

8TH BDE ROTC ARMY SOCCER CHALLENGE SYNERGY PROGRAM

Prepared for PZ5 Conference
W9124D-11-D-0036
RFTO #: 12-295
May 2012

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INTENT

- Implement a Soccer Synergy Program during Hispanic Heritage Month during September 2012
- Invite all command groups to support local event in Los Angeles, CA
- FMT to provide support and coordination of all efforts with partners for successful synergy event
- Confirm each command groups participation for local activation
- Clearly define goals, objectives, strategies and tactics



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GOALS

- Engage with college and high school prospects interested in Soccer to open the lines of communications with ROTC and other command groups
- Create a meaningful and personal connection for Hispanic COIs to the U.S. Army by recognizing the contributions of Hispanic Soldiers to the nation and their communities
- Engage new COIs during the local activation to encourage them to pledge their support to the Army
- Generate onsite and online leads for ROTC and command groups



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STRATEGIES

- Implement local event at existing HHM events
- Conduct local soccer club outreach
- Conduct an integrated social media plan
- Invite all command groups to participate on a Synergy Hispanic Program
- Execute a COI engagement plan and follow-up strategy



ARMY SOCCER CHALLENGE OVERVIEW

- The 2012 U.S. Army ROTC Soccer Challenge is a sports and event marketing opportunity that will be featured during the Que Buena Fiestas Patrias event at Whittier Narrows Park on Sunday, September 16th 2012.
- The event is designed for a Army Soccer 3-on-3 Tournament which will serve as a platform to promote leadership, academic opportunities and the special camaraderie found only in Army ROTC.
- Participants will interact with U.S. Army ROTC personnel during the event with the chance to meet a VIP Guest from the LA Chivas.
- Prospects can showcase their soccer skills and win prizes such as Major League Soccer apparel, video games and other premiums.



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ARMY SOCCER CHALLENGE ACTIVATION

Location / Date

When: Sunday, September 16, 2012

Where: Whittier Narrows Regional Park in South El Monte, CA

Time: 11am – 6pm

Expected Attendance: 180,000



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MEDIA PARTNERS

Hispanic MPM

Hispanic Multi-Media Print & Marketing (Hispanic MPM) is a Los Angeles based marketing services firm targeting the US Hispanic market.

- **Will provide account management including, online marketing, event management and direct mail to inner city soccer clubs and social media outlets.**



Liberman Broadcasting / Que Buena Radio

Que Buena radio is hosting the Fiestas Patrias which is one of the biggest Hispanic event in Los Angeles! This free festival and concert will feature “live” performances by premier Hispanic recording artists! With plenty of music, food and fun, the US Army will have the largest exhibit area at this event which will be attended by over 180,000 spectators in Los Angeles.



Estella TV

Estella TV has covered the Fiestas Patrias event with segments by En Vivo which is a dynamic **live** daily, variety talk show that combines an exciting mix of interviews, top performing musical artists and of course the latest celebrity gossip and news.

LA Chivas USA



Chivas USA is organized to provide the maximum support to each player so that they can concentrate on soccer development, personal growth and learning to win.



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ARMY SOCCER EVENT DETAILS

- Three-man teams will compete in the Army Soccer Challenge 100x100 staging area to ensure a high level of visibility, enthusiasm and competition among the participants and their supporters.
- The staging area may contain the soccer environment to host the soccer tournaments. (Total exhibit space secured 175x125)
- Multiple teams will participate in a 3 on 3 knockout style tournament where the winning team advances to additional rounds of competition.
- The initial recommendation is to limit each game to (2) 5-minute periods.
- There will be no goal keeper allowed – this will help to increase the scoring and will keep the action moving.
- No ties allowed – if the score of a game is tied then the contestants must go through a ‘shootout’ phase where the team that misses its first goal after 3 attempts is eliminated.
- The teams that advance in the tournament will be awarded points that will be accumulated to win a variety of prizes and U.S. Army ROTC premiums.
- All participants will receive an Army branded Soccer ball provided by USAREC
- \$200 in prizes for winning team (per player) provided by ROTC



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PROGRAM ELEMENTS

On-air Programming

➤ Television

(1) “ En Vivo” Live Segment of a :60sec interview to showcase the ROTC Army Soccer Challenge

:05 TV billboards will direct traffic to the Army Registration Page

➤ Radio

(20) On-air Registration page promos spots

(20) Shared recorded Que Buena radio announcements

(20) On-air promotional spots to direct traffic to Army Registration Page

✓ M-Su 5a-11pm airing over 4 weeks

✓ Flight Dates: August 13th thru September 15th

Onsite Exhibit Space

➤ 175x125 footprint for Army Soccer cage, national asset and other BN assets

➤ Onsite (5) banner placement throughout the park

➤ Private VIP Hospitality Booth Passes (8) with lunch

➤ VIP Parking passes (8)



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PROGRAM ELEMENTS

Onsite Exhibit Space

- Onsite (5) banner placement throughout the park
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- 175x125 footprint for Army Soccer cage, national asset and other BN assets

Digital / Online

- Army ROTC online banners and links will drive traffic to the campaign Website at GoArmyContests.com
- QUE BUENA will invite people to register to play on the 3 on 3 Army Soccer Challenge and will post a Army ROTC contest banner on Station website.
- Embed campaign creative on the station's Facebook page w/link to GoArmyContests.com (registration page)
- Prospects can sign up for up to 3 players on registration page



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TARGETED GROSS IMPRESSIONS

Category	Media Platform	Estimated Impressions
Broadcast Support	KBUE Radio	990,000
	Estrella TV	50,400
Online Marketing	Radio Website	25,000
	Registrants on goarmycontests.com	250
	Rich Media Banners	100,000
	Social Media	1,300
In-Market Direct Outreach	Direct Interaction with local Soccer Coaches	250
	Army Soccer Challenge Postcards	1,000
Event/On Location	Onsite Participants	200
	(Festival Attendees)	180,000

Total Estimated Impressions:

1,348,400



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ARMY SYNERGY OPPORTUNITIES

➤ COI Engagement Plan with VIP Hospitality tickets

- Request COI list from ROTC and other command groups
- Invite COIs in the Los Angeles areas to attend event
- Opportunity for social media engagement
 - i.e. www.armystrongstories.com
 - Event posting on facebook pages

➤ Additional exhibit space

- USAREC booth space, Battalion Kiosk, Dogtag machine, PPIs
- AMEDD booth space and PPIs
- Reserves booth space and PPIs (provide assets if space is available)



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ARMY SOCCER CHALLENGE ENVIRONMENT

NOTE: The environment pictured here is an example of the staging that Hispanic MPM is seeking to procure. Final deliverable may differ slightly.



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QUESTIONS?

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