

United States Navy

Problem

How do you successfully launch a new website?

Solution

Use traditional and nontraditional OOH formats to target both a general audience and the specific user base.

Background

In the spring of 2008, NAVYForMoms.com was launched as a social networking website designed to give moms, dads, relatives and friends who have loved ones in the Navy a place to gather accurate information, share stories and gain support from their peers. In addition, the site is an information resource for parents of young men and women considering joining the Navy.

The website allows parents to share what great things their children are doing in the US Navy. Members contribute to thousands of discussion forums, lending advice to each other and sharing their stories, photos, and memorable moments.

Objective

The overall objective in all markets was to promote the NAVYForMoms website and to reach parents, especially moms, by using traditional and nontraditional OOH media formats.

In two markets, there were secondary objectives. In New York, the campaign would celebrate the Navy's Birthday on October 13th, Veteran's Day and the return of the Intrepid Museum. In Oklahoma City, the campaign needed to promote events related to "Navy Week" (June 12-20, 2009).

Strategy

In New York, the US Navy employed domination efforts to highlight notable events in October and November 2008. Oversized bulletins in Times Square posted a tease and reveal message to wish the Navy a Happy Birthday, while street teams at Grand Central Station and the Columbus Day parade promoted the website as well as the return of the Intrepid Museum.

In Oklahoma City, the US Navy organized a number of promotional events and sponsorships in support of Navy Week, including street teams, free Brickshaw Buggy rides, and Navy Night at AT&T Ballpark.

Plan Details

New England

Markets: Boston, Hartford, New Haven

Flight Dates: March - April 2008



OOH Formats Used: Building projections, mobile projections, mall murals, mall projection displays, transit station dominations, subway tunnel displays, street teams

New York City

Flight Dates: October - November 2008

OOH Formats Used: Bulletins, spectaculars, bus wraps, bus posters, transit shelters, transit station dominations, subway tunnel displays, taxi staging events, street teams

Dallas

Flight Dates: May 2009

OOH Formats Used: Wallscapes, bus wraps, street kiosks, stadium signage, mallscapes and mall displays including interactive in-window displays, amusement park domination, street teams and events (i.e. Navy Day at Arlington Ballpark on Memorial Day)

Oklahoma City

Flight Dates: June 2009

OOH Formats Used: Projection media, sidewalk stencils, water tower wrap, mall displays including interactive in-window displays, Brickshaw Buggies, water taxis, street teams and events (i.e. Navy Week including Navy Night at AT&T Ballpark)

Results

This campaign received lots of positive feedback and results on the NAVYForMoms website, post-campaign research and media publications. Since its launch in March 2008, the website has reached nearly 20,000 members. As of May 2009, the percentage of the site traffic referred via typing in the URL directly increased to 32%, a sign that in-market advertising was being remembered and reacted to.

After the completion of the New England campaign, moms favorable to enlistment increased by 25% and the landmark lightings in the New England markets received television and newspaper coverage. After the New York City campaign, interest in visiting the website more than doubled among moms, from 8% to 18%. Midway through the Oklahoma City campaign, the media results were as follows: 585 hits across 59 print, 11 TV, 258 radio, and 288 online outlets.

