

AEMO HISTORY

The Secretary of the Army directed the establishment of the Army Enterprise Marketing Office under the Assistant Secretary of the Army for Manpower and Reserve Affairs in 2019. AEMO Officers make up the Army's newest functional area, FA58 – Enterprise Marketing and Behavioral Economics, guided by Army Regulation 601-208.

Our mission is to attract quality talent that will fill ranks and serve as the Army's future leaders. Data analytics and rigorous research feed the strategy behind our marketing. Understanding of who Gen Z prospects really are allows us to develop robust campaign ecosystems in support of recruiting activities. We do this in partnership with Team DDB, an industry leading advertising agency, to deliver world class marketing.

AEMO is expanding its footprint beyond Chicago through the Regional Marketing Directorate. It will provide professional marketing expertise to accessions partners at the brigade and battalion level to support mission accomplishment. The five satellite offices will provide regional insights, deliver local marketing content, and develop regionally integrated marketing plans synchronizing marketing efforts at large.



AEMO

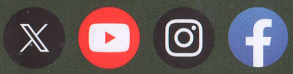
Army Enterprise Marketing Office

AEMO LEADERSHIP

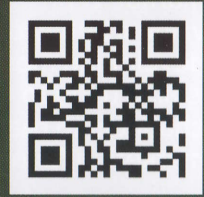
Brig. Gen. Antoinette Gant
Chief, Army Enterprise Marketing Office

Mr. Ignatios Mavridis, SES
Deputy, Chief Marketing Officer

Command Sgt. Maj. Faith Alexander
Senior Enlisted Advisor



JOIN US AT
[@GOARMY.COM](https://www.goarmy.com)



ARMY ENTERPRISE MARKETING OFFICE (AEMO)



[GOARMY.COM](https://www.goarmy.com) →

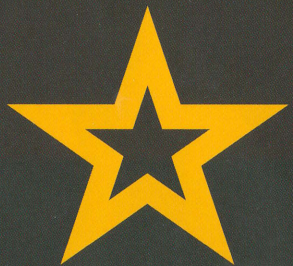
BRAND REFRESH

The Army brand transformation was a multiyear, research-based process that explored the needs of today's youth and the Army's 247 years of achievements. The brand brings back the popular "Be All You Can Be" tagline while reinventing it to reflect today's Army and country accurately and authentically.

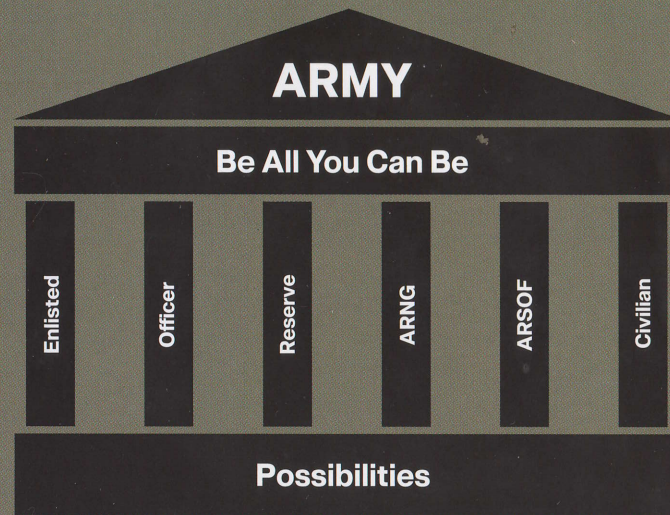
In order to better connect with the goals that matter to Gen Z, we established two key pillars of Purpose & Passion and Community & Connection. These pillars form the basis of all Army messaging to engage Gen Z audiences with an aspirational focus on all the "Possibilities" the Army can help actualize.

Purpose & Passion is centered on finding a purpose in life and becoming inspired to be the very best you can be. Community & Connection focuses on the Army as a space that forges meaningful bonds and a place where you are welcomed, understood and accepted.

Gen Z knows the Army by way of epic movies, video games, and 20 years of confusing news. The Be All You Can Be campaign repositions what the Army stands for in the minds of prospects and the American public. It reintroduces the Army as an overarching brand to a new generation as a driver of possibilities.



U.S. ARMY



PRODUCT LINES

Strategic marketing looks at the brand holistically, applies brand management and determines a strategy that best communicates the value of Army service. AEMO manages the ways to serve as product lines, depicted by the six pillars above. Each is aligned under the Army brand platform hierarchy and is prospect oriented.

While there may be overlap, there is a unique value proposition associated with each product's target audience. Managing our activities by product line better aligns marketing efforts. We bring to life meaning, skills, benefits, and belonging as drivers of possibilities.

AEMO uses a custom segmentation model to understand the youth that make up the recruiting market. It provides key insights on the needs, values, behaviors, and concerns we address when developing messaging for a specific segment. This is also used to determine the appropriate media channels to reach them as they move through the marketing funnel.

BRAND GAPS

Our campaign messages address four key gaps to build awareness and understanding of the limitless possibilities of Army service. The Army offers what youth want in a career and life, they just don't know it yet.

Knowledge Gap: With less connection to someone who has served, the Army is mostly unknown by today's youth or not aligned with their goals which leads to misconceptions about Army service.

Relatability Gap: Youth seek out paths filled with possibilities of purpose, passion, community and connection. They don't see the Army as an organization that can set them on those paths. We seek to show them how the Army is a place of possibilities.

Trust Gap: Prospects simply do not think the Army will offer them a good life where they can fulfill their greatest potential as a trusted institution. We show authentic stories told by Soldiers themselves about their experiences.

Culture Gap: The Army seems out of step with modern culture. Youth place high importance on things like career stability and the ability to pursue their purpose in life, which are in fact two key benefits of Army service.

BE ALL YOU CAN BE.