

#AAC25



<http://asc.army.mil/web/aac25/>

▶ #AAC25



Army Acquisition Corps 25th Anniversary Campaign

2014 Maj. Gen. Keith L. Ware Public Affairs Competition

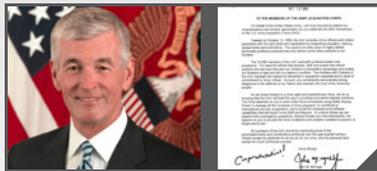
Category E: Outstanding Communications Campaign (Unit Category)

▶ U.S. Army Acquisition Support Center (USAASC)

MESSAGES



President of the United States, Barack Obama, Oct. 1, 2014



Secretary of the Army, John M. McHugh, Oct. 10, 2014



Gen. (Ret.) Carl E. Vuono, Sept. 9, 2014

WEBSITE



'25 for 25' profiles
2,653 web views | 26,483+ Facebook views



211 milestones + 48 stories

SOCIAL MEDIA



<https://www.facebook.com/usaasc>

69 Posts
Total Reach: 133,247



<https://twitter.com/usaasc>

92 Tweets
Total Reach: 87,687+



<https://www.youtube.com/user/usaasc>

26 Videos
2,095 views

NEWS & EVENTS

4 Stories on **CORE** shared on 7 pages; including the U.S. Army homepage, which has 1.7 million visitors



<http://usaasc.armyalt.com/?iid=102565>

Oct. - Dec. Army AL&T
Total Reach: 10,000+



AUSA, OCT. 13, 2014



OVERVIEW

The Army Acquisition Corps (AAC) is an unheralded cadre of experts—12,000 scientists, engineers, logisticians, doctors, researchers and support teams who develop and deliver the complex systems and services Soldiers depend on. With the rest of the nearly 38,000-member Army acquisition workforce, they perform their work as they contend with government bureaucracy and the challenges of sequestration, furloughs and wage freezes. Their work demands excellence that often goes unrecognized. The U.S. Army Acquisition Support Center (USAASC) Communications Division recognized a prime opportunity to provide that recognition, devising a campaign last year to celebrate the AAC's 25th anniversary. "AAC25" aimed to leverage the anniversary to foster a sense of pride among the entire Army acquisition workforce while raising the profile and prestige of Army acquisition and the AAC. The campaign showcased the workforce's many accomplishments and successfully engaged its target audience, garnering recognition at the highest levels.

RESEARCH

Primary

- Conducted a precampaign survey of the workforce on general preferences in career- and organization-related information to determine appropriate campaign strategies.
- Researched the availability of all existing Army communications vehicles and teams.
- Researched the historical record with respect to the founding of the AAC, and worked with all key Army Acquisition offices to find compelling stories about key people and major events.

Secondary

- Reached out to commands and program executive offices for historical information to show the evolution of the workforce in an [interactive timeline](#).
- Reached out to dignitary stakeholders, including the President of the United States, to engage their participation.

Key Findings

- It's critical to put a human face on the people who design, develop and manage systems and services because most communications about Army acquisition are about hardware and services.
- 60 percent of the workforce prefers to get information via email, while 68 percent enjoy human interest stories about their peers and receive most of their acquisition-related information directly from supervisors and peers.
- Primary audience is "social media shy"—many use platforms to "listen," but don't comment or engage.
- Secondary audience is united by one common thread: The acquisition workforce helps them accomplish their goals.

PLANNING

Objectives

1. Within the two-month planning period and one-month campaign, recognize the members of the AAC specifically and the workforce as a whole by leveraging existing resources to promote top-line messages in the media and at events.
2. Harness the influence of senior leaders to incentivize workforce participation and increase recognition, including a capstone event featuring several Army dignitaries at the AUSA 2014 Annual Meeting and Exposition, which was attended by more than 10,000 people.
3. Increase social media participation by 20 percent through content tagged with #AAC25 hashtag.

Target Audiences

- The primary audience was the acquisition workforce and its leadership. Secondary audiences included a broad collection of external stakeholders, among them Army senior leaders and agencies with acquisition entities, the Office of the Secretary of Defense, joint partners, industry, members of Congress, and Soldiers and their families.

Target media

- Social media: Facebook, Twitter, LinkedIn and YouTube.
- CORE Army newswire, Army AL&T magazine, Access news blog, Inside the Army, StandTo! and Federal News Radio.

Strategies

- Partner with commands and offices throughout the Department of the Army in a no-cost, multitiered, collaborative effort and effectively repurpose available assets to reach a globally dispersed audience.
- Launch compelling and informative content for the web site, print materials and social media.

EXECUTION

Strategy One: Partner with commands and offices throughout the Army and repurpose available assets.

- Within two months of initiation, conveyed key campaign messages and strategies to commands and offices throughout the Department of the Army.
- Leveraged relationships with all relevant public affairs offices in the Department of the Army and employed a variety of Army-related media to push messaging and amplify messages. Employed only existing media and events, such as ceremonies and town halls, to promote the campaign.

Strategy Two: Launch compelling and informative content.

- Developed and deployed a comprehensive communication plan, AAC25 online toolkit and an [AAC25 webpage](#), including compelling key messages that tied both the work and campaign to Defense priorities.
- Developed 25 diverse human-interest profiles of AAC members; created video shout-out contest featuring acquisition leaders; created interactive timeline of AAC history; and developed trivia contest.
- Promoted content on our social media platforms collaborating with related Army social media sites.

EVALUATION (Met or exceeded all campaign objectives.)

Objective One: Recognize members of AAC and the workforce as a whole.

- **Websites:** Existing asc.army.mil website housed new AAC25 webpage, <http://asc.army.mil/web/aac25/>, with an interactive **timeline** that included 211 key organizational milestones and 48 stories highlighting various historical AAC achievements. From Oct. 1-20, 5,341 page views out of 16,240 total views were AAC25-related; AAC25 was the most-visited page on the site—33 percent of all visits; 55 percent were first-time visits. Visit peaks directly correlated to workforce-wide (38,000) emails.
 - More than 30 Army leaders' offices contributed content to the anniversary campaign materials, including 45 nominations for the "25 for 25" profiles.
- **Media:** Posted four news releases on CORE, the army.mil "newswire," amplifying the message with follow-on publication on seven websites, including the Army homepage (Army.mil), which has 1.7 million visitors monthly. At least one top-line message was also posted to 15 sites, including **Army AL&T magazine**, **StandTo!**, **Inside the Army**, and **Federal News Radio**.

Objective Two: Harness the influence of senior leaders to incentivize the workforce.

- **Messages:** Received a letter of recognition from President Barack Obama and a letter from the secretary of the Army, as well as a letter from the general who created the AAC, Gen. (Ret.) Carl E. Vuono.
- **Events:** AAC25 highlighted at three town halls, one change-of-command ceremony and a commanding general's monthly note to the workforce. Additionally, senior-ranking officials marked the anniversary during the AUSA 2014 Annual Meeting and Exposition; an anniversary-themed issue of Army AL&T magazine was handed out at the event.

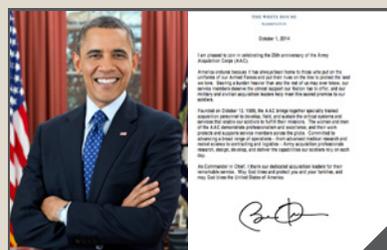
Objective Three: Increase social media participation by 20 percent through the use of the #AAC25 hashtag and communication through social media.

- **Social Media:** USAASC encouraged the use of #AAC25 in all anniversary-related social media posts through planning telecons with our Army partners and reinforced the hashtag on the AAC25 webpage and all e-mail correspondence. The AAC campaign reached 87,687+ people on Twitter and 133,247 people on Facebook. The 26 "shout out" videos were viewed 2,095 times. Per Meltwater, 99 percent of AAC25-related Twitter and Facebook posts included the hashtag #AAC25. Finally, "followers" on Facebook grew 416 percent during the campaign compared to the three-month period preceding.

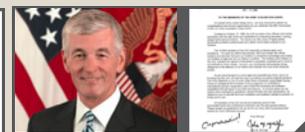
Media

- 1 OCT**
USAASC: Army AL&T magazine celebrates 25 years of Army acquisition
- 2 OCT**
ACC: Army Acquisition Corps 25th Anniversary website launched
- 8 OCT**
Army G1: President recognizes 25 years of Army acquisition excellence
USMilitary.com: President Recognizes 25 Years of Army Acquisition Excellence
ACC Newsblast: Happy 25th anniversary to the AAC
- 13 OCT**
Federal News Radio: Lt. Gen. Michael E. Williamson, U.S. Army
Army acquisition leaders commemorate milestone anniversary; look to the next 25:
- army.mil
- USAASC
- Nuzzel
- 15 OCT**
StandTo!: Most popular edition during the week of 13-17 October.
Websites:
PEO EIS: <http://www.eis.army.mil/army-acquisition-corp-25th-anniversary>

Messages



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