



Marketing in the 21st Century

Brig. Gen. Amy Courter
U.S. Civil Air Patrol
National Vice Commander



Welcome!

- To more than 80 PAOs here in Atlanta for the inaugural PAO Academy, I thank you for coming. Nearly 40 CAP wings are represented here, and to each of you, I extend a hearty welcome.





National Publicity

- PAOs nationwide play a leadership role in publicizing and promoting the numerous ways in which CAP's 55,000 members serve their communities





National Publicity

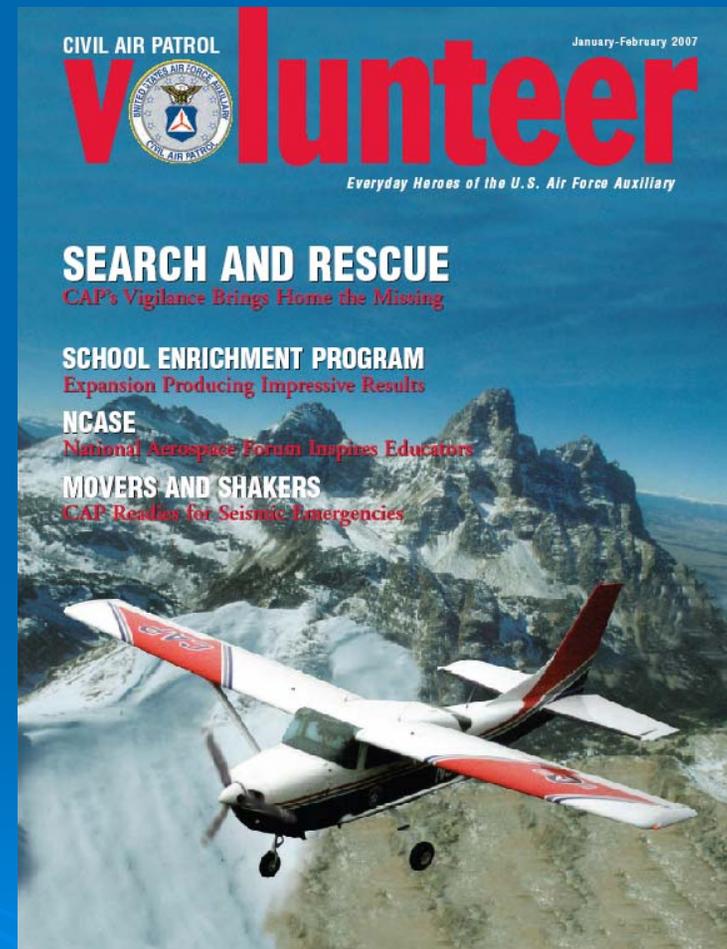
- In 2006 alone, 10,000 news and feature stories were published nationwide by local media as well as on MSNBC, Washington Post, USA Today, Los Angeles Times, Yahoo Finance, Forbes
- CAP's stories also appeared in Air Force publications, both print and online





National Publicity

- Your contributions to the magazine represent another outstanding venue for generating national publicity





Marketing Background

- Served as Vice President of Information Technology with Valassis, a global billion-dollar marketing services company based in Livonia, Mich., for more than two decades





Our Vision for the Future

- Driven by the new CAPR 190-1
- Requires development of a Public Relations Plan and Crisis Communications Plan



Vision for the Future

- National Marketing Plan
- PAO Academy specifically designed to empower CAP PAOs to be effective marketing, communications and public relations practitioners





Branding

- The image that comes to mind when people think of Civil Air Patrol



Integrated Marketing

- The strategic roles of a variety of communication disciplines, including general advertising, direct response, sales promotion and public relations
- Combines these disciplines to provide clarity, consistency and maximum communication impact



Cunningham Group, Inc.

- Nearly 35 years of experience serving marketing and public relations needs.
- Hundreds of prestigious awards, honors, and recognitions including 13 ADDY awards in 2006

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CAP Marketing Committee

- Brig. Gen. Amy Courter
- Col. Eileen Parker
- Col. Virginia Keller
- Col. Bryan Cooper
- Col. John Swain
- Col. Rick Greenhut
- Marc Huchette
- Julie DeBardelaben



Four-Step Process

- Define the Problem
- Planning and Programming
- Taking Action and Communicating
- Evaluating the Program



Research

- Only one out of three adults are familiar with the Civil Air Patrol
- Awareness is significantly less among blacks and the 18-34 age group
- Only 10 percent of adults are aware of anything CAP has done that benefited the community
- None of those surveyed indicated they became aware of CAP from printed materials, TV, radio or outdoor advertising
- National image/branding program will help create awareness of CAP's contributions to the community



Branding Process

- All PAOs must rely upon the same message, symbols and promotional campaigns to establish our brand





Proposed Compelling Message



➤ “More Than Meets the Skies”

- Addresses stereotype that Civil Air Patrol only flies planes
- Differentiates CAP from other volunteer organizations that serve communities



Primary Objectives

- Establish synergy between internal and external stakeholders (achieve unified voice in communications)
- Unify brand “look” and “language” across nation
- Increase membership by 25% over the next three years
- Increase retention rate to 50% by 2010



Uniqueness

THE ARMED SERVICES VOWS TO CHANGE YOUR LIFE
IN A POSITIVE WAY

CAP SHARES A SIMILAR GOAL: CREATIVE A
LIFE-ENRICHING VOLUNTEER EXPERIENCE

- **Navy:**
Accelerate
Your Life
- **Marines:**
The Few,
The Proud





Rich History of Service Before Self

- Serving America since 1941
- Unwavering dedication to duty
- Proud heritage of devoted community service





The Chosen Ones

- Our 940 PAOs across the nation have been chosen to lead the implementation of CAP's branding initiative
- The choice is correct
- You are the experts in the field
- You have the talent and tenacity to make it happen