AN ARMY OF ONE℠
CAMPAIGN MESSAGE

The phrase **An Army Of One** articulates the strength of the U.S. Army in words that resonate with today's prospective recruits. It is the skills and talents of each Soldier that collectively create the Army's united power. Because today's youth live in a "ME, NOW" culture, **An Army Of One** infiltrates that self-focused mindset and shows the personal benefits of being a Soldier and the rewards of serving in their nation's military force.

An Army Of One and Public Relations

Speeches, press releases, media interviews – all media information should integrate **An Army Of One** messages. Our goal is to move the needle of public opinion, showing that the Army is filled with talented, smart Soldiers who chose the Army because of its vast possibilities – not limitations. Advertising can speak directly to potential recruits and influencers, but PR provides a unique opportunity to convey the **Army Of One** message via news media. The more we can communicate the benefits of the Army, the more successful our recruiting and public image will become.

Incorporating An Army Of One Into PR Activities

Although you won't regularly distribute a press release solely about the **Army Of One** campaign, you will have opportunities to consistently deliver the **Army Of One** message as part of other PR initiatives. **An Army Of One** can be integrated into any story you are currently planning to release to the media. Everything the Army does can and should be linked back to **An Army Of One**. You could include stories about:

- Individual Soldiers – Show how Soldiers in your region are examples of **An Army Of One** through significant accomplishments, family story angles and community activities.
- Deployment – Show how Soldiers leave your installation as **An Army Of One** and head overseas to represent the unity of the United States and the Army.
- First Day of Basic Training – Invite local media to follow the transformation of civilians into **An Army Of One** Soldiers.
- Battalion Accomplishments – Highlight the accomplishments of groups of Soldiers on your installation by demonstrating the need for a collection of talents to achieve one goal.
- Community Activities – Show that the unity of the Army extends into the civilian community and is visible in the Soldiers' actions – at food drives, community volunteer days, career fairs, etc.

"…one step closer to breaking down the misperceptions…"

- Local Sponsorships and Affiliations - When talking about the Army's local and national sponsorships, explain how these actions mirror the spirit of **An Army Of One**. The Army is one organization supporting the goal of the team.

There will also be times when the news climate is just right for media to be open to talking specifically about **An Army Of One**. Generally, this will result from a national Army-related event. For example, the release of the HBO series *Band of Brothers* or the President honoring one of our Soldiers. These types of national events are opportunities to locally raise awareness of the **Army Of One** message. The key to local success is to take the national event and add a local news angle. In the case of *Band of Brothers*, a local release might offer the media the opportunity to talk with local Soldiers to hear their reactions to the series and how the commitment of this company of Soldiers lives on today among every Army company.

Evaluating a Local Story Angle

When putting together a local story angle based on a national Army story, use the following questions to evaluate whether the story has enough of a local connection to appeal to the media:

- Will a local extension of this story benefit the goal of **An Army Of One**?
- What local activities will link the national story to your local community?
- Do you have interesting local facts to complement the national facts?

Each effort you make to integrate **An Army Of One** into your local community takes you one step closer to breaking down the misperceptions in the way of building a stronger U.S. Army.

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AN ARMY OF ONE℠
KEY MESSAGES

- **An Army Of One** is the new recruiting campaign for the U.S. Army.
- **An Army Of One** has two meanings. One – it reflects the personal commitment and drive of every Soldier. Two – it reflects the unique spirit of teamwork that can only come from being a Soldier. The team works as one.
- **An Army Of One** was developed in response to the Army's decreasing recruitment numbers. Through research, we learned that today's youth were not responding to the previous campaign slogan as strongly as previous generations.
- **An Army Of One** is working. Our recruiting numbers have increased, and we have met our recruiting goals for this year.
- The new campaign was developed in partnership with **Leo Burnett USA**.

AN ARMY OF ONE℠
GENERAL Q&A

Q1: Who is the Army trying to reach with this new campaign?

A1: First and foremost, the Army is communicating and forming a relationship with young adults. Secondarily, the Army is speaking to all Americans, particularly those who influence young adults – such as parents, teachers, counselors and coaches.

Q2: What benefits are you communicating through the advertising?

A2: The Army allows young adults to achieve more rapidly when compared with civilian employment options. Soldiers are challenged to develop mentally, physically and emotionally from the moment they step into uniform.

Q3: What is the Army trying to achieve with the new campaign?

A3: The Army is reconnecting with America's youth. Our goal is to provide a clear understanding of what the Army stands for and the benefits of being a Soldier. Most importantly, we are reminding potential recruits of the heart, leadership and power that only an Army Soldier can possess. We are also building a common face and voice for the Army – a single, unified message that helps redefine the Army in a clear, concise and relevant way for potential applicants.

Q4: What does An Army Of One mean?

A4: **An Army Of One** embodies both the strength and unity of the U.S. Army, as well as the physical and mental force inside each and every Soldier. It recognizes the individual – the unique talents that Soldiers possess. At the same time, it means the Army is one force, with one mission and one set of values. The Army is a united team … a family. It also discusses the unity among the Active Army, Army Reserve, Army National Guard and veterans, as well as the future's leadership in ROTC and at the U.S. Military Academy.

Q5: Does An Army Of One run counter to the Army's philosophy that success is based on teamwork?

A5: Teamwork is a key component to Army's victories, and it is a strong element in the **Army Of One** message. **An Army Of One** embodies the strength and unity of the U.S. Army.

Q6: Are you completely doing away with Be All You Can Be?

A6: **Be All You Can Be** will no longer be the focus of this advertising campaign. Because of its wide distribution on printed Army materials, it will remain in use. You will continue to see it in a very limited fashion. **An Army Of One** will be the focus of future advertising.

Q7: What was your recruiting goal for this year? What was it last year?

A7: Our recruiting mission this year is to recruit 75,800 young men and women into the Active Army and about 35,000 into the Army Reserve. This new campaign helped us to achieve those goals. Last year we recruited more than 80,000 Soldiers into the active force and more than 42,000 into the Army Reserve.