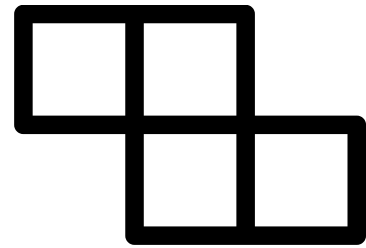


NR NPASE W

"MY NAVY STORY"



Campaign Overview:

"My Navy Story" aims to showcase the personal experiences and stories of sailors in the US Navy, and build a strong connection with the public. Through this series, we'll introduce a diverse group of sailors, and share their unique perspectives and backgrounds. By sharing these stories, we aim to humanize the Navy and provide a platform for sailors to share their experiences and perspectives with the public and drive retention and acquisition. Our goal is to create an emotional connection with our audience, and inspire pride and appreciation for the brave men and women who serve our country.

Problems to be Solved:

- Lack of public awareness or misconceptions about the US Navy: By showcasing the personal experiences and stories of Navy sailors, the campaign can help build a stronger connection between the Navy and the public, and correct any misconceptions or stereotypes that people may have about the Navy.
- Recruitment challenges: The campaign can help attract potential recruits by showcasing the diverse experiences and opportunities available in the Navy, and highlighting the personal and professional growth that can be achieved through service.
- Low morale among current Navy sailors: By showcasing the stories of individual sailors and their unique experiences, the campaign can help boost morale among current sailors by emphasizing the important work they do and recognizing their contributions to the country.
- Lack of representation or diversity in the Navy: By featuring a diverse range of sailors and their stories, the campaign can help highlight the diversity within the Navy and showcase the inclusive community that exists within the organization.
- Lack of emotional connection between the Navy and the public: The campaign can help create an emotional connection between the Navy and the public by sharing personal stories that humanize the organization and emphasize the bravery and dedication of Navy sailors.

Key Messages:

- The US Navy offers opportunities for personal and professional growth, and attracts people from all walks of life.
- By highlighting the diverse experiences and backgrounds of Navy sailors, the campaign showcases the Navy as an inclusive and welcoming community.
- The Navy provides opportunities to learn new skills, gain valuable experience, and serve your country with pride.

OBJECTIVES

	Objective	Key performance Indicators (KPI's)
Primary	Increase interest in a Navy Reserve career	Social Media Engagement
Secondary	Improve brand awareness	Social Media Reach

STRATEGY

Target Audiences:

High school students, college students, recent graduates, young professionals, and military families. These groups may be interested in hearing about the personal experiences of Navy sailors, the opportunities and benefits available in the Navy, and the skills and experiences gained through military service.

Tactics:

NR NPASE W Sailors will each produce a video post telling their personal Navy story, these videos will be posted at a cadence of once per week along with social media engagement opportunities to encourage the public to share their own stories and perspectives. Our goal is to create an emotional connection with our audience, and inspire pride and appreciation for the brave men and women who serve our country.

Channel/Metrics:

We'll launch the campaign on Facebook, using the hashtag #MyNavyStory and evaluate the success of the campaign through the metrics of engagement and reach.

TIME LINE

Briefing: 01/07/2023

Planning and Production: 01/08/2023



Launch: 01/20/2023

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