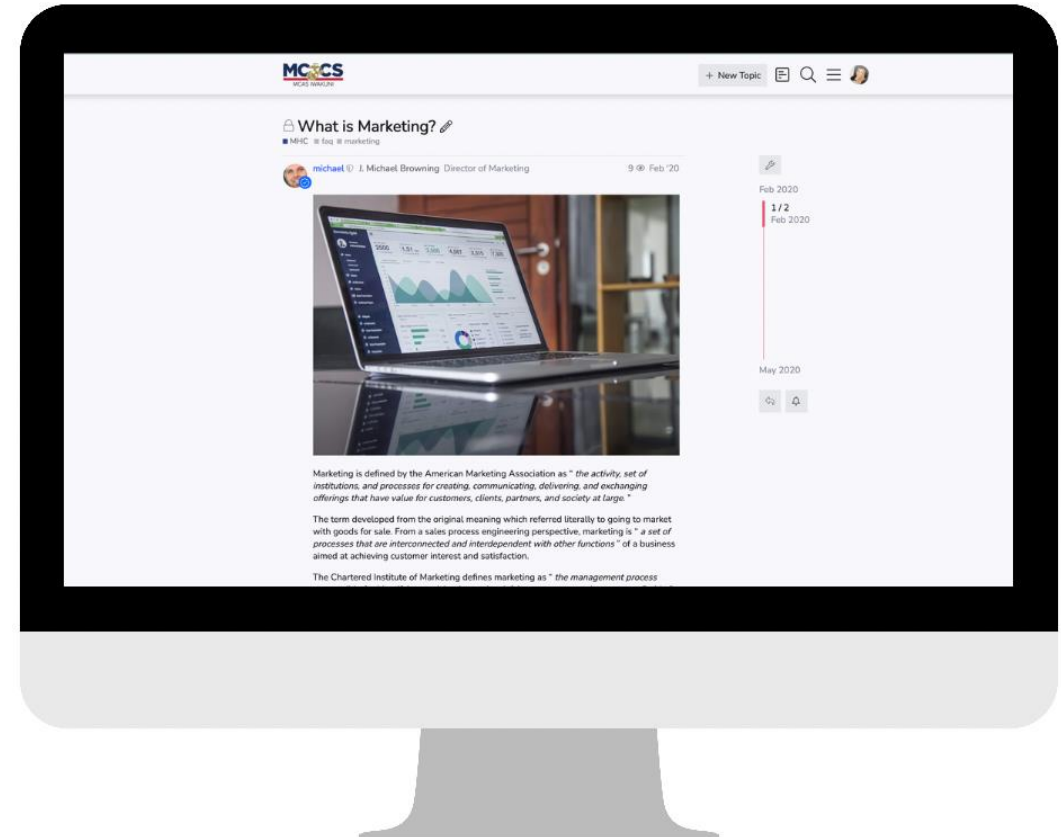


MCCS Iwakuni Marketing

Fiscal Year 2021 Marketing Report

Overview

- ▶ Global MCCS Marketing Division Comparison
- ▶ FY 2021 Electronic Marketing Requests Breakdown by Division
- ▶ Division Electronic Marketing Request Breakdown by Activity
- ▶ EMR Submission Timeline
- ▶ Marketing Help Center Communication



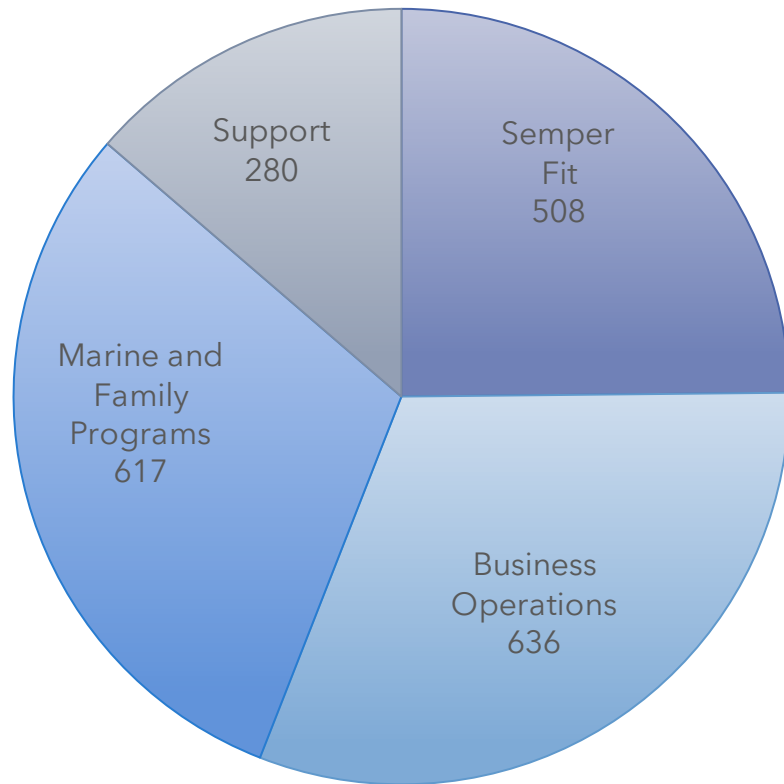
MCCS Global Marketing Division

Table of Organization Breakout

Location	Total Employees	NF5	NF4
Camp Butler	32	1	5
Camp Pendleton	24	2	6
MCCS Iwakuni	18	0	3
Twenty Nine Palms	16	1	4
Quantico	13	1	2
Miramar	13	0	4
Camp Lejeune	13	1	6
Kaneohe	11	0	4
Yuma	8	0	1
South Carolina	7	0	3
Henderson Hall	5	0	1
Cherry Point	4	0	0
Albany	2	0	1
San Diego	2	0	1

FY 2021 EMR Submissions

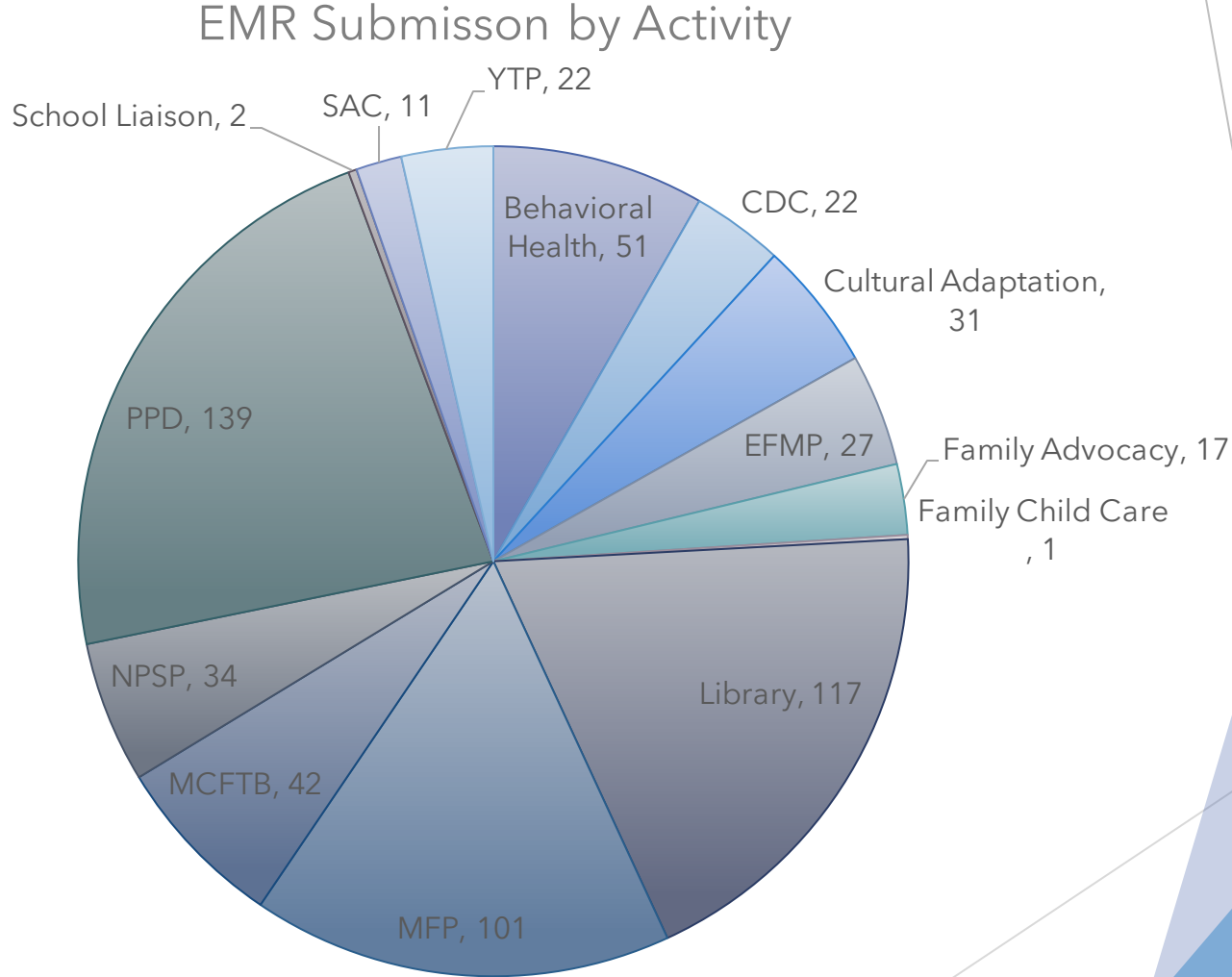
Marketing Requests by Division



- ▶ From October 1, 2020, Marketing received a total of **2,045** Marketing requests with **5,855** Tasks
- ▶ Tasks are further broken out into subtasks (e.g., multiple calendar entries for consolidated requests, social media posts over the course of an event campaign, etc.)

Marine & Family Programs

▶ 617 Marketing Requests



Marine & Family Programs Submission Overview

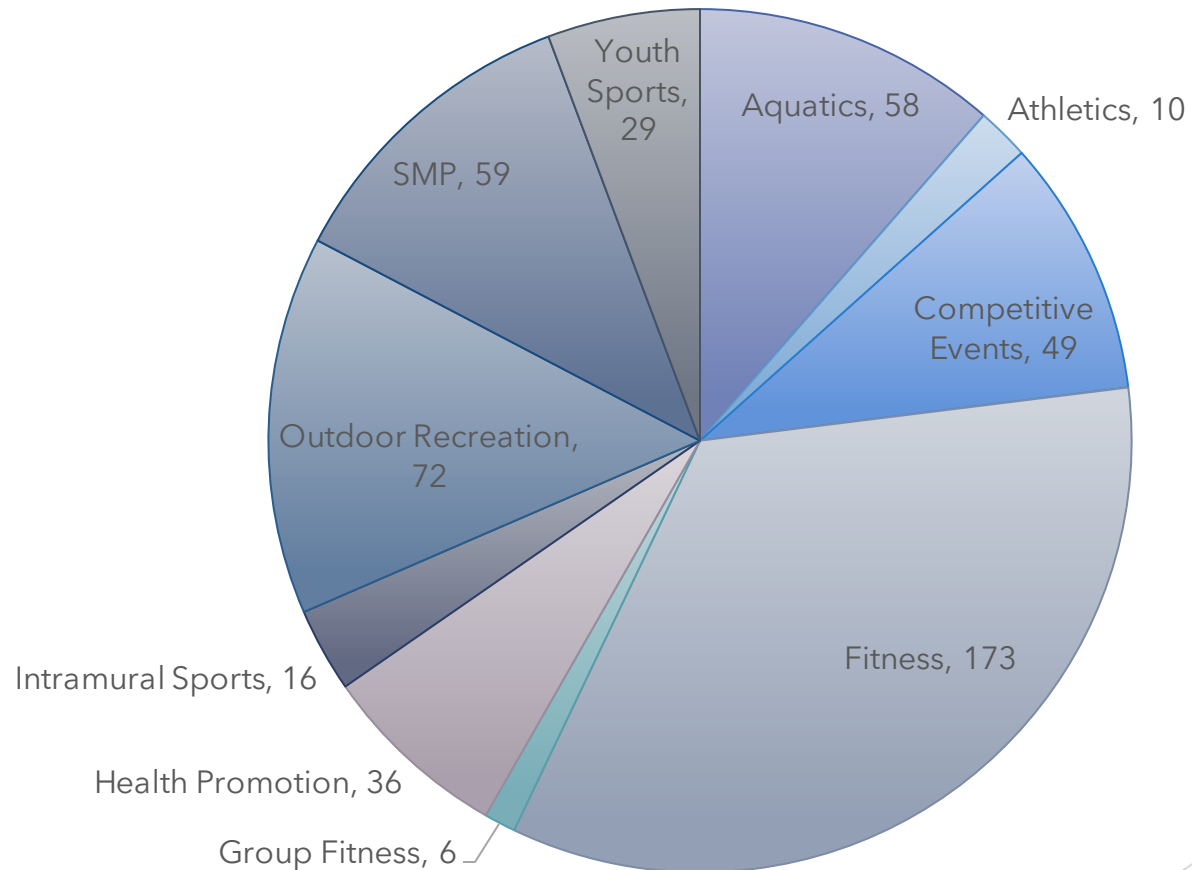
- ▶ Welcome Aboard & UDP Sponsorship Bag printing and assembling (50-75 Bags weekly for Welcome Aboard)
- ▶ Library Activities and Programs
- ▶ Cultural Adaptation Events
- ▶ Special Observance Campaigns
- ▶ Activity Consolidated Programs
 - ▶ P&PD
 - ▶ MCFTB
 - ▶ IR&R
 - ▶ Library



Semper Fit

► 508 Marketing Requests

EMR Submission by Activity



Virtual 5K

OCTOBER 1-31



\$10 REGISTRATION STARTS
OCTOBER 1
LIMITED TO 100 PARTICIPANTS



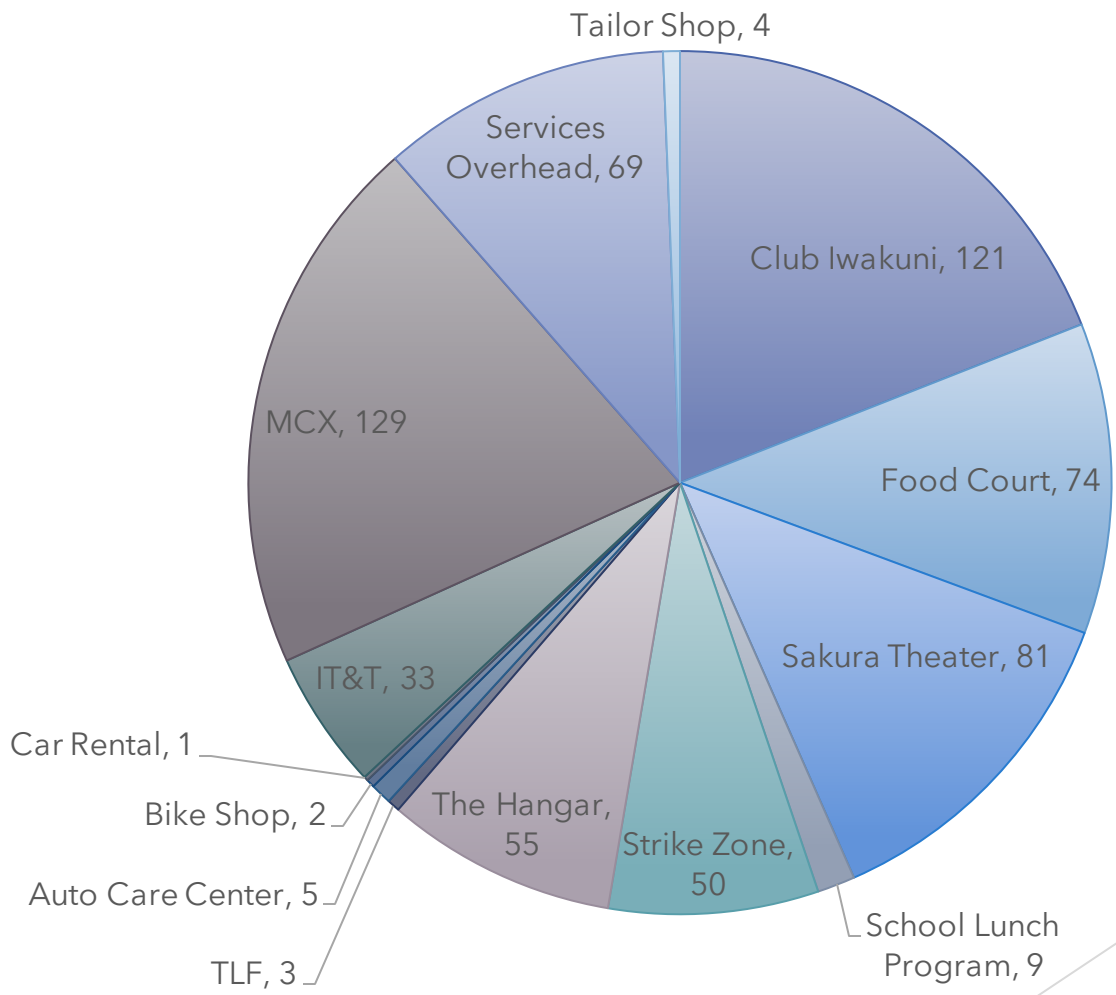
Semper Fit Submission Overview

- ▶ P1 Competitive Events
- ▶ Group Fitness Consolidated Schedules
- ▶ Health Promotion Classes and Programs
- ▶ Class Cancellations and Operational Notices
- ▶ Outdoor Recreation Trips

Business Operations

▶ 636 Marketing Requests

EMR Submission by Activity



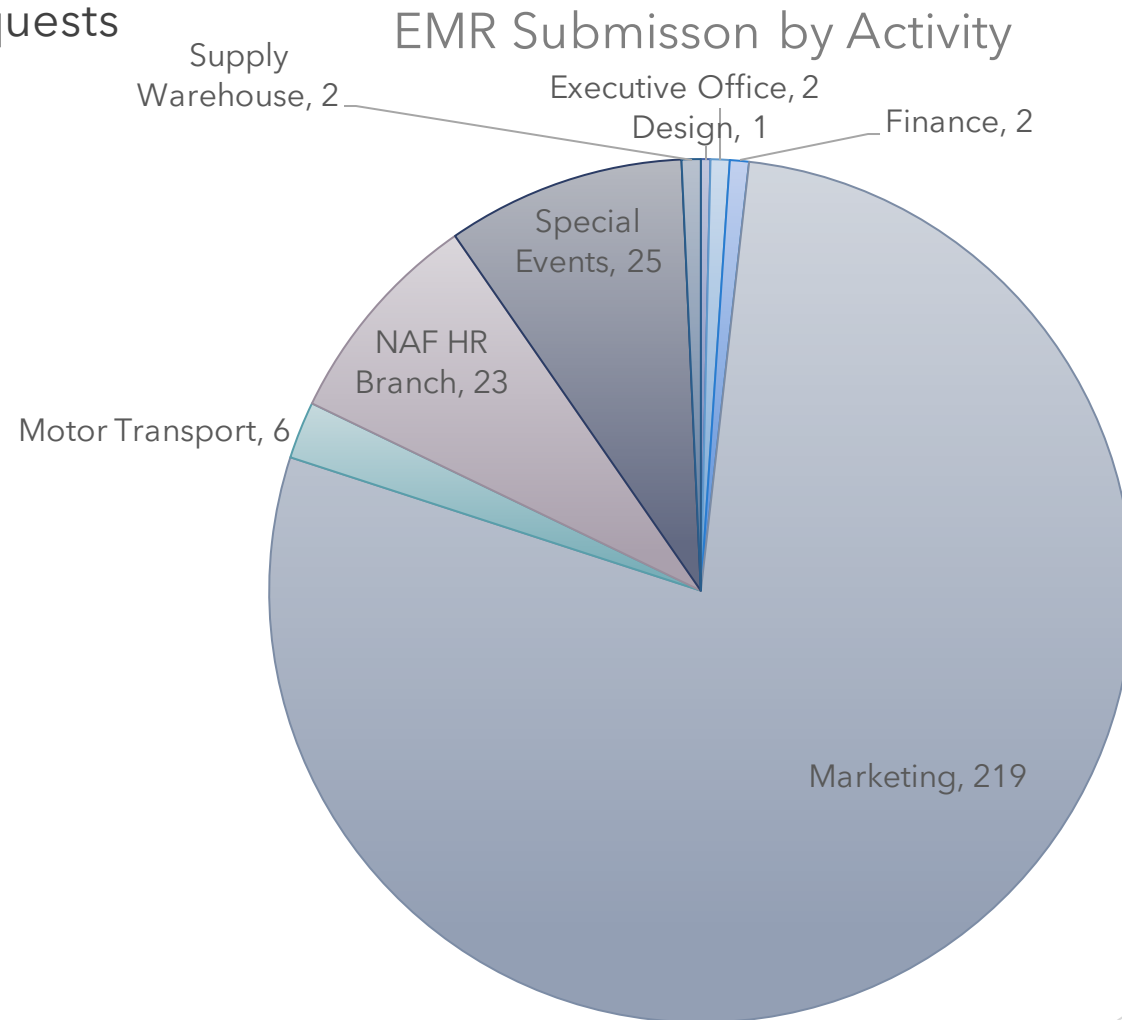
Business Operations Submission Overview

- ▶ Club Iwakuni Events and Regular Programs
- ▶ Sakura Movie Theater Schedules and Marquee
- ▶ Food Court Promotions, Signage, and Environmental Design
- ▶ Strike Zone Events, Programs, and Food Court Promotions and Signage
- ▶ Outdoor Recreation Trips
- ▶ MCX Signage and Promotions
- ▶ IT&T Consolidated Trips
- ▶ General signage and notices for Services Overhead



Support

▶ 278 Marketing Requests



MARINE CORPS COMMUNITY SERVICES, MCAS IWAKUNI

YUSHU
PERFORMANCE AWARD

優秀

JACQUELINE EVANS

MCCS Iwakuni would like to thank you for your outstanding performance from July 1 - September 30, 2020. Your dedication to MCCS Iwakuni and the MCAS Iwakuni Community went above and beyond duty and is truly appreciated. Your efforts were and continue to be an integral part of the success of our community.

DATE

JOHN KASPERSKI, DIRECTOR

Sundays Only | Departs Terminal 1 at 9 PM

**AIRPORT
SHUTTLE SERVICE**

\$150*
per person



Scan to request
a shuttle

Support Submission Overview

- ▶ Enterprise Marketing Projects
- ▶ COVID-19 Signage
- ▶ HR Awards Certificates
- ▶ Special Events Marketing Support

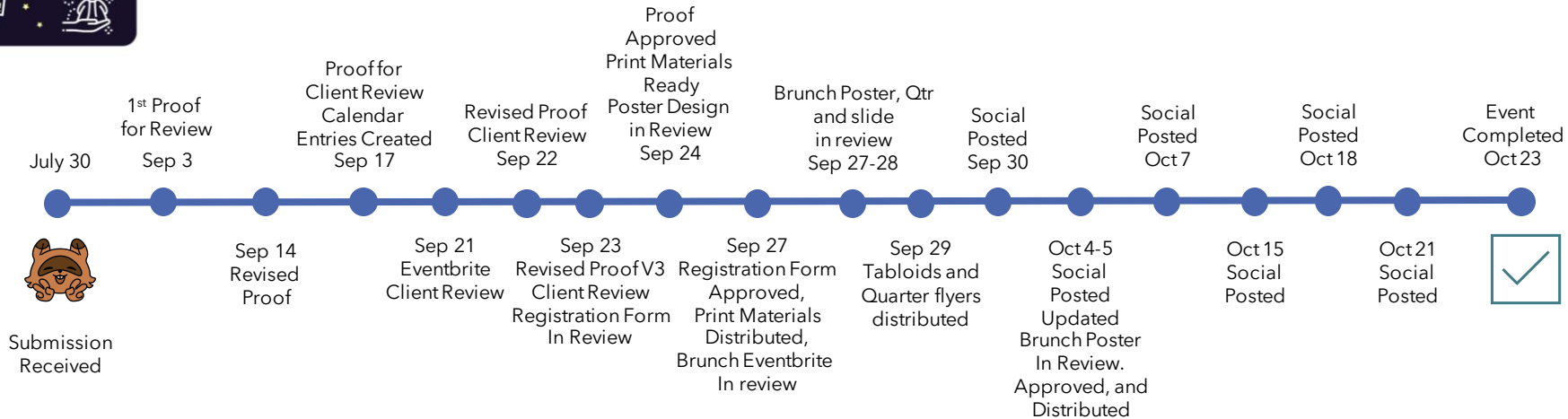
EMR Timeline

Case Study: Star Wars Reads



created **Jul 30** last reply **6h** 141 replies 214 views 12 users 65 likes 23 links

Frequent Posters



STAR WARS READS



Schedule of Events

OCT 4-31: STAR WARS READS DISPLAY

Library | Bldg. 411, 3rd Floor

Visit the Library all month to peruse many Star Wars materials available for checkout!

OCT 7: A GALAXY FAR, FAR AWAY STORYTIME

Library | Bldg. 411, 3rd Fl. | 10:30-11:15 AM

Ages 3-5 & Parent or Caregiver

Enjoy an out-of-this-world storytime with Star Wars themed books, activities, and a visit from character Kylo Ren. Limited to 20 participants.

OCT 15: GALACTIC TO-GO ACTIVITY PACKS

Library | Bldg. 411, 3rd Fl. | 8:30 AM – 8 PM

Ages 6-12

Embrace the mythical power of Star Wars by picking up an activity pack full of cosmic crafts and activities, while supplies last. Limited to 50 activity packs.

OCT 24: STAR WARS READS AT SUNDAY BRUNCH

Club Iwakuni Ballroom | 10 AM – 2 PM

Wear your favorite Star Wars costumes and celebrate epic storytelling with a free double-feature viewing of Star Wars: Episode IV - A New Hope and Star Wars: Episode V - The Empire Strikes Back! Library staff will provide photo ops, button making and giveaway opportunities. Food available for purchase. Limited to 150 participants.

OCT 18-23: DROID RESCUE ESCAPE ROOM

Library | Bldg. 411, 3rd Fl.

Registration begins Oct 4

Teens & Adults

A droid with secret plans has been captured and must be rescued! Assemble your team to save the droid before the Empire re-creates it. The top 3 teams with the fastest time earn a prize at the end of the week.



SCAN TO
REGISTER



EMR Task Breakdown

- ▶ Flyer
- ▶ Tabloid
- ▶ Quarter Flyer
- ▶ Brunch Flyer
- ▶ Brunch Poster
- ▶ iNN Slide
- ▶ Eventbrite
 - ▶ Display
 - ▶ Storytime
 - ▶ Galactic Activity Packs
 - ▶ Star Wars Reads Brunch
 - ▶ Droid Escape Room
 - ▶ 6 Days with 25 different timeslots
- ▶ Calendar Entry
 - ▶ 10 Separate Calendar Entries
- ▶ Social Media
 - ▶ 7 Social Posts including design and copywriting

Marketing Help Center

Communication at-a-glance



Marketer	Days on Site	Read Time (Days)	Topics Viewed	Posts Read	Posts Created	Likes Given	Likes Received
Jacob Hatter	352	6	1.4K	18.2K	882	907	292
Ronald Netemeyer	440	20	3K	47.2K	5.3K	1.5K	2.0K
Scott Jackson	375	19	2.4K	44.6K	6.4K	2.1K	3.3K
Adam McCambridge	371	14	1.8K	34.4K	4.5K	2.8K	1.5K
Amanda Malone	129	16	1.3K	23.8K	5K	1.8K	1.6K
Kelsie Clermont	384	14	1.6K	27.2K	3.6K	1.3K	1.4K
Kozue Freeman	415	20	1.5K	28K	3.9K	1.9K	1.6K
Susumu Fukushima	376	26	1.7K	32.2K	4.8K	3K	1.6K
Roel Prudente	48	1	269	4K	216	37	132
Jayla Mateo	46	1	191	3.4K	216	102	141
Kaity Ream	9	8 hours	228	2.5K	24	7	2

Marketing Help Center

Activity Communication at-a-glance



Activity & Personnel	Days on Site	Read Time (Days)	Topics Viewed	Posts Read	Posts Created	Likes Given	Likes Received
Jacqueline Evans - Library	226	1	140	2.4K	397	129	195
Mikie Watanabe - Cultural Adaptation	241	1	69	1.4K	136	0	50
Sarah Walther - IR&R	175	1	129	2.3K	114	51	58
Lauralee Synder - Fitness	220	1	165	3.1K	321	672	189
Amber Marchetta - Youth Sports	168	22h	52	1.5K	251	4	94
Jin Ota - Sakura Theater	137	14h	77	1.2K	88	0	24
Katarina Percoili - MCX	82	7h	80	874	55	24	28
Kriss Vance - Strike Zone	135	13h	99	1.3K	90	0	36
Matthew Buckley - Food Court	121	15h	80	1.1K	106	0	30
Emi Sato - Executive Office	39	5h	16	369	25	0	15
Lauren Bailey - HR	55	3h	36	559	43	3	23