

# US ARMY

## Army Strong

The U.S. Army Strong campaign launched in 2006 by McCann WorldGroup and has proved to be an extremely successful and strong campaign. In 2008, FutureBrand in partnership with McCann Erickson sought to build on the current campaign by providing for greater 'stand-out' and consistency in output.

This was achieved with the development of a strong distinctive look and feel accompanied by a set of Brand Guidelines which were launched in June 2008. The U.S. Army Strong brand is communicated across a variety of channels across from TV, print, web, digital & events. The guidelines have provided enormous clarity and assistance for the correct use and application of the Army Strong brand across these channels.

On a whole the new brand look and feel along with the guidelines have proved to significantly strengthen the Army brand in terms of stand-out, recognition and overall perception.

