

# ARMY CASE STUDY

By: Mario, Isabel, Rosa, Anna and Dylan



# Upperclassmen

---

For our focus group we interviewed a junior and a senior to see their perspective of the Army

Have you ever thought of joining the army?

**Junior: No, medical reasons**

**Senior: Yes, passion for country**



# Perspectives of Army

---

**Junior:** Teach discipline and strength, Likes the Army uniform (blue), money and benefits could get them to join

**Senior:** People who care about our country, Likes the Army uniform (green), money and benefits could get them to join



# Upperclassmen

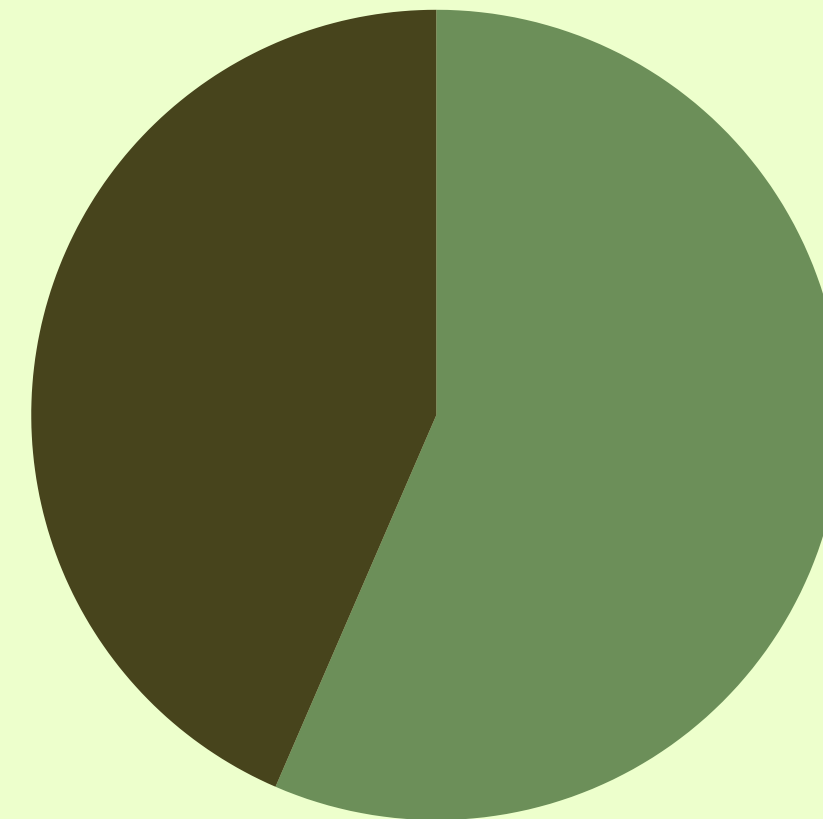
---

Created a quantitative survey for upperclassmen to see how widespread the focus group responses were

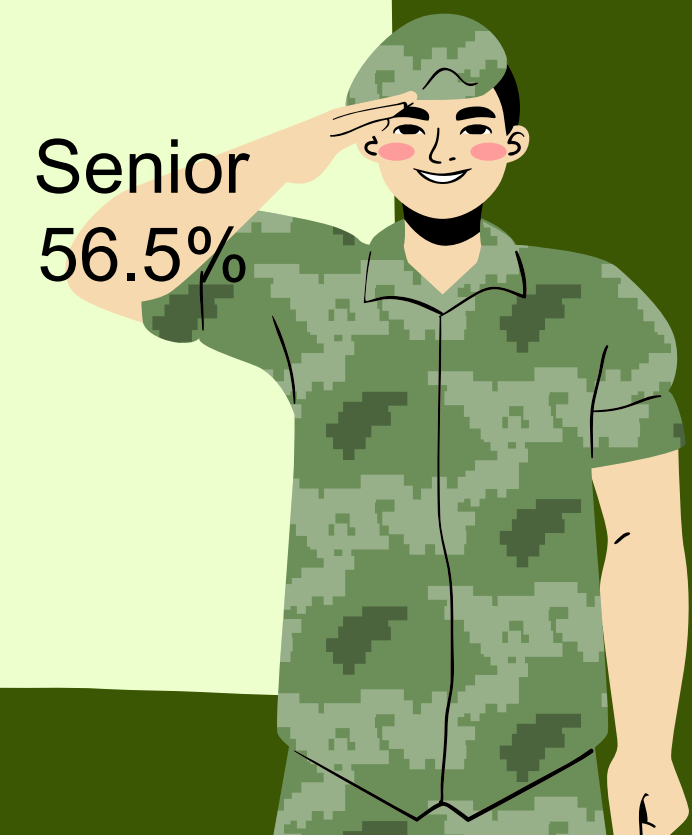
What year are you?

Participants: 23

Junior  
43.5%



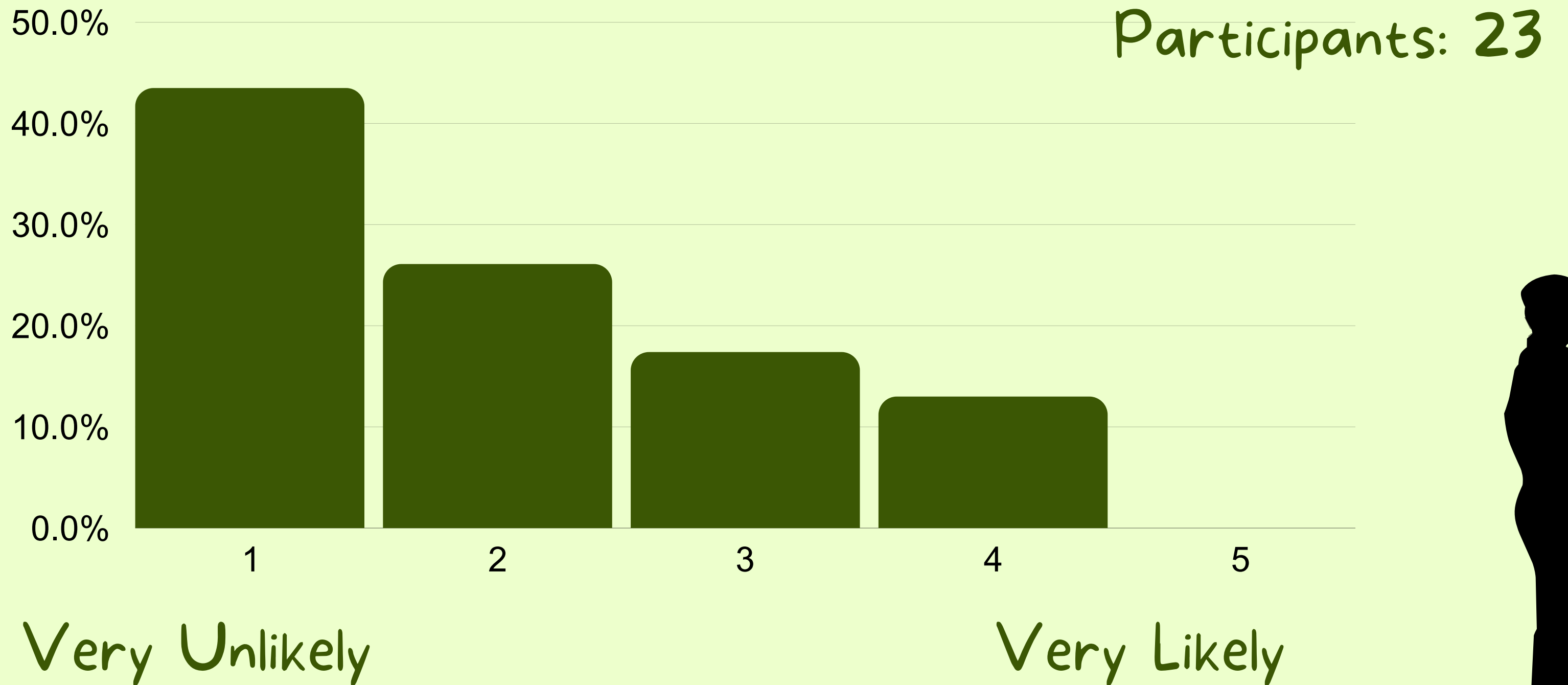
Senior  
56.5%



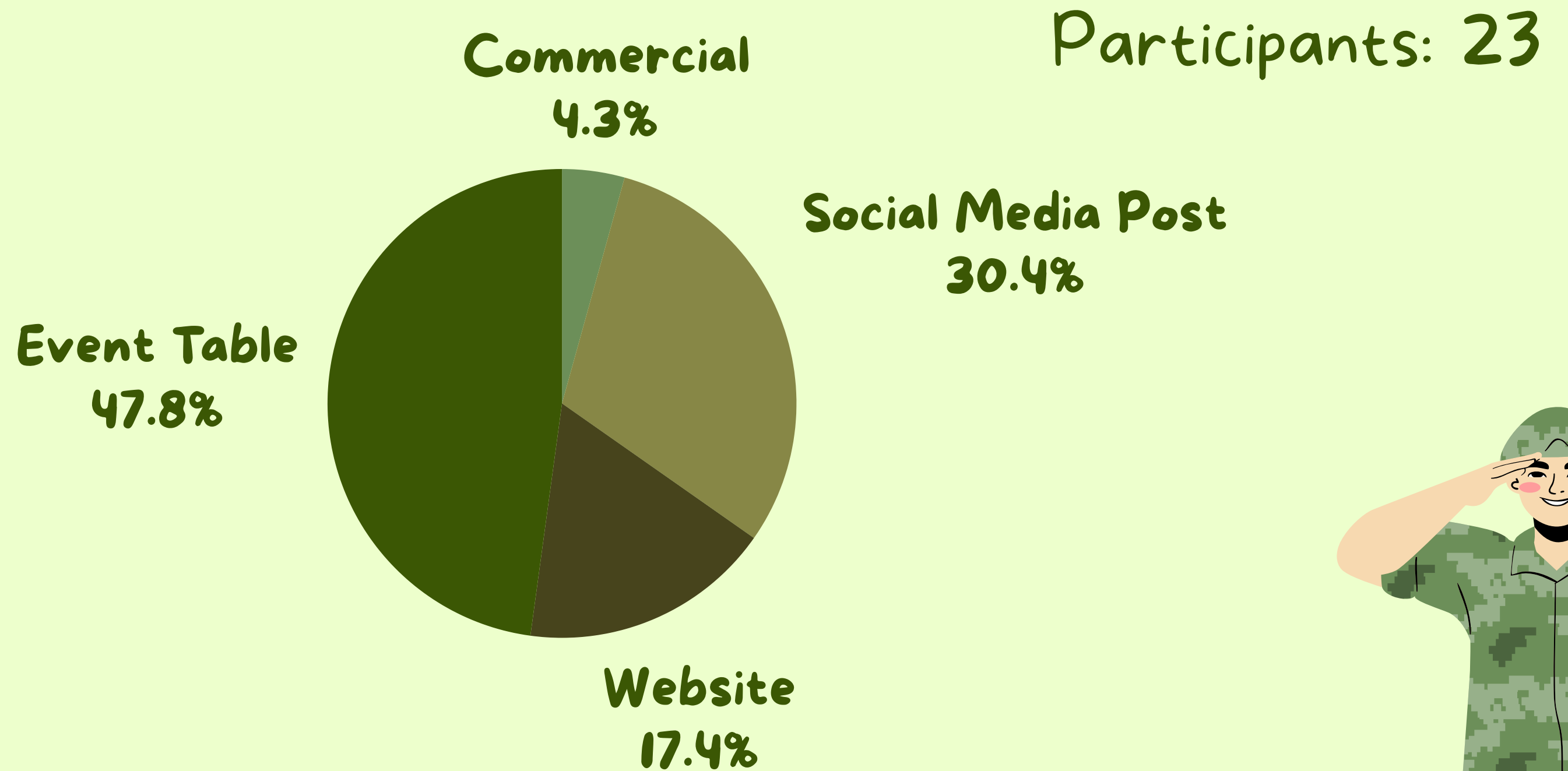
# How likely are you to join the Army?



# How likely are you to join the Army if they provided free education, healthcare, and benefits?

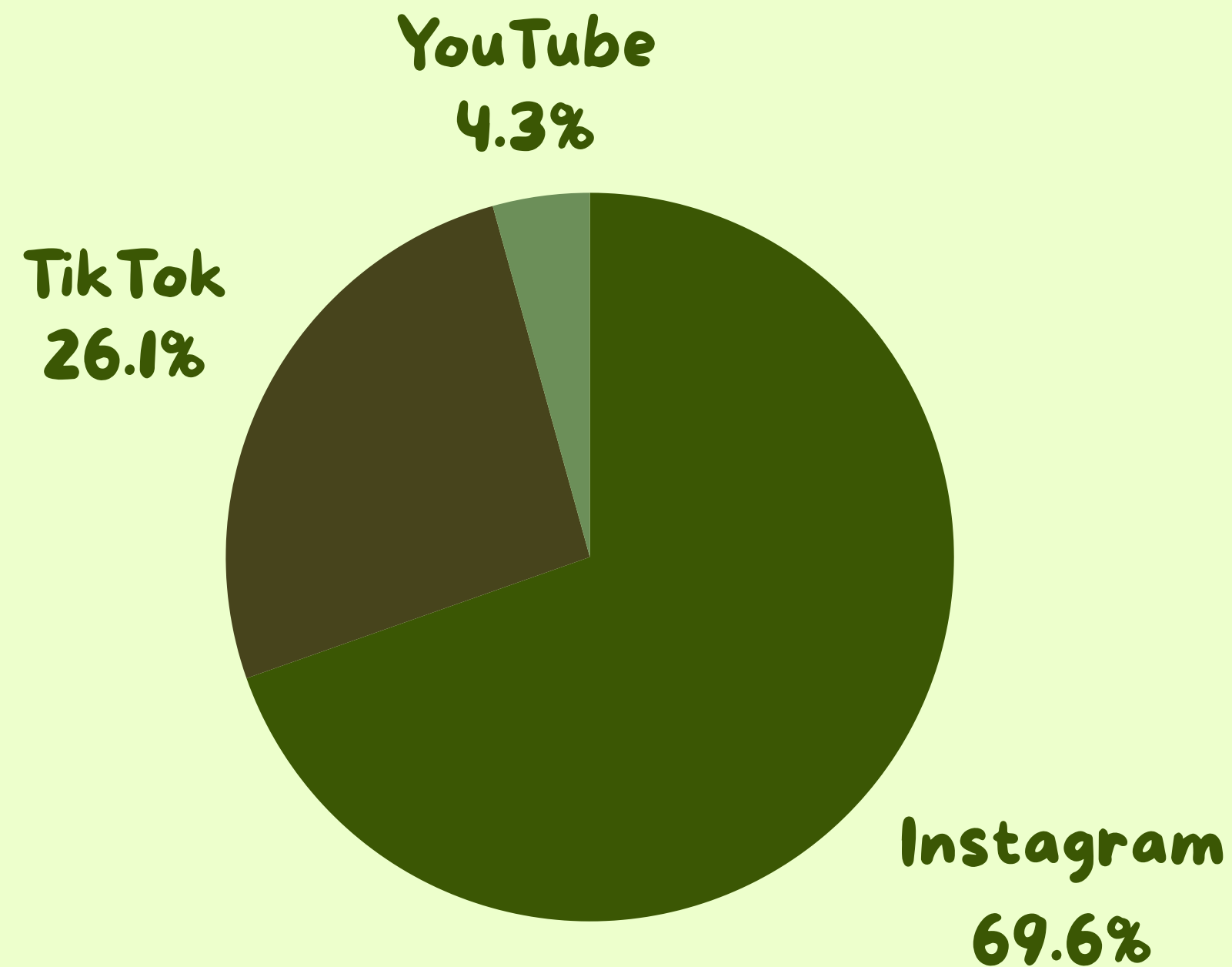


# Which promotion would stand out and have the best chance of reaching you?



# Which social media platform do you use the most?

Participants: 23





# Problem

- People's preconceptions steer them away from the Army (combat)
- People aren't educated on what the Army can do for them



# Competitor Analysis

---

- **Navy (Tampa): Petty officer Pedroza has a good rep with professor and makes connections on social media**
- **Marine Corp (Wesley Chapel): Staff Sergeant Wylsik Classroom presentations are more effective and he tries to identify good recruits to target them**



# Deliverables

**Social Media Posts**



# Social Media Research

Instagram 70%

- Online posts are effective because they drive conversation and can be shared instantaneously
- 33% of people remember social media advertising



# Social Media Posts



We suggest posting a series of graphics on Saintleo ROTC Instagram and then having Saint Leo repost these on their story for students to view



# Deliverables

Flyer



# Flyer Reaserch

---

- 89% of people remember receiving a flyer, more than any other form of advertising
- 79% of consumers keep hold of flyers they receive, pass them on, or at least look at them

<https://www.oppizi.com/post/13-stats-that-show-the-effectiveness-of-flyer-marketing/>



# Flyer

LEADERS, FAMILY, SOLDIERS AND CIVIALNS

## SAFTEY STARTS WITH YOU

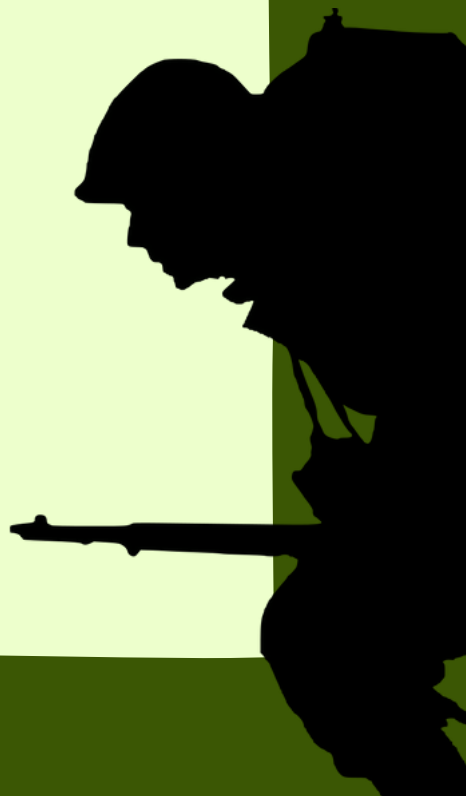
- Free College
- GI bill up to \$725 a month
- Student re-loan payment
- Part time obligation
- Jobs that have low deployment rates.
- Jobs for all types of interests.
- Guaranteed job after college.

**CONTACT US TODAY**  
(04) 298 3985 2092  
+76 209 1092 4095  
[info@mollysrestaurant.com](mailto:info@mollysrestaurant.com)

*This We'll Defend!*



We suggest having this flyer around campus and pass out during the presentation





# Deliverables

**Presentation**



# Presentation

---

## Career Presentation

- What Does the Future Hold for You
- Kim Cardona Story/A Student Story
- Army Benefits
- Army Reserves
- It's Okay Not to Know What the Future Holds
- Questions

Try to keep audience engaged by asking questions, pushup competition and more



# Presentation Cont.

---

- Ask professor to do a career presentation in their classes
- Professor Jones said a career presentation from the Army could help my students explore other careers
- Professor Mazur begin to name classes she has where a career presentation would work
- You can also pitch to the professor doing a classroom assignment of the Army





THE  
END