
MWR MANAGERS' OPERATIONS GUIDE

Advertise and Promote Effectively

DO THIS TASK WHEN

- You want to increase FFR Program participation and/or sales.
 - You are introducing a new FFR Program activity, event, product, or service.
 - You want to improve customer knowledge and awareness about your Program.
 - You are seeking command and customer support for FFR.
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REFERENCES

- CNICINST 1710.3, Operation of Morale, Welfare and Recreation Programs.
 - DODI 1015.10, Military Morale, Welfare, and Recreation (MWR) Programs.
 - SECNAVINST 5720.44C, Department of the Navy Public Affairs Policy and Regulations.
 - Contact your local FFR marketing professional for the most current trends.
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**SUPPLIES/
RESOURCES**

- Work with marketing department to conduct online surveys and focus groups to determine outreach efforts
 - Work with the marketing department to develop strategic advertising plan for promotion of events.
 - Advertising the event through various advertising mediums as:
 - Print (fliers, posters, banners, etc.)
 - Electronic media (web, social media, digital displays, etc.)
 - Outreach (INDOCS, commands, info fairs, etc.)
 - Results of Ensure Merchandising Effectiveness, and Create and Maintain a Focused Program.
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**THIS TASK
IS DONE
CORRECTLY
WHEN**

- There is increased participation in your Program
 - There is a measurable and sustained increase in sales
 - New FFR Program activities, events, products, and/or services are successfully launched
 - FFR receives its fair share of available command resources
 - The command and your customers recognize and articulate the benefits of FFR
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NOTES

- Effective marketing must always start by identifying the *target market* and the *buyer motives*. Once you know these, you can proceed to developing the 4 P's of marketing.
 - Product – does your program meet the need and wants of the customer?
 - Price – is your price competitive? Do the costs involved outweigh the time, energy, or attention it takes to put on the event?
 - Placement – or distribution: refers to how the program gets to the buyer. Where is the best place to reach your target market?
 - Promotion – how do you want to advertise and promote your program?

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

In conjunction with the 4 P's, marketers need to focus on the three E's:

- Engage – Give your customers the gift of you. Engage with them. Listen to what they are telling.

- Equip – Give them reasons to talk. It can be amazing products, great service, insider knowledge, social elevation, incredible stories, unbelievable facts or even disclosures. It's on you. It really depends on you understanding your customers and what they like about you and providing whatever it is they need from you.
- Empower – Give consumers different ways to talk and share. Let them know that they are important to you and that sharing their opinions is important to you. Help them find ways to share within their circles and find ways to share within their circles and find ways to help move their conversations around. Lay's is an excellent example to highlight how they empowered their fans to "Do Us a favor," and allow consumers to create a new flavor of potato chips to hit store shelves. Over 3.8 million submissions were sent in 2013, making it one of the biggest marketing campaigns for Frito-Lay.

Advertising is informing the marketplace (customers) of your Program's activities, events, products, and services. It answers the questions of who, what, when, where, why, how, and how much.

Promoting, in basic terms, is taking the appropriate actions to "sell" the *values* and *benefits* of your Program's activities, events, products, and services. Promotion is the elements/ factors that you include in your Program planning and design that result in your activities, events, products, and services being perceived as valuable, unique, and exciting.

Promotions raise customer awareness, interest, expectations, and cause them to speak positively about FFR and your Program. For example, an "ad" in the base paper may list the days/hours of operation of the golf course. Whereas offering an "early-bird discount" to golfers, promotes one of the "values" of the Golf Program.

In most cases advertising and promotion work together.

Advertising and promotion are considered the heart of any marketing campaign. These two actions are the points at which you "present" your Program's activities, events, products, and services to the marketplace.

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Advertising and promotion are critical functions – they can make or break a Program. When done correctly, a good advertising and promotion campaign can contribute to a “sell-out” of an event or activity, but done poorly (or not at all), even the best activities, events, products, and services will, at a minimum, cost your Program money, fail, and at the worst ... they vanish!

It doesn't matter if your Program is open only to a limited customer base or is wide open to the local community, getting the word out helps ensure full participation. You spend considerable time and effort in planning for success, no less time and effort is needed to “sell” (advertise and promote) the activity/event.

Your installation or region FFR Marketing Department will assist you in the advertising of your program, but it is your responsibility to publicize/promote your own Program.

It is important that you plan as much lead-time as possible. Three months for publicizing/promoting an activity/event is not unusual. If you have a history of activities/events that did not do as well as expected, review how long they were “advertised/promoted.” As a society, we are conditioned to having significant advanced notice of activities or events. Think of how often you see previews and ads about a movie well before it is in the theaters. It takes a great deal of time and effort to prepare you, as a customer, by getting you thinking about, talking about, and looking forward to seeing the movie (going to the play, game, concert, race, circus, carnival, vacation, etc.).

When planning your publicity, advertising, and promotions, remember that to your customer, the Program's activities, events, products, or services are less important than the *values* and *benefits* (outcomes) of participating or purchasing.

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For example, sell the outcomes of using your fitness center, rather than only advertising the details of the fitness center (e.g., include added strength, better health, improved self-esteem, socialization, stress relief, etc., in your ads and announcements).

Focus on the advantages and value of your Program's activities, events, products, and services. But remember to provide enough information to allow customers to make informed decisions about:

- What it is
- When and where it is
- How much it will cost (or not cost)
- Who it is for
- How to get more information

Apart from a few events that may be open to the general public, most FFR activities, events, products, and services will be directed toward on-base customer groups.

This presents some unique publicity/promotion challenges. Many bases do not offer in-house broadcast media (radio or television) and bases that do, have limited broadcast times.

This leaves you with printed media, such as the base newspaper, FFR publications, fliers, posters, website, social media, direct mailings, banners, signs, plan-of-the-day/week, outreach, etc.

There are situations when the use of off-base media to publicize or promote your Program is permitted. Be sure to clear all off-base advertising with your command's public affairs officer (PAO).

The **NAF Advertising Policy** permits MWR advertising in civilian media for open-house events, when the following requirements are met:

- Open to the general public
- Not directly competing with similar events in the local civilian community
- Event is infrequent (not weekly or monthly)
- Increases military/civilian interaction
- Enhances community relations
- Only nonappropriated funds (NAF) are used
- Resale activities will NOT advertise merchandise

- Resale activities will NOT sell state-tax-free tobacco products and beverages except for ON-PREMISE consumption
- The event/activity is coordinated with the PAO

DoD and MWR policy on the **Commercial Advertising** in NAF-produced media includes, but is not limited to, the following:

- Advertising includes a disclaimer
- Paid advertising on APF electronic media (Armed Forces Radio and Television Service, local commander's/CO's channels, etc.) is **NOT** permitted
- Regional Commanders/COs make the final decision on acceptance of the advertising
- The ads reach bona fide users
- Media is restricted to on-base distribution
- Legal and streamlined contracts/agreements are developed and used for placement of paid advertising in MWR publications and advertising mediums
- This type advertising is never considered commercial sponsorship and is not confused with it

The following steps will help you advertise and promote your Program. For more information regarding the MWR Commercial Sponsorship and Advertising Sales Programs, see Understanding Commercial Sponsorship Coordinator's Responsibilities provided in the MWR Operations Guide, and the eLearning training MWR Commercial Sponsorship.

PROCEDURE

Step 1 Ensure the FFR Program activities, events, products, or services that you are publicizing are ready for delivery.

- ☐ Ensure all parts of the detailed planning are complete.
- ☐ See Task 3.2, Prepare and Maintain Detailed Activity Plans.

NOTE: All of the MWR Operations Guide tasks under Promote Your MWR Program assume you are planning and providing “customer-driven” activities, events, products, and services. Be sure they reflect your customers’ needs, wants, preferences, expectations, and priorities, or of current industry trends and fads, or what your competition is doing.

You shouldn’t spend your time advertising and promoting activities, events, products, or services that your customers aren’t interested in or don’t want!

Step 2 Complete an information sheet containing all the details of the activity, event, product, or service.

At a minimum, include the following:

- | | |
|---|---|
| <input type="checkbox"/> Promotional ideas/items | <input type="checkbox"/> Restrictions |
| <input type="checkbox"/> Where and at what times | <input type="checkbox"/> Duration |
| <input type="checkbox"/> Price/cost, even if free | <input type="checkbox"/> Value and benefits of participation |
| <input type="checkbox"/> Advertising budget | <input type="checkbox"/> Primary and secondary target markets |

NOTE: If your Marketing Office is coordinating the advertising and promotion effort, provide them with this information.

Step 3 Identify the target market for this FFR Program activity, event, product, or service.

Use the following sources:

- Computer survey data
- Past surveys
- After-action reports
- PSD's active-duty numbers
- Mailing lists
- Attendance records
- Membership lists
- HRO's numbers

<p>NOTE: Your primary target market may be any one or a combination of selected customer bases (e.g., active-duty personnel, family members, retirees, Reservists, DoD civilians, the general public, etc.)</p>
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Step 4 Select the best method to communicate with/reach the target market. (See Identify Customer Communication Systems.)

Your selection may be one or a combination of the following;

- ☐ Printed media (e.g., newspaper, fliers, posters, brochures, etc.)
- ☐ Electronic media (e.g., website, social media, digital displays, apps, email, etc.)
- ☐ Direct mail
- ☐ Broadcast media (e.g., TV, radio, public address system, etc.)
- ☐ Group presentations and one-on-one briefs
- ☐ Signage (e.g., banners, sign boards, sandwich boards, electronic message boards, letter boards, bulletin boards, marquees, etc.)
- ☐ Promotional ideas/items (themes, slogans, coupons, video/displays, mobile/outreach service, staff buttons/sales pitches, tie-ins with other FFR Programs/on-base businesses, frequent user program, giveaways, T-shirts, pens, mugs, hats, calendars, balloons, mouse pads, bottles of water with custom FFR labels, customized, theme-oriented air fresheners, etc.)

<p>NOTE: Remember: The most effective advertising/promotion tool is a quality, customer service oriented program that encourages word-of-mouth advertising by the users.</p>

Step 5 Develop an advertising/promotion time line by beginning with the actual event date and working backwards.

Ask yourself the following questions:

- ☐ How long do you want the advertising to be “out there?”
- ☐ How long will it take to distribute, display, and/or broadcast the advertising?
- ☐ How long will it take to produce the advertising/promotion? Remember to include time for proofing, re-writes, local route, review/chop requirements, production times, interruptions, etc.

Step 6 Review the information sheet you developed in Step 2 and write the copy for the advertising (See Develop a Marketing Plan and Message).

Ensure the following:

- ☐ Information is accurate and factual.
- ☐ Most important benefits are highlighted.
- ☐ The point of contact (POC) is included.

NOTE:	Provide all this information to the Marketing Department, if they will be producing your advertising. Writing “copy” for an advertisement is usually conversational in tone and not necessarily “grammatically correct.” In some cases, “copy” is intentionally incorrect using sentence fragments, double-meanings, colloquialisms, etc. Contact your Marketing department for assistance.
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Step 7 Using all the information you have put together, create the “visual” portion(s) of any of your ads.

NOTE: Because of the visual society in which we live, any images and designs you use in your advertising will have significant impact on your results.

Your images and designs will either attract interest in whatever you are advertising/promoting, or NOT. Contact your Marketing Department for assistance.

If using radio, ask the professionals at the station to assist you in painting a mental picture. Remember: Most broadcast media ads only last about 30 seconds, so the picture must be memorable and concise.

Step 8 Stop here and proof everything.

Ask the following questions:

1. Event stated correctly? Dates correct? Event location/s correct? Phone #s correct? Descriptions correct? Typos?
2. Communicate your information to the Marketing Department only after review: Is it okay to print as is?
3. Okay to print after making changes?
4. Need another proof?

NOTE: Use others to assist you with this step.

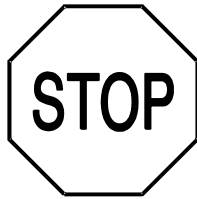
Step 9 Ensure the FFR Marketing Department sends all camera-ready copy and art to whoever will be preparing, producing, and distributing/broadcasting the ad/promotion.

NOTE: If the ads/promotional materials are edited/changed to meet time, sizes, or other requirements, repeat the “proofing” you did in Step 8.

Step 10 Implement the advertising/promotion per the timeline you established and the media you selected.

Execute advertising/promotion of marketing materials through the appropriate marketing channels.

- Step 11** Retain file copies of your advertising/promotions for future use and for evaluation purposes. (See Evaluate Advertising/Promotion Effectiveness.)
- Step 12** Ensure all advertising material (banners, posters, fliers, etc.) are retrieved following the advertised activity or event. Don't leave your expired ads/promotions "out there!"
- Step 13** Retain and store the advertising/promotional items that can be reused.



Congratulations! You've completed this task.
