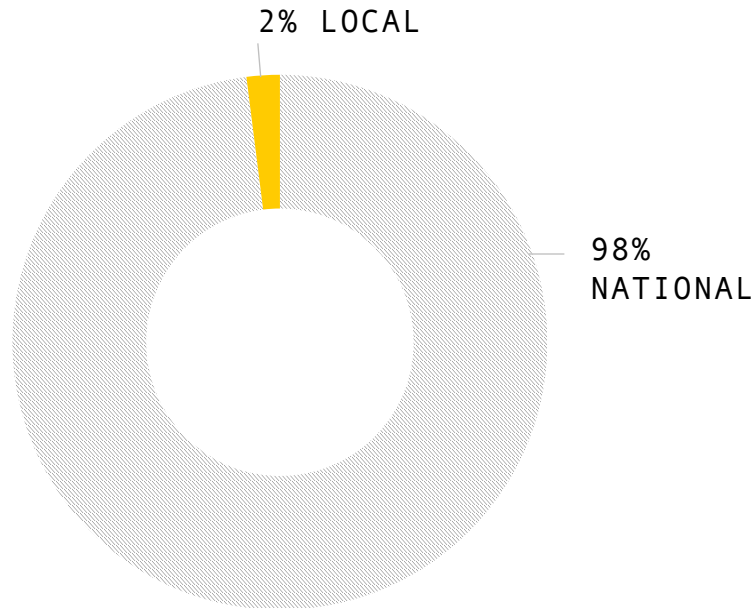


More efficient and effective mix

- Removed older skewing networks and dayparts
- Added syndication and premium direct response
- Added A18-34 cable networks
- Increased Telemundo
- Adjusted linear to OLV balance in sports and broadcast

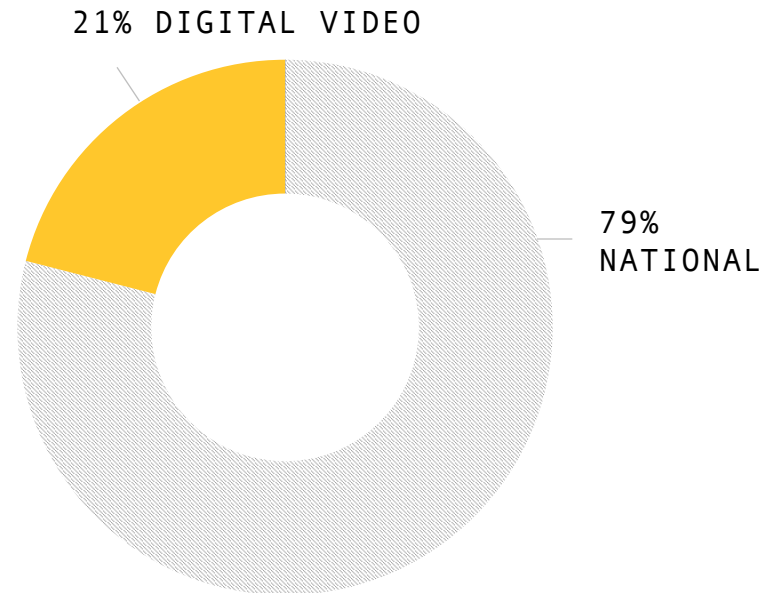
Video: Effectively maintaining the base while getting targeted

2016



5,643 GRPs

PROJECTED 2018



5,643 GRPs

hulu **ESPN**



- Full episode player
- Non-skippable pre-roll
- Social
- Premium guaranteed
- Connected TV

An evolved digital approach—selectivity at scale



From network and ROS to audience based and PMPs

- Strategic / custom engagements remain

From proxy and content to intent & context

- Premium guaranteed NFL, CBS Sports, IGN, Spotify

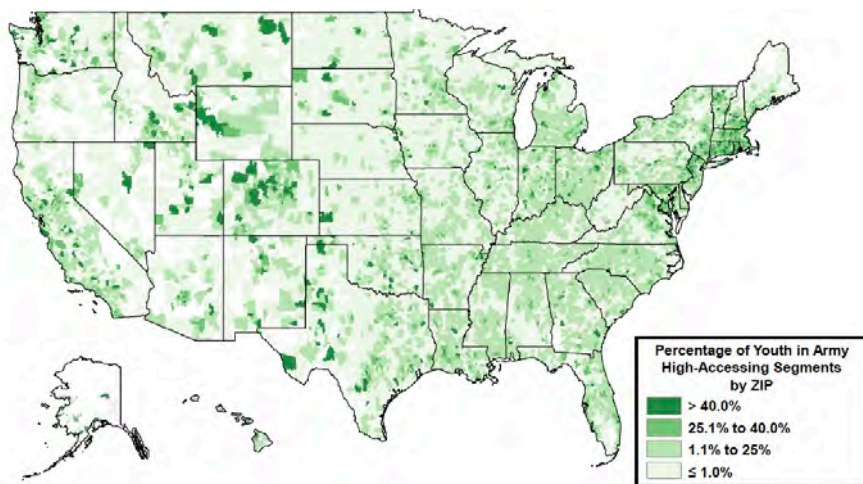
From social direct to native platform engagements

- YouTube, Facebook, Instagram

From algorithm to open and custom

- Custom audiences, curated channels and BYOA

Making local work harder with digital



Adapting to format

QUALITY PROSPECT	DATA	LEAD VOLUME	INVENTORY	3 RD PARTY TARGETING	SCREEN	FORMAT
Age 18-24	X	↑				
Division	X	↑				
Zip code	X	↑				
Military affinity		↑	X			
Education		↓				X
Purchase behavior		↑		X		
Interests	X	↑				

Source: Millward Brown Brand Tracker Q4 FY15 Perception Map

Social: Precise, influential and behavioral



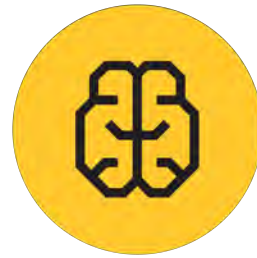
TARGETING

Precision audience and affinity targeting will help drive awareness and lead generation



INFLUENCERS

Targeting influencers to increase likelihood to support and recommend



ADVANCED DATA

Advanced targeting from social signals and behavioral / demographic indicators enable U.S. Army to join the conversation, not just listen to it



CONTENT

Prioritize top-performing content and meet the threshold for content amplification



MESSAGING

Leverage messaging and bot functionality to maximize lead generation

Search: Relevant, responsive



DMAs

Prioritize DMAs based on brand and category demand indexation



CONTENT

Own adjacency and compete with college preparedness, trades and public sector



AUDIENCE

Leverage more advanced capabilities surrounding audience addressability



INTENT

Create search keyword portfolio capturing an addressable audience in their key moments of intent

Modern context for all prospects

ENVIRONMENT



75%

Audience

DEVICE



70%

Mobile

FORMAT



60%

Native

Compelling content to reposition the U.S. Army

Relevant



Purpose driven

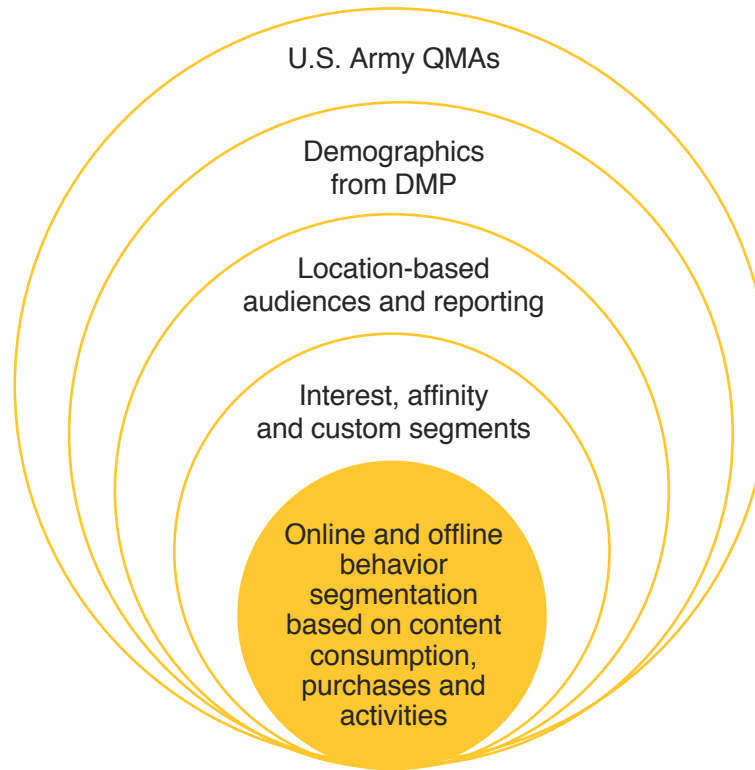


Tech forward



Differentiated targeting for Active and Reserve

ACTIVE



RESERVE



DISCOVER

CHANNEL ROLES AND TACTICS

Discover: Channel roles and tactics

Reframe the U.S. Army

VIDEO	OOH/PRINT	DISPLAY	SEARCH	SOCIAL	INNOVATION	EVENTS
Capture attention and declare our POV Reduce broadcast and increase the mix of cable, DR and syndication to eliminate inefficiency and drive targeted reach Speak to a multicultural audience with Telemundo Remove expensive daytime prime and late night dayparts, in favor of premium online video	Capture attention and declare our POV Contextually relevant placements in Tier 1 and 2 DMAs and high ascension markets Placement in key trade publications targeting Reserve prospects	Capture attention and declare our POV Geo-fence placements in Tier 1 and 2 DMAs, embed in native content, and place within contextually relevant information and entertainment Create custom curated channels delivering on prospect behavior, interests and habits of Active, Reserve and Influencer	Intercept Active seekers Prioritize DMAs based on Brand and Category Demand indexation Own adjacency content and compete with college preparedness, trades and public sector Create search keyword portfolio capturing an addressable audience in their key moments of intent	Activate key personas Engage target audiences to communicate Army opportunities and encourage them to seek more information Target influencers with content that will increase likelihood to support and recommend and drive them to GoArmy.com	Reframe perceptions Partner with emerging technologies, new media platforms and untested tactics to drive effectiveness, efficiency and ROI	Personalize the possibility Establish a presence with experiential gaming, sports and technology to bring Army possibilities to life Support Lab of Tomorrow with paid media and PR to drive attendance and engagement

ALWAYS ON

GoArmy.com | Mobile Experiences and Applications | Events / Lab | PR | SEO | Influencer and COI Engagement

Paid, owned, earned: Lab of Tomorrow



Paid

Drive awareness
and attendance
Capture and
amplify event
experience



Owned

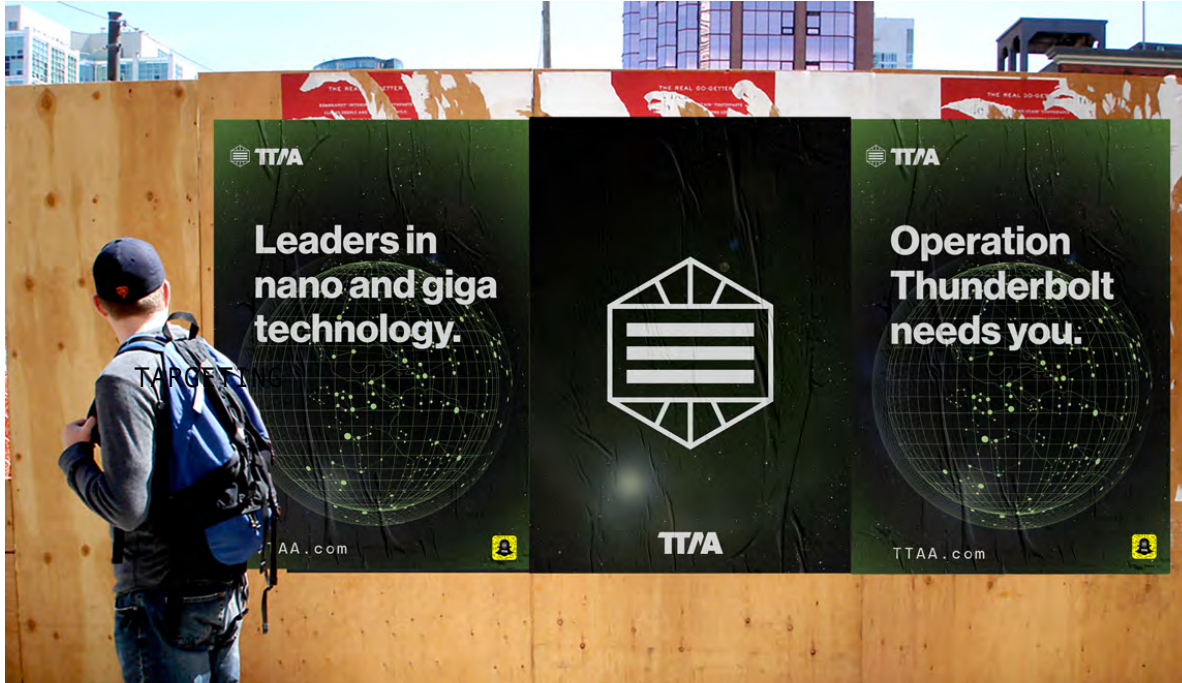
Leverage
GoArmy.com for
lead generation
House event content
on all owned channels



Earned

Invite local media and
influencers to engage
with and cover event

Paid, owned, earned: TTAA Corp.



Paid

Interest and target
video engagement
to key audiences

LinkedIn

GitHub



Owned

Leverage
GoArmy.com for
lead generation
House event content
on all owned channels



Earned

Pitch the campaign
reveal to media
Engage influencers
to share personal
experiences

DISCERN

CHANNEL ROLES AND TACTICS

Discern: Channel roles and tactics

Inspire the individual

VIDEO	NATIVE	SOCIAL	INFLUENCER	SEARCH	EMAIL MARKETING
Educate and encourage to learn more	Educate and encourage to learn more	Activate interests and affinities	Leverage positive sentiment and opinion	Intercept Active seekers	Persuade hand raisers
Retarget prospects who have visited GoArmy.com	Create custom editorial with key publishers to deliver Army testimonials	Interest target prospects with key lifestyle content	Target influencers with content that will increase likelihood to support and recommend and drive them to GoArmy.com	Deep link GoArmy.com content to specific queries	Compete in job search listings, volunteer opportunities, and financial planning behavior
Behaviorally target prospects based on purchase behavior, site visits and search behavior	Deliver compelling content across tech pubs like Mashable and cultural commentary like Reddit to learn more about the Army	Leverage a Facebook bot to engage prospects and answer questions		Compete in job search listings, volunteer opportunities and financial planning behavior	
Target Reserve prospects who are job seeking on LinkedIn or volunteering on Change.org	Amplify the Tomorrow Quiz with paid media	Capture, distribute and geotarget Career Day content and Tomorrow Takes You to Active Prospects			

ALWAYS ON

GoArmy.com | Mobile Experiences and Applications | Events / Lab | PR | SEO | Influencer and COI Engagement

Paid, owned and earned: Career Day



Paid

Geo-targeted advertising to generate awareness and attendance

Capture and amplify event experience



Owned

Leverage GoArmy.com to capture leads



Earned

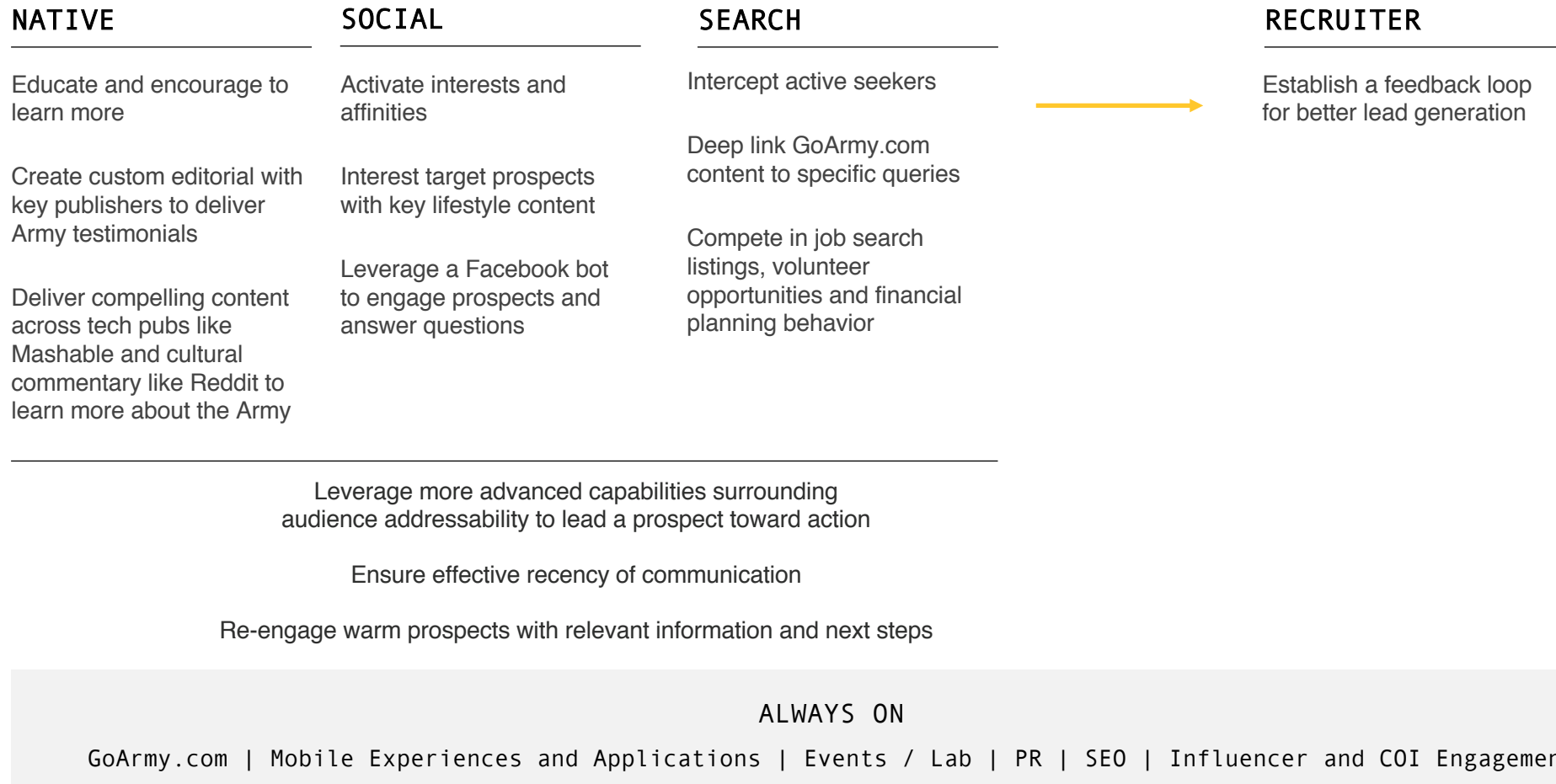
Pitch media and influencers to attend and cover event

DECIDE

CHANNEL ROLES AND TACTICS

Decide: Channel roles and tactics

Drive action



EXPERIENCE PLAN

Army experience plan

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
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VIDEO

TV: General market and Hispanic market broadcast, sports & cable; syndication

\$48,807,000

DRTV: Premium cable daypart mix

\$5,423,000

OLV: Full episode player, pre-roll, social, premium guaranteed and connected TV

\$14,790,000

DIGITAL

PROGRAMMATIC DISPLAY AND AUDIO: Curated channels and premium placement, geo-fenced for key DMAs

\$9,761,400

SITE DIRECT AND NATIVE: Contextually relevant partnerships and placement against Active and Reserve

\$1,084,600

SEARCH: Targeted keyword, content adjacency, and addressable audience activation

\$5,916,000

SOCIAL: Affinity and interest targeting against active and reserve, owned channel activation, and bot functionality

\$5,916,000

INFLUENCER: Key editorial partnerships and personal relationships with advocates

\$986,000

PRINT: Mix of pages and formats to align with key target and campaign objectives

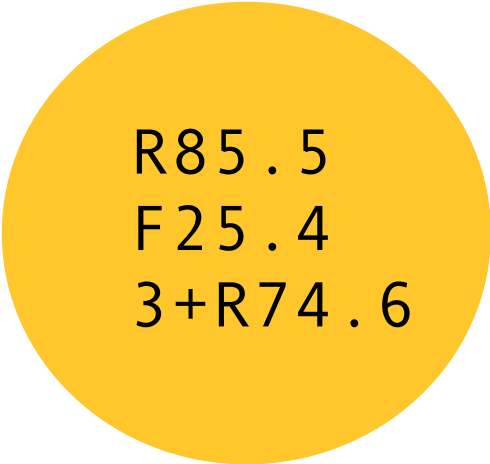
\$986,000

OOH: Targeted DMA and format delivery across units at minimum 25% coverage as a lunch vehicle

\$1,972,000

INNOVATION: Test and learn framework of now/near/next media opportunities

\$2,958,000



ALWAYS ON											
GoArmy.com Mobile Experiences and Applications Events / Lab PR SEO Influencer and COI Engagement											

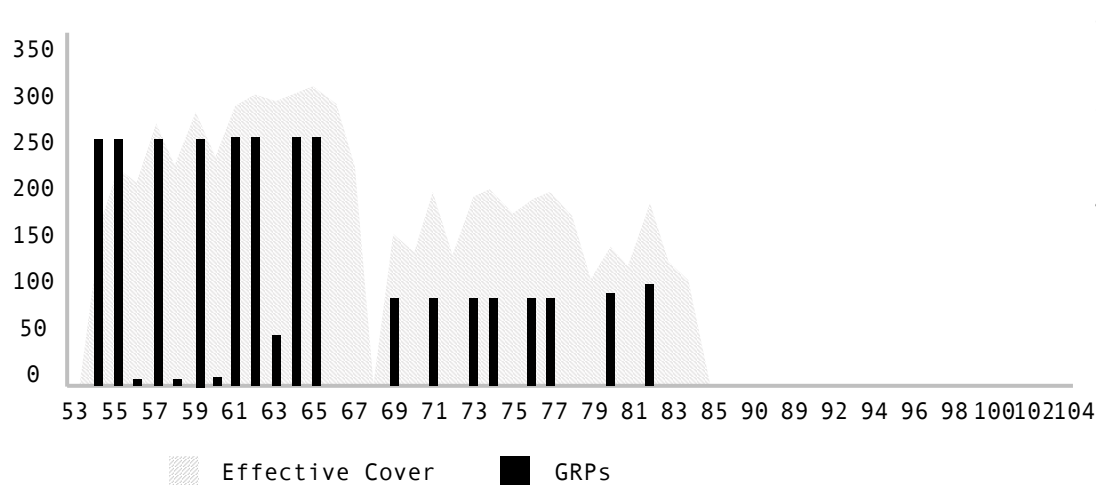
31%	24%	27%	18%
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Total:
\$98,600,000

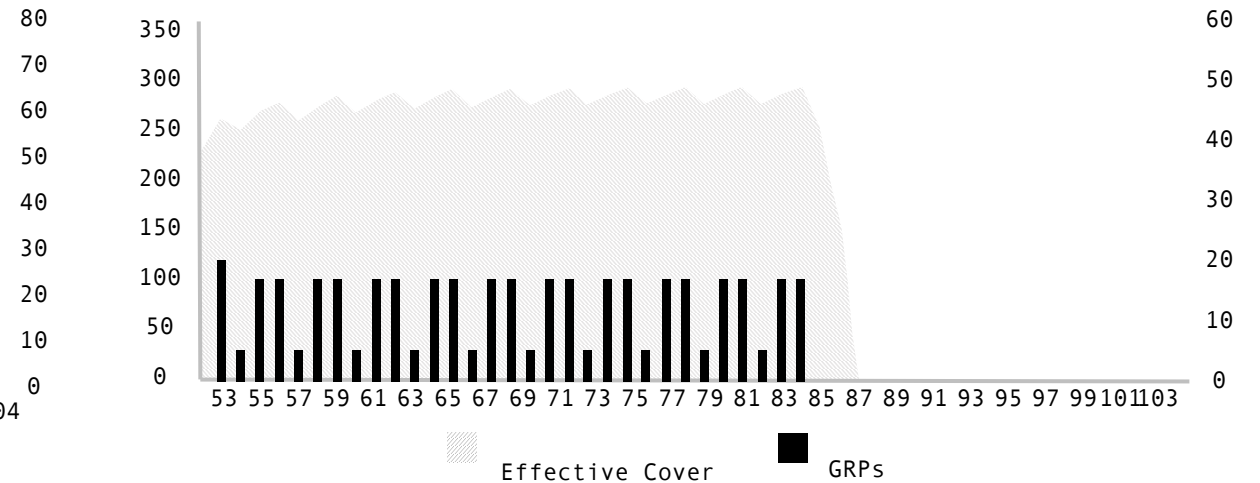
Build early and maintain for +17.3% increase in coverage



Original 2016 GCM Brand
Flighting – 1,376 Effective Cover



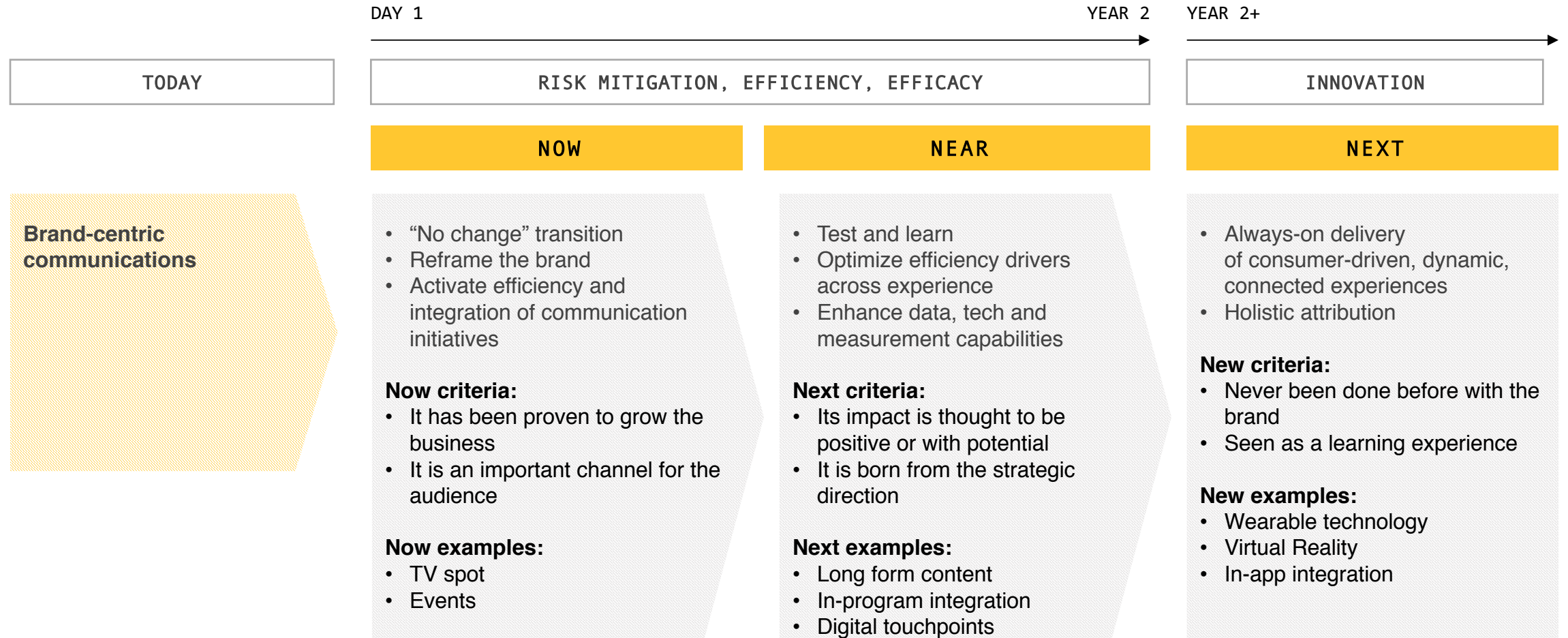
Final Optimization – 1,614
Effective Cover **+17.3%**



- Launch level in week 1 to build frequency required to maximize 3+ reach
- Second week slightly elevated to continue effective reach cover glide path into optimal weekly zone (effective cover in high 40s)
- Remaining campaign flighted 1-low, 2-high to hold optimal weekly zone

INNOVATION

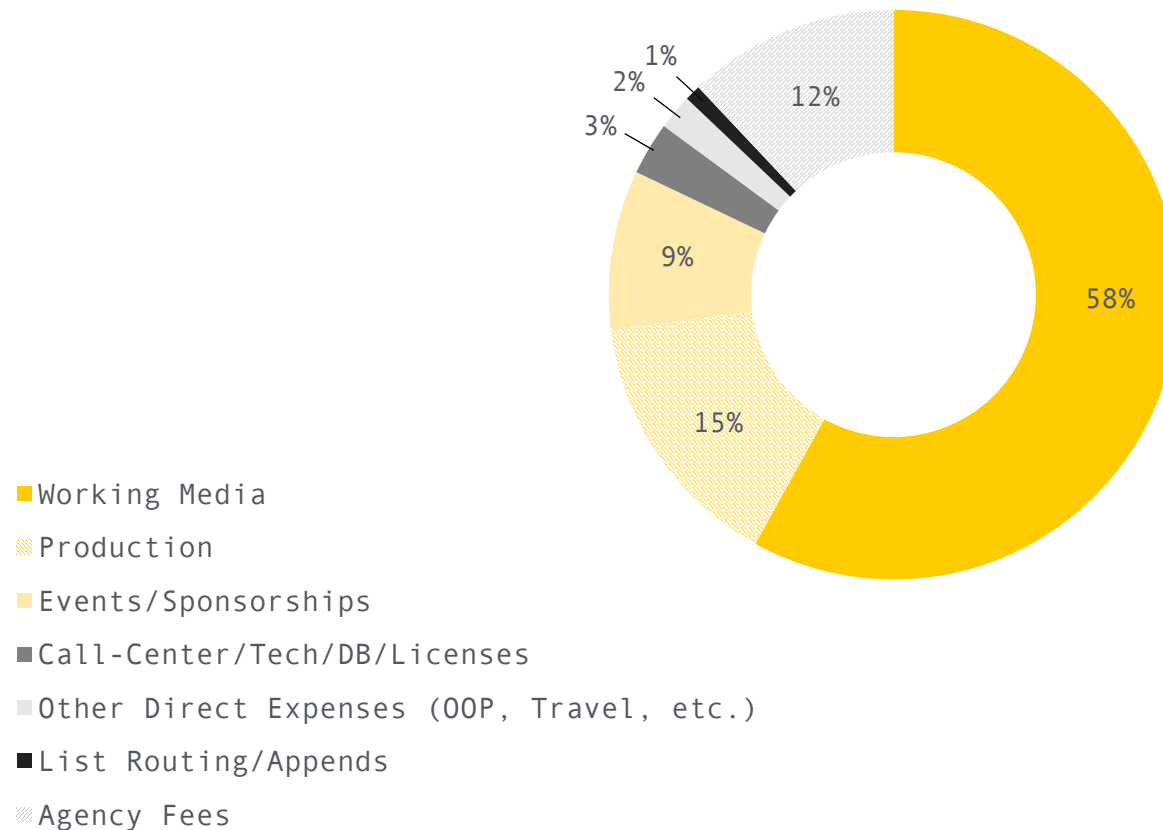
Our roadmap to sophistication



BUDGET ESTIMATE AND TRADE-OFFS

Budget estimate and trade-offs

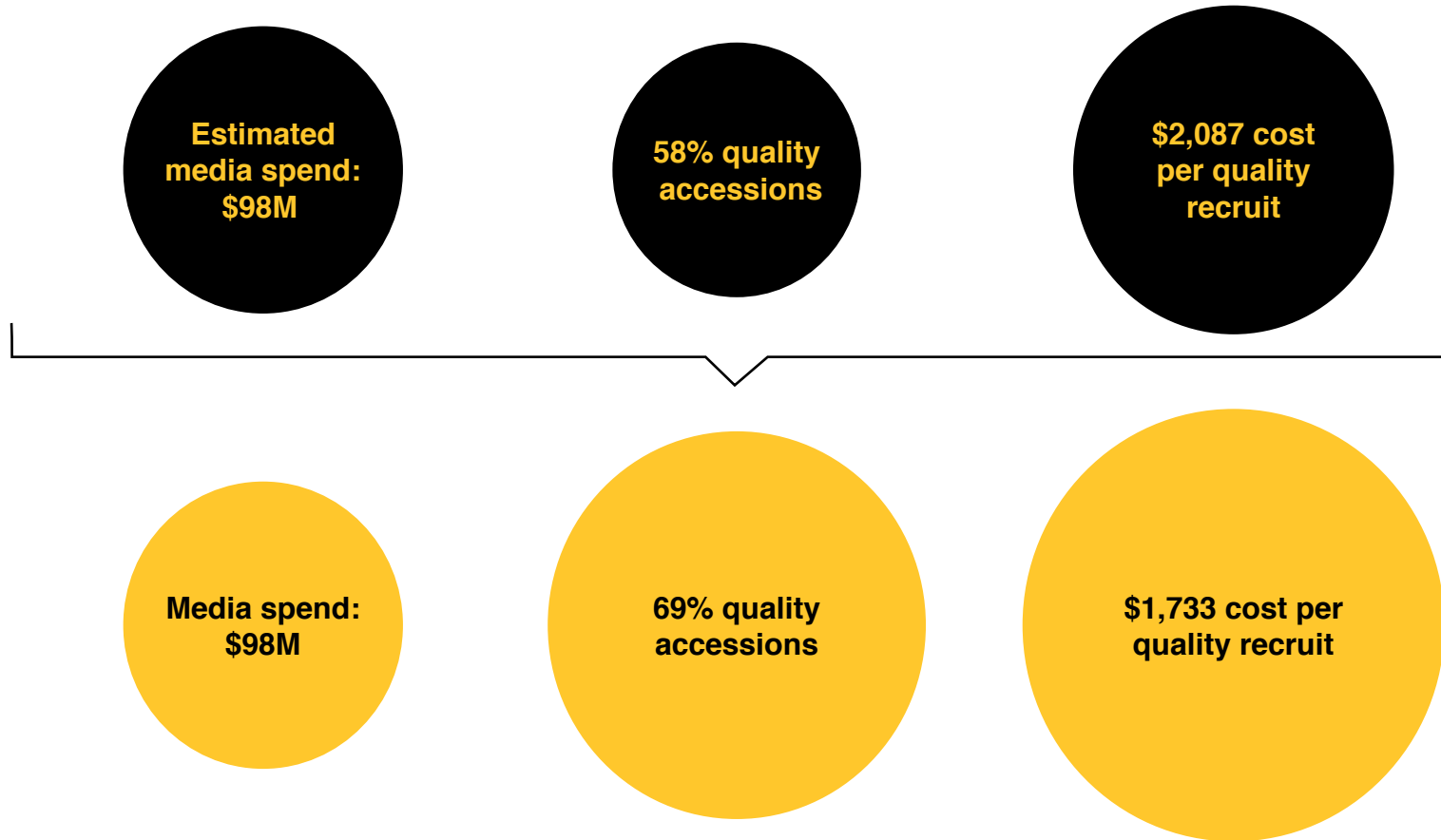
BUDGET ESTIMATE



TRADE-OFFS

- Enhancing the mix with relevant OLV and reducing mass network TV
- More targeted and accurate placement and less site-direct digital
- A holistic content strategy versus individual campaigns
- The journey to an evolved cookie strategy without compromise to confidentiality or the use of PII
- An increase in quality leads and a reduction in media inefficiency

Increasing quality accessions +11 points for flat spend



In closing...

Reverence vs. Relevance

The Impact Gap

A platform built for aspiration and motivation
across Active, Reserve and influencers

Qualitative and quantitative validation

Progressive intelligence for personalization

Discover / Discern / Decide

Optimized and real-time refined media
strategy and implementation

A TRANSFORMATIVE IDEA

TOMORROW TAKES AN ARMY



TOMORROW TAKES AN ARMY



Team DDB

