

MCAS IWAKUNI

Marketing **Standards 2026**

Table of Contents

What is Marketing? 01

Marketing Services 03

Marketing Channels 04

Marketing Materials 07

Marketing Submissions 14

Marketing Request Requirments 15

Marketing Processes Timeline 16

Sponsorship Requests 18

Marketing Plan and Design Development 19

Event Priority 21

Social Media Guidance 25

Approved Channels and Social Media Support 26

Voice and Language on Social Media 27

Direct Messages and Comments 28

Research & Surveys 29

Research Methodology 30

I.C.E. System 31

Survey Process Overview 32

Survey Process Timeline 36

Special Events Services 37

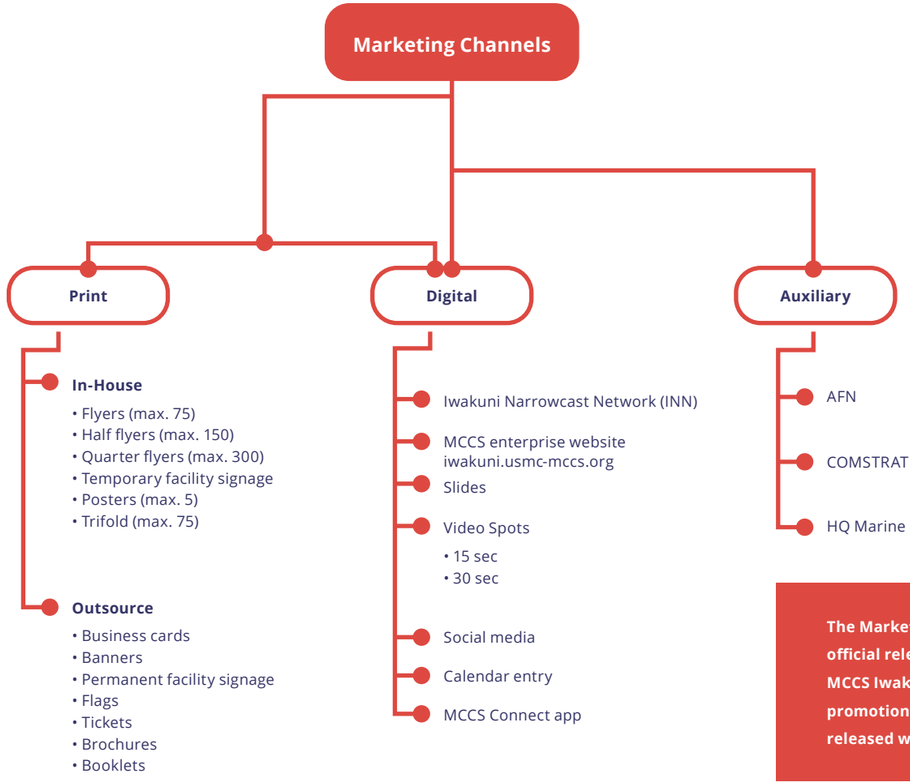
What is Marketing?

Marketing is integral to the function, operation, and success of MCCS activities. MCCS marketing may cover a wide range of actions including: market analysis, program analysis, demographic and geographic analyses, operational assessments, forecasts, program objectives development, strategic planning, competitive analysis, promotion, advertising, publicity, public relations, visual merchandising, and the coordination and monitoring of these efforts.

The process of marketing is that of bringing a product to market. As such, the steps include, broad market research; market targeting and market segmentation; determining distribution, pricing and promotion strategies; developing a communications strategy; budgeting; and visioning longterm market development goals. Many parts of the marketing process (e.g. product design, art direction, brand management, advertising, copywriting etc.) involve the use of the creative arts.

See MCO 1700.27B pg. 9-29

Marketing Services



The Marketing Department is the official releasing authority for MCCS Iwakuni. Marketing or promotional materials cannot be released without approval.

Marketing Channels

Temporary Signage

Used for updates, closures, or notice flyers

- **Sizes**
  Flyer (8.5” x 11”)
  Movie poster (22” x 28”)
  Banners (6’ x 2’)

- **Material**
  Flyer paper (laminated)
  Card stock (laminated)
  Gloss (laminated)
  Vinyl

- **Placement**
  Temporary signage is to be placed neatly and level on the exterior of facilities entrances at standard visibility. If it is an attention sign, it needs to be placed neatly on the equipment or register.

  Temporary signage is not to exceed 30 days. If needed for more than 30 days, permanent signage is required.

- **Distribution**
  All customer-facing temporary signage is produced and distributed through the Marketing Department.

Permanent Signage

Permanent signage needs to be installed by the outsourcing company or through Construction Department.

- **Sizes**
  Flyer (8.5” x 11”)
  Movie poster (22” x 28”)
  Custom

- **Material**
  Permanent signage is produced on acrylic, wrap, or vinyl and is an outsourced material. Activities need to approve a quote and provide a cost center.

- **Placement**
  Permanent signage is for long term use, i.e. any signage that is in effect for more than 30 days and is professionally installed by the Construction department or the outsourced company.

- **Distribution**
  All customer-facing permanent signage is produced and distributed through the Marketing Department.

Digital

- **Iwakuni Narrowcast Network (INN)** - Distribution of digital content to the Iwakuni Narrowcast Network screens located throughout MCAS Iwakuni.

- **MCCS Enterprise website (iwakuni.usmc-mccs.org)** - Updates to activity description/content located on the current MCCS Iwakuni website pages.

- **Slides** - A landscape format graphic used to advertise upcoming events and services, used for distribution on the iNN, social media, calendar, and MCCS Connect app.

- **Video Spots** - 15 to 30-second video spot used to promote or recap an event or service.

- **Social media -** Posts on Facebook and Instagram utilizing verbiage in conjunction with created graphic, photographic, or video content.

- **Calendar entry -** An event entry in the MCCS Iwakuni calendar detailing the information of upcoming events.

- **MCCS Connect** - An applications based platform that works to inform the community of available facilities, events, classes, rules, and regulations that includes calendar entries and sections for upcoming events, promotions, and services.

Outsourced

All MCCS promotional materials are designed and distributed through the Marketing Department. Activities are not to create any content that may be deemed as promotional in nature.

The Marketing Department must review and approve all items that incorporate the use of any logo (i.e., MCCS, USMC, M&FP, Semper Fit) or Takeshi Tanuki to ensure brand integrity. The use of a logo on all materials is not needed; review the item to ensure that the logo is necessary.

To receive approval follow the below steps.

1. Determine the materials you would like to outsource (including dimensions).

2. Submit a marketing request and include the size and type of files the company needs.

3. Provide the contact information for the company so they can receive the files directly from the Marketing Department.

4. Receive a mock-up of the final product and provide it to the Marketing Department for final review before releasing it.

Marketing Materials

Flyer
8.5" x 11"





Half Flyer
5.5" x 8.5"



Quarter Flyer
4.25" x 5.5"

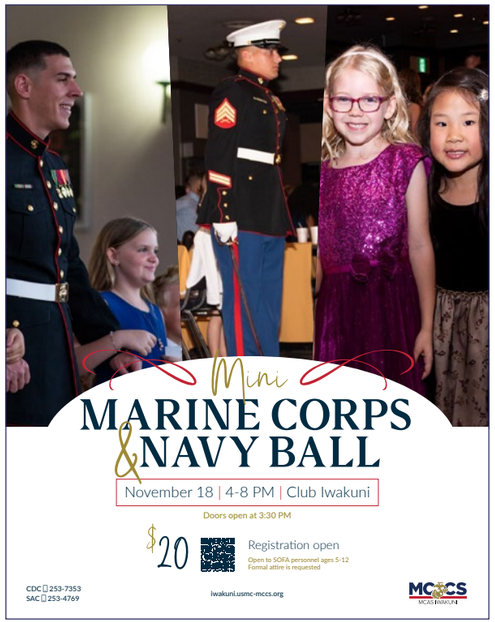








Poster
22" x 28"



Banner
5.5" x 8.5"



Brochure
8.5″ x 11″



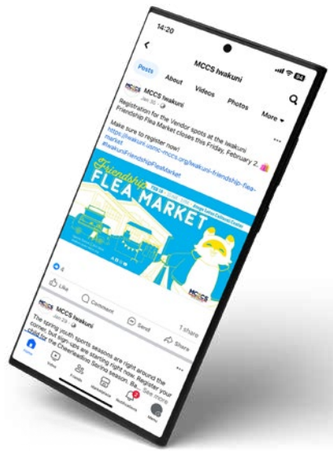
MCCS Connect app



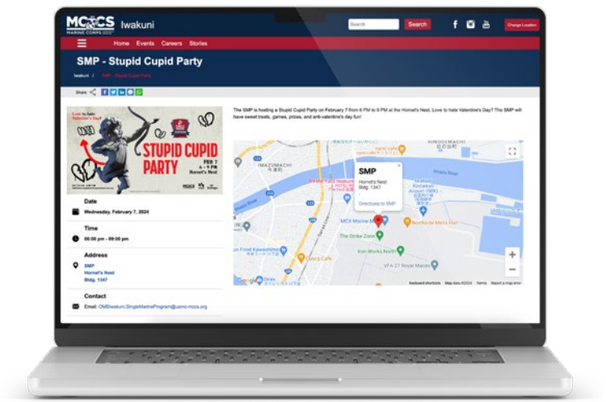
iNN Advertisement
1920 x 1080 px



Social Media Post



Calendar Entry



Business Cards

3.5″ x 2″



Trifold

8.5″ x 11″



Booklet

A5 (210mm x 148mm)



Flags
23.62″ x 71″



Photography & Videography



Marketing Submissions

Marketing Request Requirements

Electronic Marketing Requests (EMRs) are reviewed by a coordinator to ensure all required information for the submission is provided. A Marketing Coordinator will contact you if any corrections are required. However, incomplete or inaccurate information may delay delivery of your desired product. If the necessary information cannot be provided, the request will need to be resubmitted once all required information is available.

Event Marketing Requests
Event requests must include:

- Event title
- Date & time
- Event location
- Event cost, if any
- Age requirements, if any
- MCCS activity
- Event phone number
- Event description

Your event description gives a prospective customer a clear picture of what your event is about. The more you can use your words to paint a picture of your event and convey the benefits of attending — the better.

Facility Requests
Facility requests must include:

- Dimensions
- Content for requested signage
- Quantity
- Material type

AFN Requests
AFN requests must include:

- Type of Support Requesting
- Event Name
- Date & Time
- Location
- Target Audience
- POC
- Phone Number
- Event Description

AFN requests are requests for support and can not be guaranteed. Support depends on the availability of the AFN staff.

Marketing Processes Timeline

Plan accordingly by creating a comprehensive division calendar of events and include timelines for marketing submissions. Division calendar of events are submitted to the Marketing Department by August 31 of the previous year for review of large community relation events (P1 and P2) and included on the annual Annual Event Calendar.

The Annual Event Calendar is a useful tool for the efficient planning of large community relations events. The calendar serves as a resource to effectively promote large events to the station and host nation communities while creating a positive impression. Adhering to a well-planned timeline is imperative.

Reprint Request
Reprint requests must include:

- Department
- Previous EMR number
- Material type
- Quantity
- Any special instructions

Reprint requests are only for additional prints of an existing EMR. if changes or updates are needed, please submit a new EMR for the updates.

Business Cards
Business Cards request must include:

- Completed Business Card Template

All business cards requests are outsourced and a LOA must be proveded

Scan below to submit your marketing requests

Custom designed print materials are provided for P1 and P2 events only. Standardized materials are provided for P3 and P4. If design inspiration is not provided at the time of submission, Marketing will determine the design and only information changes will be accepted.

Marketing Requests submitted 90 or more days prior to the **action date** may receive digital marketing materials such as iNN, social media, and calendar, as well as any necessary print materials.

Marketing Requests submitted less than 60 days prior to the **action date** may receive digital marketing materials such as iNN, social media, and calendar.

Marketing Request submitted less than 30 days prior to the **action date** may only receive digital marketing material such as the calendar.

Action Date
refers to the first day any information is released to the community, i.e. registration, ticket sales, announcements, etc.

Sponsorship Requests

MCO P1700.27B Chapter 9 Section 6

Commercial Sponsorship Coordinators are the only authorized individuals within MCCS to discuss commercial sponsorship with any external company, group, or organization.

What is commercial sponsorship?
Commercial sponsorship is the act of providing assistance, funding, goods, equipment (including fixed assets), or services to MCCS MWR program events by an individual, agency, association, company or corporation, or other entity (sponsor) for a specific time in return for public recognition or advertising promotions. Commercial sponsorship revenues and goods are considered to be NAF.

Commercial sponsorship is intended to be budgeting relieving and is not to be used in the planning of an event. Sponsorship is not guaranteed and is received in either In-kind or cash.

To request sponsorship for your event, you must provide the EMR number from your event submission.

Define what your event is, who it is intended for, and why someone should sponsor. Providing adequate and accurate information is vital to ensure that the intent of your event is captured and communicated to our potential sponsors.

What
What is your request? What is your intent? What is your intended result? Provide a full description with a clear definition of the needs of your request.

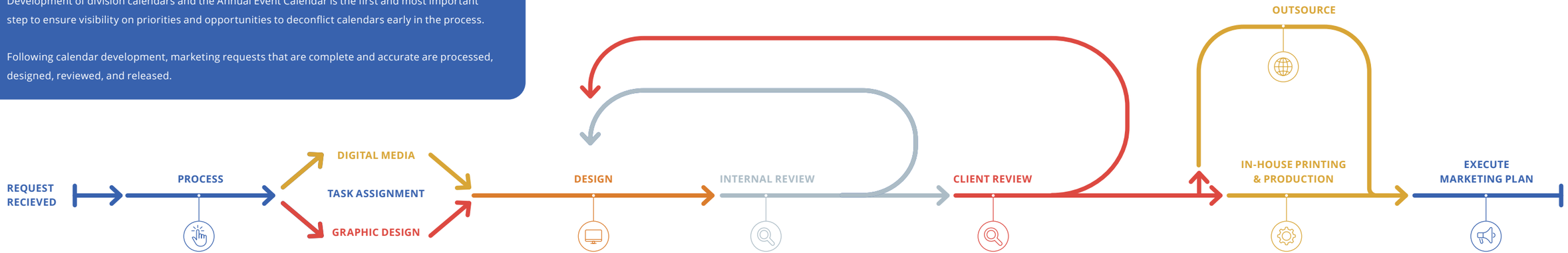
Who
Who is your event best suited for? Active duty, adults-only, everyone? Make sure you clearly state your target audience.

Why
Define the benefits of your request. Why should a sponsor support your event?

Marketing Plan and Design Development

Development of division calendars and the Annual Event Calendar is the first and most important step to ensure visibility on priorities and opportunities to deconflict calendars early in the process.

Following calendar development, marketing requests that are complete and accurate are processed, designed, reviewed, and released.



- Between 30-45 days (dependent upon event type) prior to the action date, Marketing will provide initial design proof for client review.
- Clients must review and provide a response within 48 hours of receipt of the first proof.
- Designer will provide first round of edits for clients' second review.
- P1 and P2 events should execute a marketing plan no less than 30 days prior to the action date.
- P3 and P4 events should executet a marketing plan no less than 14 days prior to the action date.
- Timelines are subject to change based on event priority and command direction.

Timelines

Processing	1 Day	**In-House Production**	1 Day
Design	5-6 Days	**Outsource**	2-4 Weeks
Internal Review	1-2 Days	**Execute Marketing Plan**	2-4 Weeks
Revisions	1-2 Days		

Event Priority

Event priority status is determined by the event's impact on Command, Culture, Community, and Cost; these events directly relate to MCCS' functions and make a significant contribution to the MCAS and local communities.

Event priority is approved by the Division Directors and the Executive Office through the Annual Event Calendar each October. Additional approvals by the Division Directors are required for any event not already approved.

Additional Considerations

- budget
- number of participants
- campaign timeline

P1

MARKETING CAMPAIGN

Print Support

- Flyer
- Quarter Flyer
- Poster
- Event Signage

Digital Support

- iNN Slide
- Social Media
- Website Calendar Entry
- Iwakuni Altitude App
- Video & Photo Support

Priority 1 (P1) is any MCCS event that may have significant attendance or contain multiple MCCS activities.

P1 events directly relate to MCCS' functions and make a significant contribution to the MCASI and local communities.

Number of Participants Expected 600+



P2

MARKETING CAMPAIGN

Print Support

- Flyer
- Quarter Flyer
- Poster
- Event Signage

Digital Support

- iNN Slide
- Social Media
- Website Calendar Entry
- Iwakuni Altitude App
- Video & Photo Support

Priority 2 (P2) is any MCCS event that may have significant attendance or contain multiple MCCS activities.

Number of Participants Expected 200-600



P3

MARKETING CAMPAIGN

Priority 3 (P3) is any MCCS event that is completed by a single activity and does not require logistical support.

Number of Participants Expected Less than 200

Print Support

- Flyer
- Quarter Flyer
- Poster

Digital Support

- iNN Slide
- Social Media
- Calendar Entry
- Iwakuni Altitude App





P4

MARKETING CAMPAIGN

Priority 4 (P4) is for all other requests not previously listed, to include program operations, activities, and classes.

Print Support

- Flyer
- Poster

Digital Support

- iNN Slide
- Social Media
- Calendar Entry
- Iwakuni Altitude App







Social Media Guide

Approved Channels







Unapproved Channels

- TikTok
- LinkedIn

Social Media Support

Social media channels utilized correlates with an event's priority.

P1

Facebook
- MCCS Iwakuni page
- Story
- Watch

Instagram
- Post
- Story
- Reel

YouTube
- Video

P2

Facebook
- MCCS Iwakuni page
- Story

Instagram
- Post
- Story

P3

Facebook
- Subsidiary MCCS Iwakuni page

Instagram
- Story

P4

Facebook
- Subsidiary MCCS Iwakuni page

Voice and Language on Social Media

Our purpose is to inform and engage our community. Our social media voice is key to connecting with our Marines, Sailors, and their families on social media.

Our voice is community-driven, fun, informative, and informal.

Our social media post copy uses wordplay, memes, jokes, and emojis to engage our target audience. Responses to our community are personal but professional, as if we're talking to a coworker.

Our language, while fun and informal, should always be free of expletives or offensive language.

When appropriate, use of Marine Corps jargon is allowed.

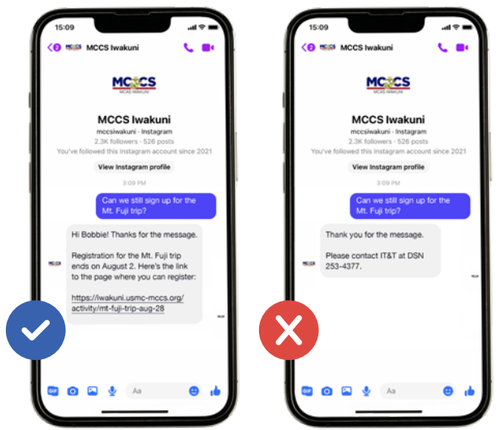


Direct Messages and Comments

Responses to DMs and comments must be within 24-hours during the business week.

The marketer responding to the message must reach out to the activities and provide the customer with a direct response to their inquiry.

When possible, Marketing will avoid redirecting customers to contact the activity directly, unless direct support is required.



The use of personal social media accounts to act as a representative of MCCS is unauthorized.

This can include:

- Posting MCCS Iwakuni marketing materials on group pages.
- Responding to comments as a representative of MCCS Iwakuni.
- Amending event information in the comments section.

Research & Surveys

Research Methodology

MCO 5300.18 Marine Corps Survey Program

HQMC Department and Division Offices considering the use of surveys must receive approval from the Marine Corps Survey Program Manager and supervise the development and execution of surveys (to include Focus Groups) that are approved.

Surveys

Research methods include website surveys, in-person surveys, and focus groups. Participants include active-duty servicemembers, family members, and retirees.

Focus Groups

A focus group is a form of qualitative research in which a group of people is asked about their perceptions, opinions, beliefs, and attitudes towards a product, service, concept, advertisement, idea, or packaging. Questions are asked in an interactive group setting where participants are free to talk with other group members.

The focus group process consists of an interview conducted by a trained moderator among a small group of respondents. The interview is facilitated in an unstructured and natural way where respondents are free to give feedback (see *MCO 5300.18 Marine Corps Survey Program*).

Quantitative

The gathering and analyzing of numerical data; such as visits to social media sites, videos, website page views.

HQMC Retail Associate Satisfaction Index (ASI), Employee Satisfaction Index (ESI), & Customer Satisfaction Index (CSI)

Quantico conducts annual retail ASI/CSI/ESI surveys Marine Corps command-wide to measure associate, customer, and employee satisfaction levels. Measuring and improving satisfaction levels is a priority for MCCS.

I.C.E. System

The Interactive Customer Evaluation (ICE) system is a web-based tool that collects feedback on services provided by various organizations throughout the Department of Defense (DoD). The ICE system allows customers to submit online comment cards to rate the service providers they have encountered at military installations and related facilities around the world. It is designed to improve customer service by allowing managers to monitor the satisfaction levels of programs and services provided via online customer comments.

To become an MCCS ICE Admin to receive and respond to customer ICE Submissions, approval from the Division Director would need to be submitted to ombiwakuni.mccsice@usmc-mccs.org.

Information required for ICE Admin Access:

- Division Director Approval
- Full Name & Position Title
- Email Address
- Telephone Number
- Activity
- Building Number

If ICE Admins fail to log into their accounts within 90 days, the account will be locked, and a request for access will need to be resubmitted.

Do not respond to the email notifications sent from the ICE system. All ICE responses are to be sent to *ombiwakuni.mccsice@usmc-mccs.org* within 24 hours. All ICE Submissions are required to have a response regardless if the customer left contact information or not.

Survey Process Overview

According to DODI 8910.01, a survey is the systematic collection of information from a group of people to gather information about their thoughts on a subject, either as individuals or as representatives of a larger organization. To conduct any research in the USMC, activities (researchers) are required to obtain a Human Subjects Research (HSR) determination from the USMC Human Research Protection Program/Institutional Review Board Office (HRPP/IRB). If a study includes the administration of a survey, focus group, interview, listening session, or any other type of questions. The questions must also be approved by the Survey Control Office (SCO) & be assigned a Survey Control Number (SC#).

Additionally, no researcher is allowed to make any determination regarding potential exemption for their studies; only the pertinent Survey Control Officer is authorized to make such determinations. Approvals are suitable for three years, after which they must be renewed. If an already approved study protocol is altered or any changes are made to the data collection instrument, a modification must be submitted to the HRPP/IRB and the SCO to approve the changes.

USMC HRPP/IRB Human Subjects Research Determination Process

All research studies being conducted by any Primary Investigator (PI) must be submitted via email, along with a completed M&RA HRPP Applicability Review Form & the Survey Control Project Information Worksheet, to the M&RA USMC IRB Vice Chair. HRPP/IRB reviews the study to ensure that participants are sufficiently protected from any potential physical or psychological harm and to determine whether or not the study is HSR.

Regardless of whether or not a study includes any survey questions, ALL research being conducted with a USMC population from within the USMC or by PIs that are external to both the USMC and the Department of Defense (DOD) must be approved by the USMC HRPP/IRB office and only the USMC IRB Chair or M&RA IRB Vice Chair can make HSR determinations.

Any research conducted outside the USMC but within the DOD must obtain USMC HRPP/IRB concurrence. Coordination with the Survey Control Office will follow and will be managed administratively in concordance with the USMC HRPP/IRB & USMC SCO. The PI will receive a notification via email. For HRPP/IRB questions and additional guidance, please visit the M&RA Human Research Protection Program Website.

USMC Survey Control Office (SCO) Approval

If the research study includes the administration of a survey, focus group, interview, listening session, or any other type of question, the questions will be forwarded to the SCO, where a research analyst will review them for scientific rigor & quality control. Changes might be required to the questions to improve them.

Once the PI receives the requested changes, they will have 30 days to respond. If changes are not returned to the SME within those 30 days, the study will be placed at the back of the cue for consideration. One of the first things that will trigger an edit is not having language in the survey directions or privacy statement (if one is provided) that addresses the following five points regarding participants' protection and confidentiality:

- Participation is completely voluntary
- Participants have the right to end participation at any time.
- Participants do not have to answer any questions that they do not want to.
- All answers will be held confidential.
- The anonymity of participants will be maintained (for focus groups, add: to the greatest extent possible).

Once the questions are approved, they will be forwarded to the MFQ Future Operations Branch, where they will review them as the Survey Control Officer to determine, among other things, if the effort is too burdensome to participants, is duplicative of other research efforts, and meets the scope and mission of the USMC.

After all the requisite permissions have been obtained, they will assign the questions a SC#, which will remain valid for three years. If the administration is conducted electronically, the survey must be posted to a FED Ramp-approved online survey administration platform. In the case of the USMC, that online survey platform is Qualtrics. For long-term data collection, a survey can be administered on Qualtrics for up to three years before the survey's approval must be renewed.

Survey Control Number (SC#):

Once the SCO has approved your survey and assigned it a SC#, researchers should include the SC# in parentheses at the end of the survey title in all instances where the title is displayed. They should also include any directions that will be shown to participants in case the title of the survey doesn't appear when they connect to its link online.

Survey Administration

For PIs located inside the USMC organization, we *must* use the USMC SCO-approved survey administration platform, Qualtrics, to administer our survey. We are *not authorized* to utilize Survey Monkey or any other publicly available survey administration platforms as they lack the necessary level of security that the DOD demands for collecting data. We should also refrain from using Microsoft Forms or any other platform that has been previously available to USMC PIs. With Qualtrics, we can upload our questions and create QR codes or URLs that link to our survey, which we can disseminate to our subjects.

Additionally, Marketing can create data dashboards to share results with stakeholders who hold Qualtrics licenses. Please note that it is a violation of SECNAV 3900.39E CH1 and MCO 3900.18 to conduct any study utilizing Marines, their dependents, or USMC employees who have not obtained an HSR determination from the USMC HRPP/IRB office.

It is a violation of DODI 8910.01, DODI 1100.13, and MCO 5300.18 to administer any survey, focus group, listening session, interview, etc., to Marines, their dependents, or USMC employees without obtaining SCO approval and being assigned an SC#. Members of the USMC are not allowed to participate in any study that has not obtained permission from both the USMC HRPP/IRB Office and the USMC Survey Control Office.

Exempted Studies

Although MCO 5300.18 states that some studies may meet the criteria for exemption, this does not refer to an exemption from any SCO review. That determination can only be made by the Survey Control Officer; therefore, all studies must still be submitted so that this determination can be made. Additionally, even exempted surveys must be assigned a SC#, & only the Survey Control Officer can assign one. All studies, including potentially exempted surveys, are required to obtain HRPP/IRB approval.

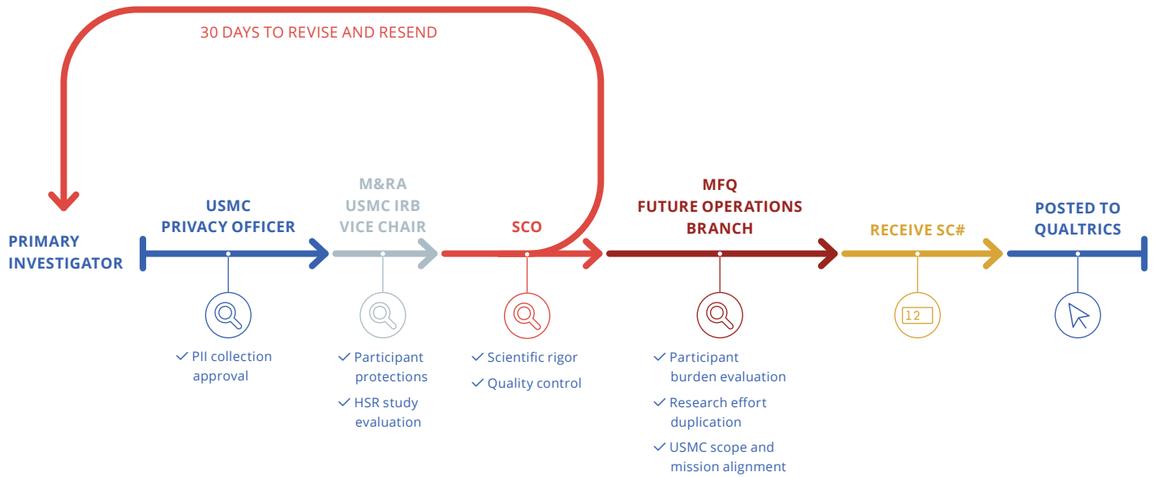
Collecting PII

If required, USMC Privacy Officer approval (either as a PIA Form or a DD67) and approval of the Privacy Statement should be obtained BEFORE the study is submitted for USMC approval, and it must be included in the submission package. According to The Privacy Act of 1974 (as amended at 5 U.S.C. 552a), if a PI plans to obtain PII from the participant (i.e., names, addresses, phone numbers, email addresses, etc.), they must have a compelling research reason for collection beyond convenience or simple interest. Any study that intends to collect PII must contact the USMC Privacy Officer to obtain permission to do so.

To be allowed to collect PII and store it electronically, there must be a System of Record Notice (SORN) that outlines the parameters of the study and grants permission for collection under those specific circumstances. If the data are stored electronically, the USMC Privacy Officer must also indicate that the PI has access to an electronic storage device on which a Privacy Impact Assessment (PIA) has been conducted to prove that the data will be completely secure and provide a PIA Form as evidence. If the data will be collected on a paper form, the USMC Privacy Officer will provide the PI with a DD 67.

A Privacy Statement, including the Authority under which the PII data collection is taking place, the SORN that grants permission to collect PII and a link to it, the Purpose of the study, Notification of any potential audiences outside the DOD, and Participant Protection language must be added to the survey instrument, as well, and will be reviewed by the USMC Privacy Officer. The PIA Form of DD 67 is not official until it has been signed by the USMC Privacy Officer & the Senior Component Official for Privacy (SCOP) & Federal Chief Information Officer (CIO), both located in OMB, so obtaining permission to collect and store PII is a process that can take months.

Survey Process Timeline



Special Events Services

Special Events Department

The MCCS Iwakuni Special Events Department is responsible for planning, organizing, and executing a variety of large-scale community events that support the morale, welfare, and recreation of service members, their families, and the MCAS Iwakuni community.

Key duties include:

Developing, coordinating, and managing annual and seasonal events, including the Friendship Day Airshow, concerts, holiday celebrations, USO shows, and AFE shows.

Collaborating with MCCS activities, Station entities, local organizations, and sponsors to ensure successful event execution.

Overseeing event logistics, budgeting, staffing, setup, and safety compliance.

Providing equipment guidance to activities to support their events.

Scan to see the available Special Events equipment