

U.S. ARMY IMCOM MARKETING  
& INTERACTIVE SOLUTIONS

# U.S. Army IMCOM Marketing & Interactive Solutions



July 29, 2015

ARMY STRONG.™



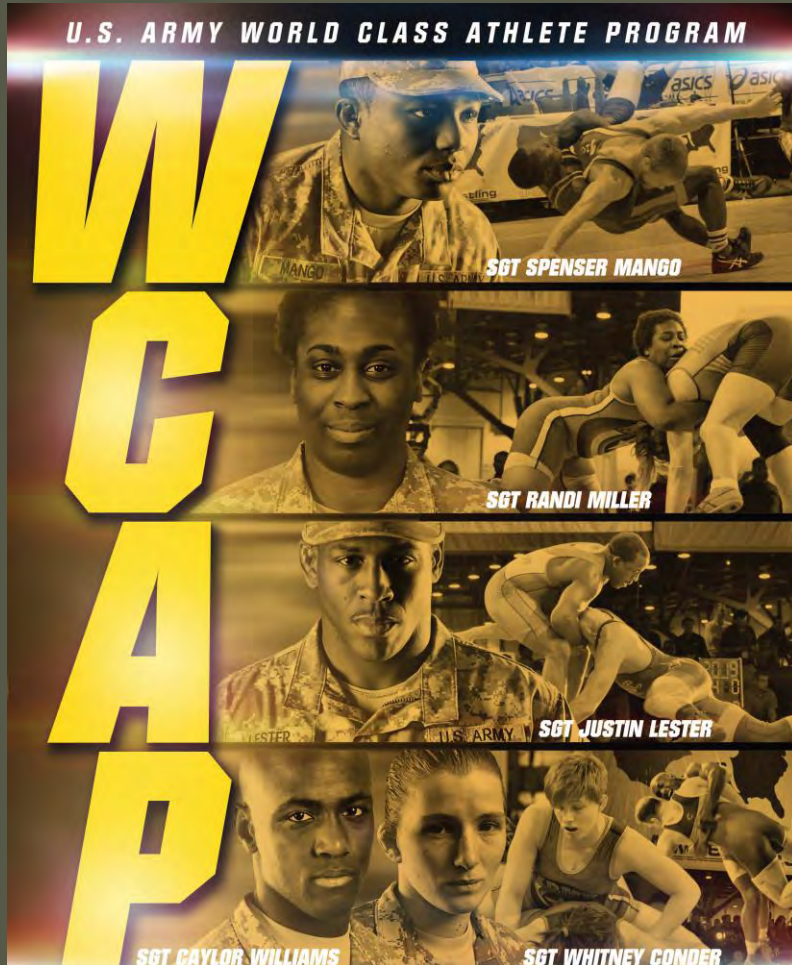
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# Executive Summary

ONLY OUR BEST. FOR AMERICA'S FINEST.



We would like to offer Abbott Nutrition the exclusive opportunity to be the Army World Class Athlete Program (Soldier Olympians and Paralympians) partner for all Nutritional supplements. This would afford Abbott the opportunity to access compelling, authentic content to curate the stories of Army athletes, heroes, willing to sacrifice life and limb in defense of our nation. Champions who have overcome great obstacles to represent the US worldwide in the Olympic and Paralympic Games.

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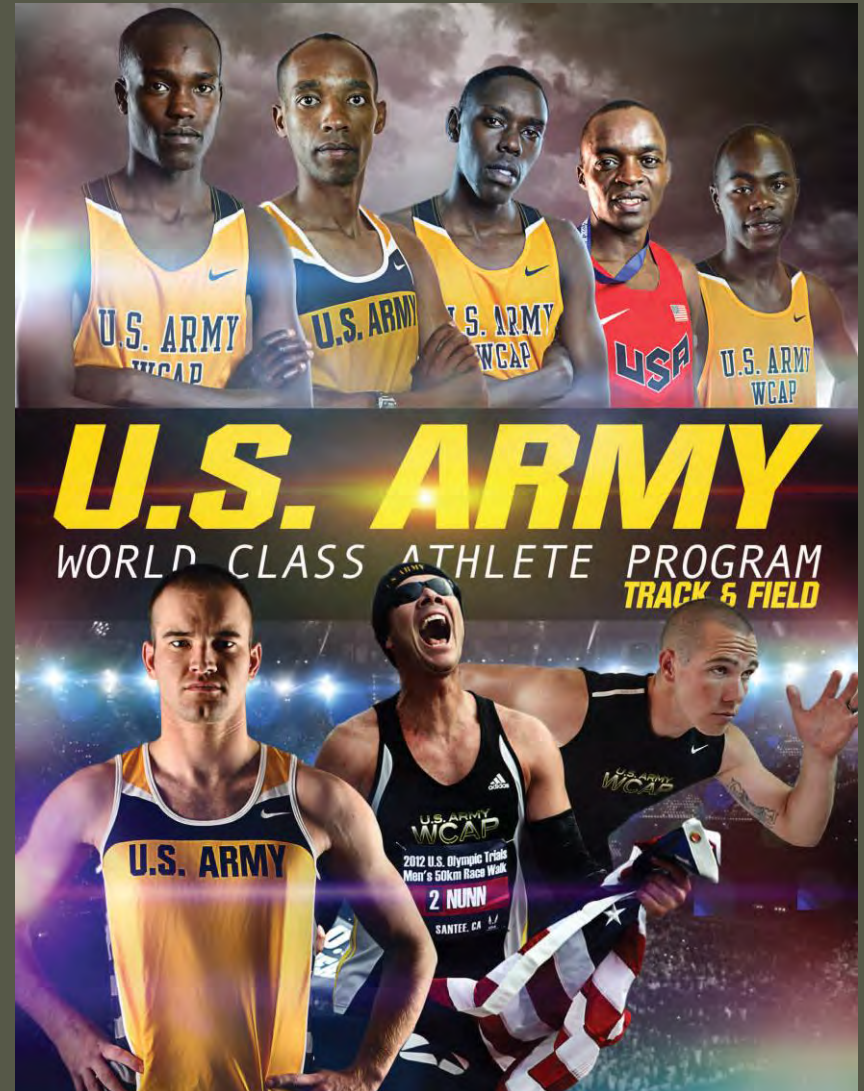


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The brand affiliation with these phenomenal men and women in uniform is unparalleled. Following is an abbreviated snapshot of who we are. We welcome the opportunity to meet and identify shared passion points. The following action plan is focused on achieving a strong, life-long business relationship. This proposal is scalable to budget, ever-changing environment and market analysis and duration

# Executive Summary



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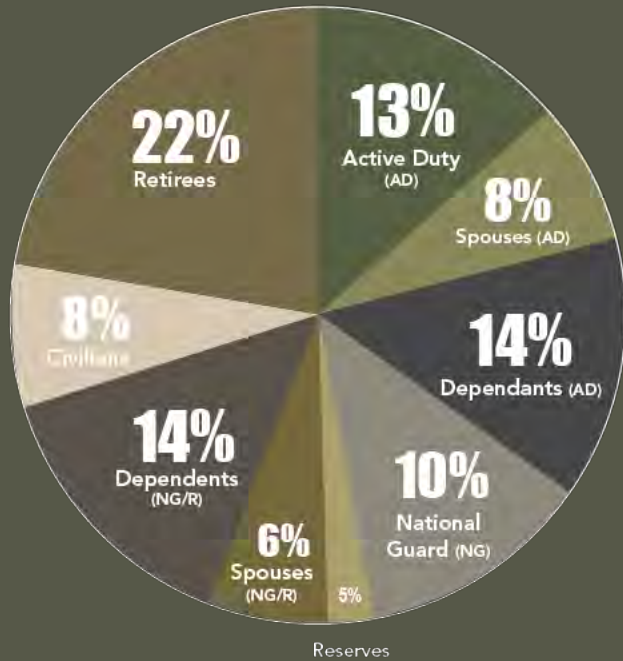


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# Demographics

## 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

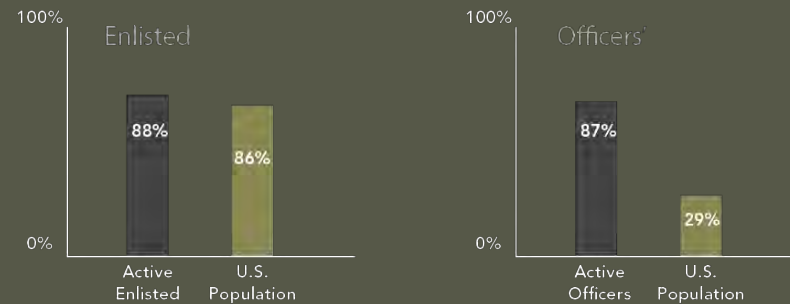
**Active Duty Enlisted 88% High School Diploma<sup>5</sup>**

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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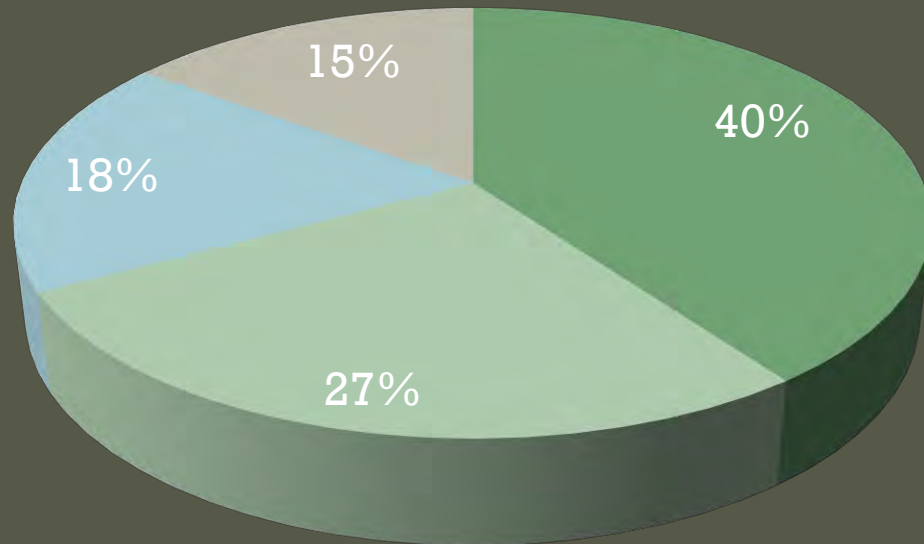
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# Demographics

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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EUROPE



★ STRATEGIC GARRISONS  
 ★ COMBAT SUPPORT, LOGISTICS, AND DEPOSIT

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# Consumer Behaviors



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## Army Air Force Exchange & Defense Commissary Agency 2012





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# Athletics

How we can work together to grow revenue

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Source: AAFES & DECA Million Dollar Vendors 2013

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## Visits per facility annually:

- Fitness Centers: 21M
- Aquatics: 2.5M
- Outdoor Recreation: 2M

# 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



- 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



\$8 CPM

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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, Abbott could send a pre-workout tip
- Use weather to drive sales with temperature responsive ads

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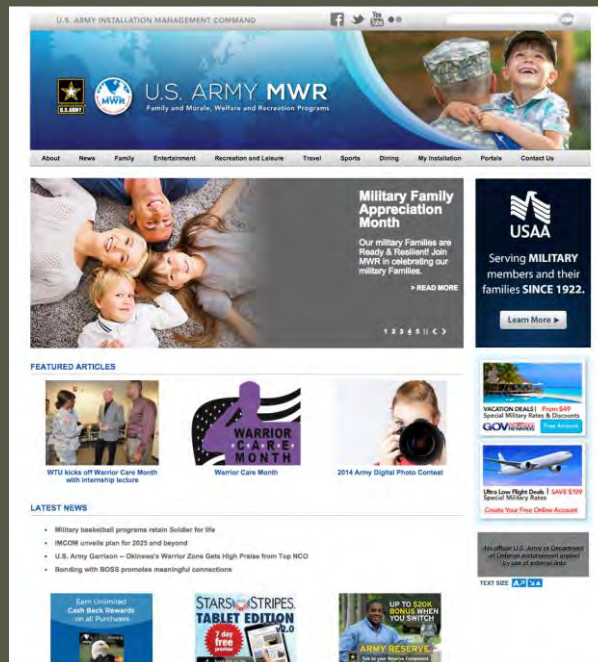
# Enterprise Website

How we can work together to grow revenue

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## Enterprise Web Capability

Armymwr.com  
Driving Sales



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

\$10 CPM

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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



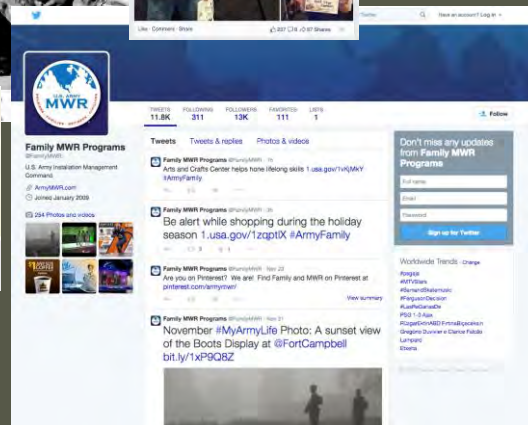
85K



575



1,262



\* As of September 2014



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# E-Mail Marketing

How we can work together to grow revenue

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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

\$8k - \$80K / year

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- From gym samplings, to reaching parents of young children, MWR can facilitate access to your niche consumer
- High traffic lobbies, large scale events & programs or retail outlets that target your market segment
- Investment \$500 facility access fee & 10 cents / sample

# Sampling

How we can work together to grow revenue



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# Army Golf

How we can work together to grow revenue

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- 48 Golf courses
- 1.2 M rounds played annually
- 747 holes
- 2,400+ golf carts
- The golfing demographic skews more mature
- \$1,500 / cart wrap
- Discounts available for multi-course / multi-cart purchases



\$796 - \$68,766 / year

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



Fort Bragg, NC

# Out of Home Ads

How we can work together to grow revenue



Fort Lee, VA

\$10k - \$200K / year



**Fort Bragg, NC**



**Fort Carson, CO**



**Fort Hood, TX**

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# Intramural Sports

How we can work together to grow revenue

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



\$30k - \$300K / year

## UNIT INTRAMURAL SPORTS INCLUDE

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

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# Young Lives: Big Stories

How we can work together to grow revenue

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- April is Month of the Military Child
- Social media engagement opportunities
- Youth are able to submit videos, drawing or their artistic expression of choice depicting their take on their Military lives: <http://youtube/h3z1HHwaNWU>
- Affiliate your brand:



\$2k - \$20K



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U.S. Army Child, Youth  
& School Services

# Youth Sports

How we can work together to grow revenue

	CDS	SAC	MS1	MS2	Teen	
<b>Paid Enrollment YTD:</b>	Birth - Kinderg.	1st - 5th/6th Grade	6th/7th - 7th Grade	8th - 9th Grade	10th - 12th Grade	TOTAL
<b>Baseball, Tball, CoachP</b>	3,698	4,454	952	310	52	9,466
<b>Basketball</b>	2,709	5,019	1,806	940	181	10,655
<b>Cheerleading</b>	558	1,579	392	144	9	2,682
<b>Football-Flag</b>	672	2,370	570	153	57	3,822
<b>Football-Tackle</b>	21	996	573	291	12	1,893
<b>Golf</b>	5	45	28	0	0	78
<b>Hockey-Field</b>	23	35	9	5	0	72
<b>Hockey-Ice</b>	33	34	29	14	0	110
<b>Hockey-Roller</b>	0	0	0	0	0	0
<b>Lacrosse</b>	0	16	25	16	0	57
<b>Soccer</b>	9,013	12,090	3,009	1,291	192	25,595
<b>Softball</b>	0	462	296	206	42	1,006
<b>Swimming, Competitive</b>	1	61	42	45	12	161
<b>Track</b>	22	466	228	132	15	863
<b>Volleyball</b>	0	193	352	201	52	798
<b>Other (List Below)</b>	300	783	531	467	567	2,648
<b>TOTAL</b>	17,055	28,603	8,842	4,215	1,191	59,906

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# Youth Sports

How we can work together to grow revenue

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	CDS	SAC	MS1	MS2	Teen	
Paid Enrollment YTD:	Birth - Kinderg	1st - 5th/6th Grade	6th/7th - 7th Grade	8th - 9th Grade	10th - 12th Grade	TOTAL
Bowling	53	249	376	285	128	1,091
Double Dutch	0	24	102	44	18	188
Golf	36	292	122	83	29	562
Ice Skating	0	0	70	43	19	132
In Line Skating	10	57	236	292	181	776
Skiing	19	84	49	30	46	228
Snowboarding	0	4	38	38	45	125
Swimming	348	570	399	319	148	1,784
Tennis	20	301	162	88	33	604
Track	44	747	434	236	55	1,516
Wrestling	81	569	162	38	4	854
Other (List Below)	285	662	467	286	85	1,785
<b>TOTAL</b>	<b>896</b>	<b>3,559</b>	<b>2,617</b>	<b>1,782</b>	<b>791</b>	<b>9,645</b>

<b>Sports Clinics</b>	<b>1,361</b>	<b>4,258</b>	<b>1,874</b>	<b>1,155</b>	<b>377</b>	<b>9,025</b>
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\$40k - \$400K / year

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# Strong Bands

How we can work together to grow revenue

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- May 1-31, 2015
- May 16 “Run to Honor 5K” at 22 garrisons
- See: [youtube.com/watch?v=pxiEjohBd9U](https://www.youtube.com/watch?v=pxiEjohBd9U)
- 60 Garrisons, 200+ events, 365 programs, 290,000+ participants
- Sponsor one of the tenants:
  - Balance
  - Activity
  - Nutrition
  - Determination
  - Strength



\$20k - \$50K

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# WCAP

How we can work together to grow revenue

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- The World Class Athlete Program (WCAP) Soldier-athletes compete in national & international competitions, to include Olympic & Paralympics Games



- Currently WCAP has:

- 48 Soldiers athletes training for the Olympic & Paralympics
- 111 Olympic & Paralympic Medals
- 1.5K National & International Medals
- 7 World Cup medalists
- 7 Wounded Warrior Para-athletes
- 19 Current National Champions

\$5k per athlete: \$5K - \$235K

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# WCAP

How we can work together to grow revenue

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## Benefits we can extend via the WCAP Program:

- Logos on uniforms and luggage
- Ads on website <http://www.thearmywcap.com>
- Posts on WCAP & MWR Facebook  
<https://www.facebook.com/ArmyWCAP>
- Inclusion in press releases wherever possible & media coverage
- Army Digital Signage Network naming rights (RSS feed)
- Logo inclusion on all intramural sports schedules
- Branding on intramural sports trophies
- Wallscapes & counter decals in gyms (223 opportunities)

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# WCAP

How we can work together to grow revenue

## WCAP Teams available for sponsorship:

- 5 top tier distance runners (\$25K)
- 12 wrestling Army athletes (\$60K)
- 7 boxing Army athletes (\$35K)
- 3 (of the top 4 in the US) modern pentathlon Army athletes (fencing, swimming, equestrian, run & shoot) (\$15K)
- 2 Taekwondo Army athletes (\$12K)
- 1 Para-swimming Army athletes Gold medalist 2014 Paralympics (\$6K)
- 2 Shooting Army athletes (11K)
- Para-track & field Army athletes (\$8K)
- Para-sled hockey(Gold medal 2014 Paralympics) (\$15K)
- 5 Bobsled Army athletes (Bronze medalists in 2014 Olympics) (\$30K)
- 5 Luge Army athletes (\$25K)
- 2 Rugby 7's Army athletes (\$40K)
- 1 Biathlon Army athlete (Ski & shoot) (\$8K)



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- Washington DC starting & ending at the Pentagon
- 30 year legacy
- 1.3 Million Impressions
- 35K registered runners & 10K spectators
- Downrange shadow runs
- Branding & activations:
  - 600+ feet finish line signage
  - Race shirts
  - Race programs
  - Certificates

\$15k - \$40K / year

# Army Ten Miler

How we can work together to grow revenue



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# Training for Troops

How we can work together to grow revenue

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- Celebrate true American heroes with a once in a lifetime trip to Joint Base Lewis-McChord
- Current & former MLB players, FOX broadcasters & FOX Sports Girls will visit the Military Community
- Abbott can honor our Soldiers with America's pastime



- Itinerary Highlights:
  - ❑ Daily morning physical training
  - ❑ Meals with the troops
  - ❑ Combat and training simulations
  - ❑ Youth baseball clinic
  - ❑ Signature “wiffle ball” game



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# Training for Troops

How we can work together to grow revenue

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- <http://www.foxsports.com/fox-sports-girls/military>
- Partnership Opportunities:
  - ❑ National exposure in 30-minute show that will air on FOX Sports 1 & across the FOX Sports family of regional sports networks
  - ❑ Custom on-air branding in promo spots
  - ❑ Digital/social media inclusion
  - ❑ Publicity
  - ❑ On-Site/trip participation
  - ❑ Attendance by key executive
  - ❑ Signage opportunity
  - ❑ Giveaway/offer for troops



\$10k - \$50K / year

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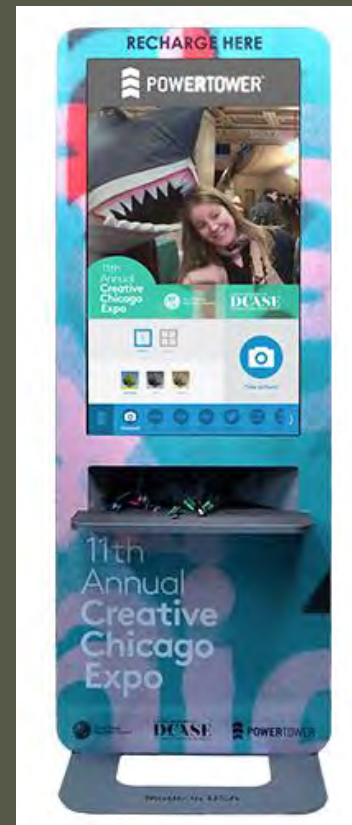
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- Ensure your audience's devices are powered up
- Present branded charging stations pre, post & during the events in MWR facilities
- Stations are branded with sponsor messaging & call to action

\$4k - \$211K / year

# Power Tower

How we can work together to grow revenue



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# Tweet It, Post It, Share It

How we can work together to grow revenue

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- Make the event #hashtag count
- Host the social feed
- Social feed will be monitored then broadcast onto event video walls

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- Create content, engage & brand
- Track analytics & manage campaign
- Export e-mail opt-ins
- Push content to venue screens
- Branded storybooth with 23" touch screen & built-in ring flash
- Produces a studio quality Animated Gif
- Hosted on a custom URL
- Fully customizable & mobile ready
- Social share built into all content

\$3k - \$50K / year

# Photo Booth

How we can work together to grow revenue



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# Create. Build. Engage

How we can work together to grow revenue

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- Utilize an integrated network of special events and marketing professionals within the U.S. Army
- Customize your brands experiential event
- From concerts, to races, tournaments & ride 'n drive events, anything is possible