Report Date: 06 Apr 2015

Summary Report for Individual Task
805K-79R-8300
Develop a Marketing / Advertising Plan
Status: Approved

Distribution Restriction: Approved for public release; distribution is unlimited.

Destruction Notice: None

Foreign Disclosure: FD5 - This product/publication has been reviewed by the product developers in coordination with the Fort Knox, KY 40121 foreign disclosure authority. This product is releasable to students from all requesting foreign countries without restrictions.

Condition: You receive a tasking by higher headquarters to prepare the annual and quarterly marketing / advertising plans for the upcoming year. You have access to applicable regulations, higher guidance, Field Marketing Representative (FMR), sync matrix (planning calendar). This task should not be trained in MOPP 4.

Standard: Manage a marketing/advertising plan IAW USAREC Manual 3-30 and USAREC Reg 5-2 that promotes Army activation, awareness and / or engagement, which supports the recruiting environment and the commander's intent, ensuring Return On Investment (ROI), and remaining within budget constraints.

Special Condition: None

Safety Risk: Low

MOPP 4: Never

Task Statements

Cue: None

DANGER

None

WARNING

None

CAUTION

None

Remarks: None

Notes: All required references can be accessed at the following link: https://sites.google.com/a/goarmy.com/publications-library/home

Performance Steps

1. Participate in the targeting process.

    a. Understand the commander's intent and guidance based on mission.

    b. Gather data from other staff sections.

        (1) Market share.

        (2) Market trends.

        (3) Historical production.

        (4) AAR.

        (5) Available resources.

        (6) National advertising strategy.

        (7) Area school plans.

        (8) S-2 analysis.

        (9) Mission.

        (10) Battalion and higher organization assets.

    c. Gather proposal/options data from vendors.

    d. Gather requests for shaping and decisive events, activations and engagements for subordinate units.

    e. Gather proposal options from FMR and other recruiting organizations.

2. Develop a marketing/advertising plan.

    a. Analyze intelligence data gathered in Step 1b-1e above to determine priority targets.

    b. Create a draft copy of the advertising plan to include:

        (1) Review last year's plan.

        (2) Complete advertising plan template.

            (a) Command guidance.

            (b) Solicit / Review subordinate targeting and focus to include:

                _1_ Battalion and national level asset request.

                _2_ Local and national event request.

_3_ Center of Influence (COI) event request.

_4_ Community council request.

_5_ Reserve partnership council.

_6_ Total Army In Recruiting (TAIR) request.

(c) Situation analysis.

(d) Battalion operational area.

(e) Target market analysis (BN/CO).

(f) Ethnic penetration.

(g) Target audiences.

(h) Targeted areas. (determined by fusion cell)

(i) Spending plan.

(j) Cost/ROI for high dollar buys.

(k) Issues and concerns.

(l) High school and post-secondary school marketing analysis.

(m) Review running estimates.

(3) Participate in a fusion cell (validate plan).

c. Attend the targeting board.

(1) Brief marketing/advertising plan to commander.

(2) Collect feedback.

(3) Conduct AAR.

3. Complete marketing/advertising plan.

a. Make necessary changes.

b. Get approval from Battalion Commander.

c. Brief plan to Brigade.

d. Make necessary changes as required.

e. Brigade provides a copy to USAREC HQs.

f. Provide guidance to lower echelons.

4. Execute the marketing/advertising plan.

a. Implement the plan.

(1) Enter all shaping and decisive media request into EMM.

(a) Local Area Media Placement (LAMP) funds.

(b) Direct advertising funds.

_1_ Shaping operations.

_2_ Decisive operations.

_3_ Center of Influence events.

(2) Enter all shaping and decisive funded and unfunded ROI generating engagement, activation and awareness events into EMM.

(3) Request Marketing Activity Codes (MAC).

(4) Create and execute spend plan.

(5) Coordinate with vendors for local purchase orders.

(6) Disseminate information to appropriate levels.

(7) Monitor execution of all engagement, activation and awareness events for AAR and ROI to be entered into EMM.

b. Request resources and asset support through EMM.

5. Conduct a marketing / advertising plan After Action Review.

a. Evaluate the plan.

(1) Collect proof of performance data from vendors.

(2) Collect data with appropriate MAC codes from the local commanders and leads processing center.

(3) Collect / review AARs to determine ROI prior to next planning cycle.

(4) Confirm all Event AAR information loaded into EMM.

b. Review plan implementation.

c. Disseminate information to appropriate levels.

(Asterisks indicates a leader performance step.)

Evaluation Guidance: Score the Soldier GO if all performance measures are passed(P). Score the NO GO if any performance measure is failed(F). If the Soldier scores NO GO, show the Soldier what was done wrong and how to do it correctly.

Evaluation Preparation: This task may be evaluated by using the evaluation guide and/or administering the performance test Evaluation Guide. If the task is performed on the job, use the materials listed in the CONDITIONS statement above. This task can be evaluated by using the evaluation guide.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Participated in the targeting process.			
a. Understood the commander's intent and guidance based on mission.			
b. Gathered data from other staff sections as part of a fusion cell.			
(1) Market share.			
(2) Market trends.			
(3) Historical production.			
(4) AAR.			
(5) Available resources.			
(6) National advertising strategy.			
(7) Area school plans.			
(8) S-2 analysis.			
(9) Mission.			
(10) Battalion and higher organization assets.			
c. Gathered proposal / options data from vendors.			
d. Gathered requests for shaping and decisive events, activations and engagements for subordinate units.			
e. Gathered proposal options from FMR and other recruiting organizations.			
2. Developed a marketing/advertising plan.			
a. Analyzed intelligence data gathered in Step 1b-1e above to determine priority targets.			
b. Created a draft copy of the advertising plan to include:			
(1) Reviewed last year's plan.			
(2) Completed advertising plan template.			
(a) Command guidance.			
(b) Solicited / Reviewed subordinate targeting and focus to include:			
_1_ Battalion and national level asset request.			
_2_ Local and national event request.			
_3_ Center of Influence (COI) event request.			
_4_ Community council request.			
_5_ Reserve partnership council.			
_6_ Total Army In Recruiting (TAIR) request.			
(c) Situation analysis.			
(d) Battalion operational area.			
(e) Target market analysis (BN/CO).			
(f) Ethnic penetration.			
(g) Targeted audiences.			
(h) Targeted areas. (determined by fusion cell)			
(i) Spending plan.			
(j) Cost/ROI for high dollar buys.			
(k) Issues and concerns.			
(l) High school and post-secondary school marketing analysis.			
(m) Reviewed Strength, Weakness, Opportunity, Threat (SWOT) analysis.			
(3) Participated in a fusion cell. (validate plan)			
c. Attended the targeting board.			
(1) Briefed marketing/advertising plan to commander.			
(2) Collected feedback.			
(3) Conducted AAR.			
3. Completed marketing/advertising plan.			
a. Made necessary changes.			
b. Got approval from Battalion Commander.			
c. Briefed plan to Brigade.			

d. Made necessary changes as required.			
e. Brigade provided a copy to USAREC HQs.			
f. Provided guidance to lower echelons.			
4. Executed the marketing/advertising plan.			
a. Implemented the plan.			
(1) Entered all shaping and decisive media request into EMM.			
(a) Local Area Media Placement (LAMP) funds.			
(b) Directed advertising funds.			
_1_ Shaping operations.			
_2_ Decisive operations.			
_3_ Center of Influence events.			
(2) Entered all shaping and decisive funded and unfunded ROI generating engagement, activation and awareness events into EMM.			
(3) Requested Marketing Activity Codes (MAC).			
(4) Created and executed spend plan.			
(5) Coordinated with vendors for local purchase orders.			
(6) Disseminated information to appropriate levels.			
(7) Monitored execution of all engagement, activation and awareness events for AAR and ROI to be entered into EMM.			
b. Requested resources and asset support through EMM.			
5. Conducted a marketing / advertising plan After Action Review.			
a. Evaluated the plan.			
(1) Collected proof of performance data from vendors.			
(2) Collected data with appropriate MAC codes from the local commanders and leads processing center.			
(3) Collected / review AARs to determine ROI prior to next planning cycle.			
(4) Confirmed all Event AAR information loaded into EMM.			
b. Reviewed plan implementation.			
c. Disseminated information to appropriate levels.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	USAREC MANUAL 3-03	Recruiting Brigade and Recruiting Battalion Operations	Yes	No
	USAREC REG 5-3	Advertising Program Planning and Execution	Yes	Yes

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

Safety: In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination. "Everyone is responsible for safety. A thorough risk assessment must be completed prior to every mission or operation."

Prerequisite Individual Tasks : None

Supporting Individual Tasks : None

Supported Individual Tasks : None

Supported Collective Tasks : None