



NATIONAL GUARD BUREAU

111 SOUTH GEORGE MASON DRIVE
ARLINGTON VA 22204-1382

ARNG-HRR

20 December 2017

MEMORANDUM FOR NG J1 RRF (All-Entire RRF)

SUBJECT: SMOM 18-011, 2018 ARNG Theater Advertising Campaign (Amended 20 December 2017)

1. Beginning on 28 December 2018, ARNG advertising will appear in movie theaters in all 50 States, the District of Columbia, Puerto Rico, and the Virgin Islands. A 30-second spot will run prior to trailers for upcoming films. This media buy provides ARNG an opportunity to rebuild awareness among NPS prospects who are disproportionately represented in movie audiences during Jan/Feb/March.
2. The commercial that will run is a revised and tested version of an existing Army ad. It features Soldiers restoring power to a hospital. New narration and superimposed graphics provide ARNG information. Use of a revised Army ad until ARNG has new advertising materials produced and tested was briefed to TAGS by DARNG in FY17.
3. The primary objective of this media buy is to increase awareness of ARNG. IAW with NGR 601-1, there is a call-to-action at the end of the spot to enable viewers to learn about ARNG opportunities. The call-to-action is www.goarmy.com/armyguard. The goarmy.com website redirects to nationalguard.com for lead collection. Leads generated as a result of this media buy will be directed to ARNG recruiters via ARISS. States are urged to ensure FAZR data is current to enable accurate lead distribution.
4. The Army logo appears at the end of the ad. RRF is advised that the logo appearing at the end of the ad is NOT the official new logo for ARNG. New ARNG logos and related branding materials are currently in development. Once fully tested and approved, they will be released to the States and Territories for local use.
5. The ARNG spot will appear before most PG, PG-13 and R-rated movies. It will not run prior to animated films. It will be shown in 3,655 theaters in the NCM and Screenvision networks which cover 98% of all US theater screens. The spot will be distributed to theaters by the networks. RRF may contact a local theater to research opportunities for local activations but must understand that local efforts are not included in this media buy. Any activations must be coordinated with a local theater POC and procured locally.
6. NLT 20 December 2017, HRR will provide each RRC with a list of local theaters where the spot will run. The list will be provided to the RRF for information only.
7. The theater campaign will run through 31 March 2018. If RRF personnel observe that

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the ARNG spot has not run as expected in a theater on the list, please provide theater name/location, date/time, and movie title to my point of contact for follow up.

8. Please contact my point of contact, Ms Julie Muir at julie.a.muir4.civ@mail.mil for any questions or concerns about this project.

A handwritten signature in black ink that reads "Robert E. Kuster II". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

ROBERT E. KUSTER II
COL, AG
Chief, Strength Maintenance Division
Army National Guard