

# **SOUTH CAROLINA NATIONAL GUARD**

## **SERVICE MEMBER AND FAMILY CARE**

### **INTEGRATED MARKETING CAMPAIGN PROPOSAL**

**Mykah Buff**

## EXECUTIVE SUMMARY

### **South Carolina National Guard Service Member and Family Care**

*“The objective of this marketing proposal, is to gain more exposure to the facility, gain the facility and it’s offered programs more viewership, and understanding the reasoning behind why their services are overlooked”*

*-Mykah Buff*

The South Carolina National Guard Service Member and Family Care came to us in the hopes of rebranding the Service Member & Family Care branch of the South Carolina National Guard as an entirety and develop marketing materials that inform fellow servicemen on the services presented by a variety of programs. To unify and create a common theme in the style and message of the brand. They also tasked us to effectively communicate/disseminate our key message to the target audience, creating one voice through all channels. With our message, we want Servicemen/women to expand their knowledge of the program and feel comfortable in seeking South Carolina National Guard Service Member and Family Care services.

Throughout our marketing proposal you will be expose to our many ideas, which we believe will effectively work with the tasks presented. The things you will see throughout our marketing proposal are as followed:

- A logo, as well as message that captures the eye and attention of servicemen.
- Consistency in our theme and message we are trying to portray to servicemen.
- A creation of electronic as well digital marketing, to be used as promotional pieces.
- Routine for updating the promotional pieces as well social media.
- How to use other communication platforms to your advantage, such as newsletters, direct mail, emails, and etc.

This report contains insight and information on the target audience's understanding of the service offered in the program. Our goal is to unify and create a common theme in the style and message of the brand. Using the following information creates a more defined knowledge of what the target audience is looking for or will need to be attracted to use these services.

## **INTRODUCTION**

This research was conducted in order to rebrand the Service Member & Family Care branch of the SC National Guard as a whole and create marketing materials that will educate Service Members on the services offered by various programs. The purpose of the SMFC is to integrate the Service Member and Family care programs with the intent of optimized efficiency in providing help and the reduction of “at risk” tendencies in the South Carolina National Guard. The scope of the SMFC encompasses all elements of the SC National Guard, Air and Army alike, as well as their families. This report contains insight and information on the target audience's understanding of the service offered in the program. Using interview data, our marketing team has developed campaign suggestions to increase brand/program awareness. Our goal is to unify and create a common theme in the style and message of the brand. Using the following information creates a more defined knowledge of what the target audience is looking for or will need to be attracted to use these services. We were tasked with rebranding the Service Member & Family Care branch of the South Carolina National Guard as an entirety and develop marketing materials that inform fellow servicemen on the services presented by a variety of programs. To unify and create a common theme in the style and message of the brand. They also tasked us to effectively communicate/disseminate our key message to the target audience, creating one voice through all channels. Where there were some highs throughout conducting this marketing proposal, there were some lows as well. One of our biggest challenges we were faced with was not receiving as much responses back on our surveys, in which we had originally created in the hopes of gaining

some insight on what our fellow servicemen thought of South Carolina National Guard Service Member and Family Care facility, or whether they had any knowledge of the facility at all. With the surveys not being calculated in our research we decided to conduct interviews from surrounding servicemen to gain insights one on one about their thoughts on the South Carolina National Guard Service Member and Family Care facilities. The interviews may have not been our first choice in the research we intended to use, but with those, we were able to conduct the task we were given.

# SITUATIONAL ANALYSIS

## Brand

The South Carolina National Guard Service Member and Family Care is a program that elevates, prepares, and encourages the readiness and well being of military families through information, education, programs and resources. The intentions of these programs are to integrate and unify the Soldier, Airman, and Family care systems. These programs hope to optimize efficiency, effectiveness, and easy access to care systems for our Guard and Family Members. The Family Care program has six branches:

1. Resilience, Risk Reduction and Suicide Prevention Branch
2. Deployment Cycle Support Branch
3. Family Programs Branch
4. Survivor Services Branch
5. Wellness Center
6. Integrated Behavioral Health System Branch

Within these branches they have various services and programs for each. However, with all of these different elements it is difficult for the brand to develop consistency throughout their communication. The South Carolina National Guard Service Member and Family Care will need a more unified logo and slogan that service members can recognize, and a complete rebrand of the program. The symbol or logo used to identify SMFC is not attractive. The logo closely resembles symbol used for “hazard” signs. The logo does not visually resonate with the service or its programs. This makes it hard for the target audience to identify or recognize the program on any printed material. There is no consistent color scheme, common theme, or mandatory on promotional pieces for each offered service in the program.

## Competition

SC Works offers:

Job seeker tools, resume and cover letter tips, training and education services allows employers to find employees.

The SCNG offers:

People, tools, and resources to help find careers, Networking by registering, Announcements, newsletters, and press releases with job opportunities Job fairs Interview tips, education, and training.

SC Vocational Rehab offers:

To be eligible for VR services, you must have a physical or mental impairment that substantially impedes employment, and you must require and be able to benefit from VR services that would lead to gainful employment. Benefits Specialists are on hand to counsel recipients of Supplemental Security Income (SSI) and/or Social Security Disability Insurance (SSDI) on work incentives and other benefits of working while educating them on the effects of earnings as they plan for employment.

SC DSS Offers:

Family Independence (FI) - a time-limited program that assists families with dependent children when families cannot provide for their basic needs.

- The primary focus of the program is to assist low income families meet basic needs by providing cash assistance, supportive services and training and employment opportunities. The FI Program is designed to serve both single-parent and two-parent families, as well as households with disabled adults. In many instances, these families would be eligible for SNAP benefits and Medicaid.

*Emergency Shelters Food Program* - The Emergency Shelter Program (ESP) provides reimbursement to emergency and homeless shelters to ensure that each child participating in their program receives healthy, nutritious meals.

*The Emergency Food Assistance Program* - TEFAP helps to supplement the diets of low-income Americans, including elderly people, by providing them with emergency food and nutrition assistance at no cost.

*Disaster Response Services-* The primary purpose of Disaster Response Services (DRS) is to coordinate “Mass Care” operations during disasters. Mass Care encompasses sheltering, feeding, first aid at mass care facilities and family well-being inquiry. DSS is designated as the lead agency for coordination of Mass Care. DRS is responsible for coordinating all “Mass Care” administrative, management, planning, training, preparedness, mitigation, response and recovery activities. DRS is supported and coordinates with the American Red Cross, Salvation Army, DHEC, and other state agencies/volunteer relief organizations to meet basic human needs (shelter, food, clothing, inquiry and emergency social services) in disaster situations.

### **Audience**

The target audience for this campaign is Service Members and families. There are approximately 10,000 Soldiers and Airmen who serve in the South Carolina National Guard. Service Members in the SCNG are located throughout various counties in the state. 50.2% of Guardsman are under age 28 and 26% range from ages 28-37. Approximately 81% are male and 19% female. All Service members have access to computers and cell phones. Currently, less than 1% (45 soldiers) are being discharged for substance abuse issues, but this number does not include those who have failed drug tests are being retained. Less than 2% are unemployed. Based on the location of the South Carolina National Guard Armory in Columbia, using data from esri.com, the area is surrounded by college students. SC National Guard does a lot of recruiting to students. These young service members are motivated by social media, cell phones, and the internet, they are still learning how to manage money.

## SWOT ANALYSIS

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"><li>• WIDE VARIETY OF PROGRAMS OFFERED</li><li>• REGIONALLY ACCESSIBLE LOCATIONS</li><li>• FREE RESOURCES AVAILABLE ON WEBSITE</li><li>• STRONG NEED FOR PROGRAMS OFFERED</li></ul>	<ul style="list-style-type: none"><li>• LACK OF COHESIVE CAMPAIGN</li><li>• COMMUNICATION IS WEAK</li><li>• MANY SERVICE MEMBERS AREN'T AWARE OF PROGRAMS</li><li>• SOCIAL MEDIA</li><li>• TIGHT BUDGET</li></ul>
<ul style="list-style-type: none"><li>• CREATE A UNIFIED CAMPAIGN WITH ONE MESSAGE AND VISUAL STYLE</li><li>• CREATE BETTER COMMUNICATION BETWEEN SMFC AND TARGET AUDIENCE</li><li>• CREATE SOCIAL MEDIA PAGES WITH FREQUENT UP DATES</li><li>• TIE IN ALL OF THE PROGRAMS UNDER ONE BRAND</li></ul>	<ul style="list-style-type: none"><li>• OTHER GOVERNMENT PROGRAMS BEING UTILIZED</li><li>• UNWILLINGNESS FROM GUARDSMEN TO OBTAIN HELP</li></ul>
<b>OPPORTUNITIES</b>	<b>THREATS</b>



## PRIMARY RESEARCH

Our objective in the primary research was to gain insight into specific questions and issues. While our initial survey would have been helpful in answering broad questions, we wanted to delve deeper.

Some of the questions we sought to answer were learning specific barriers that kept service members from utilizing the services, the relevance of the National Guard providing these services, and deeper feelings and motives servicemen have after returning from active duty.

### **Method: Interview**

Initially we sent out a survey but due to a low response rate, it was not a reliable source of information. Our primary research method was one-on-one interviews with local guardsmen. This was the most appropriate method to have a longer personal conversation to get to the heart of the matter. Each respondent was able to share their personal experiences and opinions in greater depth. Also, for discussing sensitive topics the one-on-one approach worked best to make servicemen feel comfortable.

### **Interview Participants**

We had the opportunity to interview five service members. Participant 1, a junior at Winthrop University, joined the National Guard at age 18 out of obligation to his country and to help pay for schooling. Participant 1 will be seeking a career in the near future.

Participant 2 is 29 years old with a wife and two kids. He works another part-time job as a Technical Recruiter. He chose to work with the National Guard as another source of income to better provide for his family.

Participant 3 is 41 years and has been working with the National Guard since he was 18. He now serves as a Human Resources Specialist. Participant 3 finds it important that the service

members receive the help they need. He joined because he was advised it would be a stable career path with huge opportunities to grow.

Participant 4, much like participant one is a sophomore at Winthrop, and joined out of obligation to serve his country. He had a desire to be challenged physically and mentally with the hopes that his learnings would translate to his academic studies.

Participant 5 is 25 years old born and raised in Rock Hill, SC. He joined the national guard at 17 to be apart of something greater than himself, and to strengthen his leadership and professional development. He works a full time job as a construction worker.

All of our participants are male. Data was collected by comparing and contrasting each respondent's answers to a set group of questions.

## **Themes and Insights**

### 1) Lack of Awareness

Participant 1, Participant 4, and participant 5 had not heard of the SMFC Directory specifically, although they were aware that the Guard offered these services. One became aware of the services through occasional briefings the Guard holds at training each month. As a college student, One felt that while these services were not useful to him currently, the employment services could be beneficial in the future. From his experience, mental health services aren't highly in demand in the National Guard because servicemen do not see much action. Although he does not see mental health as a huge concern, he sees sexual assault cases frequently in the Guard.

Four, a marketing major, says "the Guard should do more digital and social media advertising because millennials aren't responding to more traditional forms of marketing." Participant 2, 3, and 5 knew of the SMFC services, but there were certain barriers holding them back

## 2) The Fear of Weakness

For Participant 2, training is an instinct that he fears could kick in at any moment in his civilian life. He is comforted by the services the Guard has to offer, but he does not want to be seen as weak when seeking to utilize the services.

Hardened by war, Participant 3 has become accustomed to it. As a former squad leader and now Human Resource Specialist, he strives to be a strong leader and role model to other service members. Three states that generally service members are seen as strong and able to handle any situation. Three said, "There is not much we can do to get more guardsmen to utilize the services because egos get in the way."

## 3) Significance of the SMFC Directorate

All of the respondents agreed that it is very important that the National Guard offer employment and mental health services because other service members might be. The students felt that while these services were not useful to them currently, the employment services could be beneficial in the future.

## CAMPAIGN RECOMMENDATIONS

It is very important in our campaign that we reach out in confidences, so that they feel more comfortable utilizing the services and not necessarily seen as “weak” to their fellow comrades. When creating our interview questions we wanted to gain insight into what barriers prevent servicemen from using Service Member and Family Care offered services. From our interviews, we can interpret that the program’s promotional tactics are almost non-existent to the people they are trying to reach. Because most of our interviewees suggested that they were not aware of offered services, it is fair to say that the marketing or the advertisement of the brand is not recognizable to its intended audience.

### **Recommendations include :**

- Designing a recognizable logo and consistent color scheme to help brand awareness and recall
- Creating and developing a consistent theme and message
- Utilizing electronic/digital or mobile friendly marketing and promotional pieces
- Routine updating of promotional material and social media
- Utilization of other communication platforms i.e. newsletters, emails, etc

With that being said, it very important that our marketing team create an effective campaign that disseminates the message of these services out to the target audience. The campaign messages must be consistent and help brand recall. One of the main areas to focus on is creating a logo and/or color scheme that will be consistently used throughout the campaign. Then, we will need to develop a way to disseminate marketing pieces electronically. This will be user-friendly and easily accessible for the target audience.

Based on our findings, we conclude that this campaign requires diligence, consistency, and routine updating. Being that there is little awareness of the programs currently, there needs to be a continuance of communication and correspondence between the guardsmen and the

representatives of the different programs. For example, the social media and website should be updated on a weekly to bi-weekly basis and include information about new resources or opportunities available to guardsmen. Furthermore, other communication platforms need to be utilized in order to relay our message to our intended target audiences - perhaps a monthly newsletter or email. It would be great to have a volunteer guardsmen to volunteer for a promotional video discussing how he/she was benefited by one or more of the services he/she received. This could be posted on to the website and social media pages, which would foster awareness and a positive perception of the program.

# IMC STRATEGY BRIEF

**Client:** South Carolina National Guard

**Agency:** Evolve Marketing

**Agency Brand:** Service Member and Family Care

**Campaign deadline:** Dec. 5, 2016

## **1. Why are we doing this integrated campaign?** (*specific campaign objectives*)

Our brand objective: is to rebrand the Service Member & Family Care branch of the South Carolina National Guard as an entirety and develop marketing materials that inform fellow servicemen on the services presented by a variety of programs. Our goal is to unify and create a common theme in the style and message of the brand.

Communication objective: is to effectively communicate/disseminate our key message to the target audience, creating one voice through all channels. With our message, we want Servicemen/women to expand their knowledge of the program and feel comfortable in seeking SMFC services.

## **2. Who is our target audience?** (*audience profile*)

- South Carolina Army National Guard servicemen and their family
  - Demographics:
    - Age: 50.2% (28 y/o) - 26% (28-37y/o)
    - Gender: 81% male 19% female
    - Geographics: Columbia, S.C and surrounding areas
    - Salary (exclusive of other employment)
      - Weekend Drill Pay: \$208.92
      - Annual Training Pay: \$731.22
      - Annual Total: \$3,238.26
      - Active Duty Monthly: \$1,566.90

- Employment: Less than 2% are unemployed
- Issues related to health and wellness: less than 1% are being discharged for substance abuse
- Money management issues
- Psychographics:
  - Heightened sense of self
  - High regard for education and financial stability
  - High regard for family

**3. What is the key consumer insight? (core TA motivation/need relevant to campaign)**

Our target audience are motivated to seek Service Member and Family Care services, because they have a desire to be perceived as having a high level of competence.

**4. What is/are the main propositions/offers? (core message/s or offers)**

The main proposition is to receive services which are provided through the National Guard Service Member and Family Care program. We want our Guardsmen to know that reaching out for help is a sign of strength and not weakness. We plan to reach out to the Guard members in a way that shows genuine care and concern.

**5. What is the convincing support for the claim? (credibility of the offer)**

We care about our servicemen and families physical and emotional well being, and here's how.

The Service Member and Family Care program help guardsmen and their families who:

- have been affected by an event which requires crisis/grief support - non-medical, short-term, solution-focused counseling
- financial assistance
- educational resources

- logistic support
- Parenting
- stress

**6. a) What is the core brand positioning?** (*what does our brand stand for*)

SMFC wants to provide effective and trustworthy services to servicemen and their families offered through various programs. With the hope of creating a relationship of trust, support and confidentiality.

**b) Personality?** (*of brand*)

The personality of the brand is family friendly, trustworthy in our offered confidential services.

**c) Tone of voice of the campaign?** (*how we plan to talk to audience*)

The tone of this campaign is supportive, caring, optimistic, genuine.

**7. Any mandatories?** (*client or media or creative etc*)

Facebook, NG soldier, logo

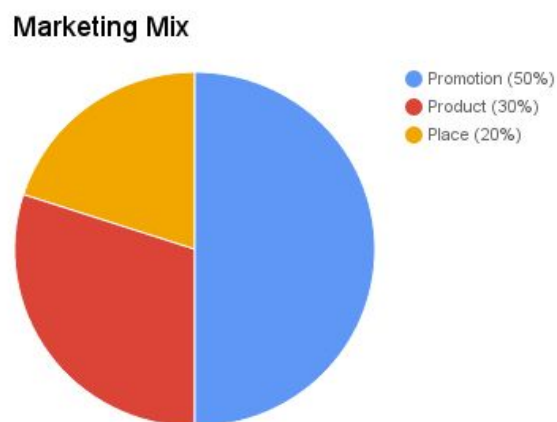
**Objective Measurements**

The SCNG will measure the success of each campaign objective by assessing the increase in member participation in these offered programs and through increased number of inquiry from servicemen from the beginning of the campaign until post campaign.



## Media Strategy

Overview: Our 12-month campaign for the South Carolina National Guard Service Member and Family Care during the 2017-2018 year will focus on rebranding and developing unified promotional pieces for the organization. The theme of our campaign is “Lean on Us”. With this campaign we want to be able to influence brand recognition/recall, increase use of services, and build a relationship of trust, support and confidentiality between the SCNG and their target audience.



### Price:

We plan to maintain our client’s initial budget of \$15,000. We feel this is enough to create our desired promotional and informational material, along with producing a video on the brand. A budget proposal is located above however, the promotional video estimated range to be \$2500 to produce, the print Brochures are estimated to be \$2,000, and the billboard is estimated to be \$6000.

### Place:

Our campaign will run in all National Guard Armories in South Carolina. We will create promotional pieces SCNG to advertise SMFC programs via print and digital media in all armory

locations. This will help to SCNG gain the viewership from their target audience. The ideal place is based on where we believe will generate the most frequency of views and reach our target audience better. So our promotional pieces will be in every office, and or frequently visited space in each building. By promoting our digital media in these places, it will create familiarity for these target audiences. The two billboards will be located along busy highways in Rock Hill and Columbia. We will also promote in other areas such as Malls and ROTC offices on college campus.

**Product:** Our campaign will offer promotional pieces which includes but not limited to:

- Newly designed logo
- Redesigned look for the brand
- Print Brochures
- Digital Brochures
- Direct Mail pieces with magnets
- Two Billboards

**Promotion:**

- This new campaign will begin at the first trainings of the new year in January 2017. At this trainings we will already have launched the digital brochure on the SC National Guard website and app. The serviceman leading the meeting will notify the servicemen of the digital campaign.
- Also at each meeting there will be the new paper brochures that will be on a display table with a representative to talk to anyone with inquires.
- We plan on having billboard at each SC National Guard site before the first meeting to be ready for viewing.
- The Direct mail, along with the magnets, will be sent out monthly to all servicemen and families.

The video will be launched on the SC National Guard site on the SMFC page from the beginning of the campaign to the end in December 2017.

# BUDGET PROPOSAL

# TACTICS

## Branding Elements

### Logo

Our branding elements for the SMFC include two versions of a new logo. It is the decision of our client to choose which logo their organization would like to use. However, the selected logo is to be used on every promotional piece that will be disseminated to the target audience. This is to help create brand awareness and brand recognition. It also serves as a common mandatory that will be used as unifying symbol to connect all promotional pieces. Each version of the logo uses elements discovered from our survey insight and creative briefs.

### Slogan

Our main product offering is to eliminate servicemen fears being seen as weak when seeking SMFC services. We want these servicemen to get a sense of strength and trust when they seek out these programs. This insight allowed us to create a slogan to go along with the logo. The slogan we have decided to use also comes with two options. The first option is “Lean on us. The strength You Deserve.” The second option is a shorter version of the first option, “The Strength You Deserve.”. The slogans were created after reviewing the concerns discovered from our interviewed servicemen. Our message to all servicemen is that seeking help is sign a of strength and not weakness. We want all servicemen to know that they can lean on the SMFC especially in times where they are not feeling their strongest.

### Color

The colors in our logo are navy blue, a lighter blue, and an ivory/nude tone. These colors were selected because it gives off a calm yet inviting tone. The colors also are symbolic of the Nation's colors to show a little patriotism. Also within our logo, is the National Guard Soldier. This is key signifier that logo belongs to or is associated with the National Guard. We believe that this will help alleviate the problem of unification between the SMFC brand and the National Guard itself. Lastly, in one of the options of the logo we utilized the intended connection between the soldier, family,

and airmen that is mentioned in the purpose of SMFC. So, the second option symbolically shows that connection inside of the logo. The logos can also be used in black and white.





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**Billboard**



Goal:

Our goal is to place the billboards strategically in high-traffic areas along busy roads and presenting the SMFC Directorate in a large way. The slogans purpose is to create a sense of security, strength, and comfort for Guardsmen to seek help.

Locations:

*Columbia, SC*

The billboard would be located in downtown Columbia, SC. Columbia is the capital and largest city in South Carolina. With such a densely populated area, many would see the billboard. The National Guard corporate office is located in Columbia along with another facility. There are other locations in the surrounding area. Therefore, it is convenient for Guardsmen to get to the locations. The billboard would be strategically placed near the University of South Carolina along a major highway so large number of Guardsmen/ROTC college students would be exposed to the billboard.



*Rock Hill, SC*

Rock Hill is another major city in SC that is highly populated. There are two locations in the Rock Hill area: a recruiting station and armory. Like Columbia, Rock Hill is a college town. A billboard would serve well in the area with many young people that are seeking a career path, or people that are in the guard that need the services offered. The billboard would be placed along Interstate 77 facing North right before exit 79 getting off on Dave Lyle Blvd.

Cost:

3 month billboard campaign - \$1000 /month – 2 Billboards – Grand total: \$6000

**Commercial**

Goal:

The goal is create a connection or a bond with our target audience. In this commercial we hope to evoke emotion out of our audience so they can essentially feel SMFCs care for them and their families while still keeping that “strong” appeal.

Placement:

The commercial will be produced by a local television station in Rock Hill or Columbia South Carolina. The commercial will be a total of 30 seconds long. It is planned to air 10 times within the 12-month “Lean on Us” campaign. The dates that the commercial will air are as follows:

1/4 /17	1/ 18/17
3/15 /17	5/ 3/17
5/ 17/17	7/ 12/17
7/6 /17	9/20 /17
11/ 8/17	11/22 /17

The video is also set to be shown throughout our social media pages such as Facebook, Twitter, and Instagram. In addition to the commercial being shown on television and through social media, it

will be displayed on the South Carolina National Guard Service Member Family Care Services website page.

Cost:

To produce and create a commercial through a local television station will cost \$2,000. Once the commercial is created the commercial will run 10 times throughout the 12-month campaign at \$200 a spot. In the commercial we will be using instrumental of “Lean on me” and saying lines from the song the licensing expense for this is \$100.

Scene: Serviceperson in uniform working

Audio: The instrumental to lean on me begins...

Scene: Slowly zoom into serviceperson, while still working.



Audio: Serviceperson starts singing the lyric **lean on me.**

Video goes to another scene (no lag time)

Scene: Serviceperson in an office



Audio: Sings **when you're not strong**

Video goes to another scene (no lag time)

Scene: Servicemember family



Audio: Sings **And i'll be your friend**

Video goes to another scene (no lag time)

Scene: Servicemember at the wellness branch



Audio: Sings **I'll help you carry on**

Video goes to another scene (no lag time)

Scene: Servicemember captain



Audio: Sings **For it won't be long**

Video goes to another scene (no lag time)

Scene: Service Member working



Audio: Sings **Til I'm gonna need**

Video goes to another scene (no lag time)

Scene: Service member veteran



Audio: Sings **Somebody to lean on**

Video goes all black

Audio: music fades down

I don't know if I should include the different pillars (health and wellness branch, employment services, family programs, survivor services, (resilience, risk reduction and suicide prevention), substance abuse, and veteran/ retirement services

Scene: black background white words SMFC lean on us.

Voiceover: Service Member Family Care, Lean on us

Scene: Robert E. Livingston, Jr. (Major General)

Voiceover: The strength you deserve

Service Member and Family Care. Lean on us, the strength you deserve logo

OR

Voiceover: Service Member and Family Care. Lean on us, the strength you deserve!  
Scene: Service Member and Family Care. Lean on us, the strength you deserve logo

## **Direct Mail**

### Purpose

This direct mail piece will be sent out at the beginning of the year of 2017, due to it being a new year and we created a 12-month campaign. The reasoning behind us deciding to begin this campaign in January is that it will be a new year and what better way to show your appreciation and more than during the giving holidays. This direct mail piece will be sent out via email, and through mail. The reasoning behind this is either way they will receive our direct mail items.  
Dear Servicemen and Family,

### Direct Mail Piece

There comes a time in everyone's life where assistance, whether it's wanted or not, is needed.

We are members of South Carolina National Guard Service Member and Family Care facility, and we would like to alleviate any stress, anxiety or adversity you may be experiencing. You left behind your family and risked your life to better serve your country, and in return, it is our duty to provide you with the necessities you need in hopes of making your transition home as smooth as possible.

While some of you may be reluctant to seek our services, we strongly encourage you to take advantage of the resources we have compiled, just for you.

The transition of returning home can be an overwhelming and stressful time. Re-adapting to the culture and becoming reacquainted with the life you left behind can be very challenging. As servicemen, you have sacrificed a great deal for your country. Now, it's time to let us return the favor.

Whether it's employment, health, family or other related issues you may be experiencing. It is our goal to address each and every concern.

As a token of our appreciation, we would like to present you with this magnet that solely says "Your Services Are Appreciated". We want you as a servicemen to know that the work you have done is recognized and appreciated. We want you to know that we are willing to do what is necessary to make your transition from your duties to your returning home an easy transition.

As we have kept you in our thoughts, while you completed your duties as a servicemen; we hope that you will keep us in mind when you may experience hardships and struggles. In the hopes that our services can suit your lifestyle accordingly.

Sincerely,

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Lt. Col. Bulwinkle  
Director of South Carolina National Guard  
Service Member and Family Care

## **Digital/Print Brochures**

### Goal

The purpose of the brochure is deliver the promotion of all programs offered within SMFC in a neater and concise fashion. Prior to this campaign, the SCNG had brochures for the SMFC program, but there were too many and there was no indication that the programs were connected to the SCNG or SMFC. So, with that in mind, a brochure is a great way to provide a description of each program in SMFC without overloading our target audience with a lot of information.

The brochure will also include testimonials from servicemen who have taken advantage of these offered services. This is an effective way to promote each specified area of the program to all of the servicemen. The brochures will be placed inside the SCNG offices located in the Columbia National Guard armory. We are looking at a printing cost of \$2,000 for print brochures. Digital brochures will also be distributed via text message.

### Digital Brochure

The digital brochures will have the same design as the print version, however it will be in a pdf form and sent as a link to all service members phones. Based on marketing research, your target audience responds more to digital and media promotions. Moreover, the target audience are frequent users and rely on their cellular/mobile devices heavily for information. This tactic will reach the target audience better and will also cut down the cost of having to print physical brochures. The brochures will consist of elements used to create brand recognition, i.e. logo, colors, slogan.

## Testimonials



"I've found the the strength I needed with SMFC"- Servicemen Roger Kelly

They may store water in various structures, such as leaves and stems. Succulents are often grown as ornamental plants because of their striking and unusual appearance.



Lean on us.  
The Strength **You** Deserve.



### WE CARE

The purpose of the SMFC is to integrate the Service Member and Family care systems with the intent of optimized efficiency in providing help and the reduction of "at risk" tendencies in the South Carolina National Guard. The scope of the SMFC encompasses all elements of the SC National Guard, Air and Army alike, as well as their Families. We want our Guardsmen to know that reaching out for help is a sign of strength and not weakness.

[www.scgard.com/smfcc](http://www.scgard.com/smfcc)

## SERVICE MEMBER & FAMILY CARE



**SOUTH CAROLINA NATIONAL  
GUARD**



## FAMILY PROGRAMS

The family programs are to help those affected by an event that need crisis/grief support, ensure that any Soldier or family issues are referred to proper resources, provide non-medical, short-term, solution-focused counseling services to military individuals, help families who are in need of financial assistance, provide resources for education, relocation, parenting, stress, and facilitates training, readiness, and resilience programs for military youth.

## HEALTH & WELLNESS

Soak your plants' leaves in rain or filtered water once a week for 30-60 minutes. The best thing about succulents is that they're low maintenance – forgetting to water them once won't harm them. Do not, however, over-soak your succulent.

## RESILIENCE, RISK REDUCTION & SUICIDE PREVENTION

The SCNG R3SP Campaign Plan will be implemented by the R3 Section immediately to become the core framework by which SCNG units and leaders should direct actions necessary to implement immediate but enduring solutions that will promote resilience amongst our Airmen, Soldiers and Family Members, develop and enhance leader skills to recognize and mitigate high stress and at-risk factors, and facilitate the longer term reduction in SCNG at-risk behaviors and suicidal actions.



**YOU'VE SACRIFICED & WE CARE**



## EMPLOYMENT SERVICES


We use a broad network of resources and services to find jobs, training and employment opportunities for Service Members and their Family. We understand that Service Members and their Families have unique challenges that demand flexibility when it comes to career development. Frequent relocation and employment changes are common.

We work with Service Members and their families to develop opportunities in occupations and industries that are growing or easily transferable to other geographic areas.

## SURVIVOR SERVICES

Survivor services are to help those with ones who lost loved ones. They connect you with the people who can help you cope with your loss, establish procedures and responsibilities for casualty management operations, and provide command and control, primary care, and case management for Warriors in transition to establish conditions for healing and promote the timely return to the force or transition to continue serving the nation as a veteran in their community.

**Social Media Ad: Facebook, Twitter, Instagram**



**South Carolina National Guard**  
Service Member and Family Care

Giving a hand UP  
to  
Service Members and their Families

Social Media Ad#1 Giving a hand up  
Posting beginning date: January 2, 2017  
Posting end date: January 30, 2017

Purpose: This post will be the first of a series of social media advertisements, which will commence over a three month time frame. It's imperative to maintain a good online presence, which involves engaging with your audience through posting strategic, eye-catching messages. The message of this particular post; South Carolina National Guard Service Member and Family Care provides Service Members and their Families a hand up, as opposed to a hand-out. From research obtained through conducting surveys and interviews, it's concluded that your audience may be reluctant to seeking services, because they do not want to be perceived as weak or inadequate. Therefore, it's important that you present a message which tells the audience that these services are not charity (a handout, if you may), but something which they are entitled to, because of the service which they have so graciously provided. Sometimes, accepting help is hard. So, you want to ensure that Service Members and their Families know that by seeking these services, they are being strong and brave, not weak.

Hand-up image price: free  
Price: free  
Price for ad per day: \$5  
<http://omstout.com/wp-content/uploads/2016/01/>

Social Media Ad: Facebook, Twitter, Instagram





Social Media Ad#2 Hashtag Contest

Posting beginning date: January 21, 2017

Posting end date: February 28, 2017

Purpose: It's very important that your message reaches the intended audience. One way of spreading awareness and obtaining a brand identity is by providing an incentive for viewers to share your post or hashtag. In this particular post, the incentive of winning a \$500 Visa gift card is being offered to individuals who share your hashtag, #TheStrengthYouDeserve. This sort of approach has been a successful marketing tool for other brands.

Price: free

Price for ad per day: \$5



Social Media Ad#3 We have you covered

Posting beginning date: March 1, 2017

Posting end date: March 31, 2017

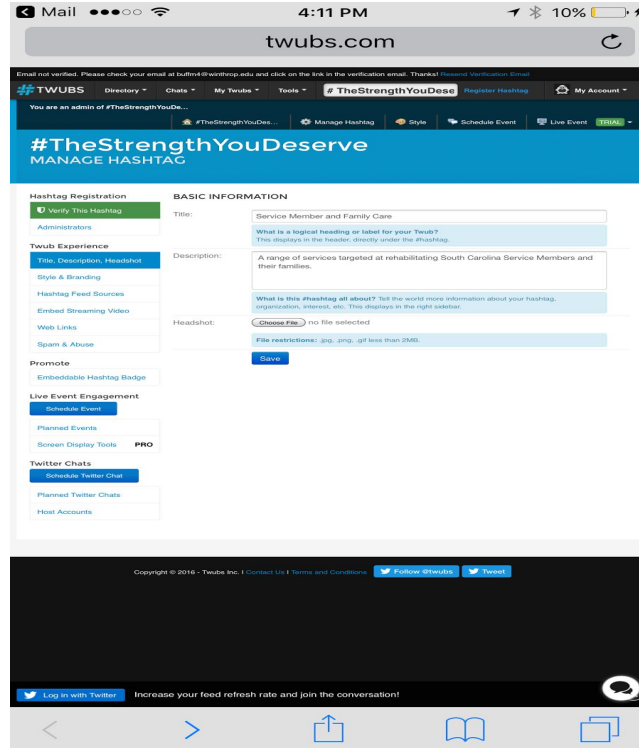
In this post, the intended message is - South Carolina National Guard Service Member and Family Care have Service Members and their families covered. The use of an umbrella as the creative choice depicts the idea of providing adequate support. In addition, included are some of the services provided by the program.

Umbrella image price: free

Price: free

Price for ad per day: \$5

<http://www.clipartkid.com/umbrella-clipart-black-and-white-black-white-umbrella-md-png-X3ylu7-clipart/>



## Hashtag Verification

Registered official hashtag at twubs.com. It's important to obtain copyright for a hashtag to ensure no one else tries to use it, which would detract from the brand of the program. There is also a function of a registered hashtag which allows you to attach a link. This is useful for generating more traffic to a website or social media page.

Hashtag verification price: \$9

## General Social Media Post: Facebook and Twitter





**Service Member and Family Care**  
@twitter



Follow

The transition of returning home from active duty can be very challenging. The Service Member and Family Care program gives service members and their family a hand up, not a hand out.  
#TheStrengthYouDeserve

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

2:56 PM - 15 Nov 16 · Embed this Tweet

Above are examples of Facebook and Twitter posts. The posting schedule suggested is at least one posting per week. This will allow your audience to engage with the brand, and in turn, be more inclined to seek services.

## BUDGET PROPOSAL

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
<b>Local Marketing</b>				
Billboard	2	3000	6000	3 month billboard campagin- 1000/month.
Commercial	10	200	4100	To create the caommercial locally will be 2000- 10 200/spot;\$100 liscencing fee
Direct Mail	1000	0.49	490	To send mail it costs rougly 49 cent x 1000 servicemen receiving the letters.
Print Brochures	500	0.04	2000	
<b>Social Media</b>				
Facebook	52	5	260	This is to boost a post on facebook
Twitter	0	0	0	
Instagram	0	0	0	
<b>Online</b>				
Email Digital Brochure (PDF)	0	0	0	
Email Direct Mail	1000	0	0	To create another media in which is conveinent for servicemen to receive items
			12850	

