

# U.S. Army debuts new

## U.S. Army extends "Army Strong" campaign with new advertising

*New ads show Army opportunities that create a "Strength Like No Other"*

WASHINGTON (November 13, 2008) – The United States Army has extended its "Army Strong" campaign with four new national advertising spots that started rolling out on Veterans Day (Nov. 11). The new advertising will further define the unique personal development opportunities gained from serving our Nation as a Soldier under the "Strength Like No Other" theme.

"These new ads underscore what the Army does for an individual in helping them to find strength like no other," said Lt. Gen. Benjamin C. Freakley, Commanding General of U.S. Army Accessions Command. "Our approach allows potential recruits to visualize their aspirations –working with our newest technology, advancing their education, finding challenging training, being on a winning team – things they will use throughout their career. We want them to see that your Army provides opportunities like no other company, school, team or shop."

"These new ads convey that there is no other place in the world that offers the experiences you will gain through public service in the Army," said Ed Walters, Chief Marketing Officer for the U.S. Army. "Whether a young person decides to stay in the Army for a full career or decides to pursue another career after the Army, they receive the skills that the American public values and employers desire. The Army develops these skills through high tech training, leadership experiences, and educational opportunities at prestigious civilian and military institutions."

The four spots, which began airing Nov. 11, each feature a different aspect of the benefits of serving as an Army Soldier – teamwork, personal development, leadership and job skills training. Each ad begins with an activity that could occur in the civilian world and ends by revealing how that same activity is unique to a Soldier doing the same action in the Army.

"Team" underscores the benefits of being on a team in the Army made up of heroes like no other. "Shop" demonstrates what it would be like to work in a shop that teaches a Soldier everything from technology of robotics to working on jet engines. "School" illustrates the only classroom in the world where Soldiers can learn technology, strength, and leadership skills all in one day. "Company" alludes to the many business leaders who began their careers in the Army and following their service to our Nation moved into a world filled with career opportunities and respect.

Each TV spot will drive people to the goarmy.com Web site. The site is enhanced with web films featuring Soldiers sharing their unique experiences going through basic training, living on an Army installation or deployed overseas.

"The Army recognizes that young men and women spend a significant amount of time online and are socially connected to their peers," said Walters. "These unique ads are designed to spark attention and encourage interested people to visit goarmy.com to experience the Army through real Soldiers who are their potential peers."

Army Soldiers were used in the new round of advertising and lend an authentic feel to the spots.

Additional advertising executions are expected later in the year and in early 2009. McCann Worldgroup, the U.S. Army's marketing agency of record, produced the fully integrated campaign.