

Communications



FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

Research = Knowledge

We completed an in-depth research study which revealed to us:

- We are a highly regarded and respected organization.
- The public, including veterans, has misconceptions about the word “disability.” Survey participants unfamiliar with DAV believed we only serve the most profoundly injured veterans.
- We need to better distinguish ourselves from other non-profits serving veterans as one focused foremost on service and advocacy
- Our brand needs to evolve to remain relevant with the times.

Q Stats

According to QScores Study

- 54% of 18-34 year olds have “never heard of” DAV (compared to 35% average)
- Only 11% of 18-34 year olds have given a donation to DAV (compared to 19% average).

This number jumps to 62% for ages 65+.

- Only 7% of 18-34 year olds cited DAV as “one of my favorites” compared to 12% average.



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Taking Bold Steps: Brand Evolution

Based on research results, we evolved our brand including:

- Adopting the primary usage of our acronym, DAV
- Creating a new, contemporary logo and brand guidelines
- Developing a new mission statement and tagline



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The Logo



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Colors: Gunmetal Grey\Olive Drab Revisited

This redesigned logo takes a bold step into the modern era, while referencing the familiar military motifs of chevrons and stencil lettering. This original art honors traditions by reimagining olive drab as a vibrant hue alongside gunmetal grey. Stenciled letters evoke a service theme. The contemporary look and feel strives to differentiate DAV as a trail-blazing organization that remains dedicated to its mission.



Designs in Action



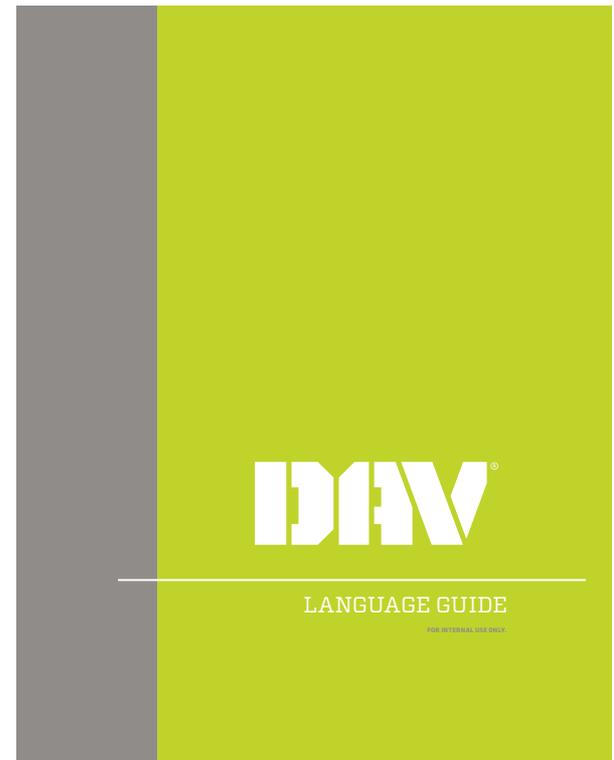
MISSION STATEMENT

We are dedicated to a single purpose: empowering veterans to lead high-quality lives with respect and dignity. We accomplish this by ensuring that veterans and their families can access the full range of benefits available to them; fighting for the interests of America's injured heroes on Capitol Hill; and educating the public about the great sacrifices and needs of veterans transitioning back to civilian life.

Speaking in One Voice

Development of a **DAV Language Guide** to ensure consistent messaging and aid the development of all external communication materials.

Available on the members only section of DAV.org under the heading DAV Language Guide.



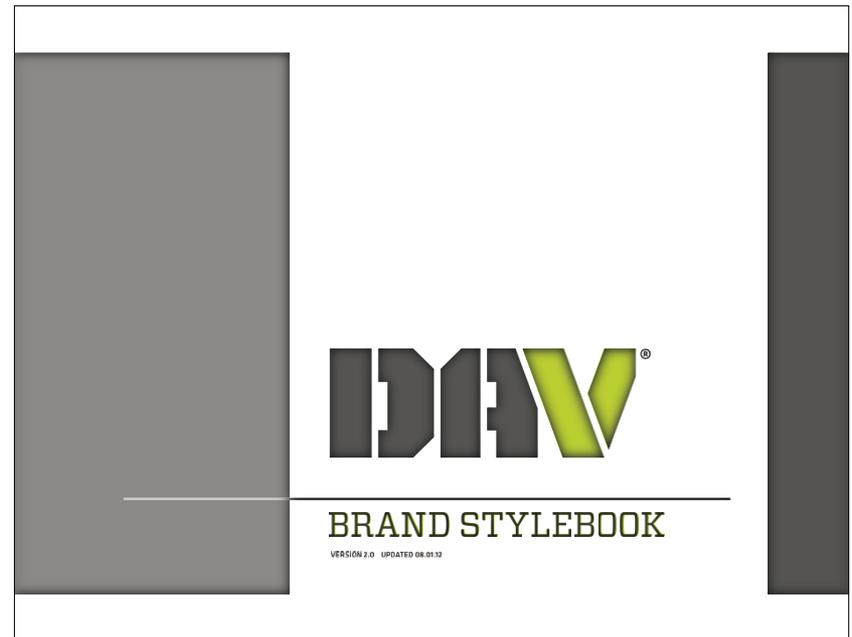
Visually Communicating DAV

- Consistency ensures brand integrity.
- Available online in our Member's Only section.

The DAV Stylebook is an evolving document developed to provide guidance on logo use.

It can be shared with vendors and empowers Chapters to use the logo properly.

Questions on logo use and further assistance is available.



Why Is This Important?

- *Differentiates DAV as a trail-blazing organization that remains firmly dedicated to its mission.*
- *Generates greater public engagement, support and understanding of the valuable services we provide.*
- *Sharpens our external communications to effectively inform a broader audience about the great work we do.*

New Messaging

- Created new TV and digital spots featuring long-time supporter Gary Sinise and selected veterans.
- Call to action of Help fulfill the promise to our men and women who have served. Go to DAVpromises.org



Public Outreach Campaign

- Multi-Media Mix Placement in TV, Radio, Digital and Movie Theater
- Ran in 4 Markets: Minneapolis-St. Paul, Nashville, San Diego, Washington DC from mid-September through late December
- Targeting consumers in 50+ audience
- Moved DAV from a “please hear my message” place to “here is our message” approach

Resulted in over 460 Million Gross Impressions!

Television, Radio & Theater Messaging

- Television:
 - Four pilot markets, 90% market penetration
 - Delivered greater than 5,100 GRPs
 - Generated 92.5 million impressions
- Radio Advertising:
 - Ran in 3 pilot markets, delivered 950 GRPs
 - Generated 30.5 million impressions
- Out-of Home/Theater
 - Ads ran before movies in 3 pilot markets
 - 7.6 million impressions

Facebook

- Facebook likes = grown by 51% from 92,341 to 139,733 (now at 194K+)
- 83,470 Clicks to Date
- 66,034 “social clicks” (number of people clicking on ads with friends who liked the DAV Facebook page)
- Increase in social sharing or viral activity from an average of 15,000 to 43,000 users

Sponsored

Help America's Veterans



Help Gary Sinise & DAV fulfill our promises to veterans. Learn how you can help.

The Viral Collection



The most comprehensive collection of branded viral videos on the web. Sign up now to preview.

Like · 21 people like this.

Walmart Careers



Explore the vast opportunities at Walmart and Sam's Club. Check out our career page and become a fan!

Like · Rush Lee Lockhart IV likes this.

Race Car Technical School
auto.uti.edu



Turn your love of racing your Subaru into a career. Get hands-on automotive training at UTI.

You Tube/Video Ads

- DAV placed our new video ad on our channel
 - 25% opted to watch 75-100% of the ad when seen as a pre-roll
 - 11% opted to watch the entire video compared to an industry avg of 5%
 - You Tube views have grown to 320,000 with 193,000 video views coming directly through the ads



Banner Ads

- Digital banner ads ran on a variety of targeted websites



Digital Membership Campaign

- DAV ran a 5-week, national pilot digital advertising campaign geared toward membership acquisition.
- Achieved more than 39 million impressions
- Generated 22,597 visits to DAV.org
- In target markets, impressive growth



Community Engagement

We held our first-ever DAV Community of Heroes events in Minneapolis, Nashville, and San Diego. These three signature events were supported by a targeted media advertising campaign to raise brand awareness.

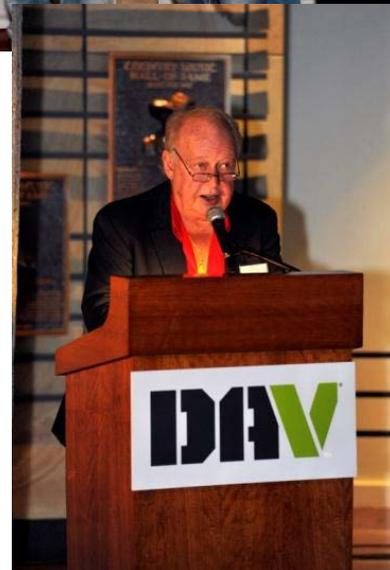
Event results:

- Gave appreciation to those who support DAV
- Created and enhanced networking opportunities
- Generated pride in increased visibility and outreach
- Established important corporate and influencer contacts to foster partnerships or support
- Preparation of the market for future opportunities

Minneapolis



Nashville



San Diego



Community of Heroes Event: Media

All of the events received strong local media coverage and support.

- In total, the events generated over 18 million impressions from earned media.
- The events also led to local PSA campaign promotion featuring Marcus Kuboy as well as other donated media ad-ons.



Media Relations

- Aggressive and proactive outreach to media to generate headlines and positive DAV coverage
- Placements in U.S. News & World Report, The Washington Post, U-T San Diego, Las Vegas Journal, etc.
- National Veterans Day Media Tour featuring Joe Violante- generated over 5 million impressions
- Resulted in 226 million media impressions

Looking Ahead

DAV “Heroes” spot aired on the CNN Airport network and generated **6,500,000** media impressions.

Media relations efforts conducted for the National Disabled Veterans Winter Sports Clinic generated more than **16 million media impressions**; reached an audience of more than **3.6 million** via a B-roll distribution; and created more than **2.6 million media impressions** through a TV strategic placement.

Outreach conducted for the National Disabled Veterans Winter Sports Clinic generated more than **16 million media impressions**

Looking Ahead

We will continue to sustain presence and outreach in our original markets of Minneapolis, Nashville, San Diego, and Washington, D.C., while adding Oklahoma City and Tampa/St. Petersburg.

Since January of this year, the nationally-distributed Heroes TV PSA to date has garnered over **2,673** television airings in **130 markets**. More than 219 stations nationwide have aired the PSA with an estimated viewing audience of **46,414,783** which represents an approximate value of **\$4,742,000**.



Support for the Field

DAV is developing formal outreach training. Will be available in person at national convention. Working on an online solution to support chapters.

Updated DAV Publicity Guide will roll out by year's end.

All print outreach materials should be through production and available by national convention.

New website launched before national convention.

DAV Magazine App available for iTunes, coming for Droid.

Support for the Field

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