



Think Tank Group 1

"Tomorrow's Champion"

The Intellectual and Leadership Center of the Air Force



Overview



- Think Tank Question
- Initial theme ideas
- Viral video "must haves"
- The script
- Distribution plan

The Intellectual and Leadership Center of the Air Force



Think Tank Question



***What** would the implications be to America and its allies if the ability to gain and maintain Air Superiority was lost?*

***How** do we best explain why and how Air Superiority is important to the American people in a way that resonates deeply with them?*



Deliverables



Two scripts were required to answer the questions.

- One long video script (5-8 minutes)
- One short video script (30 seconds- 1 minute)



Themes



What it is *not*

- Scare tactics
- History Channel
- Lots of narration
- A budget debate

What it *is*

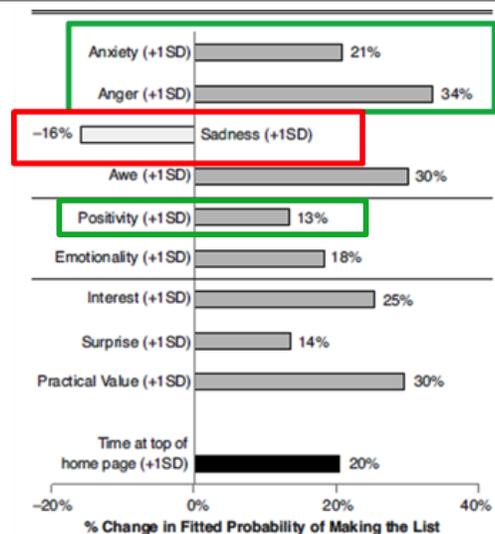
- Sports: competition, sacrifice, winning
- Connecting sports themes to airpower imagery
- Subtle implications of losing air superiority



Viral Videos



- What makes content viral
 - Sharing, not just watching
 - Sharing strongly correlated with arousal
 - The arousal is linked to specific emotions such as positivity, anger, or anxiety



Source: Berger, J. & Milkman, K. (2012) What makes Online Content Viral? *Journal of Marketing Research*, XLIX, 192-205.



The Video



How do we best explain why and how Air Superiority is important to the American people in a way that resonates deeply with them?

- Sports scenes – emotion, common context
- Matched with military images
- Narrated by short, meaningful messages



Opening Scene



•Effect: Opening on a positive, patriotic note. Introduces concept of sports & AF



We Are a Nation of Champions



•Effect: Iconic sports images linked to AF images- AF is a winning team



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Winning Takes Sacrifice



•Effect: America has sacrificed much to gain & maintain AS, implies that AS is not guaranteed



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We've Commanded the Skies for Over Sixty Years...



•Effect: Connecting saving lives/safety to Air Superiority- things Americans take for granted



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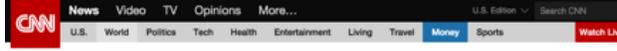
We've Commanded the Skies for Over Sixty Years...



•Effect: Connecting saving lives/safety to Air Superiority- things Americans take for granted



The Competition is catching up



Just how good is China's new 'stealth' fighter?

By Reuben F. Johnson, Special for CNN
Updated 10:36 AM ET, Thu November 13, 2014



Gates: Chinese further along than thought on stealth fighter

From Adam Levine, CNN
November 10, 2014 6:43 a.m. EST



•Effect: introduces anxiety that foreign competition is catching up



We can't afford to be second place



•Effect: builds on anxiety, introduces doubt & high lights safety is taken for granted, clearly states we cannot lose the faith of the American people



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Who will be tomorrow's champion?



•Effect: High point of anxiety- implies AF will be on top again but not guaranteed



Distribution Plan



The Intellectual and Leadership Center of the Air Force

DEPARTMENT OF THE AIR FORCE
Fiscal Year (FY) 2016 Budget Estimates
Operation and Maintenance, Air Force
Budget Activity: Training and Recruiting
Activity Group: Other Training and Education
Detail by Subactivity Group: Recruiting and Advertising

1. Advertising Cost Per Recruit	2,877	678	804
2. *Propensity to Enlist in Armed Forces (% of ages 16-21)	10	14	TBD
3. *Propensity to Enlist in USAF (% of ages 18-21)	7	9	TBD
4. Paid Media			
Network Prime (\$000)	7,892	0	0
Number of Spots	153	0	0
**TRP ages 18-24	178	0	0
National Cable (\$000)	38,031	0	0
Number of Spots	7,647	0	0
**TRP ages 18-24	1,695	0	0
Syndication (\$000)	0	0	0
Number of Spots	0	0	0
**TRP ages 18-24	0	0	0
Magazines (\$000)	168	168	0
Number of Insertions	34	34	0
***Circulation (000)	3,600	3,600	0
Theater (\$000)	2,483	0	1,400
Number of Screens	8,521	0	8,521
****Delivered Impressions (000)	80,255	0	40,000



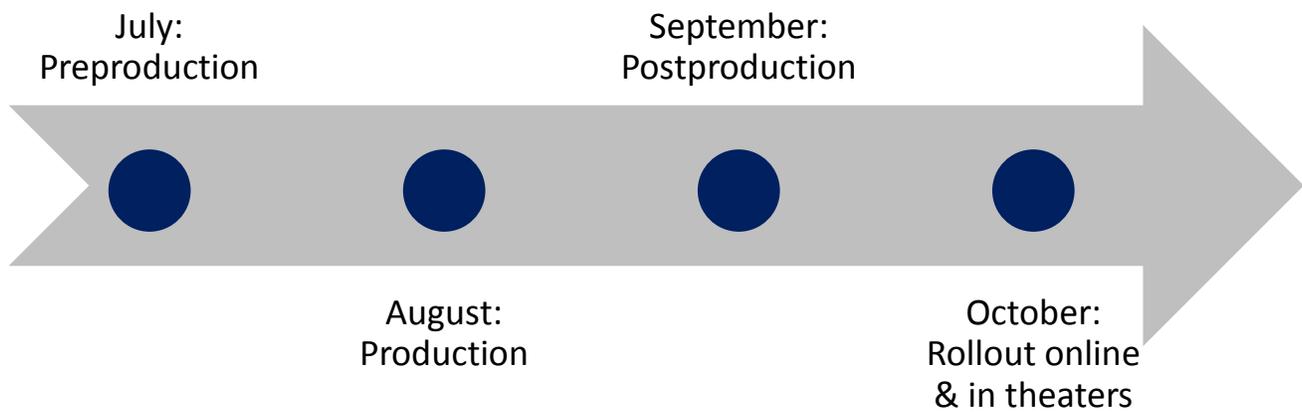
Distribution Plan



- Integrate into FY16 budget to advertise in movie theaters
- Estimated contact with 40 million Americans



Timeline





Cost



- Rights to copyrighted clips: \$10,000 each
 - 5-10 Clips + Music: \$100,000
- Labor & production costs: \$150,000
- Total production cost: **\$250,000**



Conclusion



- Charged with importance of AS and implications of its loss resonating with everyday Americans
- Solution – Sports theme with marketing science
- Versatile, adaptable idea across media platforms
- Aligned with FY16 AF Advertising Strategy



Questions

