

## IABC/Washington, DC 2005 Silver Inkwell Awards Statement of Objectives and Results

### **ENTRANT DATA:**

*Len Johnson  
President & CEO  
JDG Communications, Inc.  
7389 Lee Highway, Suite 200  
Falls Church, VA 22042  
P: (703) 207-0933 ext101 / F: (703) 207-0825*

### **ENTRY TITLE:**

*myPay Awareness Campaign*

### **CATEGORY:**

*5. Communication Plans & Campaign*

### **SUBCATEGORY:**

*5.6 Issue or Advocacy Campaign*

---

### **AUDIENCE:**

The Defense Finance Accounting Service (DFAS) is the accounting firm of the Department of Defense (DoD), which is financed by its customers rather than through direct appropriations. DFAS provides responsive, professional finance and accounting services to all active and retired military personnel, DoD civilians and annuitants (beneficiaries of deceased members) nationwide. DFAS introduced myPay, an Internet solution for managing personal pay records that allows its customers to securely access, make direct changes and retrieve information from their accounts. To access the myPay system, a customer must register a custom Personal Identification Number (PIN) on the myPay Website.

The primary target audience consisted of approximately 2 million retired and pre-retirement military personnel and annuitants who were not participating in myPay. Even though they comprised the largest portion of DFAS customers, they accounted for one of the lowest proportions of registered custom PINs. Although retirees and annuitants were the main focus of the campaign, any results that spilled over into other customer groups were enthusiastically accepted.

### **GOALS & OBJECTIVES:**

The objectives of the campaign were cost reduction and better consumer communication. To meet these objectives, awareness of myPay and its benefits would need to increase among DFAS customers, and more of them would need to register a custom PIN. By doing this, DFAS would be able to reduce its operating costs and collect customer contact information. The success of this campaign would be measured by the increase in number of registered custom PINs during the five-month campaign that ran between November 2004 and March 2005.

### **DESCRIPTION:**

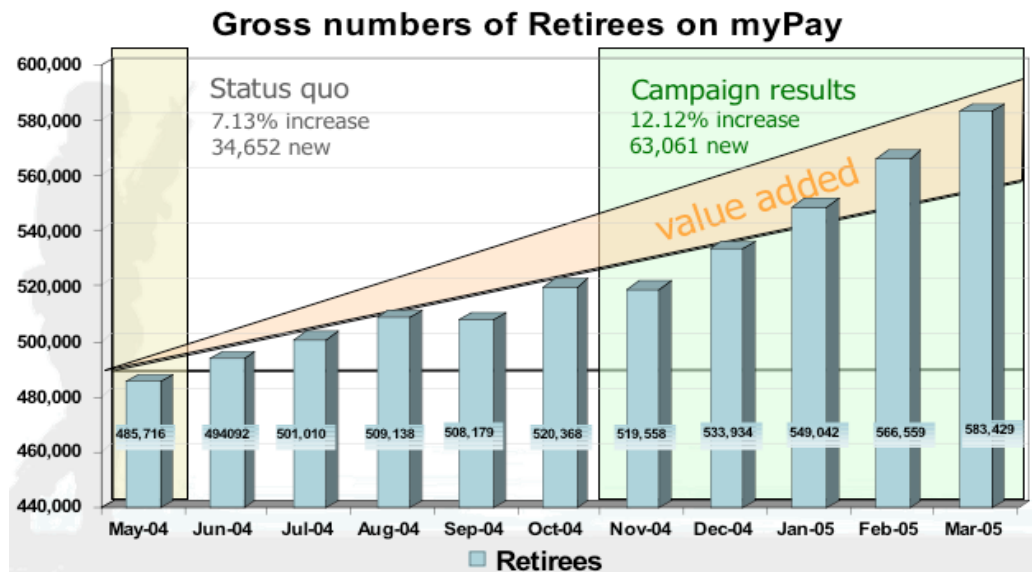
To increase the number of registered custom PINs, JDG Communications created a marketing and media plan to elicit nationwide awareness. Tactics for the campaign included advertising and public relations to communicate the benefits of myPay and encourage registration. A media buyer provided media research, buying and media placement services. Two “intrusive” media vehicles, radio and the Internet, extended the campaign reach in combination with the

more traditional but “passive” vehicle of trade magazine advertising. Ads in all three vehicles were placed nationally to reach broadly-distributed DFAS customers.

A media planner researched the most cost-effective media channels to reach the retired military audience and then developed the implementation plan. To reach the audience demographic of predominantly politically conservative males, 30-second radio spots were purchased on talk radio programs that featured Rush Limbaugh, Bill O’Reilly and ESPN’s Dan Patrick. Color print ads were purchased in the top five military service publications. A North American Précis Syndicate (NAPS) tactic was also used, where pre-written and -recorded news stories were distributed to 800 daily/weekly community newspapers and radio stations throughout the nation. On the Internet, e-newsletter sponsorships and banner ads were placed on Stripes.com, MilitaryCity.com and Military.com, where many military retirees and families go to stay up-to-date on military news. The media mix was effective in reaching the targeted audience nationally, within the media placement budget of \$190K. The majority of the campaign ran during the November–December period, to maximize response prior to the end of the tax year.

### RESULTS & EVALUATION:

To measure the success of the myPay campaign, monthly statistics were tallied of the number of registered custom PINs among retirees. These results clearly demonstrated that the myPay campaign increased both the number and growth rate of new myPay retiree customers and lowered DFAS operating costs. From the chart below, you can see that before the awareness campaign, DFAS was slowly gaining the support of its retired customers, with only 34,652 new customers over a six-month period. However during the myPay campaign, the number of new customers increased by more than 80 percent, to 63,061, in only five months. By obtaining these new myPay retiree registrations, DFAS was able to reduce the costs of servicing customers through its call center by an estimated \$6 million to \$8 million a year. The new PIN registrations provided email addresses that allowed DFAS to communicate more effectively with its retirees.



JDG's campaign maximized the advertising dollars' return on investment (ROI) and lowered the cost of servicing military retirees. The myPay campaign ad buy was estimated to reach 32 million impressions through print, Internet and radio, at a cost of \$190K. In the end, DFAS came out on top with this campaign, when they received a 112 percent increase over expected impressions. There were 68 million impressions recorded that could have cost them \$403K. The cost per new customer incurred by DFAS during the campaign was \$3.02 for each new myPay registered user. This is exceptionally low compared to other financial institutions, which often spend anywhere between \$25 and \$700 to obtain a new customer. By helping DFAS cut costs, JDG was also helping conserve funds to support the dedicated men and women who defend America.