



dwrPqooN

374th Force Support Squadron Content Marketing

Entry details

I certify that I am part of an FSS Marketing Team. ✓

I certify that the marketing/promotion I am submitting was run between January 1, 2023 and December 31, 2023. ✓

Milmark Awards Contact Info.

Contact Information

Primary POC

Full Name	Tierra Kimble
Position Title	Marketing Director
Email	tierra.kimble.1@us.af.mil
DSN Phone	315-225-3308
COMM Phone	+818048632609
FSS Facebook Page	https://www.facebook.com/YokotaFSS

Showcase Assets

Showcase Assets

These assets will be the primary elements used to represent and promote your campaign on various platforms. Should you be a finalist or a winner, these assets will be utilized in showcasing your work for publicity and educational

purposes, including but not limited to press/media purposes, MilMark, AFSVC, and AFIMSC social channels, ANA Awards submissions, etc.

Showcase Image



Result Headline

Yokota-Con 2023: A Pop Culture Pop-Up Draws Over 1,600 People

Campaign Summary

A dedicated webpage with thousands of views, a program guide with glossed paper for autographs, a custom logo featured on exclusive merchandise—all key components that led to Yokota-Con 2023 being one of the most successful events of the year.

General Info.

General Information

Installation Yokota Air Base

MAJCOM PACAF

Squadron 374th FSS

FSS Front Office Mailing Address

Kaori Meaders
374 FSS/CSS
Unit 5119, Bldg. 316
APO, AP 96326-5199

Members of Your Marketing Team

	Name	Position
1	Eraina Burquez	Interim Director

2	Yoko Komiya	Commercial Sponsorship Coordinator
3	Sara Dunn	Graphic Designer
4	Takeshi Toyama	Graphic Designer
5	Aya Okamoto	Graphic Designer
6	Masaru Yoshihara	Graphic Designer
7	Shannon Hawkings	Office Clerk
8	Yumiko Royster	Web Specialist
9	Abigail O'Hare	Social Media Manager
10	Makoto Arita	Reproduction Manager
11	Masanori Ohno	Offset Press Operator

Team Photo



The FSS Activity/Program your campaign promotes

Yokota-Con 2023

Members of the FSS Activity/Program who helped you plan this event/program

	Name	Position/Activity
1	Richard King	Community Center Director
2	Satoshi Hada	Community Center Office Automation Clerk
3		

Campaign Info.

Campaign Information

Brand/Product Yokota-Con 2023

Brand Logo



Campaign Start Date 11/01/2022

Duration of Campaign 4-6 Months

Primary Engagement Channels

Please indicate the first, second, and third most important channels utilized in this effort from the list below.

- Audio (radio, internet radio, podcasts)
- Branded Content
- Cinema
- Contests/Sweepstakes
- Coupons
- Digital Media (incl. banners, mobile, animated, and/or takeovers)
- Direct Mail
- Email
- Events
- Free Standing Insert (Advertising Insert)
- Gamification
- Gift with Purchase
- Giveaways
- Licensing
- Loyalty Program
- Out-of-Home (OOH)
- Packaging
- Partnership
- Point of Sale (POS)/In-Store
- PR
- Print
- Professional Collateral
- Programmatic
- Sampling
- SEO/SEM
- SMS/Texting
- Social Media
- Sponsorship

- User Generated
- Video (broadcast and/or online)
- Voice/Chatbots
- Website/Microsites (including home screens)
- Word of Mouth/Influencers
- Other

First Primary Engagement Channel	Social Media
Second Primary Engagement Channel	Website/Microsites (including home screens)
Third Primary Engagement Channel	Contests/Sweepstakes
Total Budget for this initiative	\$5,000

Audience Profile

Please provide details on the Geographic, Demographic, and Psychographic backgrounds of your audience.

Geographic

| The target location for participants were those living and/or stationed at Yokota Air Base.

Demographic

| The target demographic were older kids, ages 13–17, and young adults, ages 18–28.

Psychographic

| Our campaign and event aimed to reach those with an interest in popular culture and media, with an emphasis on Japanese anime.

Case Study

Case Study Questions

AFSVC Office of Strategic Marketing call team leaders, along with subject matter experts in sponsorship, video production, social media, graphics and customer experience score the MAJCOM level entries on the following criteria:

1. Is the strategy in line with the insights and goals?
2. What is the level of concept originality?
3. How well were the materials integrated and activation executed? (Specific to the category)
4. How strong were the results and did they achieve business objectives?
5. How well did the activation build the brand and align with the overall brand strategy?

Campaign Overview/Objective(s)

| The first iteration of this event happened pre-pandemic in 2019. The intention was for it to be an annual event, but the spread of COVID-19 prevented that. By the time Yokota-Con became a possibility again, the original event planners had

already PCS'd. As it fell further in the rearview mirror, there was little to no public awareness that the event ever existed. Our hope was that we could relaunch Yokota-Con and strengthen a bilateral relationship with the host nation by deepening the local appreciation for their culture and art. We also wanted to foster an environment for the young airmen that are passionate about popular culture.

Insights & Strategy

There were few remaining original attendees of the event, but we arranged to meet with them and gather insight on what worked—or didn't work—about the inaugural event in 2019. Similarly, we knew that to reinvigorate community interest, we would need to be sure we were inviting relevant talent to participate. Accordingly, we held focus groups to measure interest in possible acts, vendors, and influencers.

Concept/Big Idea

Pop culture in Japan is heavily influenced by anime. What better way to enrich that love than by bringing popular anime talent to Yokota? From prominent voice actors, to J-pop groups, to art studios—no goal was too lofty for Yokota-Con. Fan culture is alive and abundant in the Tokyo area. Whether someone was interested in iconic works like Star Wars, or the influential films of Studio Ghibli, there would be a place for them at Yokota-Con 2023. Once they walk through the door, they won't want to leave—not without the promise that Yokota-Con will return.

Tactics/Creative Execution

We approached our goals in three different stages. First, we needed to secure appropriate talent. Our Commercial Sponsorship Coordinator secured talent acts like voice actress Mayumi Tanaka (*One Piece*, *Castle in the Sky*), musician NANO, and J-pop group MADKID. Outside of entertainment, sponsorship also secured participation from anime studios like D'ART Shtajio, Echelle Animation and more. The event was stacked with top talent. We knew that if we could get people through the door, there would be plenty to make them stay. It was this hope that brought about our second strategy: launching a webpage that included event info—and the sign-up for our cosplay contest that offered a \$1,000 cash prize. As viewers scrolled through the page to submit their cosplay for entry, they made their way through our scheduled line-up, featured performers, and visiting vendors. The entire layout featured our third strategy, a bright and brilliant custom layout and logo, designed in-house by our talented graphic designers and plastered on stickers, shirts, program booklets, TV advertisements, sponsorship packages and more.

Relevance to the Category

Our demographic was airmen with a finger on the pulse of popular culture here in Japan. Our campaign engaged that audience with striking visuals, entertained with targeted talent, and inspired interaction with a highly competitive cosplay contest. From start to finish, 374 FSS Marketing created not just advertisements, but experiences for the Yokota community.

Results

The breadth of our campaign exceeded our expectations. Yokota-Con 2023, held on 4 March, became one of the largest events of the year with a turnout of over 1,600 participants. On social media, Yokota-Con posts exceeded 81,700 impressions. The dedicated webpage garnered over 3,800 views, with dozens of individuals signing up for the cosplay contest, completely filling (and beginning a waitlist of) the competition roster. Over \$24,000 in sponsorship from 12 generous sponsors elevated the event to new heights.

Brand Building

Within the community, the Marketing Team worked with fellow FSS facilities, such as Community Centers, who hosted, and Officers' Club, who created themed drinks, to create a unique and memorable event for Yokota personnel. The collaboration with our sponsors served to strengthen and intensify our bilateral relationship with our host nation. Many of them requested to return for the next Yokota-Con, and several companies continued to partner with Yokota for future events and opportunities. The success of Yokota-Con 2023 was humbling, but hard-earned. The overall spirit of the event permeated

throughout the FSS and inspired growth and excellence in future events. Things are already in the works for future Yokota-Cons. The experience left everyone—sponsors, FSS facilities, and Team Yokota—with a smile on their face.

Additonal Information, Insights, and Comments

Nearly all event coordination was conducted by the Marketing Office. Identifying the talent, creating the event schedule, overseeing the Cosplay Contest, and even MCing the event fell under our purview. It was a massive undertaking, but an entirely worthy endeavor. Our team enjoyed every minute!

Supporting Files

Supporting Files

You may enter up to six supporting files to your campaign.

Upload Specifications

Naming Convention

CategoryCampaign- Name Installation_Supporting-File_Name
(ex. FSS-Brand-Activation_Oh-Yeah_Offutt-AFB_Supporting-File_Facebook-Post)

Image Files:

- Submit images in any of the following formats: PDF, GIF, PNG, or JPG
- No larger than 1920 pixels wide at 300 ppi


Audio Files:

- Submit audio files in .mp3, .mp4 or .wav, or Windows Media Audio (.wma) format.

Video Files:

- Video limited to 180 seconds, with a suggested runtime of 120 seconds.
- Format: Apple QuickTime (WMA/WMV files are not accepted.)
- Codec: MP4, M4V, or uncompressed MOV
- Resolution: 16:9 aspect ratio at 1280 x 720 px or greater
- File should be at least 100MB per 60 seconds of video.

Log in to forcesupport.awardsplatform.com to see complete entry attachments.


Engagement Channel
PR
Media Type

PDF
Engagement Channel
Print
Media Type

Image
Name
Yokota-Con Merch
YokotaCon-T-Shi... 321 KiB

Image
Name
Magazine Ad
MarHorizP26.pdf 7.7 MiB



YOKOTA-CON 2023

EVENT SCHEDULE

MAIN STAGE

- 1 p.m.**
Opening Ceremonies
- 1:10 p.m.**
KUNOI=JAPAN
- 1:30 p.m.**
Meet the Cosplayers
- 2 p.m.**
MADKID
- 2:30 p.m.**
Anime Studio Panel
- 3 p.m.**
VIP Guest Panel with Mayumi Tanaka
- 3:30 p.m.**
NANO
- 4 p.m.**
DJ Performance, Yui Kanan
- 4:20 p.m.**
Cosplay Contest
- 5:20 p.m.**
GinyuforcE
- 5:50 p.m.**
Closing Ceremonies

FLOOR

- 1:20 p.m.**
Hiroshi Shimizu Live Drawing Start
- 1:40 p.m.**
Sakura Ebi Live Drawing Start
- 3 p.m.**
KUNOI=JAPAN Dance Lesson
- 4 p.m.**
VIP Meet & Greet Start

↓ **FORCE**

Engagement Channel

Print

Media Type

Image

Name

Event Schedule Banner

[YC2023-Event-Sc...](#) 3.0 MiB



Engagement Channel

Print

Media Type

Image

Name

Yokota-Con Booklet

YCon 2023 Bookl... 16.9 MiB