



# 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, Space Force, and industry leaders.**

# DATES & ELIGIBILITY

## Execution Period

Programs/promotions must be fully executed between January 1 to December 31, 2024.

## Submission Period

Submissions are accepted via Award Force between March 14 and April 15, 2025.

## Submission Deadline

Entries must be received by 1200 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 to December 31, 2024.

## **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).

## **Showcase Video**

Previously optional, submissions must now include a 60 to 90-second summary 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**

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

# WHAT'S NEW?

## STRATEGY - REQUIRED

FSS Marketing Teams select ONE of the following strategies 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.

## SMART OBJECTIVE - REQUIRED

Teams need to show S.M.A.R.T. objective(s) used to accomplish the selected strategy above. Each objective 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.

## Category 1

Social Media Program with Featured Campaign

## Category 2

FSS Advertising Program with Examples

## Category 3

FSS NAF Employee Recruitment and Retention Campaign

## Category 4

Outdoor Recreation Equipment Rental Programs

## Category 5

Health, Fitness, Wellness Programs

## Category 6

Local, Regional, or Market-Specific Campaigns

## Category 7

Multi Channel Marketing Campaign

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

# CATEGORY 1



## SOCIAL MEDIA PROGRAM WITH FEATURED CAMPAIGN

These programs/campaigns involve mobile sites, apps, email campaigns, or web-based campaigns designed to provide a unique online experience. Judges will also reward the best use of Social Media tools (Facebook, X, Instagram, etc.) targeted to consumers as the primary communication tactic/strategy to reach your objectives.

### Requirements:

- Market Identification
- Tools, and Processes Used to Reach Target Market(s)
- Overall Program Management
- Content
- Visually Consistent Design Examples Aligned with Program Identity
- Analytics/Data collected within one calendar year showing reach and influence



# CATEGORY 2



## FSS ADVERTISING PROGRAM WITH EXAMPLES

In this category showcase your creative advertising opportunities. We are looking for how you evaluated the opportunities and determined the value of the ads. Requires proof of coordination and documentation of income generated by advertising.

- Compliance with DAFI34-108
- Displayed on/in a NAF funded item
- Solicitation Package example
- Valuation Worksheet Template (CAC enabled)
- Revenue generated within one calendar year
- Must include screenshot of financial statement
- Coordination with on-base bank/credit union for Financial Institutions
- Coordination with FSDE for Educational Institutions

# CATEGORY 3



## FSS NAF EMPLOYEE RECRUITMENT AND RETENTION CAMPAIGN

**This campaign focuses on highlighting NAF Employee Benefits. We are looking for results reflecting acquisition and employee retention changes within the FSS during the promotional period or campaign.**

### **Requirements:**

- Data showing a impact of campaign: reduction in vacancies, increase in retention or improved employee satisfaction
- Collaboration with Activity Manager
- Visually Consistent Design Examples Aligned with Program Identity

# CATEGORY 4



## 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.

### Specific Requirements:

- Collaboration with Activity Manager
- Communication Plan
- Visually Consistent Design Examples Aligned with Program Identity
- Impact of Campaign with Data

# CATEGORY 5



## 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.

### Specific Requirements:

- Collaboration with Activity Manager
- Communication Plan
- Visually Consistent Design Examples Aligned with Program Identity
- Impact of Campaign with Data

# CATEGORY 6



## LOCAL, REGIONAL, OR MARKET-SPECIFIC CAMPAIGNS

Military families 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.

### Specific Requirements:

- Collaboration with Activity Manager
- Communication Plan
- Visually Consistent Design Examples Aligned with Program Identity
- Impact of Campaign with Data

# CATEGORY 7



## MULTI CHANNEL MARKETING CAMPAIGN

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.

### Specific Requirements:

- Collaboration with Activity Manager
- Communication Plan
- Visually Consistent Design Examples Aligned with Program Identity
- Impact of Campaign with Data

# HOW TO ENTER

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

1. Visit [forcesupport.awardsplatform.com](https://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 1 – GO / NO-GO**

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 2 – Evaluation**

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.



# ROUND 1 GO / NO-GO CHECKLIST

*All elements must be complete and compliant (GO) in order to be judged.*

Use this checklist to see if all requirements are met.

REQUIRED ELEMENT	GO	NO-GO
Strategy (From One of the Options on Page 5)		
Measurable SMART Objective(s) (Example on Page 5) with Data		
Primary & Secondary Markets Identified		
Market, Message, Platform/Channel Match		
Measured Results with Data		
Compliant (DoD, DAFIs, Policy)		
Summery Video or Automated Slide Deck Length 60-90 Seconds		

# ROUND 2 JUDGING RUBRIC

Judges are looking for creativity, effectiveness, branding, and data supporting measurable results.

Communication plans, social metrics, and consistency of visual design are also evaluated.

Item	Poor	Below Average	Good	Very Good	Exceptional
Strategy	0	1	2	3	4
Measurable SMART Objective	0	1	2	3	4
Measurable Goals with Data	0	1	2	3	4
Primary & Secondary Markets Identified	0	1	2	3	4
Market, Message, Platform/Channel Match	0	1	2	3	4
Measurable Results with Data	0	1	2	3	4

# ROUND 2 JUDGING RUBRIC, CONT.

Judges are looking for creativity, effectiveness, branding, and measurable results.

Communication plans, social metrics, and consistency of visual design are also evaluated

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 Program 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'

