

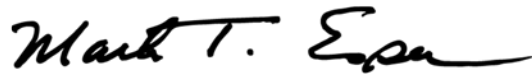
GENERAL ORDERS }
NO. 2019-18 }

HEADQUARTERS
DEPARTMENT OF THE ARMY
WASHINGTON, DC, 30 May 2019

REDESIGNATION, REASSIGNMENT, AND RELOCATION OF THE U.S. ARMY MARKETING AND RESEARCH GROUP AS THE OFFICE OF THE CHIEF ARMY ENTERPRISE MARKETING, A FIELD OPERATING AGENCY OF THE DEPUTY CHIEF OF STAFF, G-1

1. Effective 1 August 2019, the Army Marketing and Research Group (Unit Identification Code (UIC): W6WCAA), a field operating agency of the Assistant Secretary of the Army (Manpower and Reserve Affairs) (UIC: W00SAA), is redesignated as the Office of the Chief Army Enterprise Marketing (UIC: W6WCAA), reassigned as a field operating agency of the Deputy Chief of Staff, G-1 (UIC: W0ZZAA), and relocated to Chicago, Illinois. This reassignment includes transfer of authorities and responsibilities, personnel, and resources (funding, equipment, and property).
2. The Office of the Chief Army Enterprise Marketing will coordinate the Army's national marketing and advertising strategy, develop and maintain relationships with the marketing and advertising industry, and develop marketing expertise and talent within the Army to support the Regular Army, Army National Guard, and U.S. Army Reserve.

[SAMR]



Mark T. Esper
Secretary of the Army

DISTRIBUTION: This publication is available in electronic media only and is intended for the Regular Army, Army National Guard/Army National Guard of the United States, and U.S. Army Reserve.

*This Department of the Army General Orders supersedes 2017-05, dated 6 January 2017.