



tools, tidbits & trends

THE LATEST MARKETING NEWS

February 18, 2011

Tools...important information

EVENTS AND PROMOTIONS

■ ***Driven 2 Honor - A Salute to Women in The Military Promotion***

Family and MWR Command and BOSS have teamed up with Jennifer Jo Cobb, NASCAR's up and coming female driver, to create a NASCAR VIP Weekend for female service members as a salute to women in the military. Beginning this weekend, Feb 19 at Daytona International Speedway, Cobb will play host to two female service members and their guests at the first of five 2011 NASCAR Nationwide Races.

Female service members are nominated or can self-nominate by logging on to the MWR Promotions website to become eligible. Family and MWR eligible patrons can visit www.mwrpromotions.com to self-nominate or nominate a female service member for this NASCAR VIP experience. Nominees can be from any active service component. FMWRC is expecting candidates to be nominated from installations close to the races (Forts Stewart, Huachuca, Irwin, Knox, and Campbell); however female service members worldwide are eligible.

Race locations and dates:

19 Feb - Daytona, FL
26 Feb - Phoenix, AZ
5 Mar - Las Vegas, NV
19 Mar - Bristol, TN
26 Mar - Fontana, CA

VIP weekend includes:

- Meet and greet with NASCAR drivers
- Hospitality at the track
- Up to \$600.00 for hotel and transportation
- Pit Crew/Honorary Crew Member experience

Read the complete story: <http://www.army.mil/-news/2011/02/15/51922-jennifer-io-cobb-to-unveil-driven-2-honor-program-at-daytona/>

■ Great Getaways Sweepstakes

Place a web banner on your garrison's website and earn \$300! We still have some slots available for garrisons wanting to advertise.

The Great Getaways Sweepstakes promotion will run from 15 March through 15 June 2011. The goal of this promotion is to increase awareness of each of the five Armed Forces Recreation Centers (AFRC) locations as world class resort destinations for service members and their families and increase awareness of the www.afrcresorts.com website. The three month long online sweepstakes will encourage service members and their Families to visit the website and enter for a chance to win a grand prize vacation and many other exciting prizes.

If you are interested in assisting with promoting the Great Getaways online sweepstakes and providing your customers the opportunity to win, fill out the banner placement request and submit NLT 21 February to robin.hovey@us.army.mil. The first 60 garrisons to respond will receive \$300.00 at the end of the promotion.

POC: robin.hovey@us.army.mil

■ Texas Hold'em Update

The Texas Hold'em handbook is estimated to be available online by February 25th. We apologize for this inconvenience. A hard copy will be included in the Texas Hold'em supply shipments.

All marketing materials are available at:
<http://www.mwrbrandcentral.com/HOMEPAGE/specialevents.html>

POC: Doriann.fengler@us.army.mil or amy.leon@us.army.mil

MARKETING

■ Family and MWR Logo Now Federally Registered Trademark.

It's official! The new Family and MWR logo which highlights our customers "Soldiers Families Retirees Civilians" is an official, federally trademarked logo. While this means we can now display the (r) mark on the image itself, it also means there is a heightened importance on ensuring the logo is used and staged accordingly. The registered, trademarked logo is available on www.mwrbrandcentral.com for immediate download and use. Additional brand information and guidance will be announced in this publication.

■ **New Logo Print and Signage Items have Shipped - Please Confirm Delivery**

You should have now received print and signage items from our contracted printer, Competitive Edge. Please confirm your receipt of the branded items by taking a quick survey at the link below: www.armymwr.com/fmwrc/prints/signage/survey.htm.

POC: adam.roy2@us.army.mil

■ **IMCOM's New Mission Statement**

LTG Lynch has issued IMCOM's new mission statement. Please update your presentations and products accordingly.

"Our mission is to provide Soldiers, Civilians and their Families with a quality of life commensurate with the quality of their service."

■ **Month of the Military Child Materials**

The posters for this year's Month of the Military Child are available on Brand Central. Additional items (ads, web banners and parts of the raw files for editing) will be available in the coming weeks. Updates will be posted in upcoming issues of Tools, Tidbits and Trends.

POC: jennifer.gwyn.morris@us.army.mil.

CREATIVE SERVICES

- Updates on mwrbrandcentral.com:
 - Texas Hold 'em materials
 - AED Ad
 - I Play, I Win, I Bingo updated materials
 - BOSS Touch Card

RESEARCH

■ **Why use ESRI's Graphic Profile Report?**

The Graphic Profile (GP) report graphically displays U.S. Census Bureau data, by trade area. The report includes projected household census data (i.e., Projected 2010 census populations by age group, by income, and race). GP reports projected data for 2010. ESRI plans to update all reports this summer (i.e., 2010 actual census information).

Some common uses include:

- Use to draw attention to key target audiences in written reports, or presentations
- Draw attention to future demographic changes to trade area(s)
- Support advertising and sponsorship proposals with up to date audience information
- Appraise current audience levels
- Compare GP report to alternative demographic resources (i.e., FAMS data, ASIP, etc.)
- Search graphs and tables for unforeseen trends or aberrations

To view your installation's GP report, go to <http://mwrbrandcentral.com/HOMEPAGE/esri.html>.

POC: George Brezny, George.Brezny@us.army.mil

Trends...what's going on out there!

■ Food trends are always changing and evolving. Customers demand changes as trends begin to evolve.

Here are some food trends that are becoming popular:

- Fair food like specially seasoned popcorn, food on sticks and funky-flavored cotton candy.
- Clubs and bars are featuring chocolate stout floats and fruit sundaes with a splash of special liqueur.
- Grilled cheese sandwiches – basic and wildly embellished ones such as spinach and feta grilled cheese, mushroom and swiss and smoky cheddar with bacon are among the most popular.