



Marines

The Few. The Proud.

THE MARKET

As America slowly recovers emotionally from September 11, the economy's recovery continues to stall. The likelihood of facing combat increases for those 17- and 18-year-olds who are considering military service. Despite that fact, the military is becoming a more attractive option, in part because the job market has little to offer. College, however, remains the "gold standard." Both prospects and parents still view college as the ticket to a secure and successful future.

Nevertheless, a resurgence in patriotism following the September 11 attacks has resulted in an initial spike in interest for joining the services. The Army has begun to capitalize on this trend and is focusing its advertising imagery around it. As the Army moves in this direction, the Marine Corps is faced with the same recruiting goals and funding concerns, even though a pressing need remains to build America's elite fighting force.

As for prospects, Generation X has been replaced by a new generation: the Millennials. They are not loners or latchkey kids. They are a generation that looks up to their parents and trusts American institutions. They also believe in accomplishing tasks as a team and have a strong belief in the military. Their parents, however, have often had little exposure to the military, and are unfamiliar with what it does. Thus, the recruiting environment remains challenging.

ACHIEVEMENTS

Although budgets haven't increased and recruiting needs remain constant, the Marine Corps continues to meet its objective of 38,635 qualified recruits annually, even in a market where 70 percent of the prime youth target of high school seniors goes on to college. What's more, the quality standards to join the Marine Corps are among the highest in the Department of Defense.

Once again, the United States Marine Corps has secured its position as the only military service to meet its recruiting goals and maintain quality standards for the seventh year in a row, despite having the longest and toughest boot camp. The result is one of the lowest attrition rates among recruits in the military.

As the "War on Terror" grips America, the Corps has adjusted its recruiting message. Instead



of running blatant recruitment advertising, the Corps has turned to spots that focus on its heritage and deep traditions and the importance they play in securing and protecting America's freedom.

Public relations also is an essential part of the current communications program. Branded mailers are sent to national media and on-air personalities asking for their support. David Letterman invites Marines onto his set. TNT's NBA half-time show broadcasts from legendary Parris Island. A special Marine Corps Birthday car was developed and races in the NASCAR Busch Series.

The Marine Corps addresses the changing marketplace with appropriate but highly effective communication tools, which help the Corps exceed its quality recruiting objectives.

HISTORY

The Marine Corps was founded on November 10, 1775, in a place called Tun Tavern in Philadelphia. America was facing an oppressive English Crown and war loomed on the horizon. That date marked the beginning of the Marine Corps with a new military unit called the Continental Marines.

Captain Samuel Nicholas was commissioned to raise two battalions of Marines. Seventeen dollars was the standard enlistment incentive. The Marines fought valiantly in the Revolutionary War. They made raids on British soil, the first in 700 years. But when the Treaty of

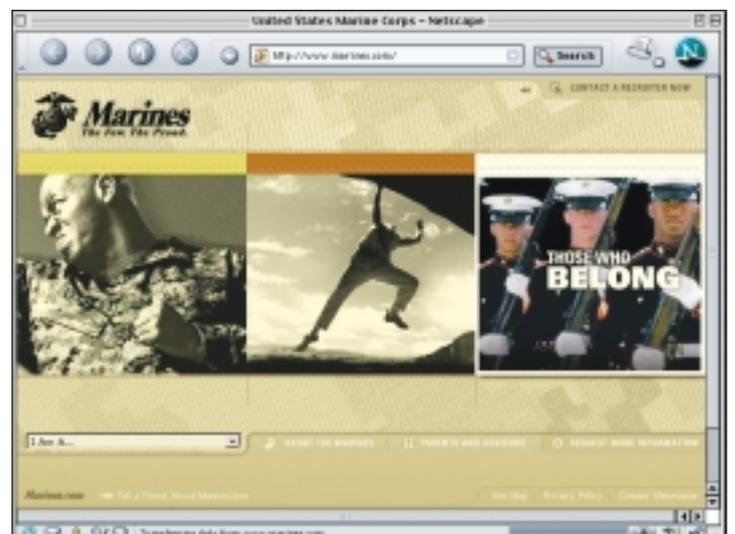
Paris ended the war in 1785, the Continental Marines faded out of existence. Fifteen years later, however, with France and the new United States preparing to fight, the United States Marine Corps was formally reestablished.

The War of 1812, the Mexican-American War, the battle of Belleau Wood, the bloody fight at Chosin . . . for 227 years, Marines have proven they are one of the toughest, most revered fighting forces ever established. Their forces are legendary, and their accomplishments are forever a part of American history. The sacred "Blood Stripe," the

scarlet piping that appears on the trousers of Marine Corps noncommissioned officers, is a visible reminder of the blood shed in the capture of Chapultepec Castle.

The most famous battle of all, though, was the battle of Iwo Jima. This foreboding island was a fortress of volcanic rock that contained over a thousand fortified artillery and antiaircraft batteries. The Japanese believed the island was impregnable. The Marines fought for 36 hard and bloody days to secure this desolate island defense. Raising the American flag here was a significant moment in history that was later captured in the famed Iwo Jima memorial. The words "Uncommon Valor Was A Common Virtue" are inscribed on its base.

The Marine Corps has continued to courageously defend foreign soil the world over. From the Persian Gulf Crisis in 1991 to the current "War on Terror," the Marines have always been





“the First to Fight,” the “Leathernecks,” the “Devil Dogs,” the legend that continues to live on in the hearts of the American people.

THE PRODUCT

The Corps has always been viewed as the toughest, most regarded fighting force in America. They are “Elite Warriors” who only admit people who have proven themselves worthy. Those men and women have endured the rigors of Marine Corps Recruit Training — a grueling 13-week boot camp that tests the mettle of all who attempt to complete it. If they do, they are awarded the respected Eagle, Globe, and Anchor, on which appears the time-honored motto of the Corps, “Semper Fidelis” — “Always Faithful.”

The Corps is also America’s first line of defense, or “the tip of the spear,” against today’s nontraditional enemies. The Marines have small, highly trained units that can be quickly and effectively deployed anywhere in the world. These units are trained to deal with terrorist-type activities such as chemical and biological warfare and close combat where the fight comes down to inches.



The Corps continues to be the smallest of the military services with 173,000 members, and is also the only service that stands guard at all of America’s embassies overseas.

RECENT DEVELOPMENTS

As technology and weapons become more portable and available to enemies, the nature of threats in the world not only changes, but also comes closer to home. Conventional warfare is a thing of the past. Today’s Marine must be prepared to fight in city streets, caves, and the halls

and stairways of buildings, while confronted with the presence and safety of civilian populations.

Close, hand-to-hand combat is a reality. And because civilians may be present, many times the best weapon is the individual Marine. All Marines are trained in martial arts and taught to use only appropriate force in a hostile situation. The “Three Block Strategy,” which every Marine learns, involves ways to handle different, escalating situations of conflict.

The Corps has also placed emphasis on “Forward Fighting,” or being “Forward Deployed.” Present-day battle calls for small, highly trained, expeditionary-type units that can deploy quickly and strike with proven effectiveness. The Marine Corps calls these units MEUs, or Marine Expeditionary Units, and they can be sent anywhere in the world, anytime.

The Marine Corps has also added a new uniform to its inventory: a new combat utility with a distinct camouflage pattern. Unlike the customary “camis” that the other military services use, this new uniform distinguishes the Corps in the field of battle.

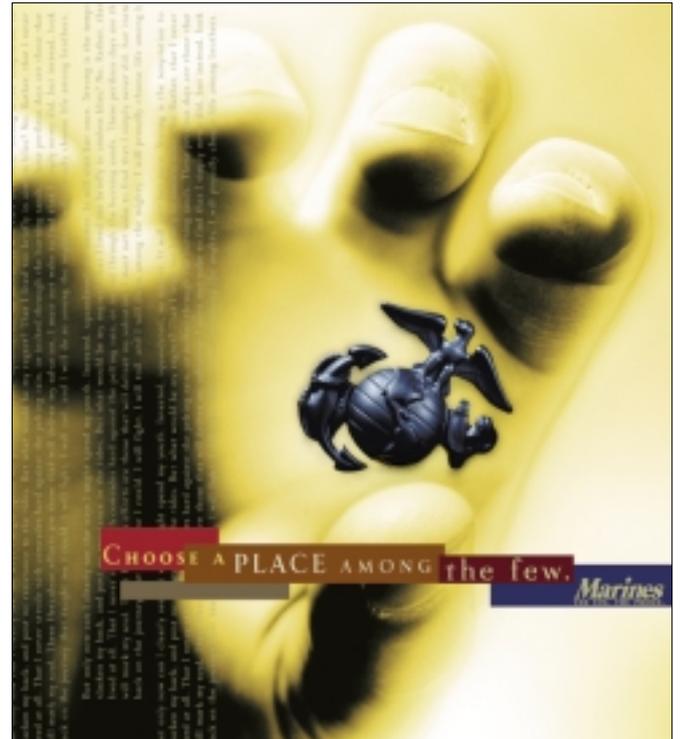
PROMOTION

With the advent of the Millennials, a generation that supports longstanding institutions, the Corps’ advertising and message required adjustment. “Elite Warrior” was and always will be the heart of the Corps’ marketing strategy, but an element was added to strengthen its appeal.

The Corps’ motto, “Semper Fidelis” or “Always Faithful,” became part of all communications. In other words, the Corps is not only true to its values and heritage, but true to its Marines. “Once a Marine, always a Marine” is not just a saying, it’s a promise. Once you become a member of the family called Marines, you are a member for life.

A new commercial, simply titled “The Climb,” was conceived and produced to bring this strategy to life. A lone figure ascends a steep, rocky crag. It’s a perilous journey, but this individual is determined to complete it. The towering rock formation symbolizes recruit training. Projected against the rock are overpowering images of Marine Corps icons. They stand as beacons of encouragement and inspiration. As the climber nears the top, the rock underneath his foot crumbles and he almost falls, but finds the determination to continue. He’s welcomed to the Brotherhood by the spirit of a WWII Marine. As they exchange salutes, the transformation is complete. The young Marine is now one of the faithful, one of the Few.

This strategic point of difference was also incorporated into a revised *Marines.com* Web site and will soon be extended into an upcoming print and outdoor campaign. The Corps also wanted to create a public awareness of the organization because this target is so strongly influenced by parents, relatives, teachers, and coaches. The new message demanded new media. Powerful, moving billboards were created and placed on the sides of trucks, and a special car was designed and developed for NASCAR.



BRAND VALUES

For 227 years, the United States Marine Corps has represented the epitome of military virtue. It is a tough, elite expeditionary force whose members earn the right to belong. If everyone could be a Marine, it wouldn’t be the Marine Corps.

Men and women who earn the title and wear the dress blue uniform uphold a history, a tradition, and a reputation that has been honored throughout time. They will always be the first to defend America’s freedom. They will always be faithful to their country and to their Corps. They will always be “The Few. The Proud. The Marines.”

THINGS YOU DIDN’T KNOW ABOUT THE UNITED STATES MARINE CORPS

- Since Franklin Roosevelt’s presidency, Marines have provided security for the president at Camp David.
- Marines are the only service members who fly and maintain the helicopters (“Marine One”) in the presidential helicopter squadron.
- The origin of “A Few Good Men” came from a recruitment advertisement that appeared in the *Providence Gazette* on March 20, 1779.
- The Marine Corps’ mascot, the English Bulldog, is the result of a name German soldiers called attacking Marines during WWI: *Teufel-hunden*, or “Devil Dogs.”