



**AIR NATIONAL  
GUARD**

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**GOLD REGGIE AWARD WINNER  
LOCAL MARKETING**

JACOBSEYE MARKETING AND THE AIR NATIONAL GUARD  
KEEPING AMERICA SAFE

12.3.2020



# PRESENTERS

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**DON DIXON**  
CHIEF STRATEGY OFFICER  
OF JACOBSEYE MARKETING



**MICHAEL "SHANE" ROGERS,**  
SMSGT (RET) ADVERTISING-  
AIR NATIONAL GUARD

# CHALLENGES

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- NO ADVERTISING IN CLOSE TO 3 YEARS
- 90 LOCAL WINGS- NOC CONSISTENCY
- AWARENESS VIRTUALLY NON-EXISTENT
- LOWEST INTEREST IN MILITARY IN HISTORY
- FULL EMPLOYMENT
- OUTDATED RESEARCH

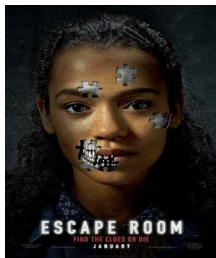
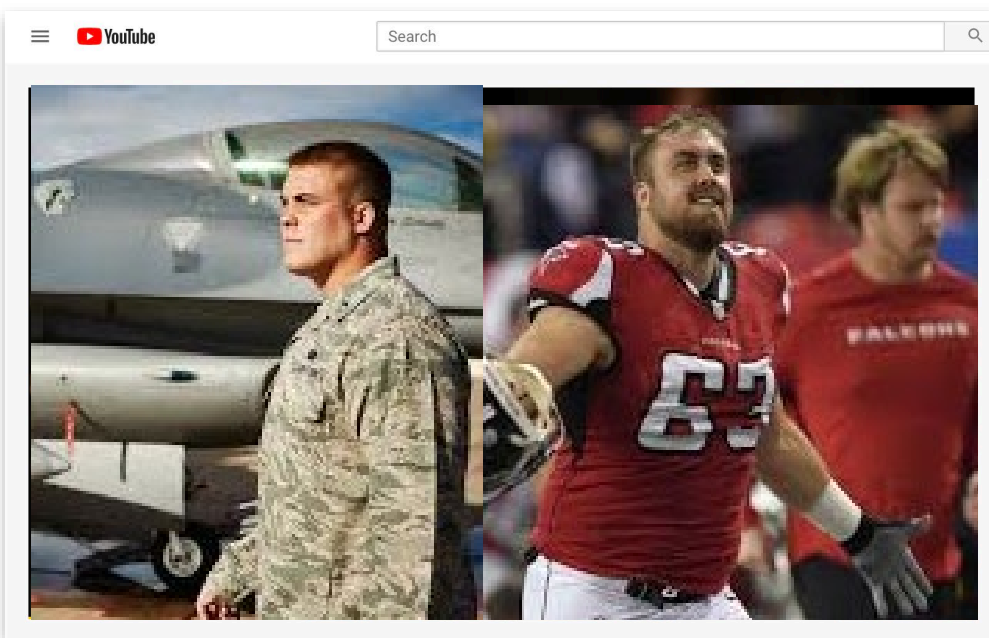


# BENEFITS

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- TRAIN & SERVE CLOSE TO HOME
- TRAINING SUPPORTS CIVILIAN CAREER
- GOOD PART-TIME PAY
- FREE HEALTH CARE
- TUITION REIMBURSEMENT
- INTERESTING DEPLOYMENTS
- POTENTIAL PENSION



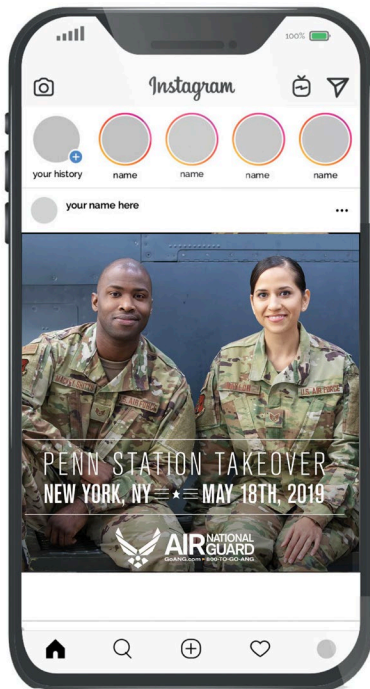


### HIGH PROFILE MEDIA EVENTS

**NATIONAL CHAMPIONSHIP**

<b>#2 CLEMSON TIGERS</b>	OVERALL 95 97	<b>#1 ALABAMA CRIMSON TIDE</b>
	OFFENSE 93 99	
	DEFENSE 97 95	

**NCAA FOOTBALL 14**



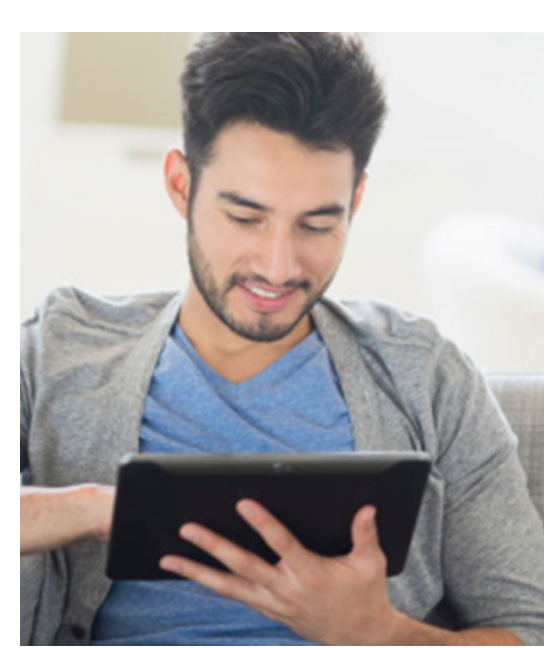
**THE TECH TO PROTECT**

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**ADVANCED TECHNOLOGY IN YOUR BACKYARD**  
AIR NATIONAL GUARD  
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**MAD GENIUSES NEEDED**  
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### SOCIAL DIGITAL MEDIA





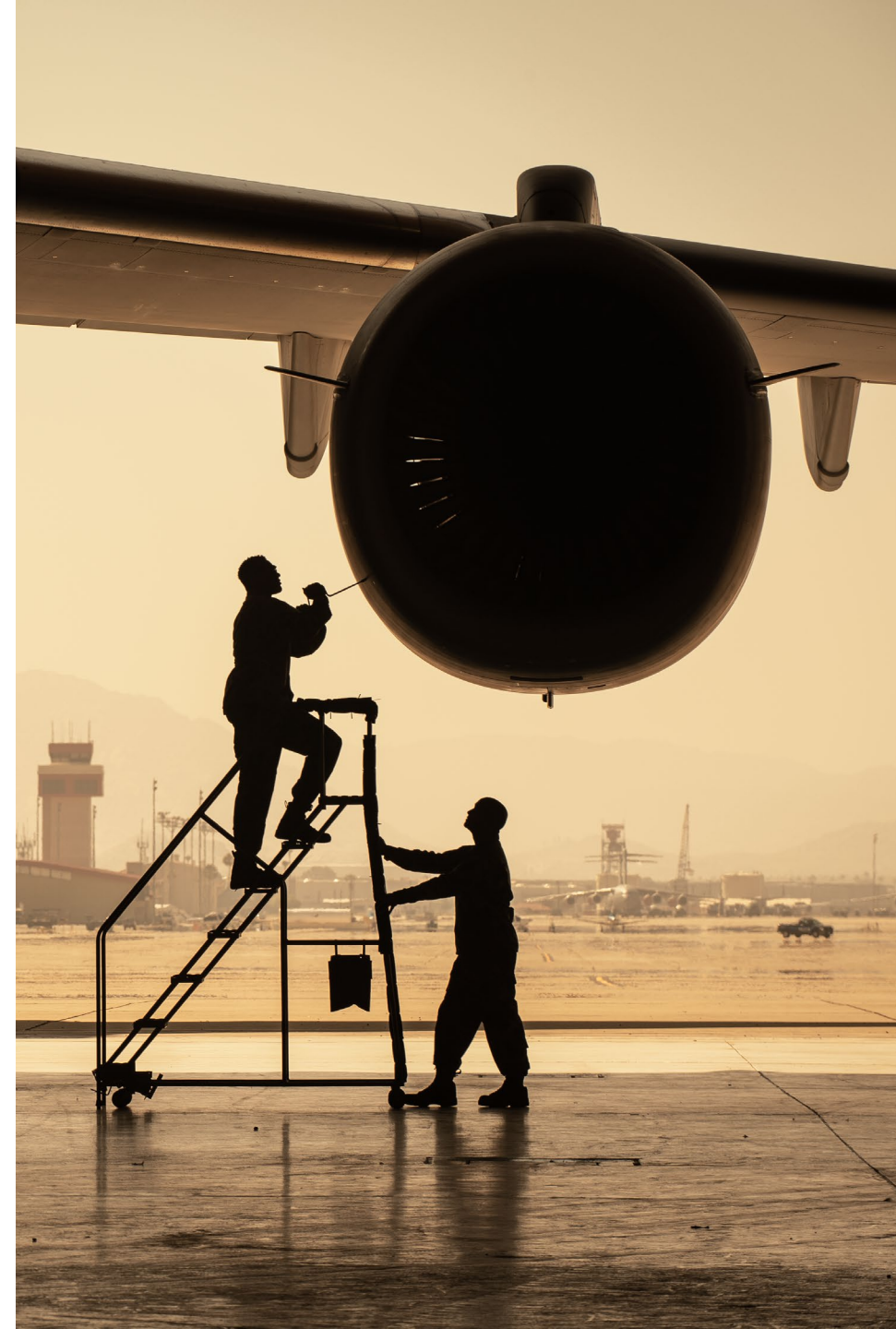
MARVEL STUDIOS

# CAPTAIN MARVEL

# CAMPAIGN GOALS

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- RAISE UNAIDED RECALL FROM 3-15%
- GENERATE LOCAL PRESS
- GENERATE 400M IMPRESSIONS
- INCREASE WEB SEARCH
- INCREASE APPLICATIONS BY 60%

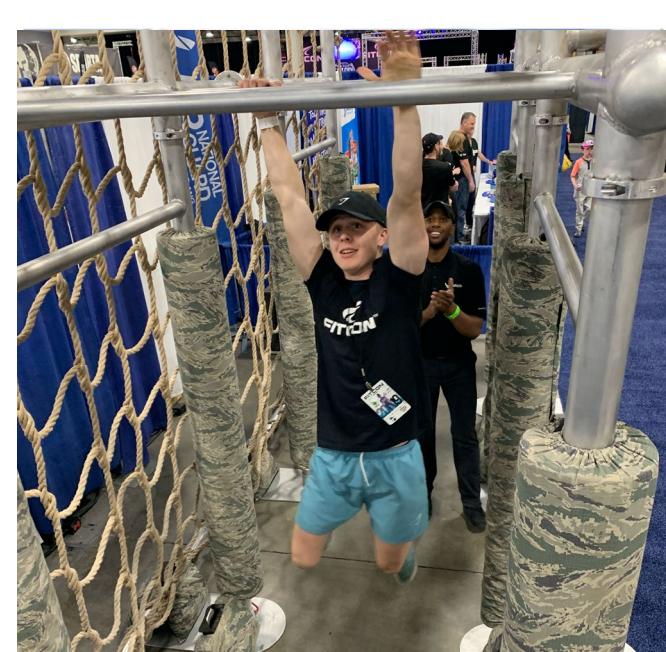






**OOH/PENN STATION TAKEOVER**



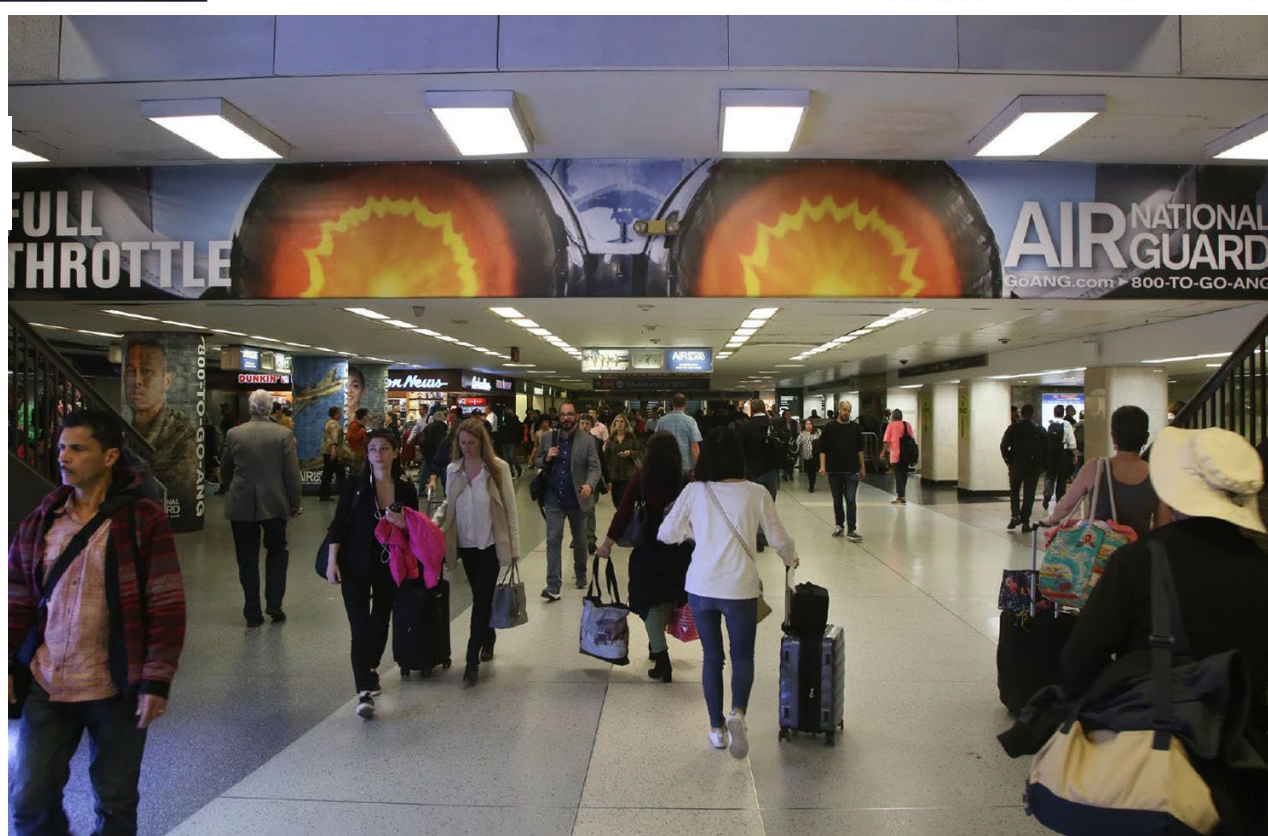


## EXPERIENTIAL





## OOH/PENN STATION TAKEOVER





# BUS KINGS

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Bus Kings successfully reach pedestrians and commuters alike in areas of NJ where traditional outdoor media is often limited or unavailable. This media is impossible to miss!

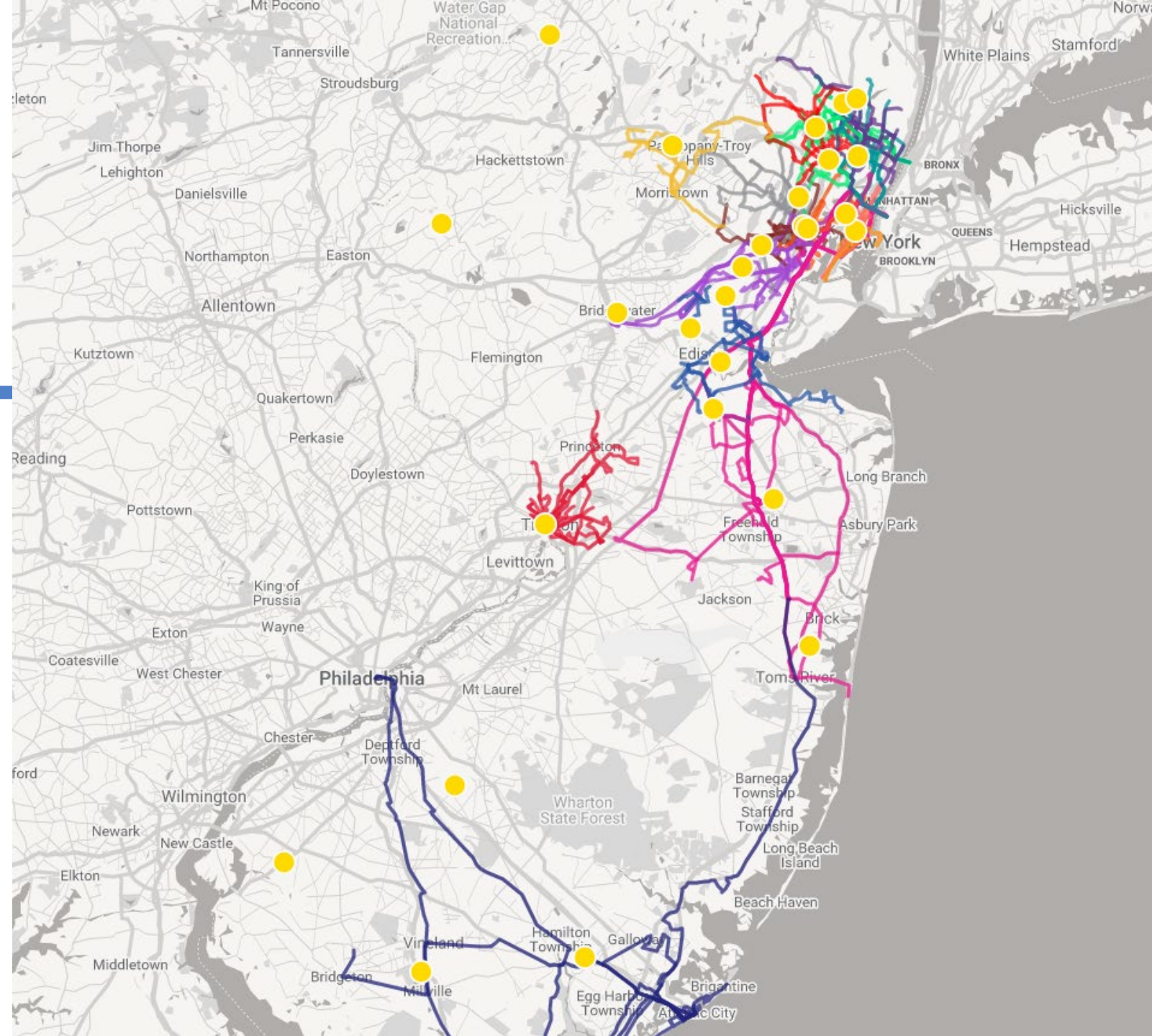


# TARGET: 2-YEAR COLLEGES & VO TECH SCHOOLS NJ

## Legend

2-Year Colleges/Vo Tech ●

NJ Bus Routes (all colors) —



# LINK NYC

Making connections is at the core of LinkNYC. It's about linking people with technology, information, brands, and each other to improve the quality of city life. The LinkNYC network reached 1 million Wi-Fi subscribers in just 12 months and connects with 11 million consumers each week.

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## Specs

Screen Size	55"
Screen Resolution	1920 x 1080
Frame Rate	30 FPS
Compression	MPEG-2 / MOV / JPEG
Audio	None at this time



# NEW YORK DAYTIME

## LINKNYC

### Legend

Highest Concentration  
(count >26,947)



High Concentration  
(count 13,975-26,947)



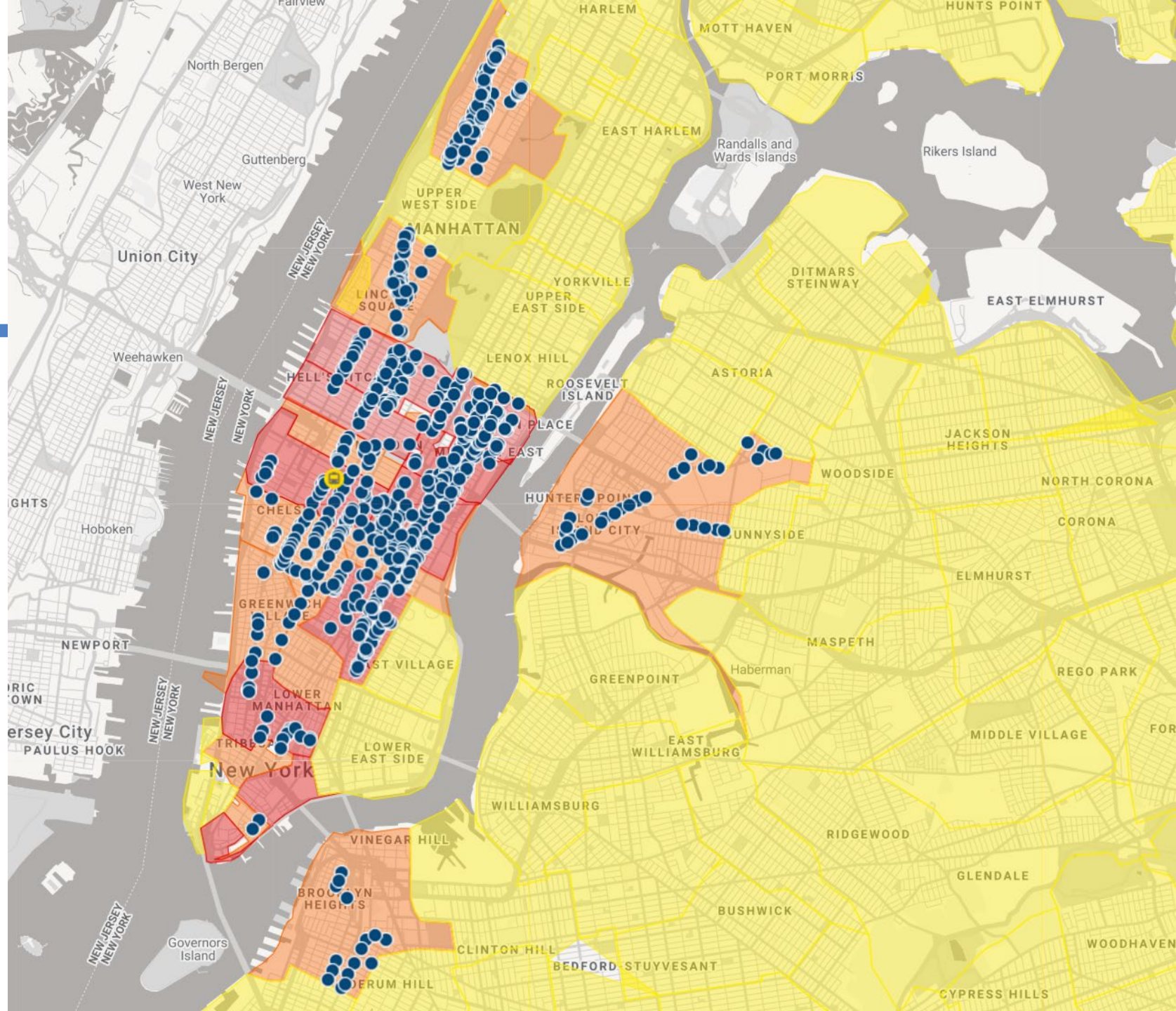
Above Average Concentration  
(count <13,974)



LinkNYC



Source: Neustar Q4 2018

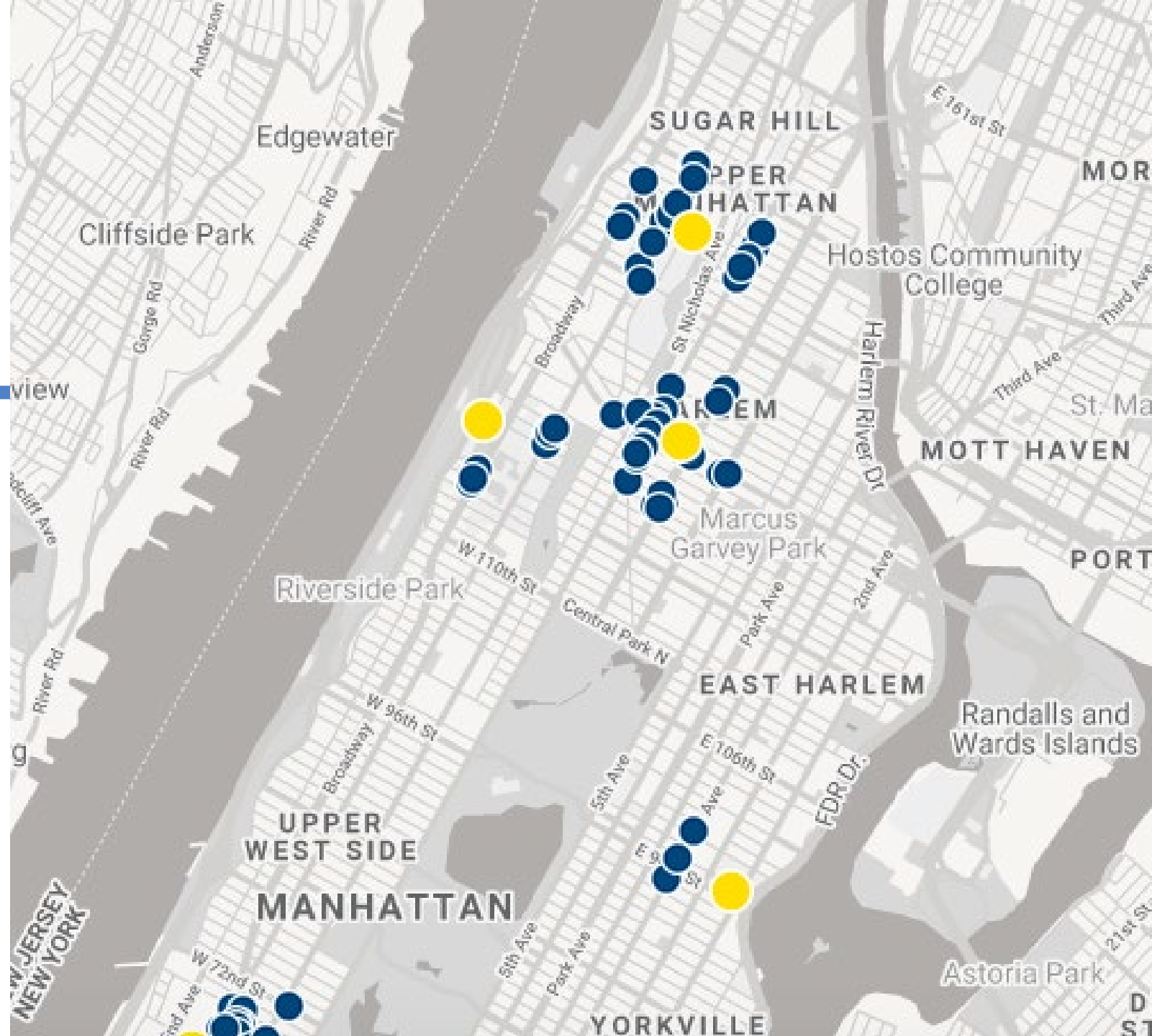


# TARGET: 2-YEAR COLLEGES & VO TECH SCHOOLS UPTOWN

## Legend

2-Year Colleges/Vo Tech ●

LinkNYC (w/in 1500 ft) ●



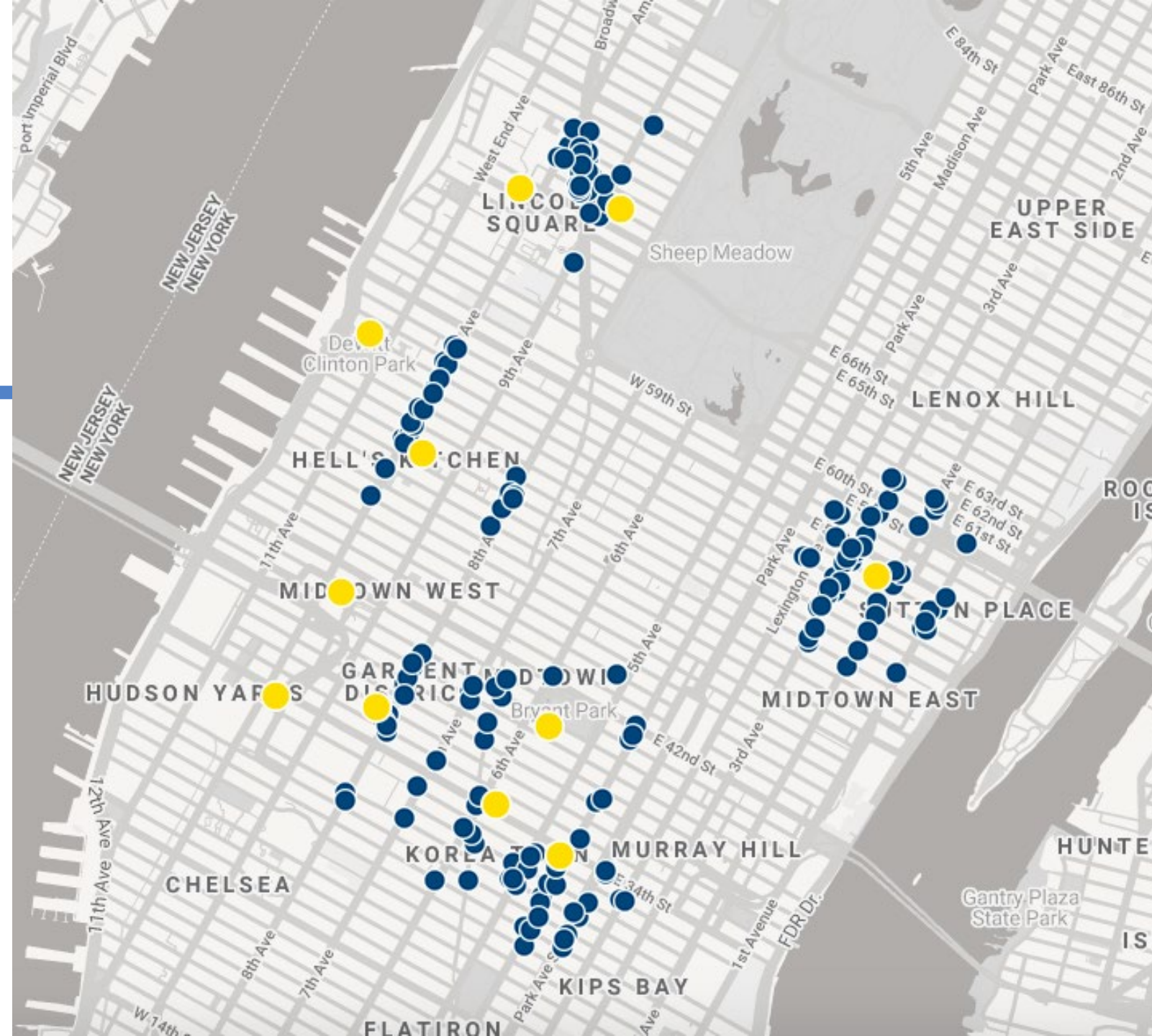


# TARGET: 2-YEAR COLLEGES & VO TECH SCHOOLS MIDTOWN

## Legend

2-Year Colleges/Vo Tech ●

LinkNYC (w/in 1500 ft) ●



# TARGET: 2-YEAR COLLEGES & VO TECH SCHOOLS DOWNTOWN/BROOKLYN

## Legend

2-Year Colleges/Vo Tech ●

LinkNYC (w/in 1500 ft) ●







HIGH PROFILE MEDIA EVENTS

OOH/PENN STATION TAKEOVER

EXPERIENTIAL

PRINT/DIGITAL/RADIO

WEBSITE/SOCIAL

CALL CENTER

# ANG MARKETING PLAN

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# MAINTAINERS WANTED

#MAKEMETALFLY

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WITHOUT MAINTAINERS THERE IS NO MISSION

#MAKEMETALFLY

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# #MAKE METAL FLY

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PRINT/DIGITAL/RADIO

# MIND-BLOWING OPPORTUNITIES

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**AIR NATIONAL GUARD**



# RESULTS

- 600,000/DAY IN PENN STATION
- 1400 CALLS TO CALL CENTER IN FIRST 2 WEEKS
- 500 MIL IMPRESSIONS
- SOCIAL MEDIA INORESSIONS FROM 5-35M
- WEB TRAFFIC UP 600%
- UNIDED RECALL UP 4X
- RECORD RECRUIT NUMBERS
- RECORD RETENTION IN 9 STATES

THANK YOU



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