



tools, tidbits & trends

THE LATEST MARKETING NEWS

May 21, 2010

Tools...important information!

MARKETING

■ Marketing Data Call Participants Still Needed

Thank you to the 80 garrisons who responded to the marketing data call. However, we are still missing input from many marketing offices and marketing staff. The data is critical to our entire marketing community and will be used in the development of standardized marketing processes and procedures enterprise-wide. Results will help define standard personnel staffing and training, identify opportunities for streamlining direct support and determine leadership requirements for marketing functional areas assessment and reporting.

- Marketing manager or appropriate alternate lead contact for marketing, complete data call at: <http://www.armymwr.com/fmwrc/Marketing/datacall.htm>
- All marketing personnel or garrison personnel assigned to perform marketing functions, complete data call at: <http://www.armymwr.com/fmwrc/Personnel/datacall.htm>

■ Who Receives This Bulletin?

This weekly bulletin provides weekly information to garrison marketing offices, region Family and MWR Directors and other marketing-related staff. If you would like your staff, or anyone else who may be interested, added to the distribution list, please email their name and email address to joanie.duncan@us.army.mil.

■ Customized Garrison Logo

The new Family and MWR Brand is uniquely designed to put our customers first while simultaneously continuing to add value and build equity in an already familiar brand. The new logo can be customized to include your garrison's name. Additional logo information is available at www.mwrbrandcentral.com.



Fort Belvoir, VA

RESEARCH AND ANALYSIS

■ Research Data Available

The Research Division works with marketers to identify data needs that support strategic decision making. The division can help you hone in on target audiences and conduct competitive analysis for business and marketing plans through a variety of data collection software tools.

Tools include:

- ESRI: census, department of labor and MRI research; additional secondary data
- EBSCO HOST: online media search
- 2010 Consumer Research Trends Report from MarketResearch.com
- 2010 National Restaurant Handbook
- FAMS Database (available summer 2010); demographic information from DEERS
- Survey of Army Families (SAF V)
- Leisure Market Survey (Fall 2010)

POC: George Brezny, george.brezny@us.army.mil / 703-681-5226

CORPORATE PARTNERSHIPS

- The 2010 Army Concert Tour kicks off on 29 May at Fort Knox, KY with a performance by country superstar Toby Keith. The tour will stop at eight garrisons within CONUS and features other fantastic entertainers, including 2010 Academy of Country Music Female Vocalist of the Year, Miranda Lambert, legendary rock performer Sammy Hagar, Creed and others. Family and MWR Corporate Partnerships has secured three national sponsors for the 2010 tour. They are the [Army G-1's Sexual Harassment/Assault Response and Prevention Program \(SHARP\)](#), [Boost Mobile](#) and [GM Military Discount](#).

Tidbits...helpful items of interest!

EVENTS AND PROMOTIONS

- This year's Military Long Drive Championship events will take place at nineteen golf courses. Dr Pepper Snapple Group returns as the sponsor and will be providing five cases of 7up product at each local event. Complete details are outlined in the Site Director's Guidebook. Events must be held between 15 July and 22 Aug. 2010.

Proposed sites for 2010 include:

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|---------------------|----------------------|------------------|
| ○ Fort Benning | ○ Fort Lewis | ○ Wiesbaden |
| ○ Fort Bragg | ○ Fort Bliss | ○ Yongsan |
| ○ Fort Campbell | ○ Fort Hood | ○ Camp Zama |
| ○ Fort Jackson | ○ Fort Huachuca | ○ *Iraq Location |
| ○ Fort Lee | ○ Fort Sill | |
| ○ Fort Carson | ○ Fort Belvoir | |
| ○ Fort Leonard Wood | ○ Schofield Barracks | |