Inconsistent brand message. Hard to educate potential recruits and build internal pride.

But little depth of understanding from general public about Navy missions or lifestyle.

Qualitative + Quantitative to develop long-lasting Navy brand.

1000's of people as overwhelmingly positive, authentic + motivating.

Main goal of all communications is to build depth of Navy knowledge.

TIMING

DEC 2017
4 Navy-wide email
9 Soft-launch at Army-Navy Game

MAR 2018
10 Digital and social media

Fully-integrated launch
New Navy.com launch
Broadcast TV launch

SEPT Final Navy.com

GOALS OF A BRAND CAMPAIGN AND TAGLINE

1. Inspire future recruits
2. Build a strong brand story
3. Enhance internal pride

CONTACT
Lieutenant Commander Jessica McNulty
Email: Jessica.McNulty@navy.mil
Office: 901.874.9462