

U.S. ARMY IMCOM MARKETING  
& INTERACTIVE SOLUTIONS

# U.S. Army IMCOM Marketing & Interactive Solutions



XBOX 360

July 22, 2015

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# Executive Summary

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- Army Installation Management Command wishes to allow XBOX the opportunity to capture the attention of our audience from September 19 through November 10
- The following action plan is focused on achieving a strong, life-long business relationship between the Army & XBOX
- This proposal is scalable to budget, the ever-changing environment, market analysis and duration (7½ weeks)
- In 2015, we propose initiating this long term partnership through:



- 4 Warrior Zone Activations
- 2 Military Spartan Races
- Single Soldier Conference
- Army 10 Miler

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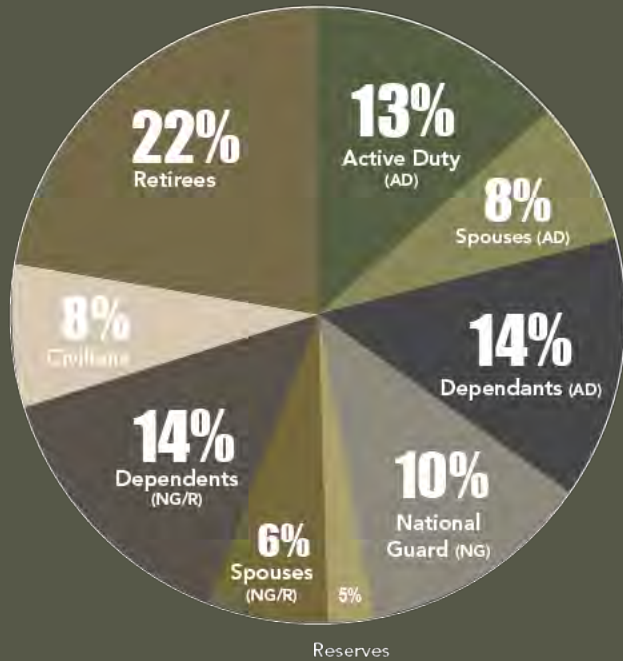


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# Demographics

## 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

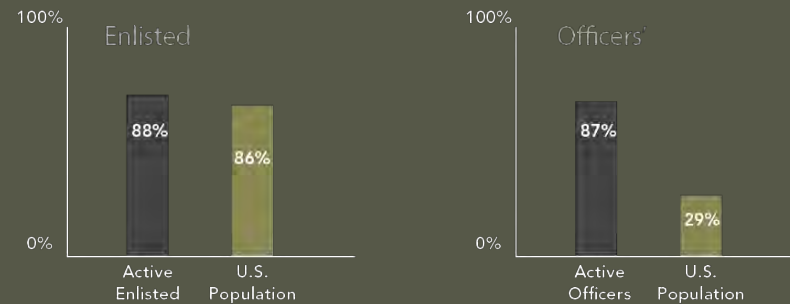
**Active Duty Enlisted** 88% High School Diploma<sup>5</sup>

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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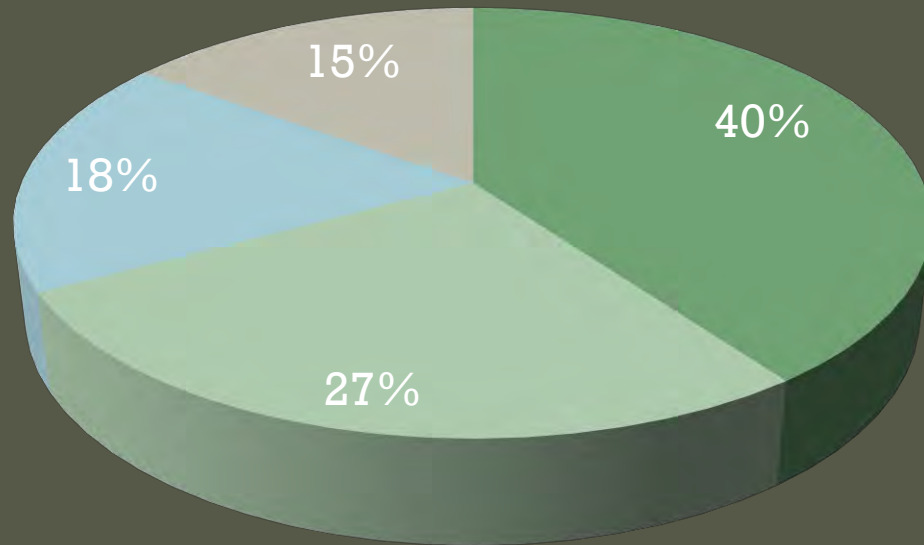
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# Demographics

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



★ STATIONARY GARRISONS  
 ● COMBAT SUPPORT, LOGISTICS, AND SUPPORT

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# Consumer Behaviors

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**EXCHANGE**  
ARMY & AIR FORCE EXCHANGE SERVICE

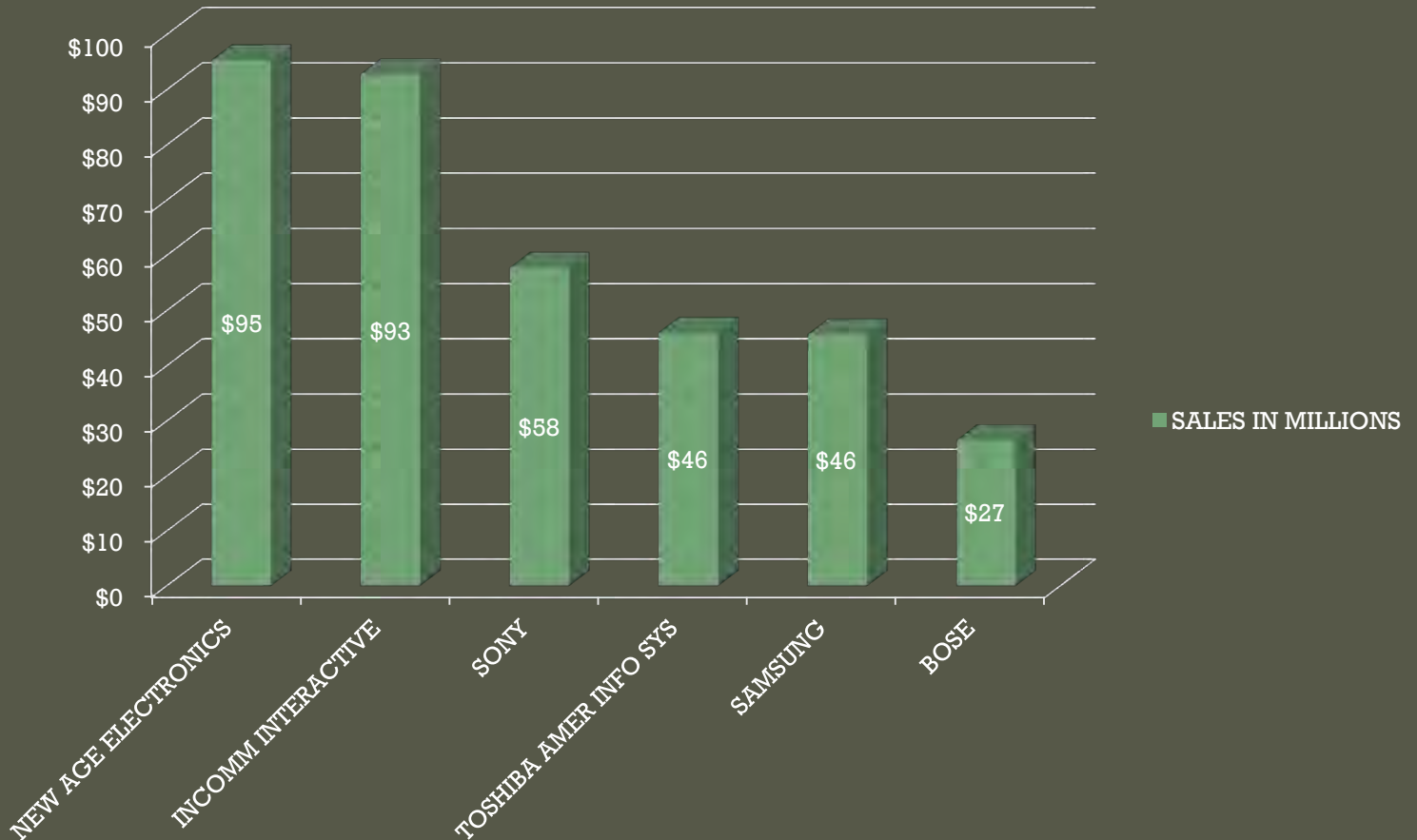
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# Electronics

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Source: AAFES & DECA Million Dollar Vendors 2012



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# Days/Month 1<sup>st</sup> Shooter

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<b>None/No First Shooter</b>		
Location	Count	Percentage
Fort Riley	8	15%
JBLM	26	50%
USAG Vicenza	18	35%
Total	52	100%

<b>1 - 5 Days Per Month</b>		
Location	Count	Percentage
Fort Riley	16	20%
JBLM	24	30%
USAG Vicenza	40	50%
Total	80	100%

<b>6 - 10 Days Per Month</b>		
Location	Count	Percentage
Fort Riley	17	23%
JBLM	27	37%
USAG Vicenza	29	40%
Total	73	100%

<b>11 - 15 Days Per Month</b>		
Location	Count	Percentage
Fort Riley	15	25%
JBLM	17	28%
USAG Vicenza	29	48%
Total	61	100%

<b>More than 15 Days Per Month</b>		
Location	Count	Percentage
Fort Riley	32	36%
JBLM	36	41%
USAG Vicenza	20	23%
Total	88	100%

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# Games Ranked

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Game	Rank	Number	% of Rank
"Call of Duty"	1	13	4%
	2	17	6%
	3	46	16%
	4	64	22%
	5	152	52%

Game	Rank	Number	% of Rank
"Halo"	1	25	9%
	2	18	7%
	3	43	16%
	4	49	18%
	5	140	51%

Game	Rank	Number	% of Rank
"Destiny"	1	31	13%
	2	20	8%
	3	44	18%
	4	48	19%
	5	104	42%

Game	Rank	Number	% of Rank
"Battlefield"	1	23	8%
	2	31	11%
	3	53	19%
	4	67	24%
	5	104	37%

Game	Rank	Number	% of Rank
"Rainbow Six"	1	49	22%
	2	21	10%
	3	45	20%
	4	38	17%
	5	67	30%

Game	Rank	Number	% of Rank
"Titanfall"	1	43	20%
	2	21	10%
	3	48	22%
	4	60	28%
	5	43	20%

\* 1 lowest – 5 highest

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# Games Purchased

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Location	Count of Respondent	Number of Games	Games Per Year
Joint Base Lewis-McChord	10	1	10
	21	2	42
	13	3	39
	9	4	36
	19	5	95
	4	6	24
	3	7	21
	3	8	24
	1	9	9
	2	10	20
	3	12	36
	1	13	13
	1	14	14
	1	15	15
	2	16	32
	1	17	17
	1	21	21
	1	23	23
	1	27	27
	1	28	28
1	29	29	
2	43	86	
1	50	50	
Total Games Purchased Over Past Year			711

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# Army Gaming

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Exchange sales data from 2014: (Estimates do not include related accessories or E-Commerce)

- X-Box \$31.3M
- PlayStation \$25.6M
- Call of Duty grossed \$2.1M two months after launch



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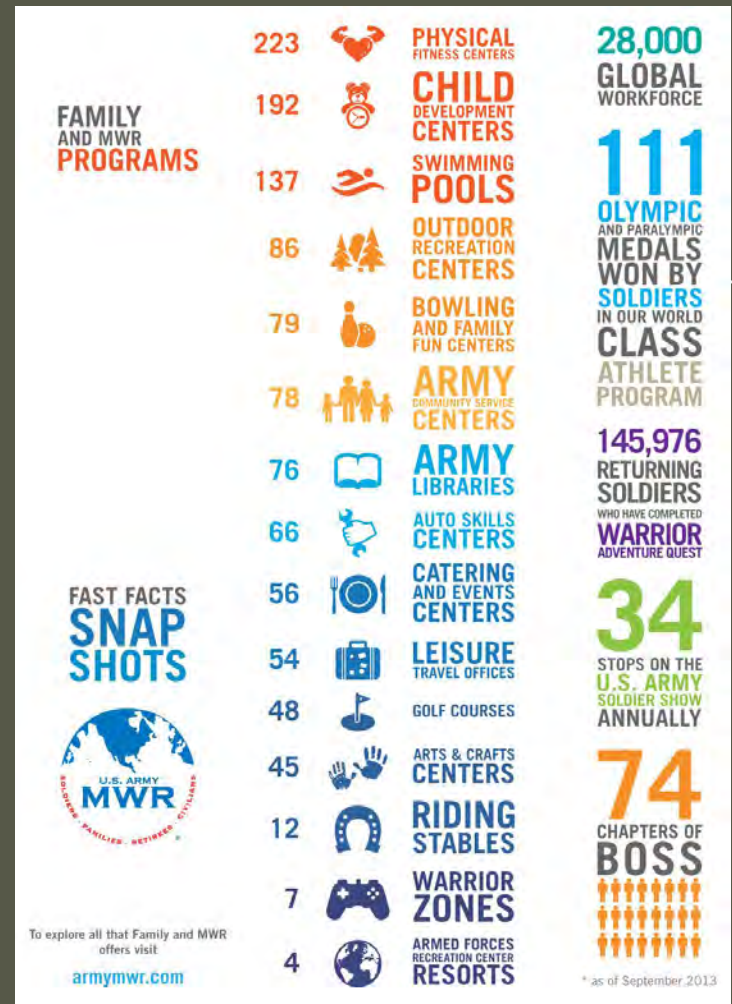
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## Visits per facility annually:

- 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



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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

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- 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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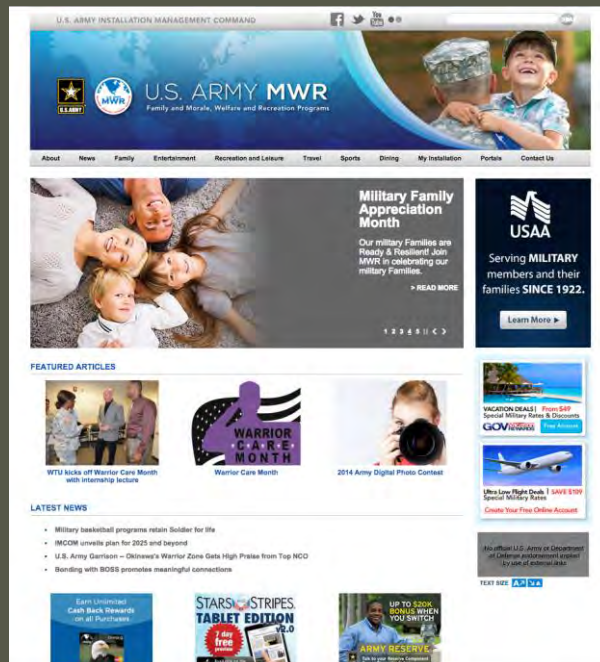
# Enterprise Website

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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



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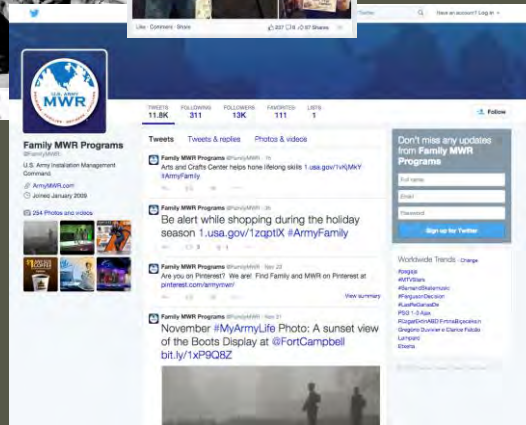
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# Social Media

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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



- In the process of renewing the contract
- Will need to confirm once the contract has been awarded

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# AAFES Exchange

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- Point of Sale in-store advertising
- Opportunities include:
  - Exchange Radio Network
  - Exchange TV Network
  - Social Media Advertising



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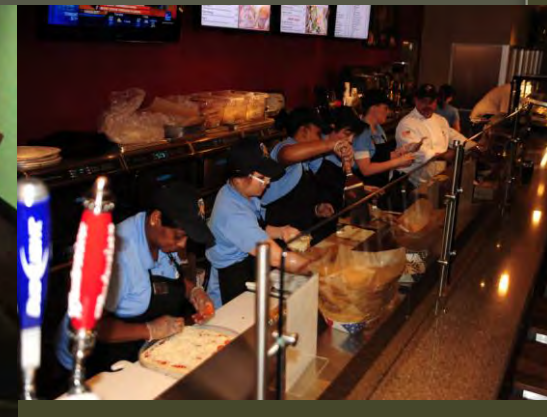


# Warrior Zones

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- Recommended activating:
  - Joint Base Lewis McChord, WA      Fort Riley, KS
  - Vicenza, Italy      Fort Campbell, KY
- 62 Recreations & 13 Warrior Zones Facilities
- 6M visits annually
- Audience is junior enlisted, young Soldiers
- Gaming, billiards, theatres, wifi, sports, tournament events



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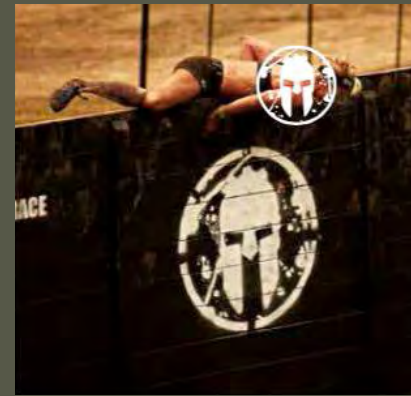
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# Spartan Race

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- Fort Bragg September 19, 2015 (Tier II)
- Fort Campbell October 24, 2015 (Tier II)
- Build out activations 20' x 20' space
- \$7,500 each



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# BOSS Symposium

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- September 21 through October 3
- Shades of Green, Orlando, Florida
- 200 Single Soldier representatives garrisons worldwide
  - Build out activation
  - Send them back to their duty stations with publicity



XBOX 360™



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- October 9 & 10, 10' x 10' at pre-event expo
- October 11, 20' x 20' at race
- 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

# Army Ten Miler

How we can work together to grow revenue



**Thank you!**

**Financials follow**