

U.S. Army's Marketing Campaign: "What's Your Warrior?"

By Army Enterprise Marketing 20 November 2019



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"What's Your Warrior?" is designed to directly appeal to youth audiences by emphasizing the Army's vast array of talent requirements.

This campaign communicates that there are many ways to be a warrior and, through Army service, Soldiers can both contribute to something greater than themselves while improving who they will become.

"Young adults already know about the ground combat role we play. We need to surprise them with the breadth and depth of specialties in the

Army. There are more than 150 roles, and we need the unique skillsets Gen Z possesses to fill them. By focusing on the range of opportunities available, 'What's Your Warrior?' presents a more complete view of Army service by accentuating one key truth: teams are exponentially stronger when diverse talents join forces,"said Brig. Gen. Alex Fink, Army Enterprise Marketing.

The intent of 'What's your Warrior?' campaign is to:

- Engage 17-24 year-old Gen Z youth, who live at the intersection of 'purpose' and 'pragmatism. Gen Z men and women are driven to make a positive difference in the world in a smart way.
- Educate Gen Z's extremely limited knowledge of the Army beyond its role in active combat.
- Create a more distinctive identity for the Army that is in step with today's visual and verbal vernacular plus the values and goals of Gen Z youth.
- Convert the target audience's respect and admiration for the Army, into a relevant path to achieving their life goals or developing their skill sets.

"What's Your Warrior?" ensures the Army is reaching potential future Soldiers and their influencers with relevant, inspiring and highly engaging content. "What's your Warrior?" highlights the ways the Army can powerfully develop recruits' unique skills, and put them in an extraordinary position to impact the world, their community, and their own lives.