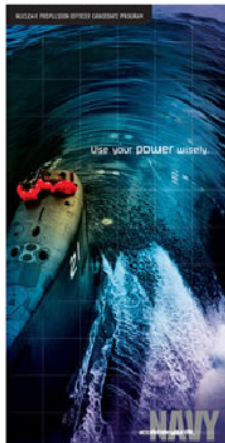
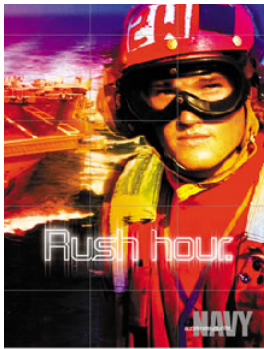


CASE STUDY

SITUATION: The U.S. Navy's message to America's youth? "Accelerate your life." Its approach to getting young adults to heed that message? An accelerated marketing campaign. By relying on an integrated national marketing campaign, the Navy picked up the pace in its attempt to get young people into uniform.

STRATEGY: Using a multichannel strategy to educate, motivate and stimulate its target audience — 17 to 24-year-olds — about a career in the Navy. This integrated strategy drives traffic to its "Life Accelerator," an online assessment tool on the Navy's Web site that matches career interests with job options in the Navy.

US NAVY



SOLUTION: To talk with potential recruits one-to-one, the Navy segments the audience into categories based on the recruits' interests:

- General enlisted prospects might include careers in law enforcement, information technology and engineering
- Officer candidates in fields such as aviation, nuclear engineering, law and supply management, construction engineers or clergy
- Medical corps personnel including doctors, nurses and medical technician

RESULTS: The strategy has realized notable results, generating hundreds of thousands of leads per year and draws an average national conversion rate of 5 percent. For example, a mailing to increase recruits for the Navy Chaplain Corps outperformed the previous package sent to potential clergy by 18 percent, based on the cost per eligible lead. The chaplain pieces were segmented along five different religious denominations. Navy Recruiting has met their goals for 35 months continuously.