



# 712CD

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# ***U.S. Army Custom Segmentation System***



*Ms. Linda Clingan*  
***G2 - Center for Accessions Research, U.S. Army Accessions Command  
Fort Knox, Kentucky<sup>06</sup>***



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# Outline


- **Where I work – USAAC – G2**
- **Understand who the Army's Target Audience is**
  - *Explain the challenges to the Army*
- **Segmentation Overview**
  - *Show Army Recruiting Command Geographies*
  - *Explain Market Segmentation*
  - *Show what Army Custom Segmentation (ACS) is*
- **Give examples of Army Custom Segments**
  - *Discuss how the Army uses Segmentation*
    - *1<sup>st</sup> Recruiting Brigade*
  - *Discuss the future of Army Custom Segmentation*



***Where Do I Work?***



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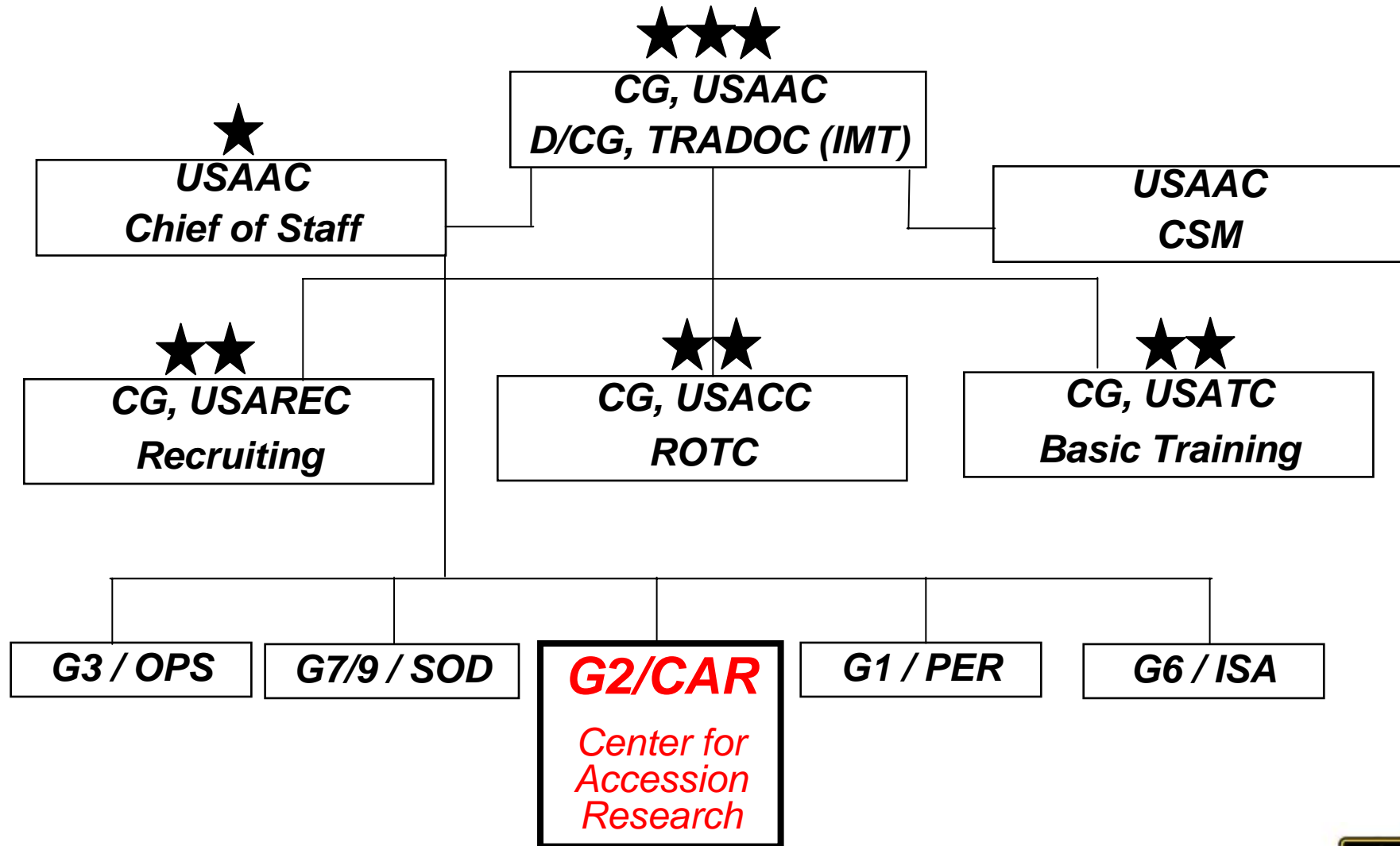


# **U.S. Army Accessions Command (USAAC)**

- **USAAC was established by general order on 15 February 2002**
- **Subordinate command of TRADOC**
- **Integrated C2 of the recruiting and initial military training for:**
  - **Officer**
  - **Warrant officer**
  - **Enlisted forces**
- **Meets human resource needs of the Army**



# U.S. Army Accessions Command (USAAC)



G2/Center for Accessions Research



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# **G2 – Center for Accessions Research (CAR)**

## **Mission**

- **Conduct research, studies and analysis for Army accessions**
- **Develop future concepts, initiatives and innovations to achieve command's strategic vision**
- **Conduct testing and experimentation of those concepts**
- **Integrate internal and external research to support the development of strategic plan**
- **Integrate the initiatives of the subordinate commands**





# ***Understanding the Army's Market***



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# Who is the Army's Target Market

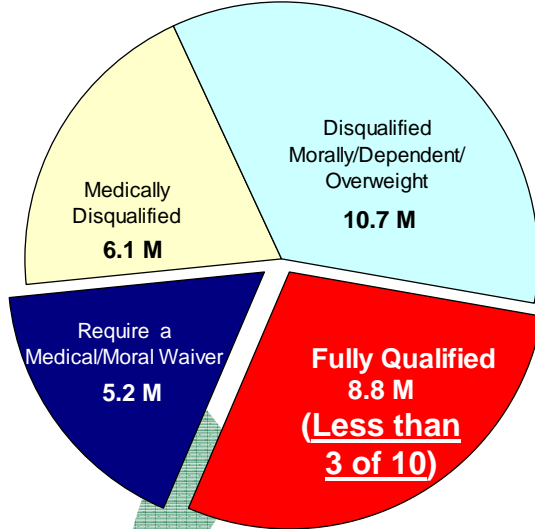
- 17-24 year old males and females
- High school diploma graduates
- Score high on military test
- Physically fit (must meet medical, weight and fitness standards)



# Refining the Market for FY07

17-24 YO Youth  
Population (M/F)

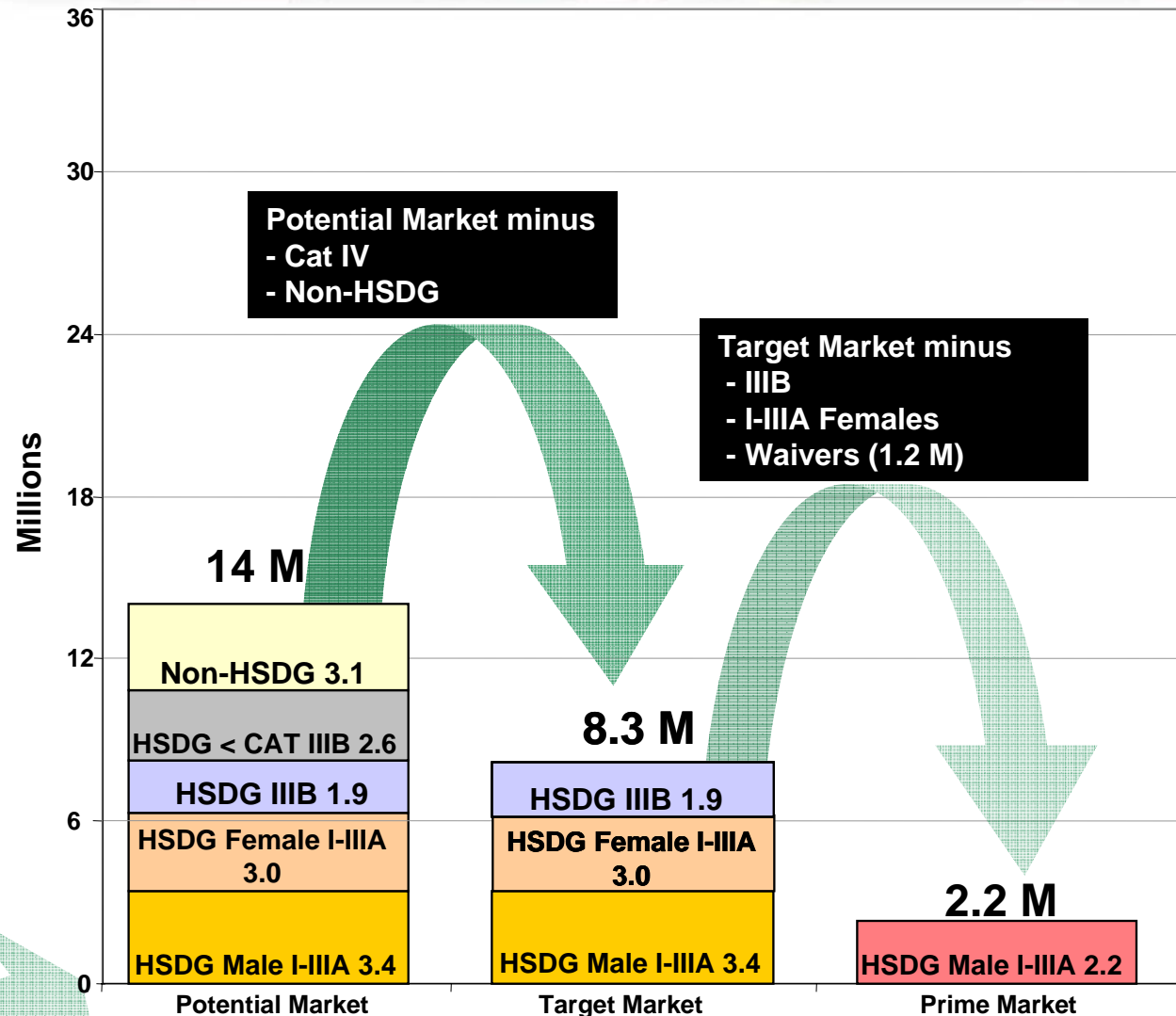
30.8 M



**Total Market minus**  
-Disqualified  
-Medically  
-Morally  
-Dependent  
-Overweight

Even with a waiver, less  
than half are able to serve

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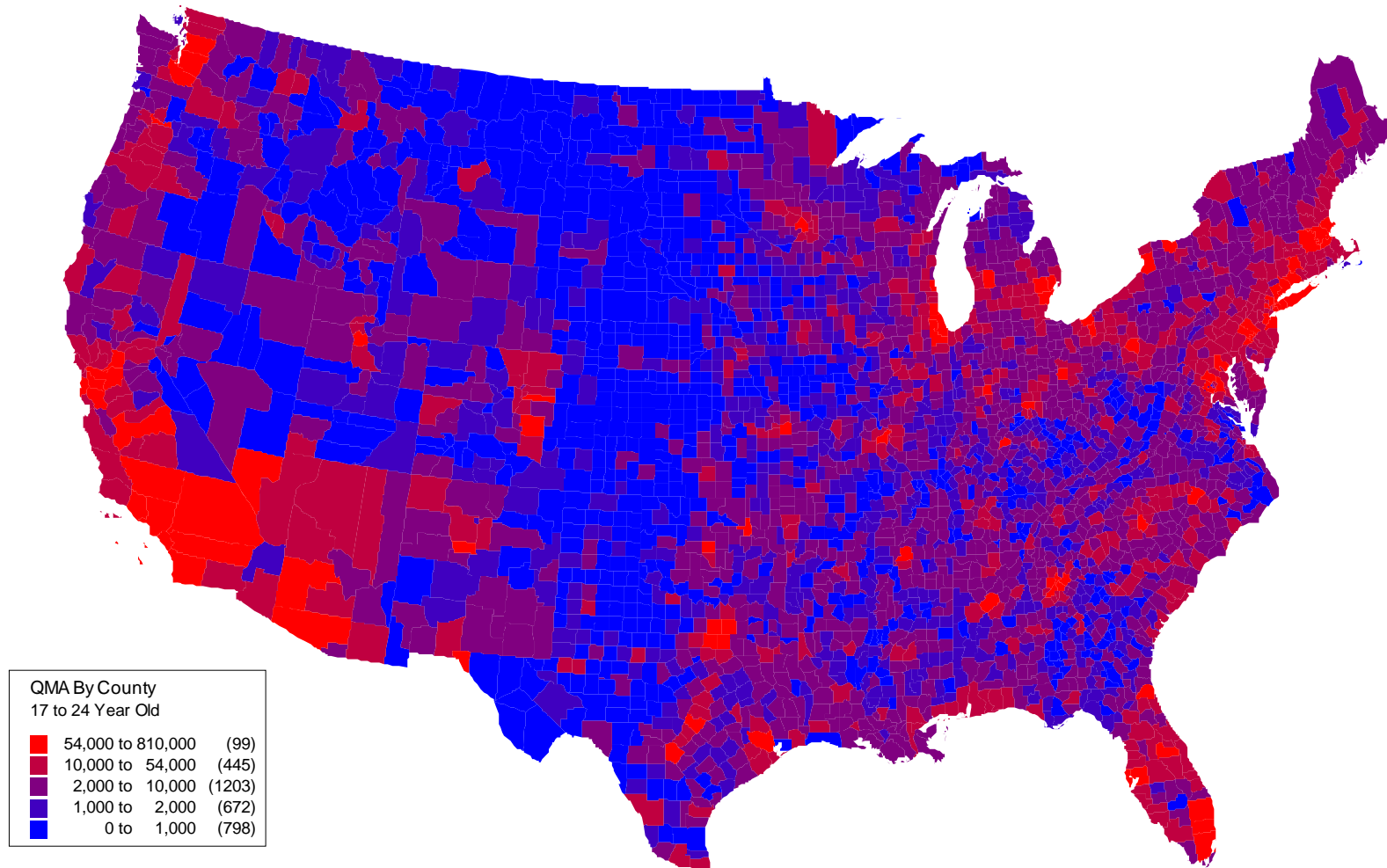


Limited number of Non-HSDG and  
CAT IV are able to serve

Recruiters must focus on  
finding the Prime Market  
(7.1%)

# Market Location

## 17-24 Qualified Military Available by County



Clusters found in and around major US population centers.

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Source: Woods & Poole



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# ***What are the Challenges in Army Recruiting?***



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# Challenges to Army Recruiting

- **Influencers**
  - Mothers, fathers, friends, teachers, coaches, clergy
- **Other Services**
  - Air Force, Navy, Marines, Coast Guard
- **Colleges**
  - College is first choice for high school grads and their parents
- **Work Force**
  - Companies are now recruiting students who score high on SAT/ACT for internships and will pay for college
- **Global War on Terrorism (GWOT)**

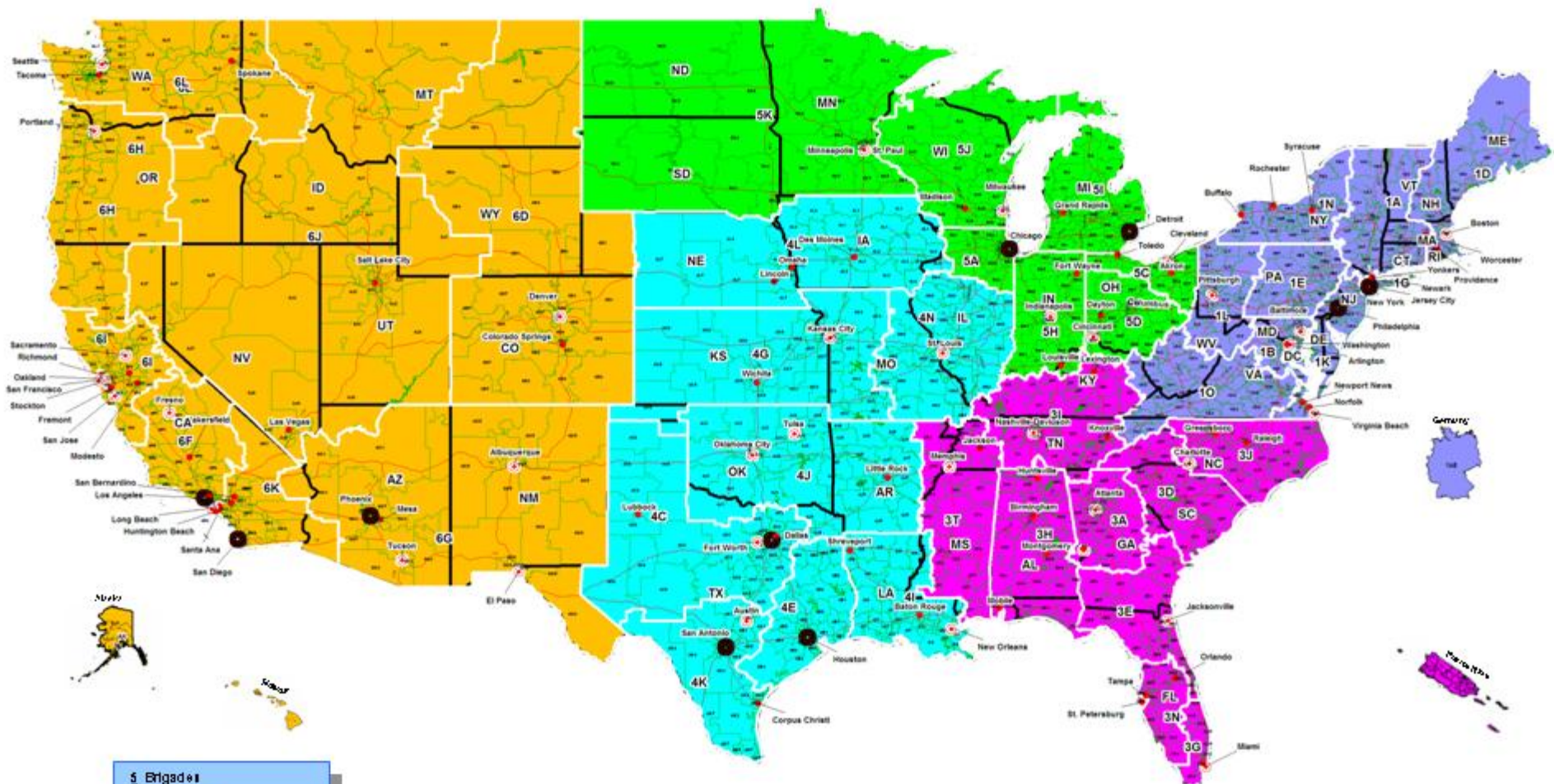


# ***Where is Army Recruiting?***



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# US Army Recruiting Command



5 Brigades  
 41 Battalions  
 5 Medical Ret Battalions  
 245 Companies (Include  
 10 Contract Companies)  
 1,688 Recruiting Stations  
 (Include 69 Stations within  
 Contract Companies)  
 6,279 On-Production R.A.  
 1,774 On-Production USAR

OCONUS  
 Alaska, Hawaii  
 Puerto Rico  
 Germany, Japan  
 Amer Bases  
 B. Korea, Guam

**8th SDE(R)**  
 8D Denver  
 8F Los Angeles  
 8G Phoenix  
 8H Portland  
 8I Sacramento  
 8J Salt Lake City  
 8K Southern Cal  
 8L Seattle

**6th SDE(R)**  
 4C Dallas  
 4E Houston  
 4G Kansas City  
 4I New Orleans  
 4J Oklahoma City  
 4K San Antonio  
 4L Des Moines  
 4N St. Louis

**3d SDE(R)**  
 5A Chicago  
 5C Cleveland  
 5D Columbus  
 5H Indianapolis  
 5I Great Lakes  
 5J Milwaukee  
 5K Minneapolis

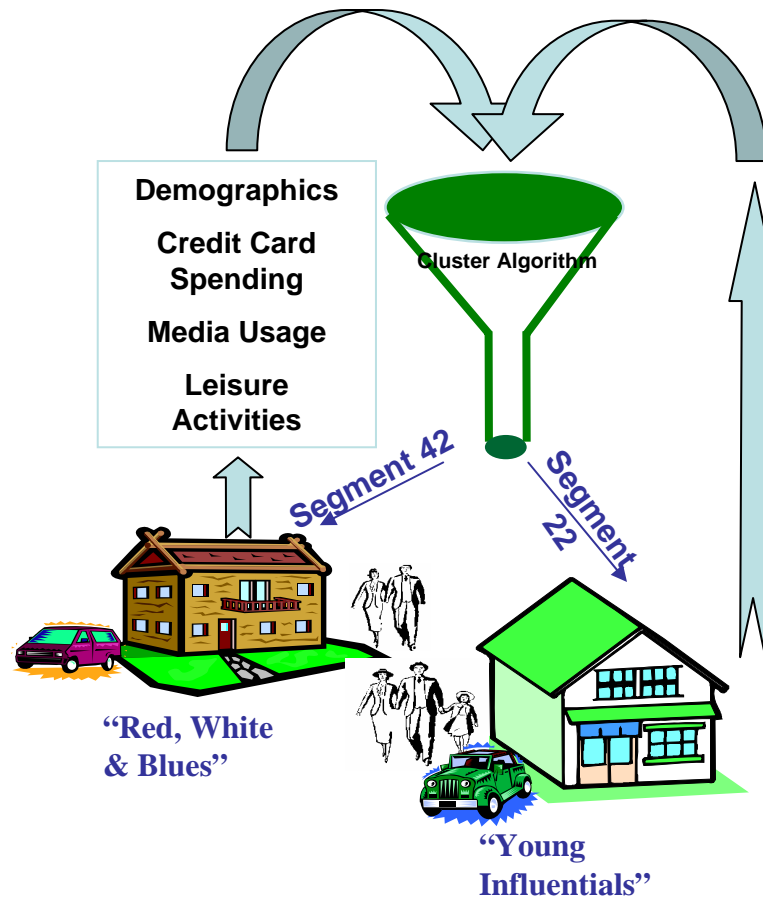
**2d SDE(R)**  
 3A Atlanta  
 3D Columbia  
 3E Jacksonville  
 3G Miami  
 3H Montgomery  
 3I Nashville  
 3J Raleigh  
 3K Tampa  
 3T Jackson

**1st SDE(R)**  
 1A Albany  
 1B Baltimore  
 1D New England  
 1E Harrisburg  
 1G New York City  
 1H Mid-Atlantic  
 1I Pittsburgh  
 1K Syracuse  
 1O Brooklyn



US Army Recruiting Command

# ***What is Market Segmentation?***



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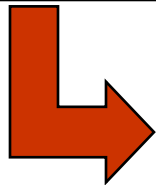


# Market Segmentation

Market segmentation is individual or intergroup differences in response to marketing-mix variables.

Criteria for segments:

- The segments must exist in the environment.
- The segments must be identifiable.
- The segments must be reasonably stable.
- The segments must be efficiently reached.



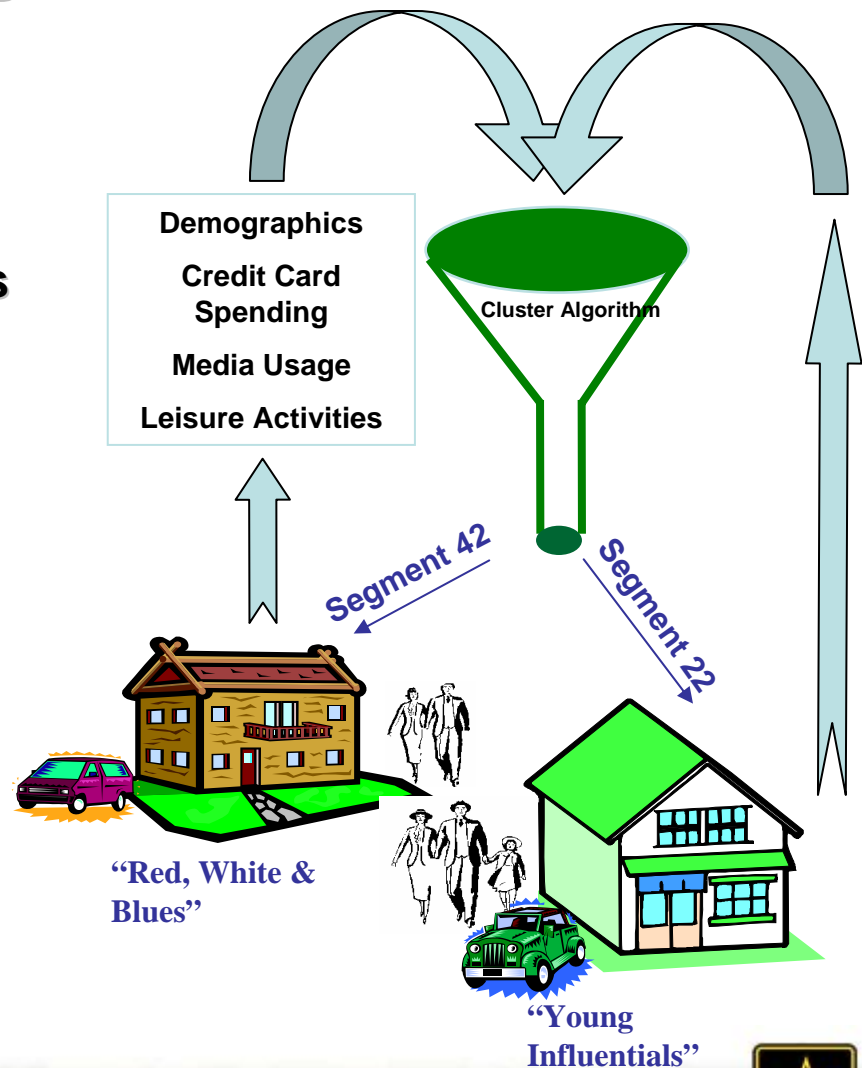
Presumptions about segments:

- different demands in a product or service category,
- respond differently to changes in the marketing mix

# Lifestyle Segmentation

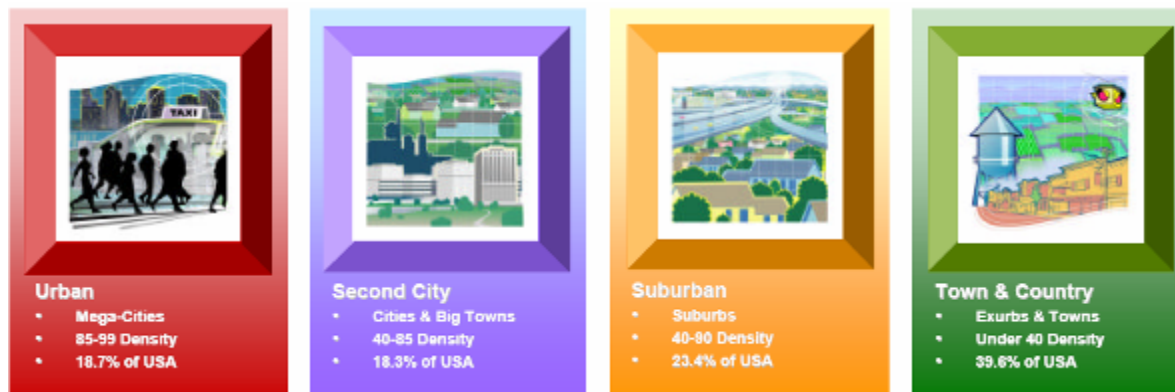
## Claritas PrizmNE®

- Household assigned 1 of 66 Segments (150 variables).
- Assigned Segment based on ZIP+4 (10-12 Households).
- Based on syndicated survey data and survey research.
- Updated Annually.



# Why Segment?

- ❖ Select target markets
- ❖ Prioritize marketing investments
- ❖ Help determine future opportunities
- ❖ Help understand buyers' wants and needs
- ❖ Increase efficiency in product development process
- ❖ Make marketing communications more efficient and effective



Claritas PrizmNE®



# ***What is Army Custom Segmentation?***

**I love my family  
and friends.**



**College is  
important to us.**



**Show me  
the money.**



**I plan to get  
married.**



**I'm very  
Patriotic.**



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# The Equation

Lifestyle Segmentation

- + **Attitudes** about Army service
- + **Motivators** for Army service
- + **Barriers** for Army service

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## *Army Custom Segmentation (ACS) System*

# Army Custom Segments

- Translate market research and customer analysis into action:
  - Predictive Modeling
  - Direct Marketing
  - Customer Profiles
  - Reach Markets of Opportunity
- Create customer groups from custom Army market segments
- Use customer groups for directed marketing to **send the right message in the right medium to the right target at the right time**

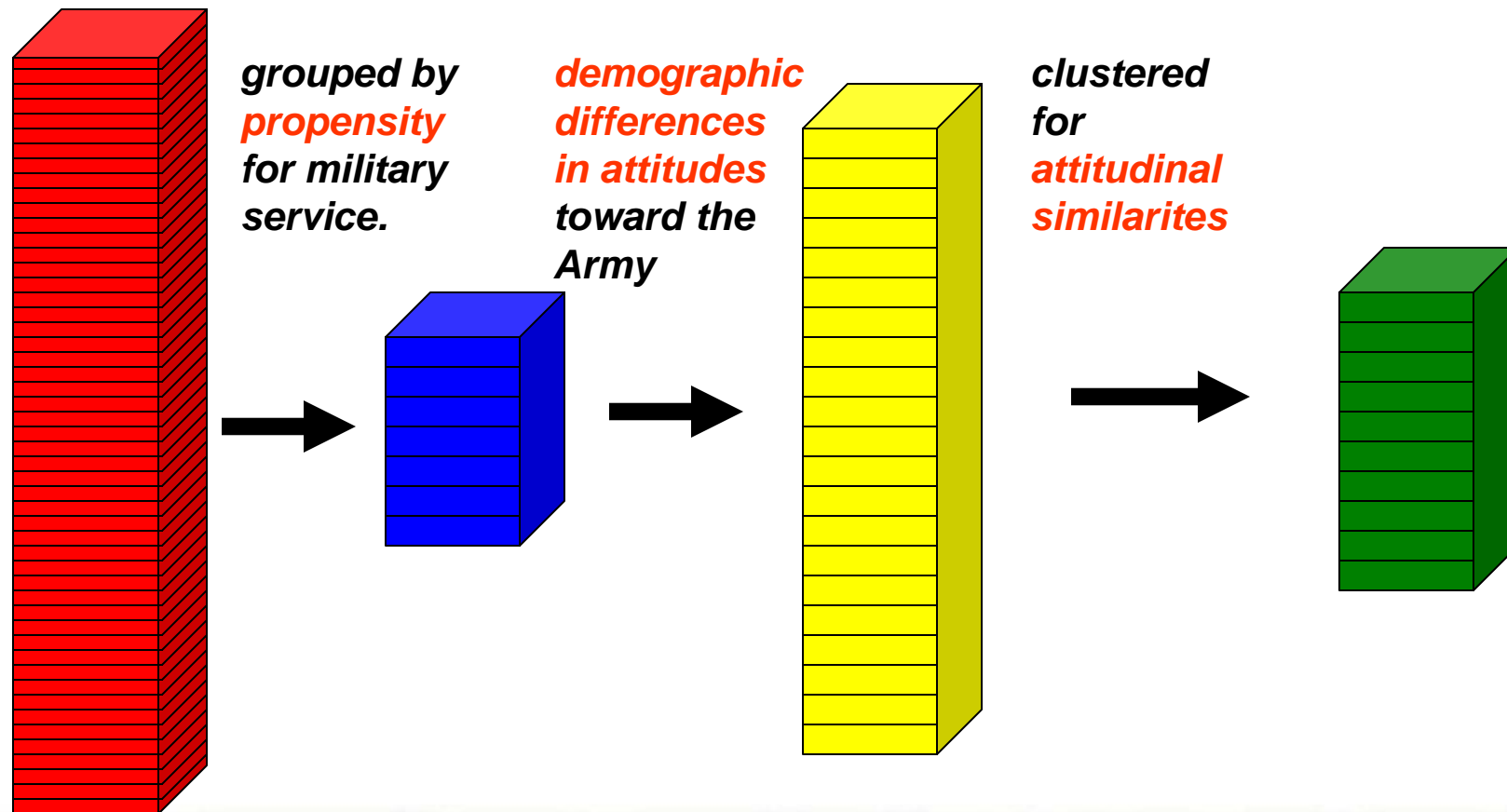
# The Methodology

▶ 66 PRIZM<sup>NE</sup>  
Segments

▶ 7 Building  
Blocks

▶ 39 Tactical  
Segments

▶ 10 Strategic  
Segments



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# Army Custom Strategic Segments

Strategic Segment	Motivators	Barriers	Military Propensity Index
<b>1. Obligation &amp; Education</b>	High Most	Low	232
<b>2. Duty &amp; Tradition</b>	Moderate	Low	159
<b>3. Cautious Crossroads</b>	Moderate Most	High Most	137
<b>4. Skill Seekers</b>	Moderate	High	135
<b>5. Fence Sitters</b>	Low	Low	105
<b>6. Just a Job</b>	High Few	Moderate	102
<b>7. Family Matters</b>	Moderate	Moderate	95
<b>8. Show Me</b>	Moderate	High	80
<b>9. Not For Me</b>	High Few	High	77
<b>10. Settled In</b>	Low	Moderate	47



# U.S. Army Macro Segments for Broad Communications

	<b><i>“Defenders”</i></b> <i>To protect their beliefs, family, friends and country</i>	<b><i>“Unrealized Dreams”</i></b> <i>To find a path and reach their goals</i>	<b><i>“Have it Nows”</i></b> <i>To gain status by acquiring things and experiences</i>	<b><i>“Option Seekers”</i></b> <i>To be in charge of their own destiny</i>
<b><i>What do they want?</i></b>				
<b><i>What do they believe?</i></b>	<i>Important to do the “Right thing”</i>	<i>Important to be a “Solid Guy”</i>	<i>Important to be recognized by others</i>	<i>Important to have choices in life</i>
<b><i>Attitude to Military</i></b>	<i>Admire military/ from military family/ feel Amer. should serve when needed</i>	<i>Realize that military can be a catalyst, but think they can always join ‘later’</i>	<i>Military is a means to an end to get rewards</i>	<i>Military provides training &amp; benefits, but you have to sacrifice too much</i>
<b><i>Motivators</i></b>	<i>Service to country, Personal development, New challenge, Army is honorable occupation</i>	<i>Leadership and Personal Devel., Job Security, Path to a better job, A way to express their character</i>	<i>A place to make something of self, Become a leader, Joining with friends, Adventure, Exciting, Physical fitness</i>	<i>Money for college, Technical skills, Job training and access to jobs, Financial benefits</i>
<b><i>Typical profile</i></b>	<i>Primarily Caucasian HS or Living at Home</i>	<i>Primarily Caucasian 2-yr College/Tech or SODO, or Working</i>	<i>Primarily Hispanic HS or Some College</i>	<i>Primarily African American HS or Some College</i>
<b><i>Associated Army Strategic Segments</i></b>	<i>#2 Duty &amp; Tradition #1 Obligation &amp; Education</i>	<i>#5 Fence Sitters #10 Settled In</i>	<i>#3 Cautious Crossroads</i>	<i>#4 Skills Seekers</i>

**Macro Segments cover 79% of Propensed Prospects and 79% of Production**

*Propensed Source: DoD Youth Poll Wave 10*

*Production Source: USAREC Data Warehouse as of 2 May 06*

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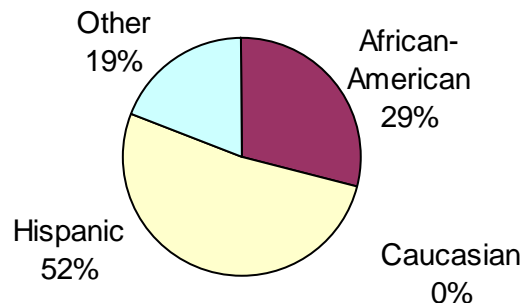
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## Snapshot: ACS Strategic Segment 3

# “Cautious Crossroads”

Strategic Segment 3  
17-24 Population Distribution by Race/Ethnicity  
Age 16-24



**Messaging for this group may be most effective in terms of overcoming barriers rather than targeting motivators.**

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### •Top Motivators

Wanted to be in Army  
Responsibilities that Others my Age Don't Get  
Physically Challenging  
Adventurous  
Army Best Option  
Strong Tradition of Service

### •Top Barriers

Army puts people like me in most dangerous jobs  
Army doesn't provide enough technical training  
Army doesn't have much status  
Friends would disapprove  
Disadvantage with respect to my peers  
Don't believe Army will deliver on promises  
Moral or religious beliefs

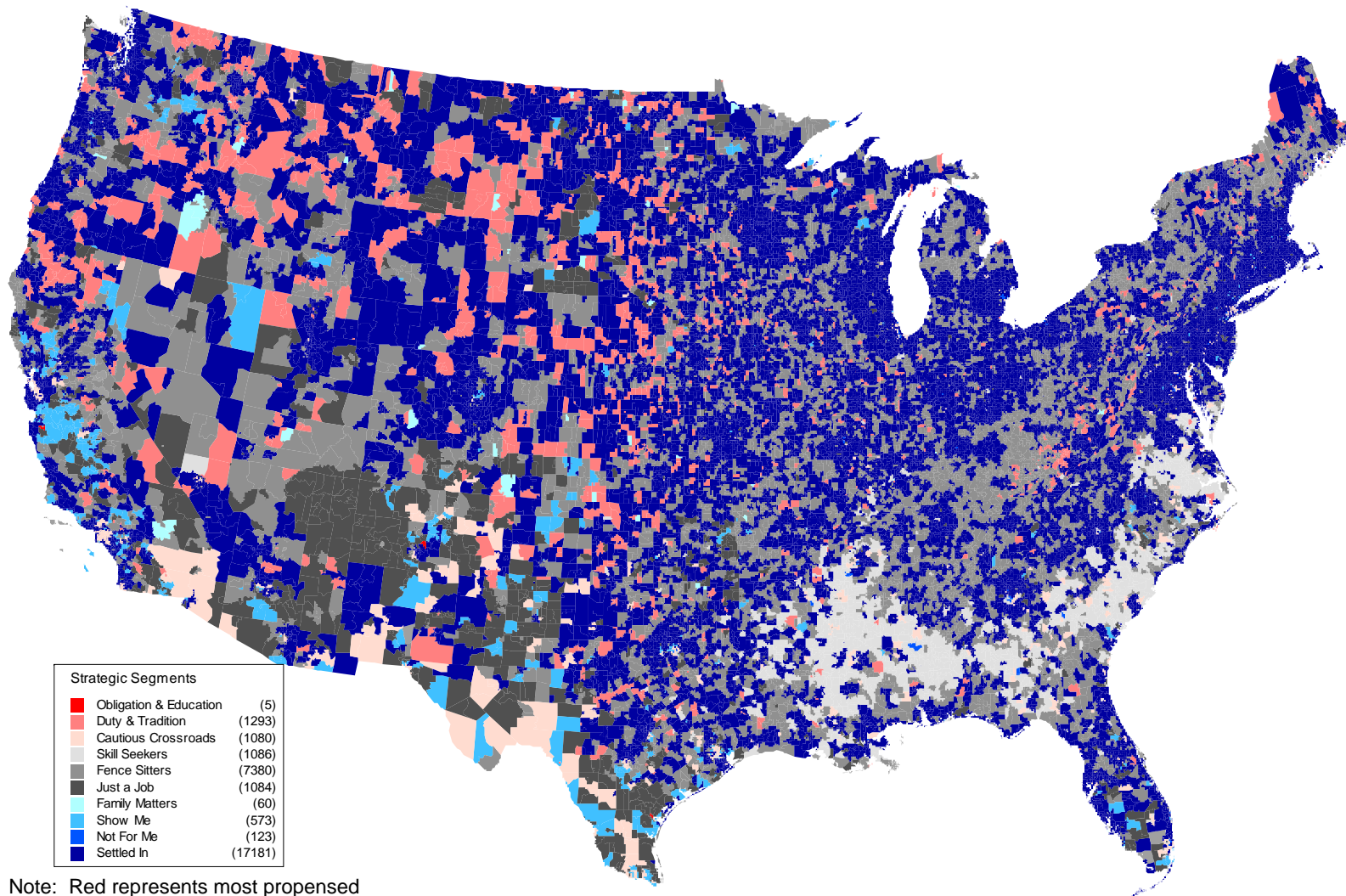
•Comprised 10.7% of all 17-24 year old contracts during FY03-06.

•Represents 10.14% of all 17-24 year old



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# Dominant Strategic Groups by Zip Code



Note: Red represents most propensed segment, blue is least propensed

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# 1<sup>st</sup> Recruiting Brigade

- Use past production and ACS ground counts to calculate penetration rate by station, company and battalion (at zip code level).
- Multiply the highest penetration rate for each station by the station's tactical segment ground counts to calculate potential.
- Use messages in the tactical marketing guide to put together the appropriate verbal communications to reach the primary segments in each station's area.

# Recruiting BN Potential by Segment

## Intelligence Preparation of the Market - Battalion

1A	RCTG BN ALBANY		As Of RCM: APR		Pct YTD Rctg Days: 58.98%		%	YTD	% of
TACTICAL SEGMENT	QMA POPULATION	%QMA POPULATION	FY POTENTIAL	%FY POTENTIAL	YTD PRODUCTION	%YTD PRODUCTION	POTENTIAL ACHIEVED	PRODUCTION REMAINING	Lead Line
TS01	8,317	0.73%	19	1.04%	11	1.59%	58.85%	8	99.77%
TS02	13,429	1.18%	20	1.10%	16	2.32%	81.09%	4	137.47%
TS03	38,545	3.39%	112	6.24%	49	7.09%	43.82%	63	74.29%
TS04	27,388	2.41%	94	5.24%	38	5.50%	40.45%	56	68.59%
TS05	72,387	6.37%	51	2.83%	27	3.91%	53.17%	24	90.14%
TS06	15,764	1.39%	29	1.64%	14	2.03%	47.61%	15	80.72%
TS07	26,504	2.33%	30	1.68%	6	0.87%	19.92%	24	33.78%
TS08	15,090	1.33%	21	1.19%	8	1.16%	37.40%	13	63.40%
TS09	8,852	0.78%	19	1.08%	7	1.01%	36.17%	12	61.33%
TS10	13,060	1.15%	36	2.01%	18	2.60%	49.95%	18	84.68%
TS11	20,237	1.78%	32	1.78%	10	1.45%	31.38%	22	53.20%
TS12	11,453	1.01%	33	1.86%	9	1.30%	27.03%	24	45.82%
TS13	2,918	0.26%	7	0.41%	2	0.29%	27.21%	5	46.12%
TS14	5,937	0.52%	17	0.94%	2	0.29%	11.88%	15	20.15%
TS15	5,451	0.48%	13	0.72%	2	0.29%	15.43%	11	26.17%
TS16	7,322	0.64%	6	0.32%	1	0.14%	17.31%	5	29.35%
TS17	14,740	1.30%	14	0.76%	4	0.58%	29.20%	10	49.51%
TS18	17,395	1.53%	30	1.67%	11	1.59%	36.76%	19	62.33%
TS19	23,086	2.03%	66	3.69%	24	3.47%	36.34%	42	61.61%
TS20	140,007	12.32%	272	15.20%	97	14.04%	35.61%	175	60.37%
TS21	12,074	1.06%	17	0.94%	2	0.29%	11.91%	15	20.20%
TS22	38,532	3.39%	101	5.63%	38	5.50%	37.65%	63	63.83%



# 1<sup>st</sup> Recruiting Brigade

- **“Must Keep” zip code:**
  - Army takes at least 50% of the DoD contracts
- **“Must Win” zip code:**
  - Army takes less than 50% of the DoD contracts
- **Use ACS ground counts by zip and marketing guide to find and speak to prospects in order to take over the “Must Win” zip codes**

# Army Custom Segmentation Context

## “National”/Strategic

Past Production

Targeting

Broad Reach

*Know who you want.*

*Where are they?*

*What do we say?*

## “Regional”/Operational/Tactical

Past Production

ID “must keep”/”must win”  
zip codes

**Current sales force issue**

Use Army Custom  
Segmentation to speak  
to motivators, barriers  
and attitudes

In the “must keep”/”must win” zips:  
-Recruiters say? ✓  
-Local Advertising/posters? ✓



# Tactical Marketing Guide

## Tactical Segment #1

### TACTICAL SEGMENT 1

(Strategic Segment 1: Obligation & Education)

#### OVERVIEW

Tactical Segment 1 is comprised of predominately full-time high school or early college Hispanic students. Tactical Segment 1 has a very high propensity to join the military and ranks second only behind Tactical Segment 13. These Hispanic students, age 16 to 20, come from households of middle to downscale economic status that can be typically found in Town & Country and Second City neighborhoods. Besides the military, these teens are looking at attending college.

#### DEMOGRAPHICS

Tactical Segment 1 is a small group, making up only 0.84% of the target population.

##### Brigade:

Brigades by Penetration Index		
Rank	Bde	Penetration Index
1	1st	112
2	5th	110
3	2nd	103
4	6th	93
5	3rd	82

Brigades by Volume		
Rank	Bde	% of Tactical Segment
1	6th	43.26%
2	5th	24.45%
3	1st	16.98%
4	2nd	10.64%
5	3rd	4.66%

##### Battalion:

Top 10 Bn by Penetration Index		
Rank	Bn	Penetration Index
1	4N	152
2	4I	150
3	1N	141
4	4G	137
5	3E	136
6	3G	130
7	3N	129
7	5C	129
9	1G	127
10	4E	122

Top 10 Bn by Volume		
Rank	Bn	% of Tactical Segment
1	6F	15.05%
2	6K	11.66%
3	1G	9.04%
4	4K	8.05%
5	6G	7.11%
6	4C	6.81%
7	4E	6.01%
8	6I	4.12%
9	3N	3.28%
10	3G	3.06%

Top Motivators	Rank
Friends joined	1
Leadership skills	1
Wanted to be in Army	2
Responsibilities that others my age don't get	1
Commitment, loyalty, & dedication	1
Improve myself & develop potential to fullest	1

Top Barriers	Rank
Moral or religious beliefs	15
Army puts people like me in most dangerous jobs	15
Disadvantage with respect to my peers	14
Army doesn't have much status	17

#### PRODUCTION CHARACTERISTICS (FY03-06 17-24 Year Old Contracts)

#### SUMMARY

In summary, Tactical Segment 1 belongs to Strategic Group 1, Obligation & Education. Their demographic make-up is primarily young high school and early college Hispanic students. This segment has a very high likelihood to join the military **ranking second overall**. They are small but a prime target for the Army with low maintenance. These potential recruits find the Army appealing, have positive perceptions of both the military and Army, and their family supports the military choice. Likely, many of these potential recruits will seek out the Army, and require very little direct marketing.

Obviously, the theme for messaging should focus on patriotism and personal development. The key will be to not waste too much effort on these individuals, as you will be to some degree "preaching to the choir." The potential challenge for this group, outside of wasting effort on over-selling this group, lies more in attracting this potential recruit to the Army as opposed to the other service types.

Tactical Marketing Guide located at: [https://my.usaac.army.mil/downloads/usaac/HQ/CAR/MRA/MRT/Tactical\\_Marketing\\_Guide\\_2006.pdf](https://my.usaac.army.mil/downloads/usaac/HQ/CAR/MRA/MRT/Tactical_Marketing_Guide_2006.pdf)

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# Strategic Marketing Guide

## Strategic Segment #3 – Cautious Crossroads

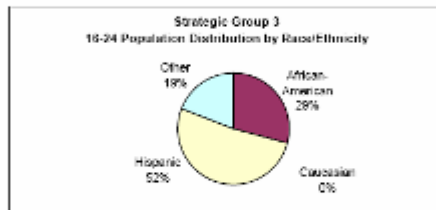
### STRATEGIC GROUP 3: CAUTIOUS CROSSROADS

#### OVERVIEW

Strategic Group 3, Cautious Crossroads, is comprised of younger (age 16-19) non-Caucasians in high school or a two-year college who find the military an appealing option. This younger group is defined as living in mid-scale households in Suburban and Town & Country areas. If they were not drawn to the military, college would be the alternate choice for this group.

#### DEMOGRAPHICS

Cautious Crossroads accounts for 10.6% of the 16-24 year old population in the United States, making it the fourth largest of the ten strategic groups.



	Penetration Index	Penetration Ranking	% of all Strategic Group	Volume Ranking
6 <sup>th</sup> Bde	149	1	35.5%	1
2 <sup>nd</sup> Bde	97	2	17.5%	3
1 <sup>st</sup> Bde	93	3	21.5%	2
5 <sup>th</sup> Bde	89	4	15.9%	4
3 <sup>rd</sup> Bde	56	5	9.6%	5
			100%	

	Penetration Index	Penetration Ranking	% of all Strategic Group	Volume Ranking
6F	245	1	12.41%	1
1G	233	2	9.95%	2
3G	209	3	3.49%	5
6I	187	4	8.65%	3
4K	181	5	3.74%	7

### PRODUCTION CHARACTERISTICS

- Cautious Crossroads contracts comprised 10.20% of all 17-24 year old contracts during FY01-04. They are over-represented in contract production with a production index of 128 (Strategic Group 3 represents 7.99% of all 17-24 year olds).
- This group is significantly (20%) less likely to yield TSC I-IIIa recruits. Only 56.3% of these contracts were TSC I-IIIa, compared with 70.2% of all 17-24 year old contracts.
- Race/Ethnicity Production Statistics:

	Caucasian	African-American	Hispanic	Other
% of Group 3 (17-24 Pop)	0%	27.64%	53.10%	19.25%
% of FY01-04 Contracts from Group 3	0%	48.29%	43.15%	8.56%
Production Index within Group 3	N/A	175	81	44

Group 3 Provided: 0% of all Caucasian contracts  
26.14% of all African-American contracts  
36.96% of all Hispanic contracts

- In comparison with total USAREC 17-24 year old contracts, recruits Cautious Crossroads are:
  - ⇒ Just as likely to be female
  - ⇒ Just as likely to DEP Loss
  - ⇒ Almost three times more likely to be non-citizens
  - ⇒ Just as likely to be a high school senior, or hold a high school diploma or GED at time of contract
  - ⇒ Somewhat less likely to be married
  - ⇒ Significantly (20%) less likely to go Combat Arms and significantly (24%) more likely to go Combat Service Support

# ***The Future for Army Custom Segmentation?***



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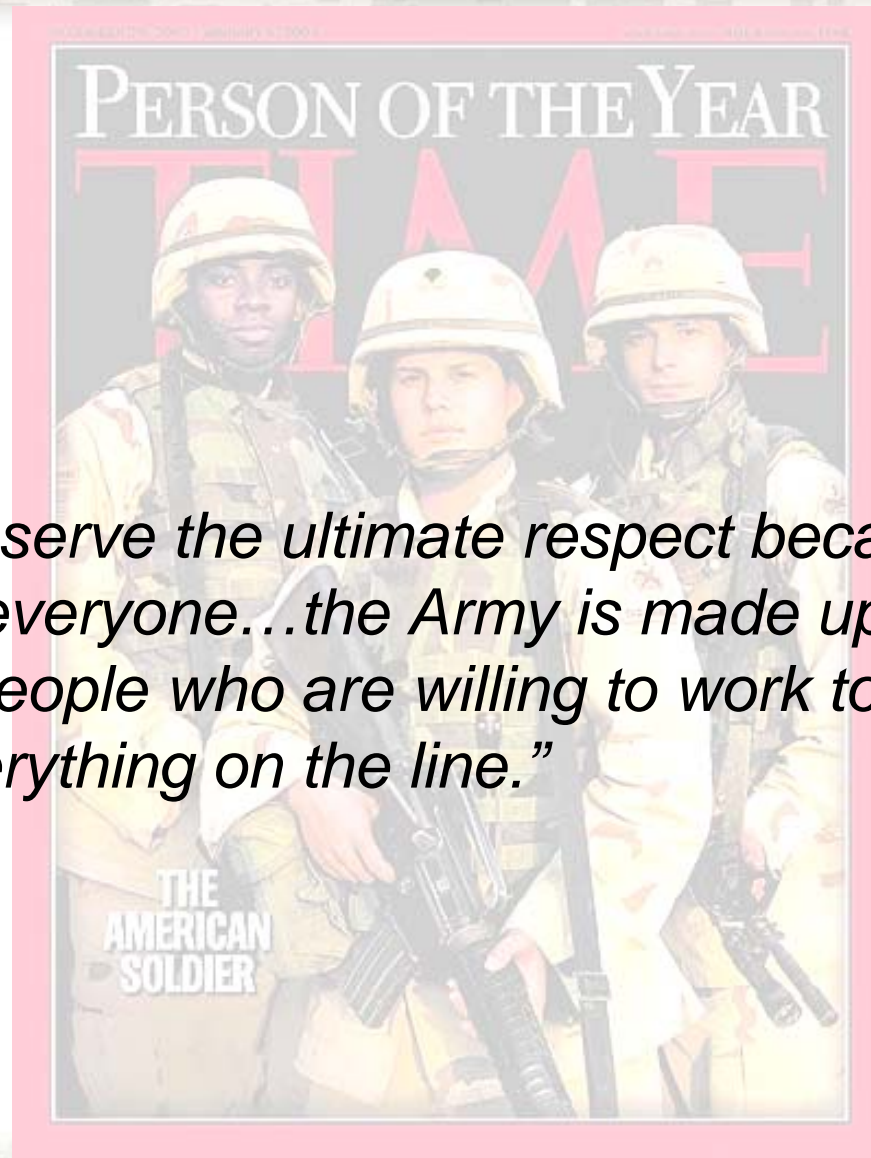


# What's Next?

- Refine the market by:
  - Updating survey's, data, and ad tracking results
  - Transitioning from demographics to psychographics
- Arm Recruiters with “Tools”
  - Availability of custom targets for their prospects:  
*“send the right message in the right medium to the right target at the right time”*
- Tactical Segmentation:
  - Promote the use of Army Custom Segmentation among ALL recruiting brigades
  - Develop creative material that can be used at the local level which corresponds to the Strategic/Tactical Segments
    - Posters
    - Radio Spots
    - Print Ads
    - Direct Mail



*“Soldiers deserve the ultimate respect because they are fighting for everyone...the Army is made up of strong people.... People who are willing to work together and who put everything on the line.”*



Source: McCann Worldgroup U.S. Army Recruit Study, September 2005



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# US Army Custom Segmentation System

## Abstract

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Keywords:

Recruiting, marketing, segmentation,

The US Army has incorporated the use of geo-demographic segmentation for market research and analysis for over 10 years in order to determine market potential and identify markets of opportunity for recruiting. This type of segmentation system is advantageous because it is responsive, and since it is tied to geography the Army can use it to target for direct mail, events, etc. However, geo-demographic segmentation has limited efficiency and effectiveness in Army recruiting because the system addresses whole family demographic and behavioral attributes and does not address potential applicant behavior and, more importantly, attitudes.

To address this shortfall, the Army pursued development of a custom segmentation system. The objective of the project was to build a segmentation scheme that links geographic and attitudinal attributes of the target market in order to 1) build a bridge between marketing and sales forces, 2) send the right message to the right individual at the right time, and 3) effectively and efficiently target and engage selected portions of the youth market. The result is the Army Custom Segmentation System, comprised of 39 Tactical Segments with differing attitudes, motivators, barriers and demographics. These segments are aggregated to 10 Strategic Segments that are used mainly for messaging. One USAREC Brigade has been utilizing and tracking the Army Custom Segment System. What 1<sup>st</sup> Recruiting Brigade has been doing will be presented.