



ARMY BE THE BEST

CAMPAIGN BRIEFING

BELONGING 2019: YOUR ARMY NEEDS YOU

This MTA is different.....

And there are other factors at play including:

Record low levels of unemployment and high employment

Increasing competition in the Army MTA space

RAP has reduced the numbers of young people leaving school with no qualifications



They have changed physically, emotionally and in attitudes to work

They have limited knowledge of the Army being service, stream, job and regiment "blind"

They find the Army offer unappealing particularly the salary and length of contract

The majority have very little exposure to the Army

The majority have few meaningful points of reference for the work that the Army does as it is so far removed from their world.



7%

Know someone who works for the Army/Army Reserves

Q10. Which of the following organisations, if any, do any of your close friends/immediate family currently work for?
Base: All eligible considerers of joining the British Army – (1073)



"I have barely heard about the Army and do not know anyone that works there so I do not know much about it."

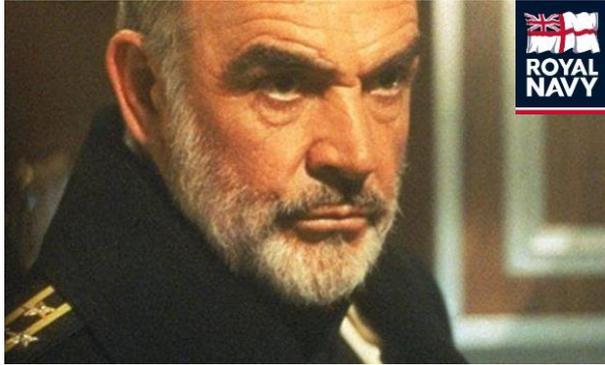
Male, 21, Student, BAME

"I don't know anyone who has ever worked for the Army nor have I spoken to anyone about working in the army."

Male, 22, Unemployed

A lack of visibility of the Armed Forces in day-to-day life drives a perception that the Armed Forces are out of touch

Participants were asked to imagine that the RAF, Army and Navy came to life and describe how they would behave at a party. Images from old TV shows and movies were a very common theme and reveal that the Armed Forces are not connected to modern society in people's minds.



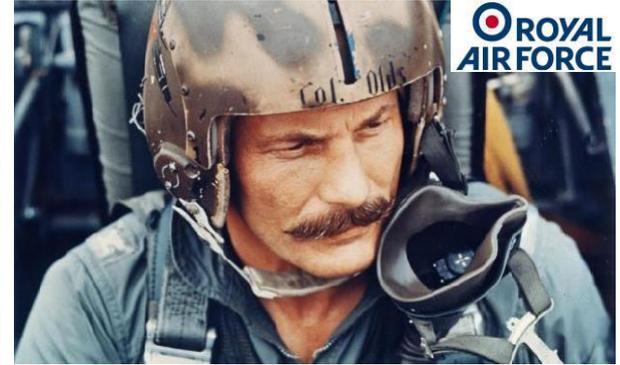
"An older distinguished gentleman. Would be in the corner shooting the breeze speaking of a better time."

Male, 29, Employed, Reserve board



"Green sweater with a lot of medals on chest. Nice shoes, round glasses, moustache and a walking stick. Quite posh, but doesn't like to admit it."

Male, 23, Unemployed, Regular board



"RAF - Brings the host a bottle of bourbon nobody has ever heard of but all agree it's the finest they've tasted."

Male, 24, Employed, Reserve board

When we overlay ineligibility on medical grounds our eligible audience reduces further

Exclusion Criteria:	% excluded
<i>Non British / Commonwealth citizenship</i>	12%
<i>Tattoos on face/neck/hands</i>	10%
<i>BMI falling outside 18-28 range</i>	35%
<i>Medical exclusion</i>	37%
<i>Ineligible: Any of the above exclusion criteria</i>	65%



This additional exclusion takes the eligible audience size from 8.7 million to 5.7 million

Audience Size: Source: GB 2017 Q4

Source: MediaCom MTA Research
Base: All adults 17-35 (4001)

Source: MediaCom Medical Grounds Survey
Q60. Which if any of the following conditions applies to you? Any
Base: all adults 17-35 (1003)

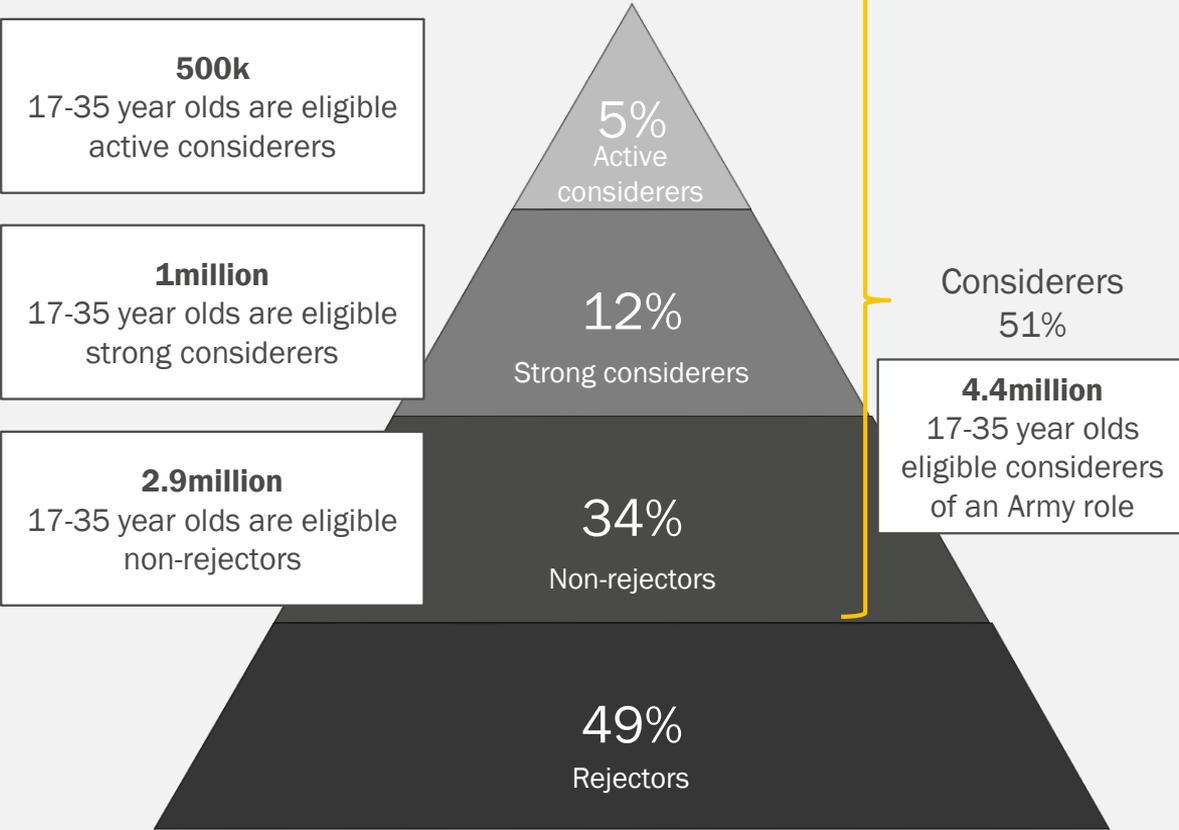
Half of the eligible audience are open to an Army role

Rejectors remain in our audience as they could be influencers or gatekeepers

Eligible 17-35 population
8.7 million
Source: GB 2017 Q4

Please note: This does not take into account those that may be excluded on medical grounds

Consideration of the Army – Eligible 17-35 audience



Q17. The British Army - How likely would you be to consider working for each of the following organisations?
Base: All adults 17-35 (4001)



2016-2019 STRATEGIC SUMMARY

We found that the biggest benefit soldiers experience was each other – a sense of belonging



**Common
purpose**

Strong bonds

**Working
together**

2017 was about landing the benefit: The Army is a place to find belonging



TRAVEL THE WORLD WITH
130 OF YOUR CLOSEST FRIENDS

THIS IS BELONGING

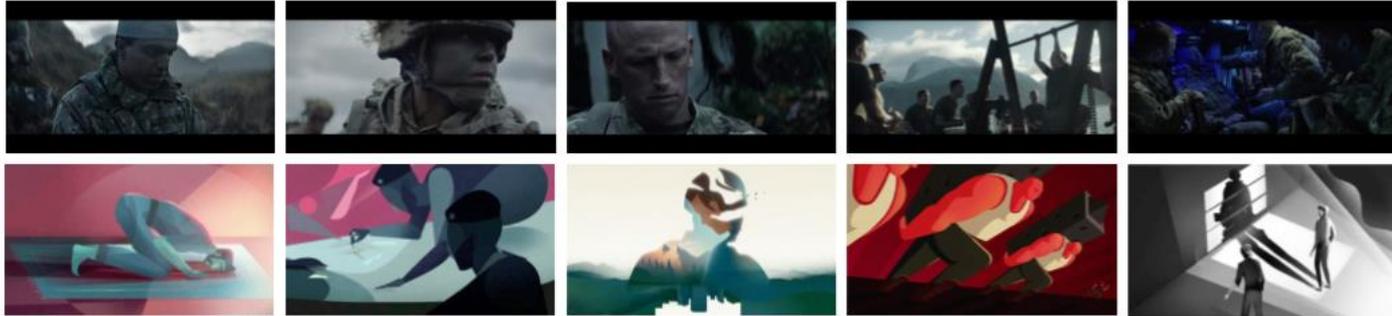
CLICK TO FIND
WHERE YOU BELONG



THIS IS BELONGING

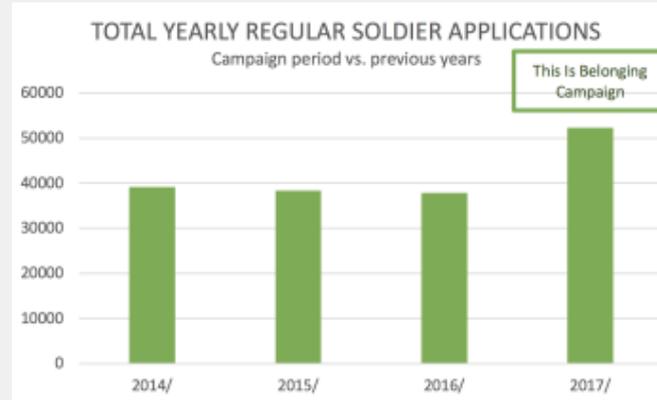
2018

2018 was about making it attainable: Because of belonging, someone like me can fit in in the Army



Campaign results so far

Position	Campaign	Creative	Rank (%)	Emotion Score
1	Belonging 2018	Still Playing the Joker	96%	10
2	Belonging 2017	Pick Up	89%	9
3	Belonging 2017	Birthday Boy	79%	7
4	Belonging 2018	Expressing My Emotions	62%	6
5	Belonging 2018	Facing My Kryptonite	43%	6
6	Belonging 2018	Keeping My Faith	42%	5
7	Belonging 2017	Shooting the Breeze	33%	4
8	Belonging 2017	Jungle	27%	4
9	RAF 2017	RAF Creative 1	23%	4
10	Royal Navy 2017	Royal Navy Creative 1	21%	3
11	RAF 2017	RAF Creative 2	17%	3
12	Royal Navy 2017	Royal Navy Creative 2	15%	2
13	Royal Navy 2017	Royal Navy Creative 3	15%	2
14	Belonging 2018	Having My Voice Heard	14%	2
15	Royal Navy 2017	Royal Navy Creative 4	10%	2
16	Royal Navy 2017	Royal Navy Creative 5	3%	1



‘Belonging’ is emotionally engaging to a broader audience

2017: Applications rose by **31%**

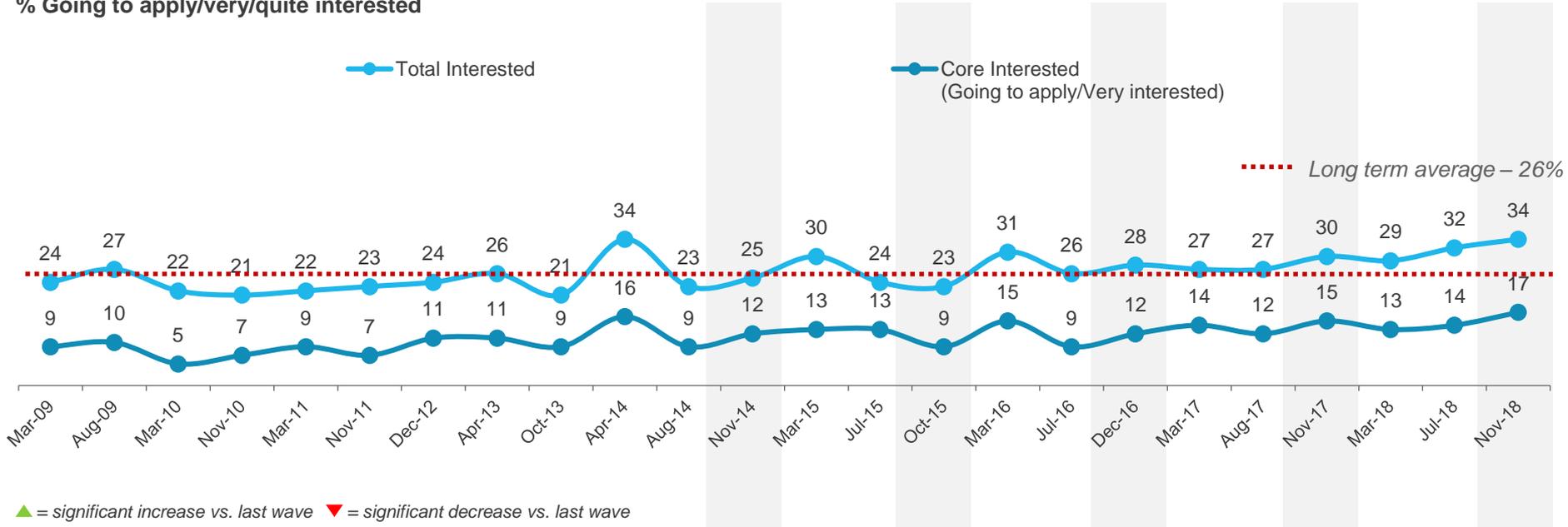
2018 Applications at a **5-year high**

Overall levels of Army interest continue to rise, and this wave is the highest seen since April 2014



Interest in Army career

% Going to apply/very/quite interested



Q1. You are now going to see a number of careers and for each one I'd like you to state how interested you would be in that career using the scale shown.

Base: All 14-24s n=644

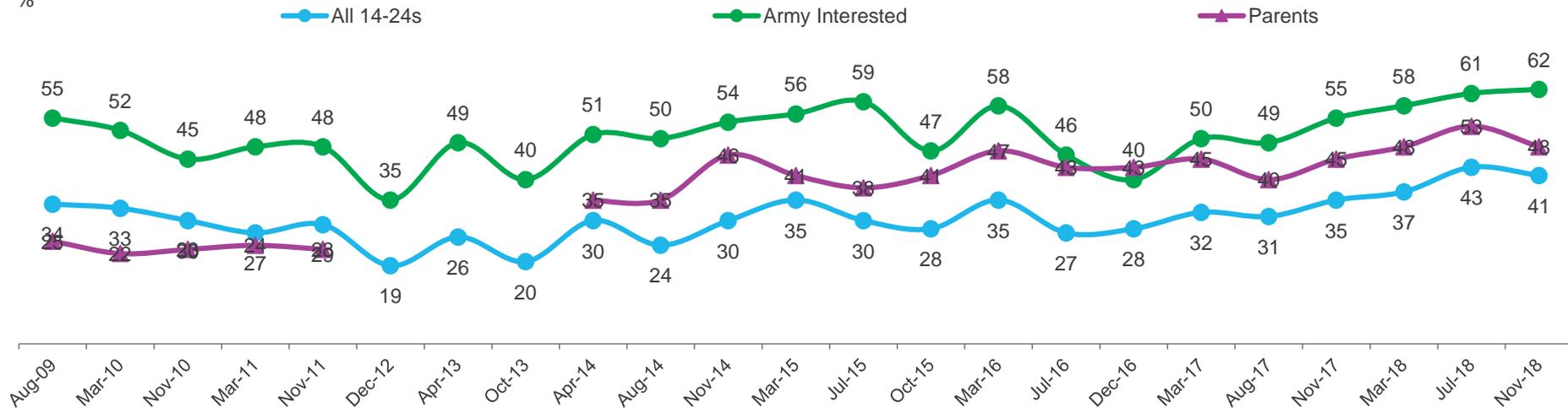
Proportion of Army Interested parents saying they would encourage children into the Army has grown by 55% in 2 years



Parental reaction

Proportion (thinking parents) would encourage

%



▲ = significant increase vs. last wave ▼ = significant decrease vs. last wave

Q24. If you did decide to pursue a career in the Army, which of the statements best describes how your parents would react? Base: All 14-24s n=644, Army Interested 14-24s n=222

Q24b. If your child expressed an interest in a career in the Army, which best describes how you would react? Base: All Parents n=516

This generation is ambitious and looking for a job with purpose

72%

describe themselves
as ambitious &

53% want to get
to the very top of
their career

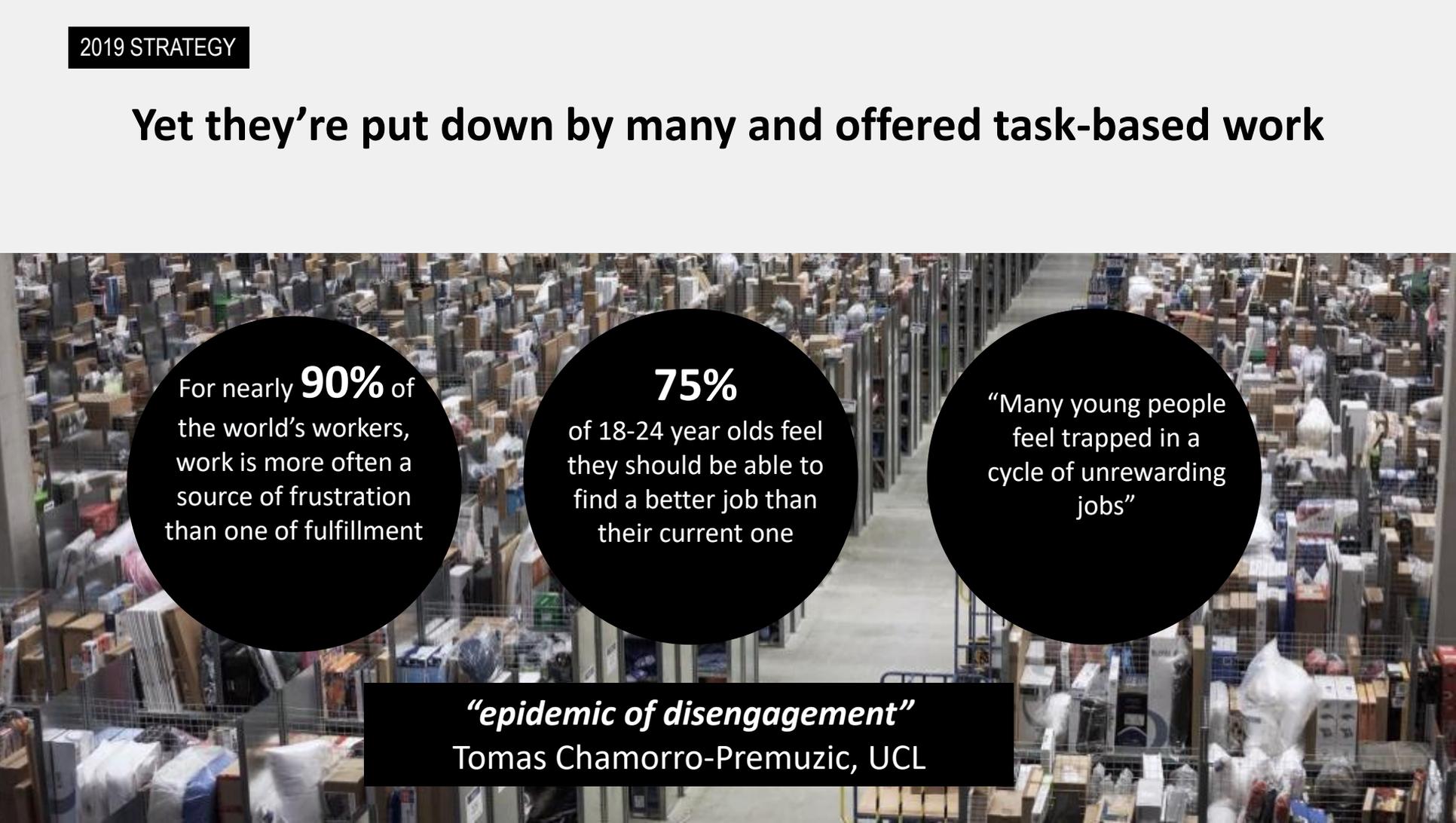
65%

Willing to
volunteer their
time for a good
cause

74%

want a job where
they feel like their
work matters

Yet they're put down by many and offered task-based work



For nearly **90%** of the world's workers, work is more often a source of frustration than one of fulfillment

75% of 18-24 year olds feel they should be able to find a better job than their current one

“Many young people feel trapped in a cycle of unrewarding jobs”

“epidemic of disengagement”
Tomas Chamorro-Premuzic, UCL

The proposition

Belong in a team where everyone can do something that really matters



How 2019 fits with what we've done before





This is the generation that has been written off by many.
The generation described as snowflakes by the media.
This is the generation people don't think much of.

Not to us.

This is the generation
with the skills
the attitude
the drive to succeed.
An army - that's just not in the army yet.

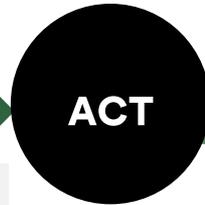
We can help you find where you belong.

We see you.
We see your potential.
And we can give you a job that lets you do something that matters.

But in truth, it's not you that needs us.
Your Army needs you.

CAMPAIGN ARCHITECTURE

BELONGING 2019 | YOUR ARMY NEEDS YOU



<p>LIVE 03 JAN 19</p>	<p>PR Audience engagement Creating awareness and reach, amplifying the campaign to the audience.</p>	<p>BILLBOARD POSTERS Nationwide posters launch the idea, capturing attention & driving conversation. Mix of high impact sites, large billboards, ACCs & flyposters.</p>	<p>SOCIAL Paid social activity amplifies & increases reach of the OOH creative, later engaging with bespoke 10" AV across Snapchat, Instagram, Facebook, Twitter.</p>	<p>DISPLAY Specific driver & barrier content to appeal to rational motivations, served dynamically based on individual data points. Role & stream-specific Display also live.</p>
<p>LIVE 04 JAN 19</p>	<p>PR Media engagement Creating awareness and reach, amplifying the campaign to supporters & those anti.</p>	<p>TV, VOD 3 hero films emotionally engage the audience, through impactful moments.</p>	<p>ONLINE VIDEO Leverages AV films, and later in the campaign influencer assets.</p>	<p>WEBSITE Persuasive campaign content drives the target audience to register & apply.</p>
<p>LIVE 07 JAN 19</p>	<p>RADIO 5 ads on air nationally launch the campaign, and debunk the stereotypes of the target audiences' generation.</p>	<p>SOCIAL Q&A Engaging the audience in direct conversation with the Army on Social.</p>		
<p>POST-LAUNCH</p>	<p>PARTNERSHIPS</p> <p>KEY CALENDAR MOMENTS Keeping the campaign newsworthy and surprising throughout the year.</p>	<p>AV DISPLAY</p> <p>LOCKER MAGAZINE</p> <p>JOB BOARDS</p>	<p>SEARCH</p> <p>EVENTS</p>	<p>eCRM Makes people feel needed & wanted from day 1 of registration, and keeping them interested through the use of dynamic video content.</p>

TV EDITS

TROLLEY 60'

BINGE GAMERS



YOUR ARMY NEEDS
YOU
AND YOUR DRIVE

FIND WHERE YOU BELONG
SEARCH [ARMY.UK](#)



SELFIE ADDICTS



YOUR ARMY NEEDS
YOU
AND YOUR CONFIDENCE

FIND WHERE YOU BELONG
SEARCH [ARMY.UK](#)



CLASS CLOWNS



YOUR ARMY NEEDS
YOU
AND YOUR SPIRIT

FIND WHERE YOU BELONG
SEARCH [ARMY.UK](#)



SNOW FLAKES



YOUR ARMY NEEDS
YOU
AND YOUR COMPASSION

FIND WHERE YOU BELONG
SEARCH [ARMY.UK](#)



ME ME ME MILLENNIALS



YOUR ARMY NEEDS
YOU
AND YOUR SELF-BELIEF

FIND WHERE YOU BELONG
SEARCH [ARMY.UK](#)



PHONE ZOMBIES



YOUR ARMY NEEDS
YOU
AND YOUR FOCUS

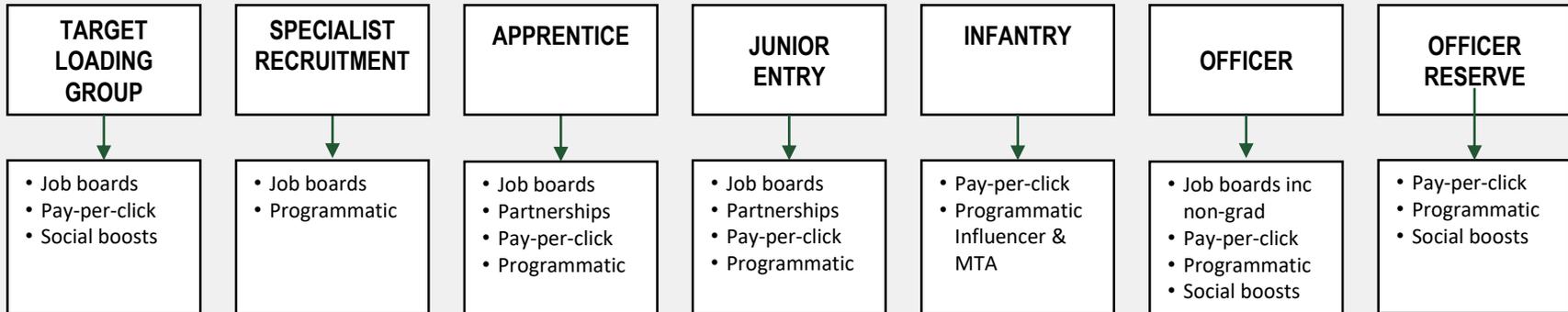
FIND WHERE YOU BELONG
SEARCH [ARMY.UK](#)



CAMPAIGN STRATEGY



7 ALWAYS ON TACTICAL CAMPAIGNS DRIVING APPLICATIONS





The New York Times
'Snowflakes' and 'Me Me Me Millennials' Asked to Join Ranks of British Army



sky news
The Washington Post
ME ME ME
SELFIE

The Telegraph
British Army targets 'snowflakes, binge gamers and me, me, me millennials' in new recruitment drive

THE SPECTATOR

The millennial poster campaign worked

INDEPENDENT
Why in the age of the internet the British army needs the 'snowflake generation' more than ever
Their compassion in dealing with local populations, and their technological prowess, are essential to any modern military operation



Colony BEN WILDE
Assistant Director, Army Recruiting

Fall in, you 'orrible little snowflakes!

THE TIMES
British Army puts out a recruitment call to all snowflakes

MailOnline

THE Sun

Army recruiting 'snowflakes': What do people think?

FALL IN SNOWFLAKES! British Army targets 'me me me millennials' and Fortnite gamers in VERY modern recruitment drive

The Sydney Morning Herald
USA TODAY



Col Dame KELLY HOLMES
Double Olympic gold medalist

Newsweek

METRO

Why is the army trying to recruit snowflakes?

'Snowflakes, binge gamers and selfie addicts' urged to sign up in Army's new recruitment drive

FOX NEWS channel