



Landing Navy Weeks in 2012

Bill Diggins
Senior Brand Consultant
Gallup

Media Exposure was Larger and More Succinct

- The magnitude, length, and depth, of coverage was greater than 2010
 - Chicago and LA were especially well covered
 - More 2-3 minute spots
- News stories used innovative and creative coverage techniques to tell engaging stories.
 - Unscripted and unrehearsed
 - Aircraft descriptions, cook-offs, and weather forecasts
- Navy visuals, look, and the use of B-roll were
 - More consistent
 - More representative



LA Navy Week

Big Assets = Big Crowds = Big Media = BIG OPPORTUNITY

- Significant Media coverage
 - 100+ TV stories, 40+ print stories, 15+ blogs, Facebook®, Twitter®, and others
- Top stories
 - Ships are here!
 - Habitat for Humanity
 - Ships bring crowds and money
 - Big Assets = Big Crowds = Big Media = BIG OPPORTUNITY
- New techniques
 - Unscripted and creative, new media

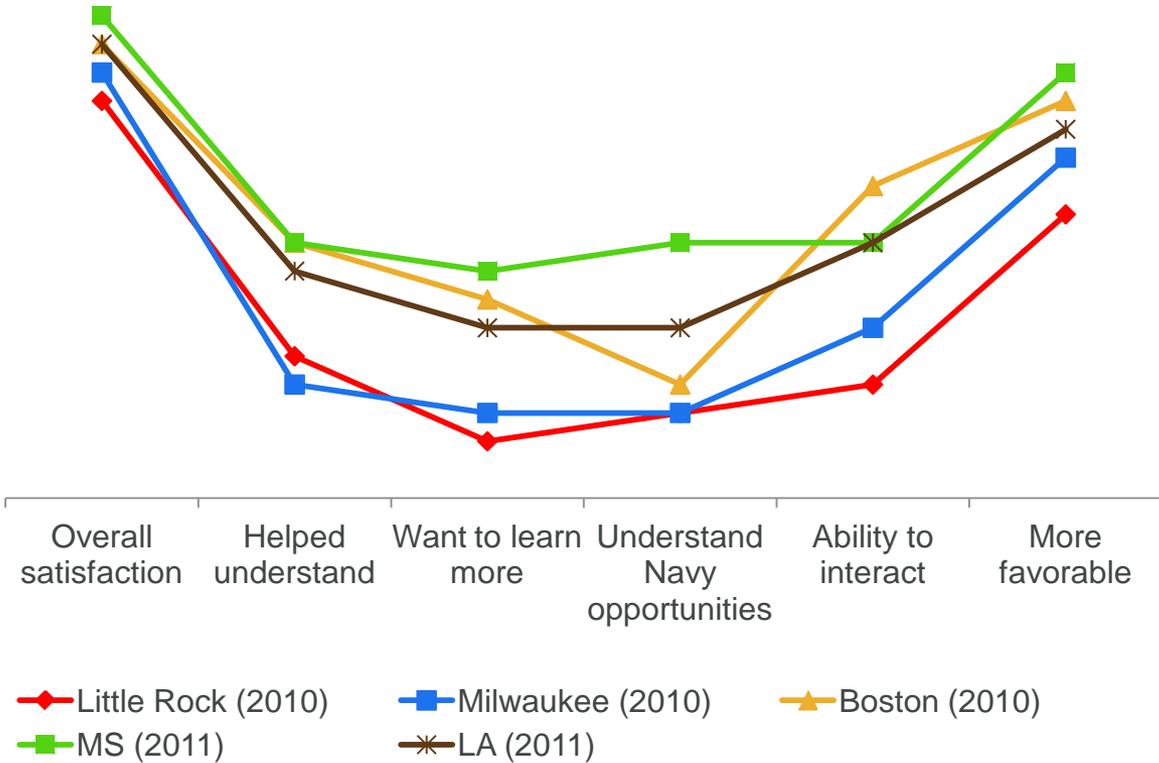


LA Navy Week Lessons

- Big crowds = big logistics
- Long lines = opportunity for messaging
- Learn from line management experts: Disney and retailers



The Needle is Starting to Move



- Navy Week attendees continue to enjoy the events and feel favorably about the Navy
- Opportunities for interaction, learning, and understanding are improving, but more is possible

GALLUP **TELL US WHAT YOU THINK**

Please help us evaluate today's event by completing BOTH SIDES of this short questionnaire before you leave this area. We will use your feedback to help the Navy improve future events. When you are finished, return the survey to a Gallup team member who is wearing a red shirt and red hat.

1 Today's date: / / - - - - -

2 Description of the specific event you attended (e.g., flight simulator, Rotary Club speech, band performance): _____

3 Were you aware this specific event was related to the Navy? Please mark your response with an [X]

Yes No

4 Overall, how satisfied were you with the specific event you attended today?

Not at all satisfied	Somewhat satisfied	Quite satisfied
1	2	3
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5 Please indicate how much you agree or disagree with each of the following aspects of the specific event you attended today.

a. The event helped you understand more about what the Navy does	Strongly disagree	Disagree	Agree	Strongly agree
b. The event made you want to learn more about the Navy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. The event helped you understand what opportunities exist for those who join the Navy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. The event gave you the ability to interact directly with the Navy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6 How did this specific event make you feel about the Navy?

Most favorable	Neutral	Most unfavorable
1	2	3
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7 What do you think is the main reason why the Navy is important?

To showcase the Navy's capabilities
 To educate people on the mission of the Navy
 To recruit people to the Navy
 To generate good will in this community
 Some other reason

The Bigger Picture

Characteristics of the Audience

Relative to the United States Navy, the American public is:

- **Favorable**

- Views the Navy, and all military, in highly favorable terms.

- **Ignorant**

- Sees the Navy and other branches in quite simplistic terms. Water = Navy or Coast Guard, land = Army, air = Air Force.
- Hears little about the Navy.

- **Curious**

- Is eager to know more but want the messages aligned with their interests.

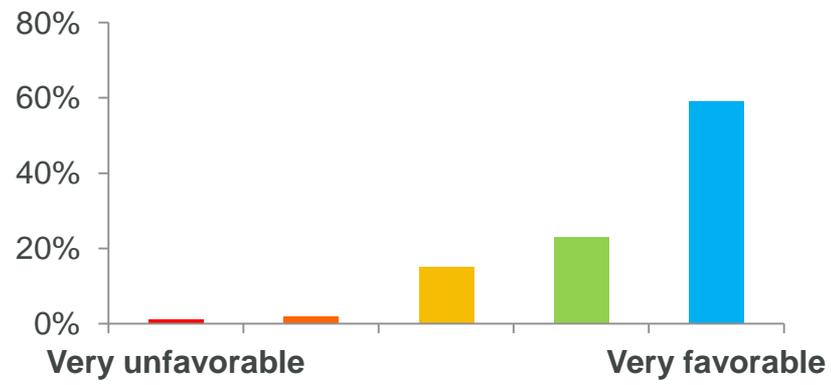
- **Distracted**

- Faces information overload from traditional and nontraditional (Facebook, Twitter, online news sources, etc.)
- Break through the clutter!

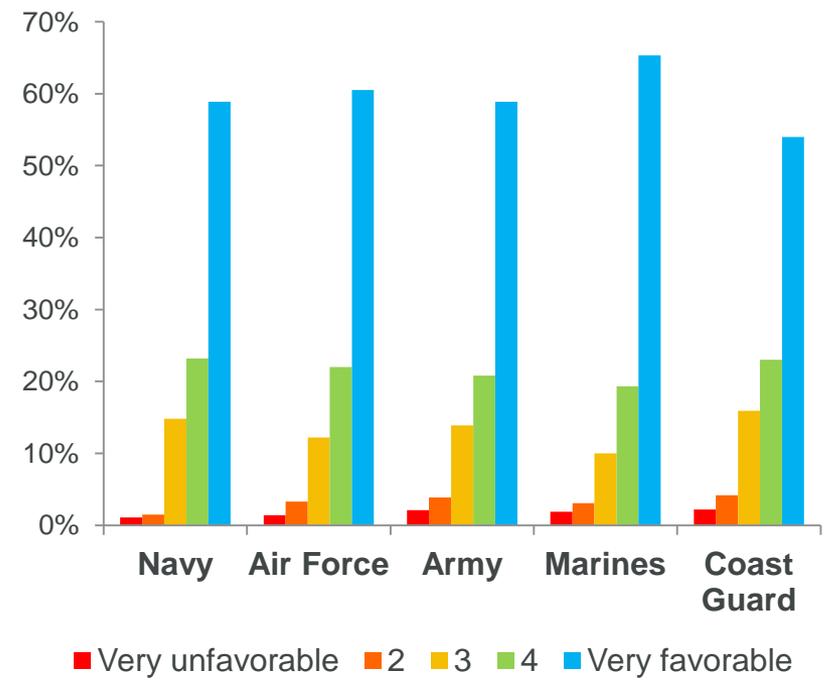
Favorable

The public is highly favorable towards the Navy – as it is the military generally

“In general, how do you feel about the Navy?”



"In general, how do you feel about the . . ."

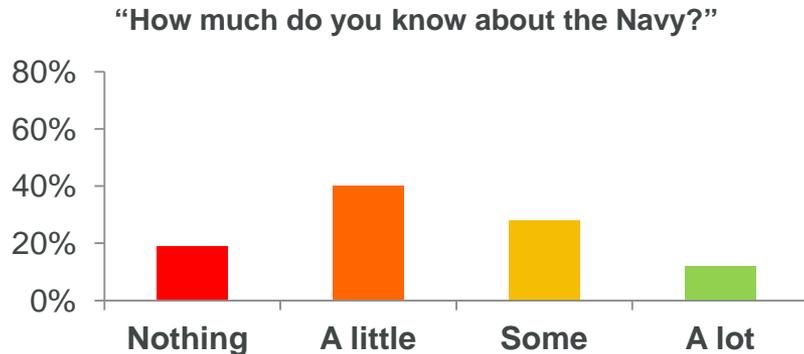


Source: Gallup Poll of 1,020 adults June 9-12, 2011.

Characteristics of the Audience

Ignorant

The public knows little about the Navy and views it in simplistic and inaccurate terms



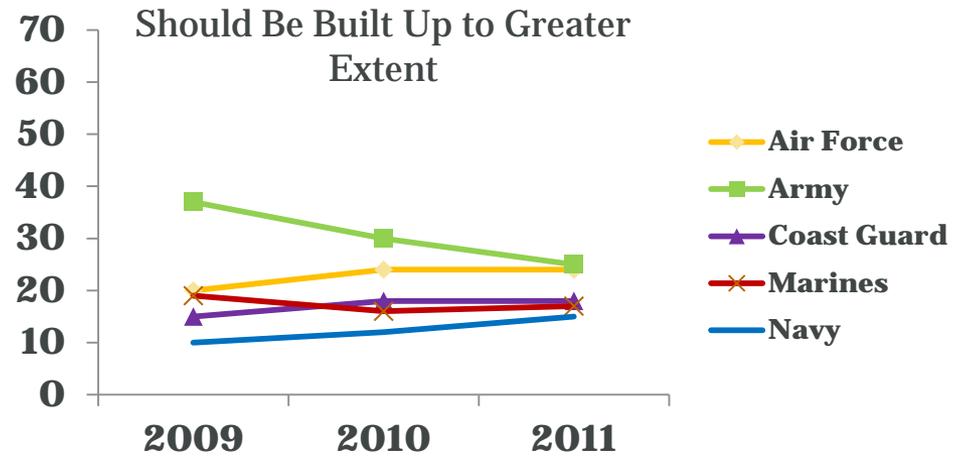
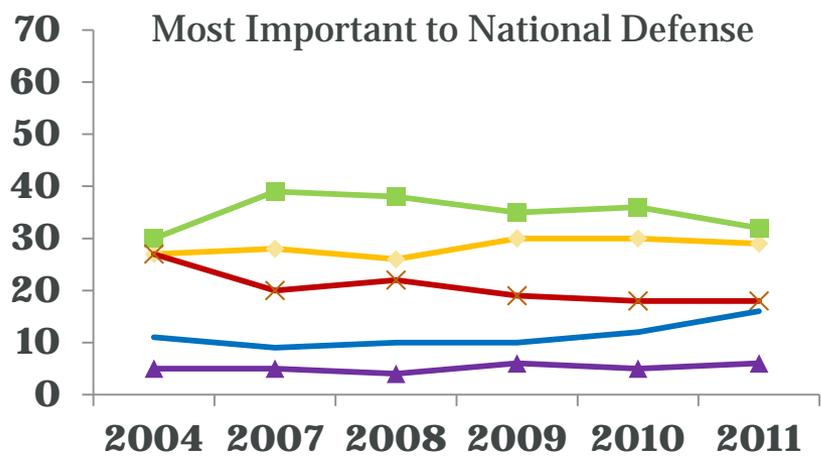
- *“The Navy transports military equipment, troops, tanks and planes.”*
- *“The Navy has that strip on their ship so they can carry the Marines where they have to go.”*
- *“The Navy is kind of like the Army but on water.”*

Top of mind associations with the Navy:



Ignorant

The Navy is not as visible or as well positioned as the Marines and Army, but is trending upwards

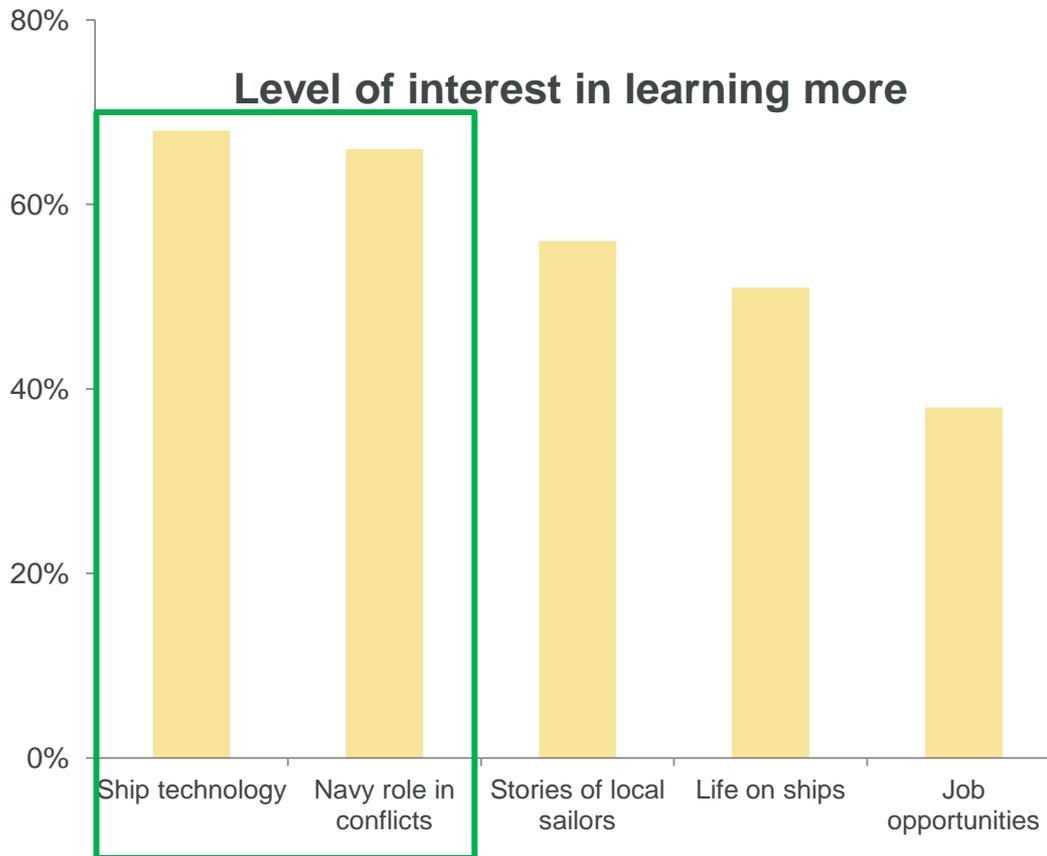


“The Navy is the ‘quiet kid in the corner’. You just don’t hear much about them.” (Chicago focus group participant)

Note: 2004 data from Gallup Poll (n=500). 2007-2011 from longitudinal Gallup Panel, conducted by mail/web (n>20,000 each year).

Curious

The public is eager to know more about facts you take for granted



- “I’d like to know **how involved is the Navy in some of the current issues right now?** A lot of us didn’t have a lot of solid answers. As far as Afghanistan, Iraq, or where is the Navy’s major concentration at right now as it relates to war?”
- “I would like to know **what they do every day.**”
- “I would be curious what kind of a ship he’s on. Does he have a desk job? What kind of aircraft are on his ship? **Any kind of question about what he does because it’s kind of fascinating to me.**”

Characteristics of the Audience

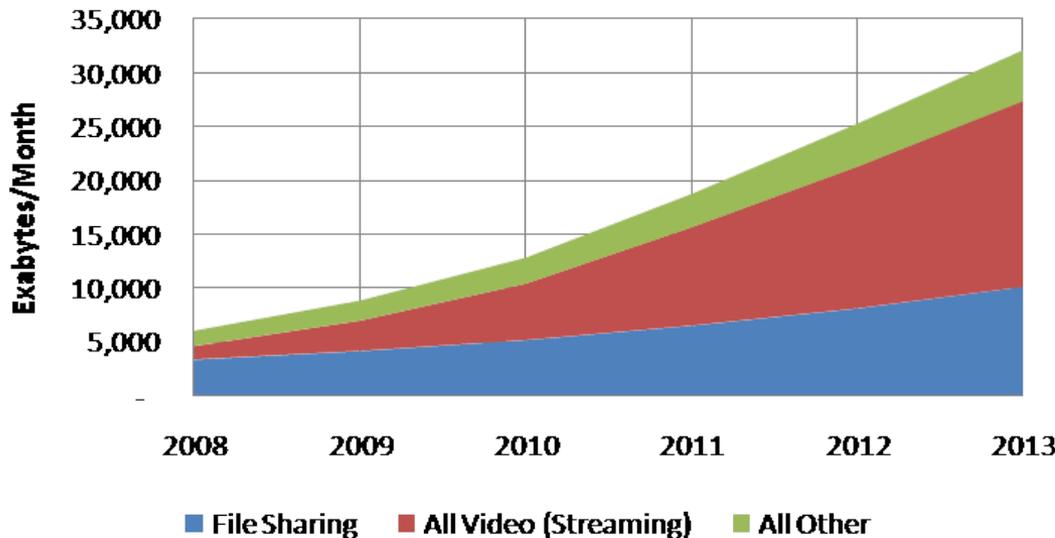
Distracted

The public has many competing demands for attention



- Americans are drowning in a vast amount of news choices and information everyday
- The Navy has to break through the clutter
- Clear, simple, memorable, relevant messaging is key

Global Consumer Internet Traffic 2008 - 2013



Landing 2012 Navy Weeks

2012 Navy Weeks

Navy Week	Dates
Phoenix	March TBD
(G) New Orleans	April 16-22
(G) Nashville	May 7-13
(G) Spokane	May 21-27
(G) Baltimore	June 13-19
Boston	June 29 - July 5
Sioux Falls	July 16-22
Sacramento	July 23-29

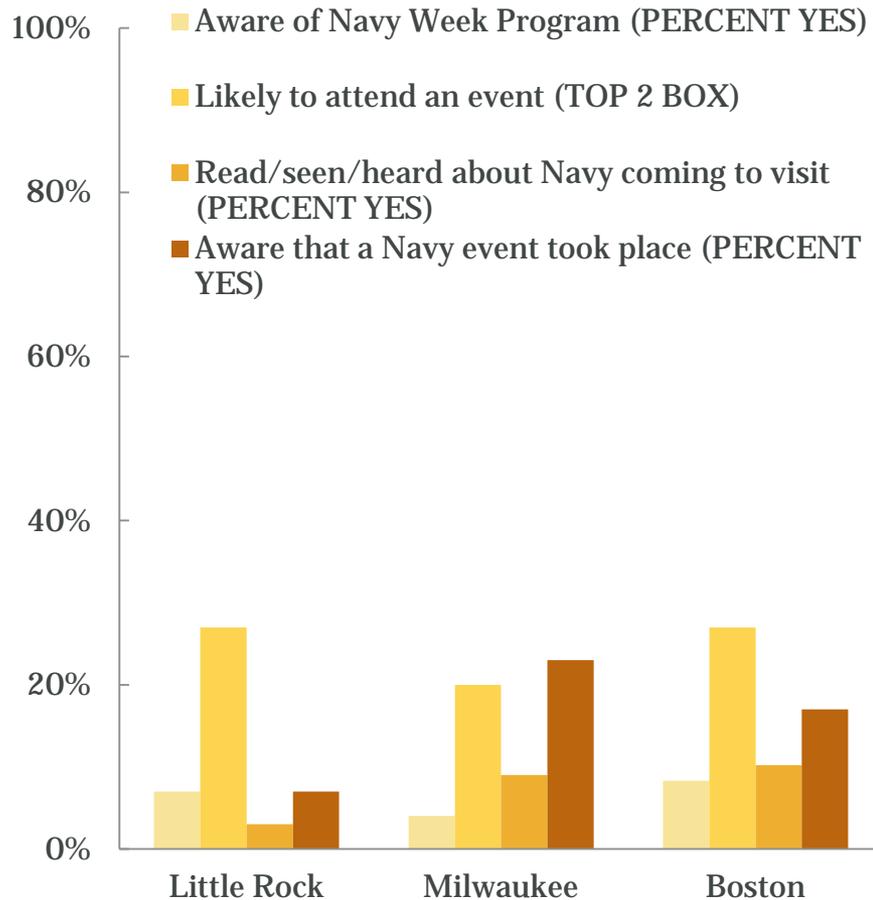
Navy Week	Dates
Milwaukee	Aug. 6-12
Chicago	Aug. 13-19
Toledo	Aug. 20-26
(G) Cleveland	Aug. 27 – Sept. 2
Detroit	Sept. 3-9
Buffalo	Sept. 10-16
Houston	Oct. 15-21

1812 Commemoration Signature Event

(G) Gallup Pre and Post Event Surveys

N134 Diversity Priority Market

2012: It's About the Navy, Not Navy Week



- Americans do not identify with “Navy Week” as a brand or event.
 - They can identify with aircraft carriers, Navy Blue Angels, and anchor events
- Speak about specific assets, events, sailors and admirals in outreach and communication efforts.
- Emphasize building pre-event awareness

2012: Be Creative - New and Unscripted Media is Growing

- Every Sailor has to be able to talk “Big Navy” mission and deliver key messages
- “Distracted” audiences need simple, basic, repetitive, relevant messaging
- Preparation work is essential



- Key Communicators and Public Affairs professionals must be identified and resourced to key events in advance of media heavy engagements.
 - Shine the spotlight on the stars
 - Have model Sailors interact with the public

2012: Turn Favorability into Understanding

Recommendations

- Don't assume that the public knows you are in the Navy or why you are there
- Keep messages simple
- Stick to the message
- Use civilian language



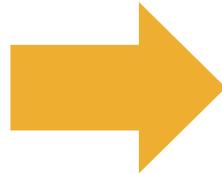
2012: Get Out From Behind the Table – The Public Wants Interactivity

- More opportunities to talk, touch, watch, compete, learn
 - More outreach into surrounding communities



2012: Use 1812 to Bridge to 2012

- The 1812 theme should highlight current topics of interest most notably, technology and role in conflicts and quickly segue from the historical to the modern
- Messengers must be able to transition quickly from past to present and seamlessly inject key Navy messages in all communications
- Be prepared for larger crowds due to increased publicity and use this as an opportunity to educate and stay on message



Remember...

- It's about the Navy, not Navy Weeks
- The public is eager for meaningful interactions
- Every sailor is an ambassador
- Every moment of Navy Week is a messaging opportunity
- Use 1812 to talk about today's Navy

- **Every visitor goes home understanding
“America's Navy: A Global Force for Good”**



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