



SECRETARY OF THE ARMY
WASHINGTON

1 AUG 2019

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Army Directive 2019-25 (Establishment of the Office of the Chief Army Enterprise Marketing)

1. Reference:

a. Department of the Army General Orders No. 2019-18 (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), 30 May 2019.

b. Army Regulation (AR) 601-208 (The Army Brand and Marketing Program), 16 July 2013.

c. AR 5-22 (The Army Force Modernization Proponent System), 28 October 2015.

2. Purpose. This directive implements reference 1a in part by revising the roles and responsibilities assigned in reference 1b and by establishing a new force modernization proponent in reference 1c.

3. Background. On 30 May 2019, the Army Marketing and Research Group was redesignated as the Office of the Chief Army Enterprise Marketing and, effective 1 August 2019, it relocated from the National Capital Region and Fort Knox, Kentucky, to Chicago, Illinois. 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 to support the Army (see reference 1a).

4. Responsibilities

a. In place of the responsibilities outlined in reference 1b, the Assistant Secretary of the Army (Manpower and Reserve Affairs) will:

(1) provide overall governance for marketing, advertising, and research.

(2) initiate and establish the Army Enterprise Marketing Office and provide direct oversight over the transition until the office reaches full operational capability.

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(3) integrate Army marketing into the existing accessions governance structure and provide Secretarial guidance and oversight in the areas of resourcing, policy, and strategy; talent management; outreach to rising markets; and direction to broaden the reach of programs and innovation.

(4) transfer proponency for reference 1b to the Deputy Chief of Staff (DCS), G-1.

b. In addition to the responsibilities outlined in reference 1b, the DCS, G-1 will:

(1) assume functional responsibility and oversight of the Office of the Chief Army Enterprise Marketing as a field operating agency once it attains full operational capability.

(2) exercise Army Staff supervision over marketing and advertising programs through program review and analysis, development of the accessions requirements, and allocation of in-market incentives.

(3) be responsible, through the Chief Army Enterprise Marketing, for the management and performance evaluation of the Army's advertising contract.

(4) assume proponency for reference 1b.

c. The Commanding General, U.S. Army Training and Doctrine Command will provide, through the existing accessions governance structure, guidance and resources specific to sales support, leads generation, and development of current market insights and local market innovations.

d. Pursuant to reference 1d, the Director, Office of Economic and Manpower Analysis at the United States Military Academy is designated the functional proponent for establishing and managing Functional Area 58 (Marketing) to enable the Army to select, educate, and retain Army officers with knowledge and skills in strategic advertising, marketing, and research.

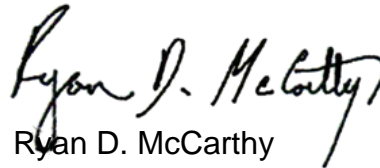
5. This policy applies to the Regular Army, Army National Guard/Army National Guard of the United States, and U.S. Army Reserve.

6. The DCS, G-1 is the proponent for the Army Brand and Marketing Program and will incorporate the provisions of this directive and subsequent policy and process changes related to the program into AR 601-208 within 2 years from the date of this directive. The DCS, G-3/5/7 is the proponent for the Army Force Modernization Proponent

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System and will incorporate the provision of this directive related to that system into AR 5-22 within 2 years from the date of this directive.

7. This directive is rescinded upon publication of the revised regulations.



Ryan D. McCarthy
Acting

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