

Army National Guard

iostudio – A Case Study

THE GUARD NEEDED SOLDIERS, SO THEY ENLISTED US.

Each year, the Army National Guard must recruit new soldiers to maintain end strength of nearly 350,000 soldiers for missions both at home and overseas.

In an ever-changing recruiting landscape, the Guard needed to ensure its digital presence and brand story met the expectations and ignited the aspirations of today's youth market.



THE KEEPERS OF THE DREAM EMERGED.

Drawing on knowledge derived from more than a decade immersed in the Guard's culture, we elevated the messaging and properties of the Guard, aiming for millennials with a message and voice that resonates. And, it was critical that all this be done with a seamless interactive experience.

We recognized that the choice to enlist isn't your average "purchase" decision. This decision is about a way of life and is a choice that dramatically influences the future of both the individual joining the National Guard and the nation.

We evolved NationalGuard.com, the Guard's recruiting website, into a dynamic, interactive experience and supported it with a team of soldiers—real subject matter experts who could provide informed answers to the toughest questions via phone, text, chat and email.

While the website serves as the primary hub for National Guard advertising, behind the curtain, we developed a comprehensive campaign-tracking tool that enables the Guard to see total return on investment from all advertising and marketing programs in real time.



HERE'S WHAT WE ADDED TO THE NATIONAL GUARD RECRUITING ARSENAL:

- NationalGuard.com
- Email marketing
- Video production
- Photography
- Content creation
- Reporting
- Web support team
- Social engagement



iostudio® is a marketing communications agency based in Nashville, TN.