



December 3, 2010

Tools...important information!

MARKETING

■ Family and MWR Brand Usage and Compliance Audits

In accordance with OPOD 10-253 (Family and Morale, Welfare and Recreation Brand and Family of Brands), FMWRC will begin brand audits at randomly selected garrisons to ensure you have the necessary tools in place to successfully meet all OPOD requirements.

In addition to MWRBrandCentral.com, the Marketing Directorate team is looking at potential areas for new ideas and tools while also ensuring the Branding and Voice Guidelines are in compliance.

The Family and MWR brand is not just a graphical element, it is also a trademarked image and its use or misuse can impact the Command and the brand's integrity and equity. For this reason, the Brand and Voice Guidelines are available to help guide proper usage and clarify any confusion. In addition, the brand audits will also:

- Provide consistent, cohesive and standardized Family and MWR branding across the enterprise, ensuring customers see the same image and brand mark from installation to installation.
- Identify potential new tools for implementation to further assist garrisons with their marketing efforts.
- Communicate best practices that will benefit other installations.
- Discover opportunities where garrisons can make adjustments or tweak brand usage to ensure compliance with published guidelines.

POC: Elizabeth Horner: elizabeth.horner@us.army.mil.

■ Attention MDW Garrisons

Please help us get the word out about AED's Christmas Show, "A Soldier's Christmas," through your Facebook pages and Twitter feeds.

Suggested wording: *Friends in the Washington D.C. area, join AED for "A Soldier's Christmas," at the Wallace Theatre on Fort Belvoir at 7:30 p.m. Dec. 16, 17& 18, and 2 p.m. December 18 & 19. Tickets are free. The high-energy 60-minute musical includes a cast of U.S. Army Soldier*

Show alumni who will perform traditional Christmas carols as well as modern Christmas songs. The storyline focuses on the experience of Soldiers and their Families during the holiday season, but combines singing, dancing and humor with whimsical stage settings to create a joyous celebration of Christmas and the fun it brings. Learn more at <http://www.armymwr.com/recreation/entertainment/christmasshow.aspx>

■ "Murder 101", Comedy Mystery Dinner Theater

For those garrisons hosting the mystery dinner theater, materials can be found at: <http://www.mwrbrandcentral.com/HOMEPAGE/soldiercommunityrec.html>

Materials include:

- An 11 x 17 poster that can be customized with local information for the Casting Call (to educate customers on how they can become a cast member).
- An 11 x 17 poster that can also be customized with local show dates, times and locations.
- A web banner for garrison web sites that can link to a page with your local casting call and show information. The web banner can also be placed on your web site and link to AED's page at http://www.armymwr.com/recreation/entertainment/comedy_mystery_dinner_theater.aspx

CREATIVE SERVICES – MWR BRAND CENTRAL WEB SITE

- New additions and updates loaded on Brand Central this week include:
 - New videos for BOSS
 - Road to Rio logo added
 - SOS Design elements added
 - New Marketing Request form
 - New Print Request form

RESEARCH INITIATIVES

■ FAMS Update

DefenseWeb was contracted by Family Programs to reconstruct the Family Reporting System (FAMS). The 13 FAMS reports can be filtered to describe our Army market. A small group of users have been selected to test the FAMS site and provide feedback. Initial feedback from this group identified some areas of improvement to the initial registration process. DefenseWeb is addressing the feedback and improving the registration process, user guide and Computer Based Training. The testing will ensure that once FAMS is ready for release, the process will be easy and user friendly. The next step to releasing FAMS will be to provide DefenseWeb the list of users. For those interested in accessing FAMS, a link will be available in a future Tools, Tidbits and Trends to request access. As we gear up to release FAMS, we appreciate your patience and understanding as we work to ensure a user friendly experience.

EVENTS AND PROMOTIONS

■ 2010 Operation Rising Star Promotion

Congratulations to our 2010 winner, Melissa Gomez from Fort Bragg, North Carolina. Melissa is an Army Veteran and Army Spouse who works as the ACS Volunteer Corps Coordinator at Fort Bragg. "It feels like I'm going to get to represent spouses and veterans in a positive light,"

Gomez said. "I want to focus on keeping it where it needs to be because we have a hard job. I've been through it nine months of the year without a husband." (By Tim Higgs, FMWRC Public Affairs Monday, November 22, 2010 <http://www.armymwr.com/news/news.aspx?nid=318>).

Melissa will be traveling to Los Angeles, California in early February 2011 to record a three-song demo CD at Firehouse Recording Studios.

Applications for garrisons to participate in the 2011 promotions are currently being accepted.

POC: Amy Leon, amy.leon@us.army.mil

■ Texas Hold 'em Update

Texas Hold'em dates have changed this year. Local garrison events will be held mid March through mid June 2011. Finals will be held mid July 2011. Applications for your garrison to participate are currently being accepted. Deadline is mid-December.

POC: Amy Leon, amy.leon@us.army.mil

Tidbits...helpful items of interest!

■ Sponsorship Information

Lesa Ukman from IEG (International Events Group) provides insights into how Marketers and Sponsorship Coordinators can better use social media to involve your patrons:

- The fastest growing Facebook demographic is women over 45 years.
- Twitter is not a Social Network. Twitter allows you to follow people that you wish you would have gone to high school with, not people you really went to high school with.
- Some athletes have more followers on Twitter than their sports teams do because personal tweets and responses to followers tweets are more anticipated from a personality than from an organization.
- Invite participation into your advertising. Allow followers to create video advertisements for your events and reward them with incentives.
- Beyond the big three social media networks, think about emerging media like Foursquare, Tumblr, Dailybooth and Ustream.

■ Marketing Job Announcement



marketing -
Stuttgart.pdf

Trends...

ESRI names the different market segments and Rustbelt is their name for the Retirees market

segment. The attached report appears to closely mirror the demographics and consumer needs of a key MWR target audience - Retirees.



The Rustbelt
Retirees Segment.doc