



“Sea Land Transport” Campaign

- **Goal:** Build the Army brand by generating awareness of the benefits of service in order to drive consideration of the Army as a career choice.
- The campaign consisted of four spots, *Surveying*, *Planning*, *Diving* and *Delivery* designed to work as stand-alone spots and also to work together to tell a larger interconnected story.
- The spots are a true depiction of an Army mission and illustrate the importance of each soldier in the successful completion of the task at hand. They deliver on five key Army benefits: range of job skills, specialized skills and training, leadership, teamwork and self-confidence.
- The national television campaign was complemented with spot radio and ran from June '04 to February '05
- **Results:**
 - TNS Ad Evaluation showed the intrusive interest for all three spots was extremely high, with all three greatly over-indexing the category norm
 - More than 6 in 10 volunteered the correct slogan “Yo Soy El Army”
 - 82% were able to recall the spots as commercials for the U S Army



“Revealing” Campaign

- **Goal:** Build the Army brand by generating awareness of the benefits of service in order to drive consideration of the Army as a career choice.
- The campaign consisted of three Spanish-language commercials: *Signs*, *Jogging* and *Multitasking*. They were later also produced in English language to run on General market television.
- The spots were designed to reveal new information about the Army including range of job skills, hi-tech training, leadership, teamwork and self-confidence.
- The national television campaign was complemented with spot radio and ran from May '02 to March '03, and again from June '03 to February '05

Results:

- TNS Ad Evaluation showed that the spots delivered on the desired message, along with 85% intrusive interest
- More than 7 in 10 volunteered the correct slogan “Yo Soy El Army”
- 59% very much agreed it was “easy to tell ad was for the Army”