



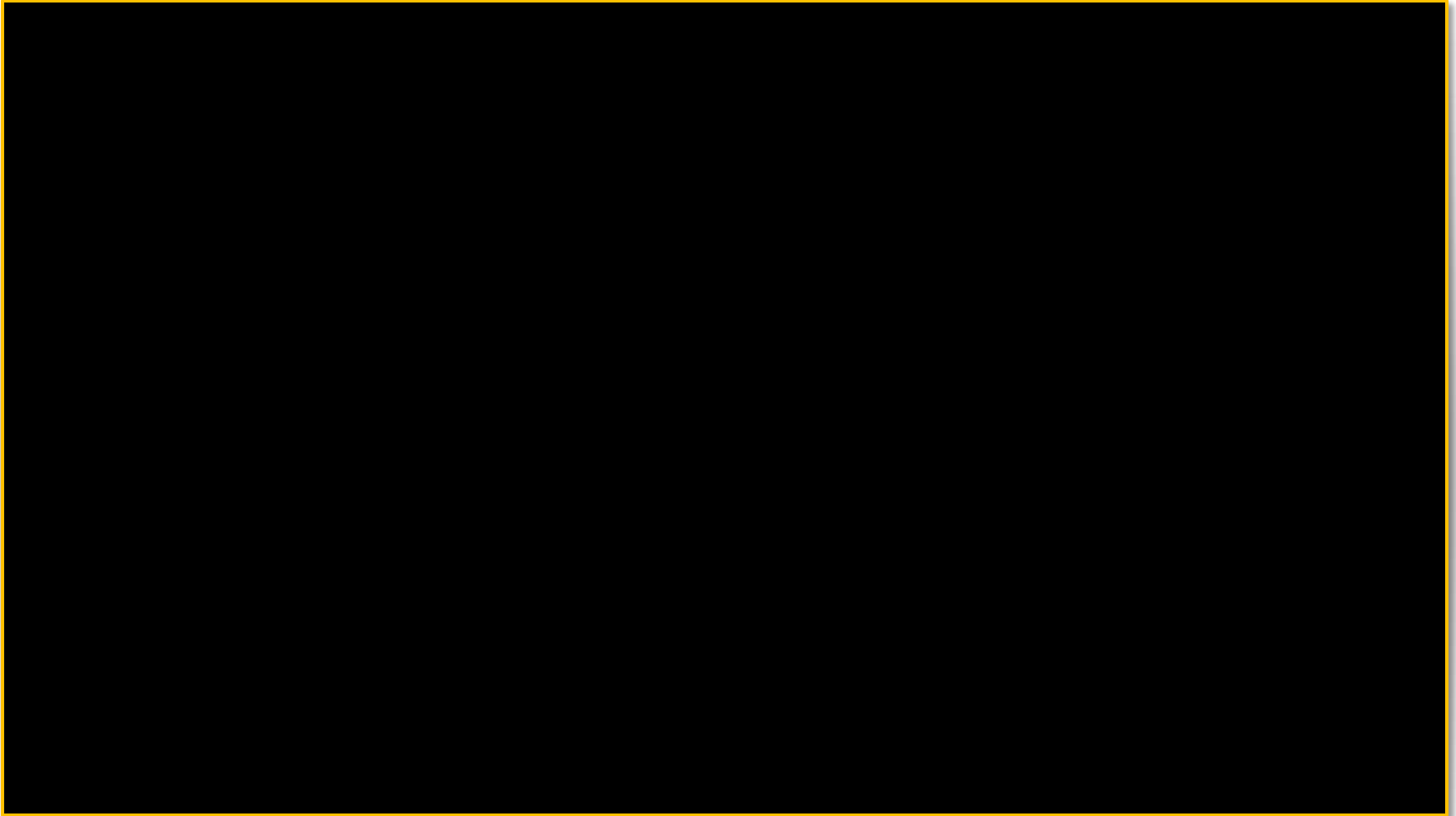
# AMERICA'S NAVY

**A GLOBAL FORCE FOR GOOD.™**

**Commander Brent "Noise" Phillips - Director of Marketing & Advertising  
Commander Alvin "Flex" Plexico – Public Affairs Officer**



# *The Calling*





# *Historical Context*

- **Four different slogans since inception of the all-volunteer force**
- **Targeted to prospects ages 18-24 and focused on their “What’s in it for me?” question**
  - Be Someone Special – 1973- 1975
  - Navy. It’s not just a job, it’s an adventure – 1976-1996
  - Let the Journey Begin – 1996-2000
  - Accelerate Your Life – 2001-2009
- **In 2009, Navy adopted a “branding” strategy**
  - Brand is a long-term strategy, not a slogan to change with the tide
  - Speaks to Sailors past, present, and future
  - Developed through Sailor & target market feedback and focus groups
  - Tied to Maritime Strategy



# *Power*





# ***Brand Reception***

- Developed by Sailors and future Sailors
- Speaks to Sailors past, present, & future
  - 88% positive feedback
  - 90% positive TV response







# *Share Our Brand*

- Add brand to existing news products
- Navy Weeks
- Japan earthquake, floods in Tennessee, and other humanitarian assistance/disaster relief
- Real-world operations (especially kinetic operations in support of GWOT/OCO)
- Command websites
- Social media updates
- Share our Navy brand as part of speeches, news releases & other public affairs products





# Examples of Branding

**facebook**

**Sign Up** Facebook helps you connect and share with the people in your life.

**US Navy Life** Like

Product/Service



**twitter** Search

FIND US ON: facebook.com/usnavylife youtube.com/UnitedStatesNavy flickr.com/usnavylife

**US Navy Jobs**  
@USNavyJobs Worldwide

Official info on USNavyJobs: Link to details on any of the 100+ careers and jobs in the Navy – and to postings for available positions that are now in demand.  
<http://www.navy.com>

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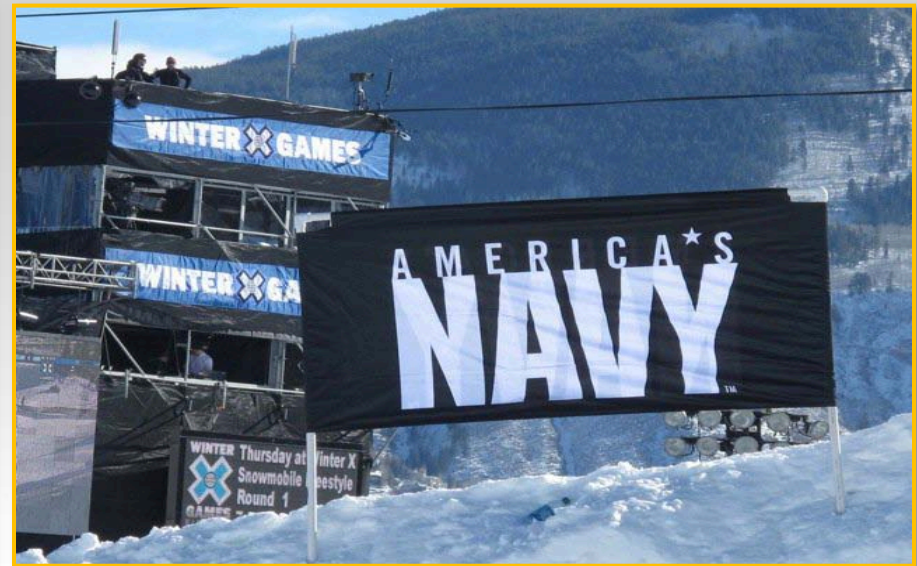
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A GLOBAL FORCE FOR GOOD

United States Navy Uploads Playlists

Search

Date Added | Most Viewed | Top Rated

- Navy Explosive Ordnance Disposal  
14,309 views - 8 months ago
- Trained To Save  
19,862 views - 9 months ago
- Deep Sea Team  
16,733 views - 9 months ago





# *Navy Brand Quotes*

"Sailors are able to serve with honor, courage and commitment making America's Navy truly a global force for good."

Master Chief Petty Officer of the Navy (SS/SW) Rick D. West

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"Why not get paid to talk and help the Navy build its global force for good?"

YN1(AW) Brendan P. Wehmann, Navy Recruiter of the Year





# ***Navy Brand Quotes***

"I ask for your strong support of our fiscal year 2012 budget, and I thank you for all that you do to support the men and women of the United States Navy, our enduring global force for good."

Adm. Gary Roughead, Former Chief of Naval Operations  
Statement before the Senate Appropriations Committee

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"What our Sailors accomplished in Haiti was simply extraordinary. Every Sailor I have spoken with has shared amazing stories that clearly demonstrate that 'global force for good' is not just a clever marketing tool. It is the reality of our Navy, embedded in our culture and part of our history."

Adm. John C. Harvey, Jr., Commander, U.S. Fleet Forces Command



*Until*

THEY FIGHT FIRES.  
THEY FIGHT PIRATES.  
THEY NEVER,  
EVER FIGHT BOREDOM.

**SAN DIEGO, CA** Navy Reservists in Helicopter Sea Combat Squadron (HSC) 85 came to the aid of San Diego fire fighters. They unleashed 420 gallons of water at a time from specially equipped MH-60S helicopters. To learn more about Navy efforts around the world and how you can help, go to [americasnavy.com](http://americasnavy.com)

**AMERICA'S NAVY**  
A GLOBAL FORCE FOR GOOD.

NOT ALL OF OUR LASER-GUIDED  
SURGICAL STRIKES INVOLVE MISSILES.

**MALAYSIA** **USNS MERCY** The ability to zero in on a target and destroy it. It's just as important in an operating room as it is on the battlefield. America's Navy has thousands of highly-skilled Medical Officers who are making a difference in the lives of those less fortunate every day. To learn more about Navy efforts around the world and how you can help, go to [americasnavy.com](http://americasnavy.com)

**AMERICA'S NAVY**  
A GLOBAL FORCE FOR GOOD.

SOMETIMES WE RUSH IN AFTER THE STORM.  
SOMETIMES WE ARE THE STORM.

**THE UNITED STATES NAVY** Our mission is simple. We go wherever we're needed and we do whatever needs to be done to keep the world safe and peaceful. From rescue and supply missions during natural disasters like Hurricane Katrina, to protecting the safety and security of those who can't protect themselves, the Navy answers the call. To learn more about Navy efforts around the world, go to [americasnavy.com](http://americasnavy.com)

**AMERICA'S NAVY**  
A GLOBAL FORCE FOR GOOD.

A WOMAN'S PLACE IS  
WHEREVER SHE WANTS IT TO BE.

**UNITED STATES** **MAE FALLON NEUBAU** With a max speed of 1200 mph and unparalleled maneuverability, you could say the F/A 18 has no limits. The same holds true for women who choose a career in America's Navy. From Top Gun Fighter Pilot to Nuclear Engineer, the Navy offers dozens of opportunities that allow determined women to truly soar. To learn more about Navy efforts around the world and how you can help, go to [americasnavy.com](http://americasnavy.com)

**AMERICA'S NAVY**  
A GLOBAL FORCE FOR GOOD.





# Resources

[www.cnrc.navy.mil/pao](http://www.cnrc.navy.mil/pao)

<http://extensis.cnrc.navy.mil>

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They operate and maintain the most formidable Fleet of nuclear-powered submarines and aircraft carriers on the planet. They pursue the highest degree of intellectual and personal challenges in the nuclear field.

**NAVY**  
ADVANCED PROGRAMS

### Creative Services Division

We are a professional, creative design staff that can take your project to the next level. We provide prompt service and turnaround time without compromising the integrity of your final project. Our design team provides the highest quality, eye-catching products that every recruiting station needs to succeed.

[Learn more about Creative Services Division.](#)







**100%**

**70%**

**OF THE WORLD IS COVERED BY WATER.**



# AMERICA'S NAVY

A GLOBAL FORCE FOR GOOD.™

# ***Back-Up***

AMERICA'S  
**NAVY**

CAMPBELL-EWALD | GLOBALHUE | GOLINHARRIS | ACCENTMARKETING



# *Navy Commercials*

Link to "100%" Navy Commercial...

[http://www.cnrc.navy.mil/Video/100\\_Percent.wmv](http://www.cnrc.navy.mil/Video/100_Percent.wmv)

Other Navy Commercials...

- "The Calling" - <http://www.cnrc.navy.mil/video/CallingSD.wmv>
- "Power" - <http://www.cnrc.navy.mil/video/power.wmv>
- "Until" - <http://extensis.cnrc.navy.mil/videos/until.wmv>

Other videos and posters at...

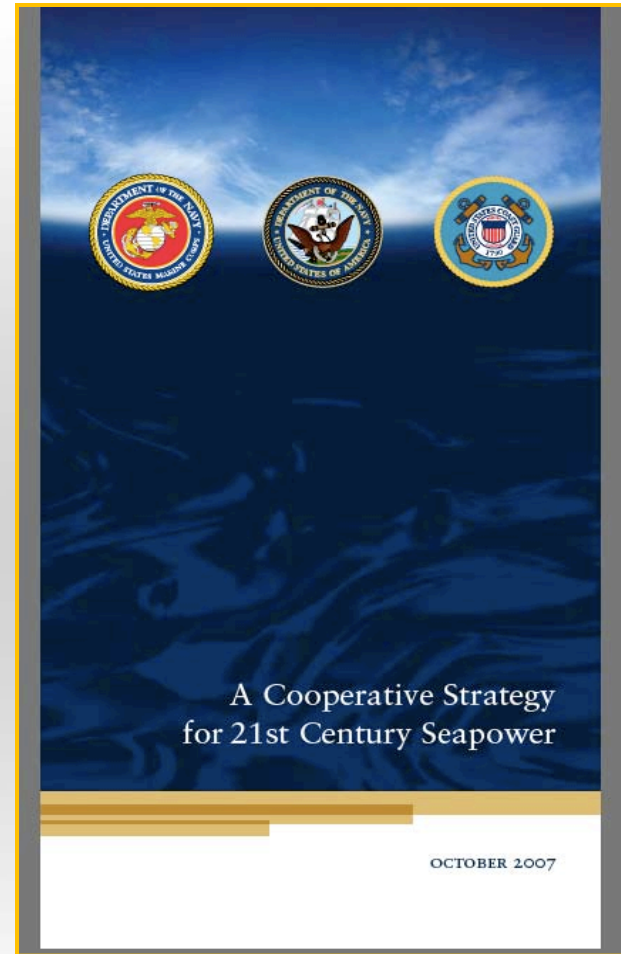
[www.cnrc.navy.mil](http://www.cnrc.navy.mil) and <http://extensis.cnrc.navy.mil>





# *Maritime Strategy Core Capabilities*

- Forward Presence
- Deterrence
- Sea Control
- Power Projection
- Maritime Security
- Humanitarian Assistance and Disaster Response





# ***Cross Functional Team Meeting***

- Two cross-functional team meetings were conducted. Attendees included:
  - Enlisted men and women
  - Officers
  - Representatives from across the service, including Seals, Aviators, Surface, Submarine and Recruiting Command
- All participated in projective exercises (“brand metaphor” and “three-word”).
- Material was gathered and synthesized.



# Qualitative Research Results

- General Public, Influencers, and Veterans...



- "The desire to serve is something that comes from inside. If my child has the calling, I will support them."

- "It makes me proud to be an American."

- "It shows tradition, honor and duty served by past generations. It shows Navy's capacity to protect and serve the United States and the world."



- Recruiting Prospects...

- "It makes you feel like you're part of a brotherhood. It grabs you and makes you want to be part of the Navy."

- "The opportunity to help is quite appealing."

- "It shows humanitarian efforts throughout the world. I can serve this way."





# *Quantitative Television Testing*

## ▪ TV Testing Across General Market

### ➤ "Lifeline"



- 90% of Moms found it "very or extremely likeable".
- Among those who have had a change in their feelings about their child joining the Navy, 89% feel "somewhat more positive" or "a lot more positive".

### ➤ "The Calling"



- 70% of Dads found it "very or extremely engaging".
- Among those who have had a change in their feelings about their child joining the Navy, 85% feel "somewhat more positive" or "a lot more positive".





# Pre- & Post-Tracking Research

- Gauge key awareness measures and attitudes toward Navy both prior and then immediately following a 2 week media burst.
- Unaided ad awareness for Navy better than doubled (8% to 17%).
- Total Ad awareness increased 25% (22% to 27%).
- Increases were noted across all age and gender subgroups.

	<u>Unaided Ad Awareness</u>		<u>Total Ad Awareness</u>	
	Pre	Post	Pre	Post
Army	32%	24%	48%	38%
Marines	19	20	34	31
Navy	8	17	22	27
Air Force	4	5	18	15
Coast Guard	4	2	14	11