

2008 Army Programs Marketing Communications Plan

December 2007



- Army Programs' award-winning media and customer relations continue to be a model for BAE Systems' communications activities.
- 2008 will provide additional opportunities to demonstrate communications excellence and innovation within Army Programs.

- Army Programs communications activities will reflect Walt Havenstein's communications directives for BAE Systems in 2008:
 - Have a passion for customers
 - Be an industry leader
 - Light-up communications channels

- To achieve success in 2008, the BAE Systems communications team must continue to be:
 - Innovative
 - Proactive
 - Opportunistic
 - Forward-looking
- Weber Shandwick's goal in supporting the BAE Systems communications team is to be:
 - Accountable (provide ongoing/mid-year updates, results and evaluations)
 - Efficient
 - Responsive
 - Flexible
 - Results-driven

2008 Objectives

- Use media and public relations to:
 - Maintain support and funding for core programs.
 - Position BAE Systems as the best partner for critical business development pursuits.
 - Position BAE Systems as the U.S. cannon artillery franchise and support BAE Systems' Global Artillery Strategy.

Key Audiences

- Tier 1
 - U.S. Army
 - U.S. Marine Corps
 - DoD
 - Congress
 - Elgin community
 - Minnesota community
 - BAE Systems employees and leadership
- Tier 2
 - Select international militaries
 - Defense analysts
 - Greybeards
 - Cannon enthusiasts

Key Channels

- Defense trade media (U.S. and international)
- Local media (Minnesota and Oklahoma)
- National media
- Defense bloggers / Milbloggers
- CannonArtillery.com
- BAE Systems web site and web tools
- Special events
- Tradeshows
 - AUSA Winter*
 - AUSA Fall*
 - Fires Seminar*
 - PM Mortar

**Weber Shandwick supported*

2008 Strategies

- Strategy 1: Maintain a steady drumbeat of positive information surrounding NLOS Cannon and Mortar programs.
- Strategy 2: Position BAE Systems as the go-to supplier for cannon artillery.
- Strategy 3: Demonstrate our commitment to the customer by showcasing new product innovation.
- Strategy 4: Deepen relationships with key customers and influencers.

- Monitor editorial calendars
- Bylined articles
- Develop and update tools, as appropriate
 - Key messages
 - Electronic Information Kits
 - Fact sheets
- Prepare and distribute news releases
- Pursue ongoing media “targets of opportunity”
 - Monitor and deepen relationships with blogs
- Provide media training, as needed

Strategy 1: Promote NLOS Cannon and Mortar

- Plan and execute NLOS Cannon “Driving Army Strong” campaign:
 - Support a year-long strategic communications and public relations campaign surrounding the Prototype 1 rollout.
 - Campaign built around a four-phased approach:
 - Phase I: Build-up
 - Phase II: Completion
 - Phase III: Delivery
 - Phase IV: Sustainment
 - Campaign will demonstrate:
 - The NLOS Cannon program (and MGV family) is real, on budget and on schedule.
 - NLOS Cannon and cannon artillery are critical for Soldier success.
 - BAE Systems is the Army’s best partner for ground vehicles and artillery programs.

Strategy 1: Promote NLOS Cannon and Mortar

- To measure our success we will:
 - Conduct a survey to understand awareness, perception and support of the NLOS Cannon within the artillery community.
 - Format of survey to be determined, but would be conducted in February and November 2008.
 - Results will be used to measure the success of the NLOS Cannon rollout activities and could be used as legislative talking points.

Strategy 1: Promote NLOS Cannon and Mortar

- Showcase NLOS Mortar development milestones:
 - News releases
 - EIK updates
 - Tradeshows
 - Media “targets of opportunity”

Strategy 2: Cannon Artillery Go-To Supplier

- Support U.S. Field Artillery and its efforts to make the case for cannon relevancy.
 - Elevate and protect BAE Systems' brand and reputation as the premier cannon house (munitions and guns) for U.S. Field Artillery and an emerging mortar technology innovator.
 - Be the leading presence at Fires Seminar.
 - Update Cannon key messages to include in all artillery news releases and speaking opportunities.
 - Position BAE Systems leaders as artillery experts.
 - Continue to leverage CannonArtillery.com.
 - Protect BAE Systems' investments in cannon and mortar technologies.
 - Track cannon use in current operations.

Strategy 2: Cannon Artillery Go-To Supplier

- Position BAE Systems as the driver of the Global Artillery Strategy by:
 - Defining the Global Artillery Strategy story:
 - Hosting key messaging session with global strategy team
 - Developing key message map
 - Creating tools that clearly and concisely tell the BAE Systems artillery story:
 - News release boilerplate
 - Fact sheets
 - White papers
 - Artillery EIK (includes U.S. and international focus)*

**Not currently covered by Army Programs Weber Shandwick budget*

Strategy 3: Showcase Innovation

- Showcase BAE Systems' new product innovations by:
 - Developing comprehensive marketing communications plans for key systems. Plans include media and blog outreach components, such as:
 - News releases / media interviews
 - Key messages and elevator speeches for each program
 - Media training for spokespeople, as needed
 - Creating and/or updating product EIKs
 - Participation in key tradeshow
- Key products for 2008 may include:
 - M326 QuickStow
 - Lightweight 105-mm Howitzer
 - VEE Window
 - High Energy Laser Technology Demonstrator (HEL TD)

Strategy 4: Community & Customer Relations

- Deepen relationships with key customers and key influencers through:
 - Community engagement
 - Partnerships with key customers and key influencers
 - CannonArtillery.com

- Secure opportunities to raise awareness of Army Programs leadership and business expertise in the Oklahoma and Twin Cities business community through:
 - Op/eds in newspapers and business publications.
 - Guest appearances on radio and TV programs.
 - Profiles of Army Programs leadership in key business publications.
 - Participation in Elgin/Lawton Chamber of Commerce and City Council.
 - Identify speaking opportunities for Army Programs leadership at key events/tradeshows.

Strategy 4: Community & Customer Relations

- Add credibility to Army Programs through partnerships and endorsements from key influencers through:
 - VIP interaction
 - Key lawmakers and staffers
 - Minnesota and Oklahoma Congressional delegation
 - Top military commanders and acquisition officials
 - Strategic partnerships
 - Oklahoma Chamber of Commerce
 - Defense Alliance of Minnesota (continue to elevate presence)
 - NLOS Cannon Roll-out activity participation

- CannonArtillery.com
 - With more than 1,500 members and 10,000+ visitors per month, CannonArtillery.com has become a valuable channel for BAE Systems to directly interact with and demonstrate support to its artillery customer on a daily basis.

- 2008 CannonArtillery.com objectives:
 - Grow membership beyond 2,000 members and maintain an average monthly visitor total of 10,000 unique visitors.
 - Strengthen member commitment through interactive engagement and exclusive content.

Strategy 4: Community & Customer Relations

- 2008 CannonArtillery.com growth and outreach strategies:
 - Increase interactive elements
 - “Win-A-Cannon” Photo Contest:
 - Maintain quality content
 - Monthly member updates
 - Showcase exclusive content in monthly member updates:
 - Allow members to submit/write exclusive content.
 - Daily news, photo and video postings
 - Quick reaction to member feedback and correspondence
 - Maintain and update cannon technology information
 - Celebrate patriotic / military holidays, milestones and observances

- 2008 CannonArtillery.com strategies *cont.:*
 - Site promotion and relationship development.
 - Establish a CannonArtillery.com Cannon Council:
 - Advisory council led by Jim Unterseher
 - Invitees could include influential retired officers or leaders of State Field Artillery Association chapters
 - Invitation to members comes in a letter from Jim
 - Members submit stories periodically throughout the year to be featured on the site.
 - Gather the Cannon Council at the Fires Seminar for an appreciation dinner and to discuss key CannonArtillery.com initiatives.
 - Continue to expand partnership with U.S. Field Artillery Association.
 - Reach out to state chapters
 - Maintain relationship with Amy Ewing-Holmstrom

- Twelve-month budget of \$375,000 for Army Programs
 - \$200,000 for the NLOS Cannon “Driving Army Strong Campaign”*
 - \$75,000 for CannonArtillery.com
 - \$100,000 for ongoing PR and business development support

* Does not include costs associated with a Washington D.C. event

2008 Measures of Success

- One hundred media placements
 - One op/ed authored by Army Programs leadership is placed in a leading news outlet.
 - One bylined article is placed in a leading defense trade publication.
- One speaking opportunity is secured for Army Programs leadership in both Minneapolis and Elgin / Lawton communities
- An influential third party (blog or analyst) endorses an Army Programs developmental weapon system
- 2000 CannonArtillery.com members by end of 2008
- NLOS Cannon “Driving Army Strong” activities

Questions / Discussion