

U.S. ARMY IMCOM MARKETING  
& INTERACTIVE SOLUTIONS

# U.S. Army IMCOM Marketing & Interactive Solutions



**NATIONAL**  
**GUARD**

June 10, 2015

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# Executive Summary

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- The IMCOM G9 Marketing Division movement to a digital platform
- 2015 will be a seminal year both in terms of growth and providing interactive solutions
- Critical to this action plan is achieving strong life-long business relationships

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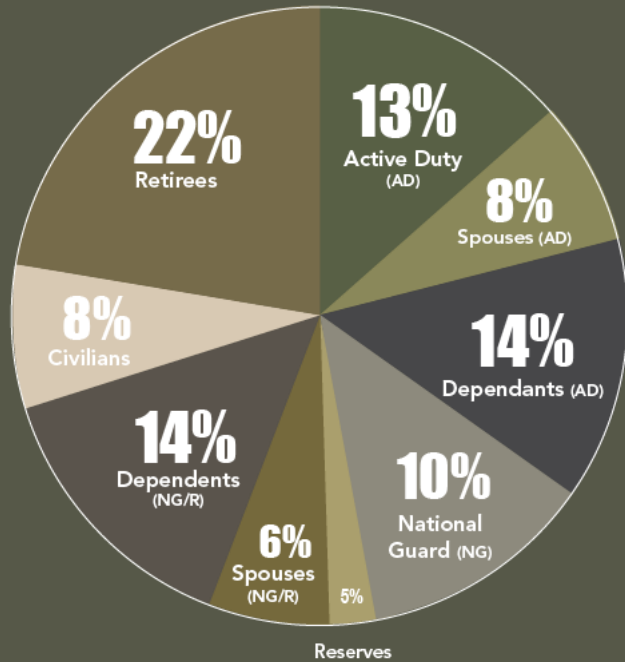


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# Demographics

## Market Size

The Total U.S. Army Market<sup>4</sup>

Active Duty (AD)	504,330
Active Duty Spouses	281,295
Active Duty Dependents	514,667
National Guard (NG)	354,072
Reserve (R)	195,438
Spouses (NG/R)	236,463
Dependents (NG/R)	533,278
Civilians	280,828
Retirees	835,328
<b>Totals</b>	<b>3,735,699</b>

Source: Defense Manpower Data Center as of June 2013

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# Education & Income

## Education Level – Active Duty vs. Civilian

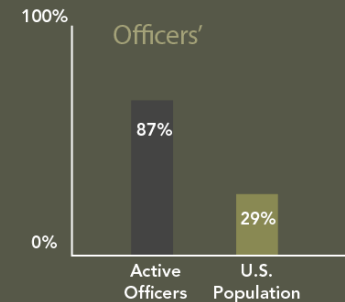
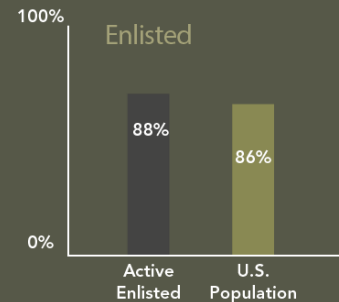
**Active Duty Enlisted** 88% High School Diploma<sup>5</sup>

**U.S. Population** 86% High School Diploma<sup>6</sup>

**Active Duty Officers** 87% College Degree<sup>7</sup>

**U.S. Population** 29% College Degree<sup>5</sup>

## Education



## Average Monthly Pay<sup>4</sup> (including incentives)

**Enlisted Soldiers** \$4,329

**Officers** \$8,490

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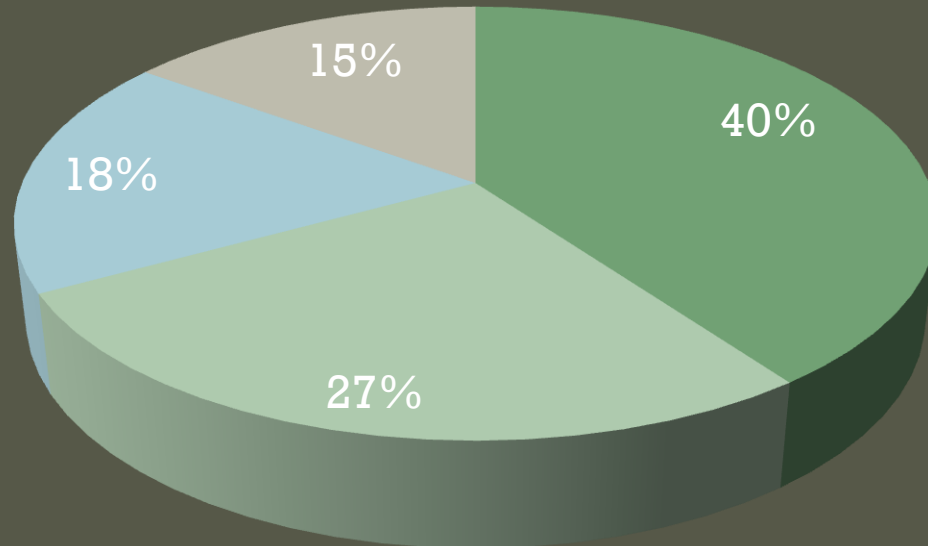
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# Demographics

How we can work together to grow revenue

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- 88 Garrisons
- 13.4 Million vehicles / day
- \$35.4 Billion annual earnings



■ Active Duty      ■ National Guard  
■ Civilians & Other      ■ Army Reserve

(Active duty Army as of April 2013)

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# Locations

How we can work together to grow revenue

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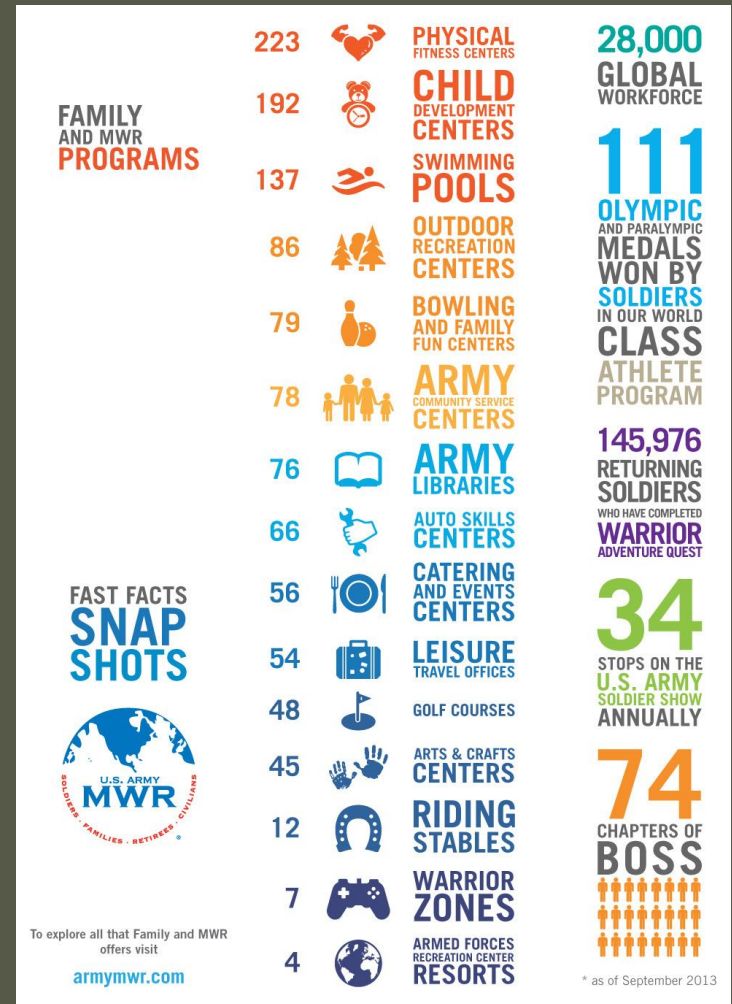
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## Visits per facility annually:

- Fitness Centers: 21M
- Aquatics: 2.5M
- Libraries: 2.2M
- Recreation Centers: 3M
- Warrior Zones: 3M
- Outdoor Recreation: 2M
- Auto Skills: 760K
- Arts & Crafts: 470K
- Leisure Travel: 690K

# Who is IMCOM

How we can work together to grow revenue



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# Scope of IMCOM

How we can work together to grow revenue

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48 Golf Courses



223 Fitness Centers



4 Armed Forces Recreation Centers



79 Bowling Centers



171 Food & Beverage Operations



- 107K Youth enrolled in child & youth programs
- 29K Children (0-6 years) receiving care in 193 Child Development Centers
- 13K youth (6-13 years) enrolled in School Age Centers
- 147 School Activity & Youth Centers
- 60 Sports & Fitness Programs serving 67,570 children & youth



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# Interactive Solutions

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Website  
Social Media  
E-Mail Marketing  
Digital Signage



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Digital  
Signage  
Driving Sales



# Digital Signage

How we can work together to grow revenue

- 26 garrisons
- 644 signs & growing
- 22.2 million annual exposures served
- High traffic, dwell time locations:

- Pharmacies
- Gymnasiums
- Commissaries
- AAFES Post Exchanges
- Welcome Centers



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Digital  
Signage  
Driving Sales



# Beaconing

How we can work together to grow revenue

- Send notifications to consumers phones within a prescribed radius of the screens
- Example: As you enter the gym, Nike could send a pre-workout tip
- Use weather to drive sales with temperature responsive ads

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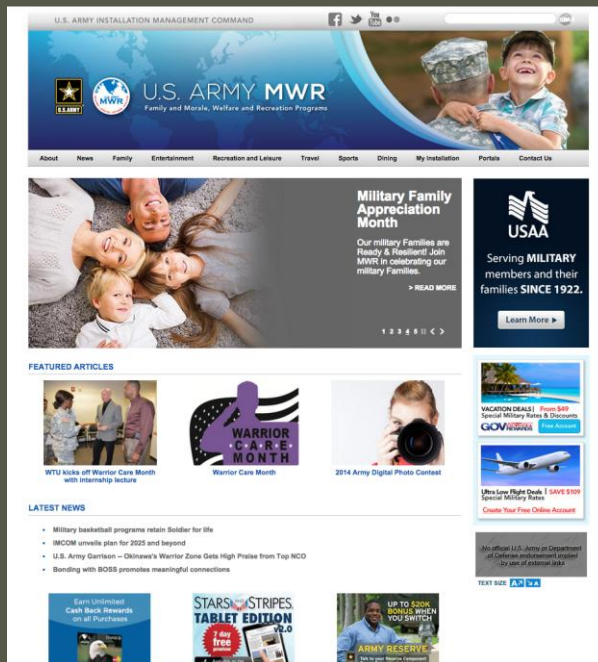
# Enterprise Website

How we can work together to grow revenue

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## Enterprise Web Capability

Armymwr.com  
Driving Sales



- 27 garrisons & growing
- Ability to track click through & impression rates
- Mobile optimized & responsive advertising
- Army wide & local content



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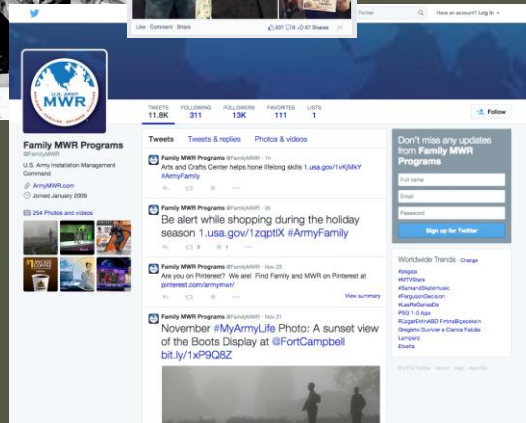
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# Social Media

How we can work together to grow revenue

Social Media Driving Sales

- 550K\* total social media reach
- Activate. Engage. Build.



463K



85K



575



1,262

\* As of September 2014



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# E-Mail Marketing

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## E-mail Marketing: GovDelivery



Driving Sales



- Target a select market segment
- Initial e-mail of up to 60,000 thereafter, opt in distribution list
- Recommend: coupon redemption / acquisition strategy to measure ROI
- Investment: \$80 / 1,000

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# Bowling Centers

How we can work together to grow revenue

Digital  
Signage  
Driving Sales



- 76 Bowling Centers (Brunswick & AMF)
- 1,402 lanes, each with a screen
- Engage your audience at the point of sale or as they relax & bowl

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- Large format advertising:
  - Vehicle Wraps
  - Wallscapes
  - Window clings
  - Counter decals

# Out of Home Ads

How we can work together to grow revenue







**Fort Bragg, NC**



**Fort Carson, CO**



**Fort Hood, TX**

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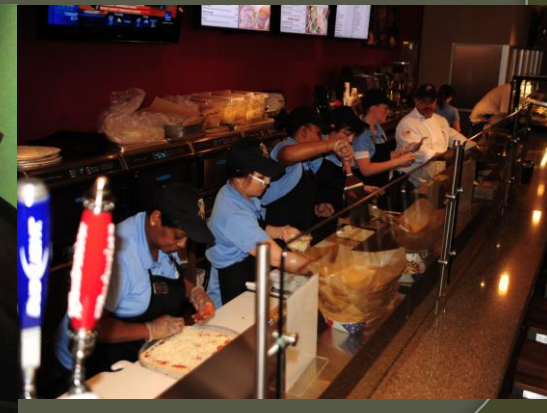


# Warrior Zones

How we can work together to grow revenue

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- 62 Recreations & 7 Warrior Zones Facilities, with 6M visits annually
- Audience is junior enlisted, young Soldiers
- Gaming, billiards, theatres, wifi, sports, tournament events





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# Intramural Sports

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- 1.4 million participants
- 76 Garrison Intramural programs
- Sponsorship may include branding and sampling, promotions & custom activations



## UNIT INTRAMURAL SPORTS INCLUDE

<b>VOLLEYBALL</b>	<b>BOXING</b>	<b>POWERLIFTING</b>
<b>BASKETBALL</b>	<b>WRESTLING</b>	<b>RUGBY</b>
<b>SOCCER</b>	<b>TRIATHLON</b>	<b>BOWLING</b>
<b>COMBATIVES</b>	<b>TRACK</b>	<b>GOLF</b>
<b>FLAG FOOTBALL</b>	<b>SWIMMING</b>	<b>TAE KWON DO</b>
<b>SOFTBALL</b>	<b>RACQUETBALL</b>	<b>HOCKEY</b>
<b>RUNNING</b>	<b>TENNIS</b>	<b>ROADMARCH</b>
<b>MARATHONS</b>	<b>BIATHLONS</b>	<b>CROSS COUNTRY</b>

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# Operation Rising Star

How we can work together to grow revenue

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- Think American Idol for the Military community
- Across 40 garrisons, over 4 weeks, with a broadcast finals event
- Sponsor the text voting
- 120K online votes, plenty of media buzz, interviews & performances
- Sponsor the text-voting
- Present the live broadcast
- See: [YouTube/5 eLmcF-vSA](https://www.youtube.com/watch?v=5eLmcF-vSA)
- Interactive social media audience – contestant participation



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# 2014 ORS

How we can work together to grow revenue

## GARRISON AUDITIONS



12

HOSTING  
GARRISONS

100% of participating locations rated Operation Rising Star as Valuable/Very Valuable for increasing morale.

★★★★★ VALUE RATING



176

2014 ORS  
CONTESTANTS

3,685

LIVE AUDIENCE  
MEMBERS

## ONLINE AUDITIONS

29

ACTIVE DUTY  
SUBMISSIONS



16,752

Audition Video Views



5,580

THUMBS UP  
Video Votes





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## OPRISINGSTAR.COM


# 101,322



Online votes for the top 6 vocalists during the Operation Rising Star Finals.

Total unique online views for the Season 10 competition. October - December 2014

# 30,254



## SOCIAL MEDIA

# f 250,000

Patrons were reached on Family and MWR Facebook from October 1 - January with #OPRISINGSTAR news, photos, videos and status updates.

# YouTube 64,418

Views on video created by finalist, SPC Jonny Vargas of Fort Benning, GA.

Wtvm.com TV/Radio - 3 posts  
**450K reach**

News4sanantonio.com TV/Radio - 4 posts  
**200K reach**

Bakersfieldcalifornian.com news - 1 post  
**230K reach**



Army.mil online news - 3 articles  
**19.95M reach**

Dvidshub.net online news - 7 posts  
**13.23M reach**

Coastal courier.com online news - 3 posts  
**240K reach**



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- November 9<sup>th</sup>- Veteran's Week
- The Tobin Center on Veteran's Plaza
- Seating capacity 1,759
- Outdoor Riverwalk Plaza, with 30' video wall (6,300 sq. ft.)
- 36 Corporate Suites available to entertain

# 2015 ORS Finals

How we can work together to grow revenue





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- Ensure your audience's devices are powered up
- Present branded charging stations pre, post & during the events in MWR facilities
- Stations are branded with sponsor messaging & call to action

# Power Tower

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