



2024 MILMARK AWARDS

AIR FORCE SERVICES CENTER

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OVERVIEW



Recognizing excellence and showcasing the best Force Support marketing efforts to our peers, Air Force and industry leaders

DATES & ELIGIBILITY

Execution Period

Programs/promotions must be fully executed between January 1, 2024, and March 14, 2025.

Submission Period

Submissions are accepted via Award Force [insert link] between March 14 and April 15, 2025.

Submission Deadline

Entries must be received by 12 p.m. Central Standard Time (CST) on April 15, 2025.



Who is Eligible

DAF Marketing Departments supporting Military Communities.

WHAT'S NEW?

Dates

Submitted programs/promotions must be fully executed between January 1, 2024, and March 14, 2025.

Submission Limit

One submission per installation, per category. Installations may enter multiple Categories.

Compliance

Programs and Campaigns must fully comply with the Department of Defense (DoD) and Department of the Air Force Instructions (DAFI).

Video

Submissions must include a 60 to 90-second video or animated slide deck providing a comprehensive overview of the submitted campaign.

Data

Data submitted must be valid and collected during the time-period specified in the category.

Categories

Four new categories encourage innovative, strategic campaigns, and address FSS's key challenges like recruitment, retention, and wellness.

Important! Submissions not adhering to the 2024 AFSVC MilMark Award guidelines criteria will be disqualified. Please ensure that all elements of your submission are complete and fully compliant to avoid disqualification.

WHAT'S NEW?

SMART GOALS

FSS Marketing Teams must choose ONE of the following goals for each submission:

- Introduce a new product, event, program, or service to a new or existing market.
- Introduce an existing product to a new market segment.
- Increase the frequency of use of an existing product within an existing market.

Teams must develop S.M.A.R.T. objectives to accomplish the selected goal above and provide data to support positive or negative outcomes. Each goal should be clearly defined and include metrics to measure success.

SMART: Specific, Measurable, Achievable, Relevant, and Time-Bound

Example of SMART Objectives:

- **Specific:** Increase the number of participants in the Outdoor Recreation Program.
- **Measurable:** Aim to increase participants by 20% compared to last year.
- **Achievable:** Utilize targeted marketing campaigns on social media and base announcements.
- **Relevant:** The goal aligns with the installation's mission to promote health and wellness.
- **Time-bound:** Achieve the increase by December 31, 2024.

CATEGORIES

This year's updated categories are designed to push marketers toward innovative, strategic approaches that address some of FSS's biggest challenges. By focusing on key areas such as recruitment, retention, and wellness, these categories better align with the evolving needs of the FSS and its mission to serve our military community. The new categories encourage marketers to create more impactful campaigns that not only drive results but also demonstrate strong brand management and market alignment, paving the way for stronger, more effective marketing strategies.

Category 1

Social Media Program with
Featured Campaign

Category 2

FSS Advertising Program
with Examples

Important! Installations may submit
one entry per category. Installations
may enter multiple categories.

Category 3

FSS Mission Support
Communication Campaign

Category 4

FSS Mission Support
Marketing Campaign

CATEGORY 1



SOCIAL MEDIA PROGRAM WITH FEATURED CAMPAIGN

Focus: Innovation, Content, Management, Compliance, and Results

Requirements:

- Market Identification
- Overall Program Management
- Tools and Processes
- Content
- Brand Management
- Risk Mitigation
- Analytics/Data collected within one calendar year

CATEGORY 2



FSS ADVERTISING PROGRAM WITH EXAMPLES

Focus: Innovation, Profitability, and Compliance in Advertising Programs

Requirements:

- Compliance with DAFI34-108
- Market Identification
- Integrated Communication Plan
- Digital Sales Package
- Valuation Package
- Data: Revenue Generated within one calendar year

CATEGORY 3



MISSION SUPPORT COMMUNICATIONS CAMPAIGN

Focus: FSS NAF Employee Recruitment and Retention

Requirements:

- Problem Statement
- Insights, Supporting Research.
- Market Identification.
- Collaboration
- Communication Plan
- Promotion of NAF Employee Benefits (campaign examples).
- Results Reflecting +/- Employment/Retention Changes within the FSS during the promotional period or campaign
- Visually Consistent Design Examples Aligned with Brand Identity

CATEGORY 4

FOCUS A

Outdoor Recreation Equipment Rental Programs

Air Force Outdoor Recreation Equipment Rental Programs are singular in the marketplace; this category highlights campaigns promoting the variety of products available for rent and the myriad of benefits this program offers for consumers.

FOCUS D

Open

Show us your best multi-channel marketing campaign. The hallmarks of this campaign are originality, execution, how campaign messaging and design align with selected goal, and results based on the S.M.A.R.T. objective.

FOCUS B

Health, Fitness, Wellness Programs

In a time where being stronger, faster, and fitter has become a part of the daily cultural landscape, this category highlights campaigns featuring activities, programs, services, and events that drove consumers to focus on their health and lifestyle choices.

FOCUS C

Local, Regional, or Market-Specific Campaigns

Military-affiliated individuals are enthusiastic about adventure, travel, the outdoors, and immersing themselves in new cultures. This category showcases marketing campaigns encouraging consumers to explore, experience, and embrace their current location in the world.

HOW TO ENTER

For questions and inquiries about Milmark Awards, submit a case via MyFSS

1. Visit forcesupport.awardsplatform.com from Friday, March 14, 2025 at 1200 CST to Tuesday, April 15, 2025 at 1200 CST
2. Register for an account or sign in
 - We recommend using as non-government email as .mil addresses often block awards platform messages
 - If you entered previous year's Milmark Awards, your login information will be the same
3. Click 'Start entry' button
4. Under the 'Contest & category' field, select '2024 Milmark Awards'
5. Complete all remaining fields under each tab
6. Click 'Submit entry' at the bottom of the page once your submission is complete
 - You will receive a confirmation email after you submit your entry

JUDGING

We are introducing a two-round judging system to ensure fair and comprehensive evaluations across all categories.

Round one

This round focuses on eligibility, where entries are moderated for completeness, compliance, and alignment with key criteria. Only qualifying entries containing all required criteria will move on to the next round.

Round two

Judges will score submissions on a detailed 0 (poor) to 4 (exceptional) scale, assessing creativity, effectiveness, branding, and measurable results. Communication plans, social metrics, and consistency of visual design are a few examples of the 2024 Milmark Awards judging criteria.

JUDGING SCALE

Intention: Establish
Rating Scale

Level	Rating	Points	Description
Level 1	No	0	Ineligible for evaluation. Stop.
	Yes	1	Eligible for evaluation. Criteria met. Go.
Level 2	Poor	0	Incomplete, fails to provide enough information for evaluation
	Below Average	1	Complete, compliant, but provides only minimal information
	Good	2	Complete, compliant, communicates good information, but leaves questions
	Very Good	3	Complete, compliant, thorough, communicates very good information, demonstrates understanding and cohesive intent
	Exceptional	4	Complete, compliant, compellingly communicates exceptional information, and demonstrates strategic mastery

LEVEL 1 JUDGING RUBRIC

Intention: Complete, cohesive, accurate, compliant.

Item	NO	YES
SMART Objective	0	1
Research and Insights	0	1
Primary, Secondary, Tertiary Markets	0	1
Market, Message, Platform/Channel Match	0	1
Results (Metrics) complete and compliant with category	0	1
Compliant (DoD, DAF Category)	0	1
Video Length 60-90 Seconds	0	1

LEVEL 2 JUDGING RUBRIC

Intention: Complete, cohesive, accurate, compliant.

Item	Poor	Below Average	Good	Very Good	Exceptional
SMART Objective	0	1	2	3	4
Research and Insights	0	1	2	3	4
Primary, Secondary, Tertiary Markets	0	1	2	3	4
Market, Message, Platform/Channel Match	0	1	2	3	4
Results (Metrics) complete and compliant with category	0	1	2	3	4
Compliant (DoD, DAF Category)	0	1	2	3	4
Video Length 60-90 Seconds	0	1	2	3	4

LEVEL 2 JUDGING RUBRIC

Intention: Expertise, intent, objectives, creativity, visual design, and results.

Item:	Poor	Below Average	Good	Very Good	Exceptional
Video/Slide Animation Quality	0	1	2	3	4
Call to Action Message (clear, distinct, aligned with the brand)	0	1	2	3	4
Demonstrates knowledge, strategic insight, effective use of available communication channels	0	1	2	3	4
Overall Branding and Visual Design	0	1	2	3	4
Overall Submission Quality	0	1	2	3	4

AWARDS



Awards will be presented at the 2025 MilMark Workshop, held alongside the ANA In-House Agency Conference.

The MilMark Workshop is the premier event for Air and Space Force marketers, offering hands-on training, peer collaboration, and industry insights tailored to your unique challenges. It's a chance to elevate your skills, share best practices, and connect with top marketing professionals. Find out more [here](#).

When: 10-13 June, 2025

Where: Nashville, Tennessee

The 2025 ANA In-House Agency Conference is complimentary for our client-side membership. Installations will be responsible for travel costs.

QUESTIONS

For questions and inquiries about Milmark Awards, submit a case via MyFSS

1. Visit MyFSS on a CAC enabled computer
 - <https://myfss.us.af.mil/USAFCommunity/s/login/>
2. Click the MySERVICES box
3. Choose Marketing from the menu on the left
4. Fill out the form
 - Select 'Marketing Questions/Inquiries' in Category drop-down
 - Use the subject line '2024 Milmark Awards'

