

NATIONAL GUARD **CITIZEN / SOLDIER**

Citizen Soldier Theater Campaign

The intent of the “Citizen Soldier” theater advertising was to increase awareness and consideration of the Army National Guard and the benefits of service.

General Cinema Usage:

- Six in ten moviegoers watch pre-feature commercials
- Audiences spend an average of 24 minutes at theater before film
- Targets young adults who are difficult to reach via traditional channels
- Two-thirds of our target, 17-24 year olds, attend the movies at least once every 90 days, and an average of 1.3X per month
- Young adults are 22% more likely than the general population to be movie-goers

Campaign elements:

- 3:30 spot “Citizen Soldier”
- 3 slide advertisements
- Box office handouts
- Standees

Results:

Research from an independent research firm, Lieberman Research Group, reported the following “Citizen Soldier” cinema advertising evaluation:

- Generated over 312 million impressions
- Awareness of National Guard was stronger in post-exposure vs. pre-wave survey
 - Increase of 157% unaided mention of National Guard as a U.S. Military Branch (36% vs. 14%)
 - Total recall of the National Guard spot was 56%; unaided recall was 36% (total recall was consistent across all markets)
- Consideration of joining National Guard was over four times stronger among movie-goers who had the opportunity to see the campaign vs. pre-exposure (22% vs. 5%)
- Post-exposure movie-goers were up to twice as likely to be able to state the roles of National Guard than those who didn’t see the campaign
- Overall, 73% liked the National Guard spot very much/somewhat, and 22% were neutral