

US Army My Army Life, Too!

PROJECT My Army Life, Too!

PROBLEM The Army needed to acknowledge and support the role of spouses in the success, strength and readiness of the Army.

SOLUTION Nine Yards Media conducted focus groups and research to understand the perspectives of the Army spouse and family. We then drafted a comprehensive communications plan designed to reach soldiers, spouses, commanders and the highest ranks of the military. The plan was designed to demonstrate the services available to Army families, remind Army service providers of the ways they integrate to provide comprehensive support, and encourage positive relationships between the Army and Army families.

In addition, Nine Yards Media created the MyArmyLifeToo.com brand, internet portal, marketing plan and training materials, and conducted onsite training for Army volunteers. MyArmyLifeToo required Nine Yards Media to craft messages tailored for audiences ranging from teenage newlyweds to high-ranking career Army leaders. The MyArmyLifeToo product development cycle was also notable because the plan and products were designed to adapt to the changing needs of the Army while staying on time and budget. This flexibility allowed the Army to better respond to urgent demands resulting from increased deployment in Iraq and Afghanistan.

COMPONENTS Branding, Web, Video, Print Materials, Conference Displays, Training, Collateral Materials, Focus Groups

