



PUTTING YOUR  
BRAND MESSAGING  
IN FRONT OF  
**THE MOST STABLE  
MARKETING  
DEMOGRAPHIC:**

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## **The US Military**

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Our Military Outreach Program

**bBIG**<sup>®</sup>  
COMMUNICATIONS

Often overlooked as a marketing demographic, many Fortune 500 brands have discovered that marketing to members of the US military can be among the most stable, profitable and authentic marketing channels available to them.

If you've thought about adding military members and their families into your marketing portfolio but weren't quite sure where to start, read on!

A marketing campaign aimed at this market can put your company in front of 37 million members of the US military, which includes active duty, retired, veterans, reserves, spouses and dependents.

Collectively, this group brings an annual spending power of \$1.2 trillion.

Its members span across a wide array of demographic groups, so whether you're marketing to baby boomers or Gen Y, the military is a viable channel whether you're selling electronics, insurance plans, lifestyle/fitness products, cars, or any other product or service.

Nearly half (46 percent) of those on active duty, are 24 years of age or older, while more than half of the veterans are 65 or older.

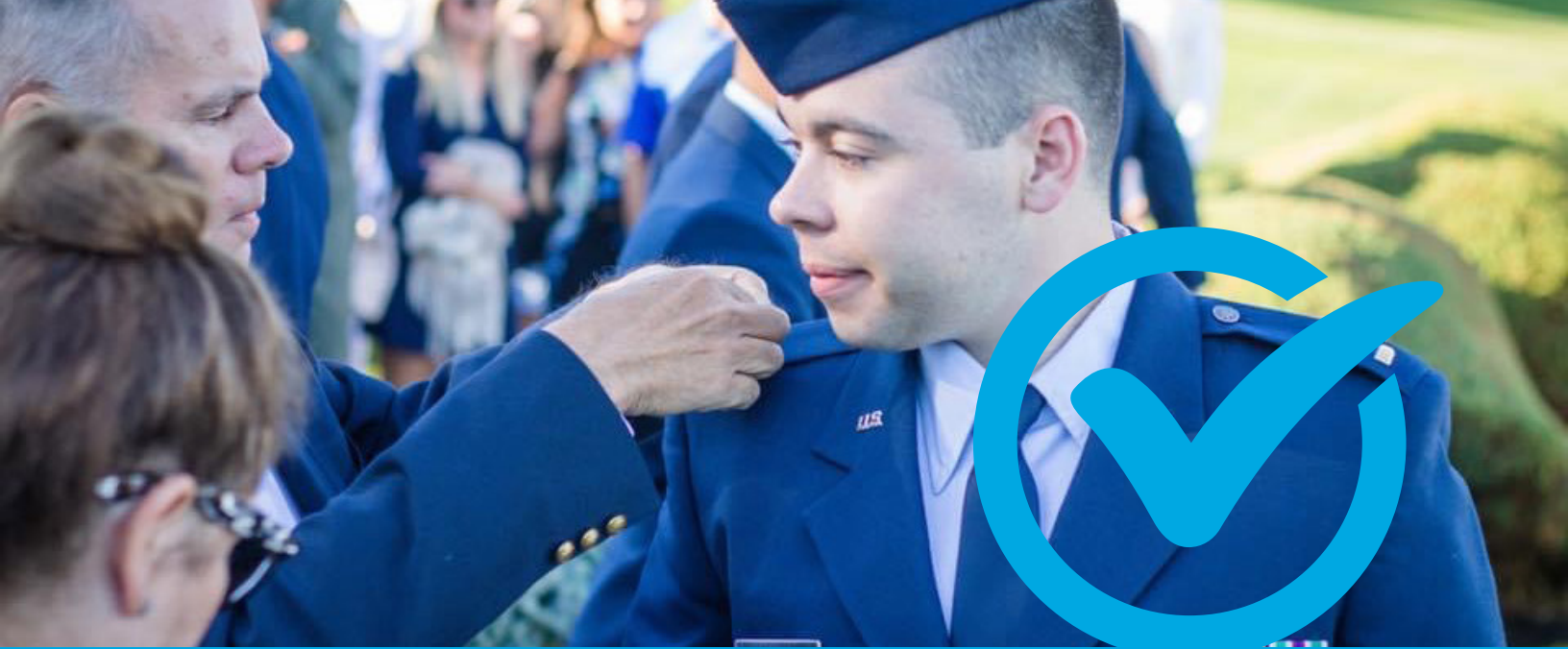
## HERE ARE SOME KEY MARKET CONSIDERATIONS:

- Fully employed with pay raises and exceptional benefits
- Allowed 4-6 weeks' vacation per year
- Able to relocate every 2-3 years
- Acquiring new customers for life
- The military is a tight-knit group that is highly connected. Two out of three military members say they feel an immediate bond with other military members.\*
- 90% of military members have used a military discount before, and 74% actively look for brands that offer discounts. And if given a discount, 61% would shop with a brand more often, while 58% would try out a new brand.\*

\*<https://resources.sheerid.com/infographic/how-to-acquire-military-customers-2>

COMMUNICATIONS





# CUSTOMIZED MARKETING PROGRAMS

bBIG Communications is the leading marketing and media agency in the country when it comes to helping companies overcome challenges that are often associated with reaching the military market.

As the owner of several military media communities, our connections span from relationships with commissaries and exchanges to our loyal members and unmatched access to millions of opted-in military members email addresses.

Our programs allow you to leverage the military communities we have developed to help give you access to our loyal military followers and avoid the many pitfalls that are often associated with marketing to this channel.

Integrated programs can range from influencer programs to in-store couponing to email marketing campaigns. Each of these programs can be customized to satisfy the needs of any brand.

## OUR TARGETED MILITARY MARKETING AND MEDIA PROGRAMS INCLUDE:

- **Digital and Social Media** Campaigns
- **Military Shopper** Loyalty Clubs
- Proprietary **Email Marketing Lists**
- **Military Market** Paid Media Capabilities

# TOP BRANDS TURN TO US

When it comes to reaching the military market, many of the world's biggest brands turn to us to achieve success.



To learn more, please contact **David Gibson** [dgibson@bbigcommunications.com](mailto:dgibson@bbigcommunications.com)

# The bBIG Advantage

## Why bBIG?

Since 2010, we've been building trusted authentic online military membership communities that provide our partners with a forum to communicate directly with the men and women who proudly serve in the US military.

We work with companies, helping them shine with our turnkey **ALL CHANNELS ON** approach that not only delivers customized marketing and media campaigns to help your brands reach their audiences but also includes a full suite of analytics and reporting to help you measure success.

## OUR PROPRIETARY ASSETS INCLUDE:

- Communities with over 300,000 members growing at a rate of 3,800 new members per month.
- Best-in-class turnkey marketing and media services with an emphasis on blended digital and print programs aimed at the military customer.
- Access to military members that regularly work as micro-influencers.
- Lifestyle marketing approach that enables our clients to reach highly targeted audiences through multiple consumer military touch points.
- Targeted reach of more than 37 million military members.
- Over 12.1 million website views, 370 million social media impressions and 100,000 contest entries to date.



An active digital and social community reaching millions of military shoppers.



The online lifestyle destination of choice for ALL Military households.





# AUDIENCES **THAT MATTER**

Because of the communities we've built and nurtured, the audience we speak to is not only authentic but segmented into different groups, allowing us to tailor programs to meet the needs of a wide range of different types of brands.



**bBIG**<sup>®</sup>  
COMMUNICATIONS



MyMilitarySavings.com is an online community that provides resources, savings and events to active, reserve, guard and retired military families. Currently experiences approximately 58% female to 42% male engagement.



**Age: 18-34 | 28.86%**

**Hi, I'm John.**  
**I'm a 22-year-old active duty military soldier. I'm looking for savings and coupons to fit my budget without sacrificing the products I love while I'm away from home.**

**Age: 35-54 | 31.34%**

**Hi, we're the Millers.**  
**We are 35 and 37-years-old with 7-year-old daughter. We frequent social media to connect with other military families to socialize and share savings tips as we prepare to segue back into civilian life.**



**Age: 55+ | 39.80%**



**Hi, we're the Smiths.**  
**We are both 67-years-old, retired military family, always looking for a good deal. We plan our Commissary purchases in advance to stretch our budget to its best.**

# MY MILITARY Lifestyle<sup>SM</sup>

## COMMUNITY OVERVIEW:

- A dedicated lifestyle platform created for military families to connect and engage with each other
- Our military spouse influencers provide helpful tips and tricks to help navigate all aspects of military life
- Interactive content, insightful community news and trending ideas are regularly added to engage users

## CONSUMER LIFESTYLE:

- After 12+ years as MilitaryWivesSaving.com, this platform recently converted to MyMilitaryLifestyle.com (9/22/22)
- Historical engagement on Military Wives Saving platform was 92% female for both digital and social, future expectation is for more male involvement
- The new branding and diverse, rich content are forecasted to bring a new gender balance of engagement to the website and social pages
- 25-44 average median age
- 74% mobile engagement (phone & tablet)



**Hi, I'm Michelle.**

I'm 30 and a proud military spouse and a mom of 3. I love visiting MyMilitaryLifestyle.com to check out the latest military life tips.





## OUR EXPERTISE IS ENGAGING WITH THE MILITARY COMMUNITY

Speaking to the military consumer is what we do. At bBIG Communications, we've built proprietary custom communities, [MyMilitarySavings.com](https://www.mymilitarysavings.com) and [MyMilitaryLifestyle.com](https://www.mymilitarylifestyle.com), providing us with a unique perspective and the ability to communicate directly with millions of military members every month.

These communities, which we own, allow for greater engagement than traditional methods.

We use a combination of tactics, spanning from social media to the My Home Base® Circular — to help spread our partners' messages.

We have a number of **leading Fortune 500 brands** that we service for this community on an ongoing monthly basis.

- Our **ALL CHANNELS ON™** custom solutions provide the ideal marketing and media mix best suited to engage your brand's most valuable audiences and achieve your performance objectives. [WATCH NOW](#)
- We are a full-service, diversified marketing and media company. [READ MORE](#)
- We have 20+ years of B2B and B2C global brand, shopper and trade marketing expertise.
- We have a dedicated support team of specialized subject matter experts.
- We are a 2019, 2020, 2021, 2022, and 2023 Chief Marketer Top 200 marketing agency for exceptional marketing leadership and results.

# AT THE HEART OF bBIG

## OUR PHILOSOPHY



bBIG Communications is a customer-centric company, hyper-focused on taking a straightforward approach to providing the highest quality of service for our client-partners. Our mission is to always be learning, always be honest and always show respect through relationships built on accountability and trust. We are committed to values that prioritize and implement creativity, generosity and inclusion.

## Our Commitment to the Community and Giving Back

We believe in giving back to our communities through service and monetary donations. We continue to work closely with charities from around the world and are proud contributors to partners like Fisher House, Operation Homefront, Chaplains Fund, and more.



## WE CAN HELP. LET'S CONNECT!

If you'd like to learn more about our services and find out if one of our customized programs can help your brand(s), contact us to schedule your free consultation and get pricing information.



**David Gibson,**  
President and CEO of bBIG Communications  
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