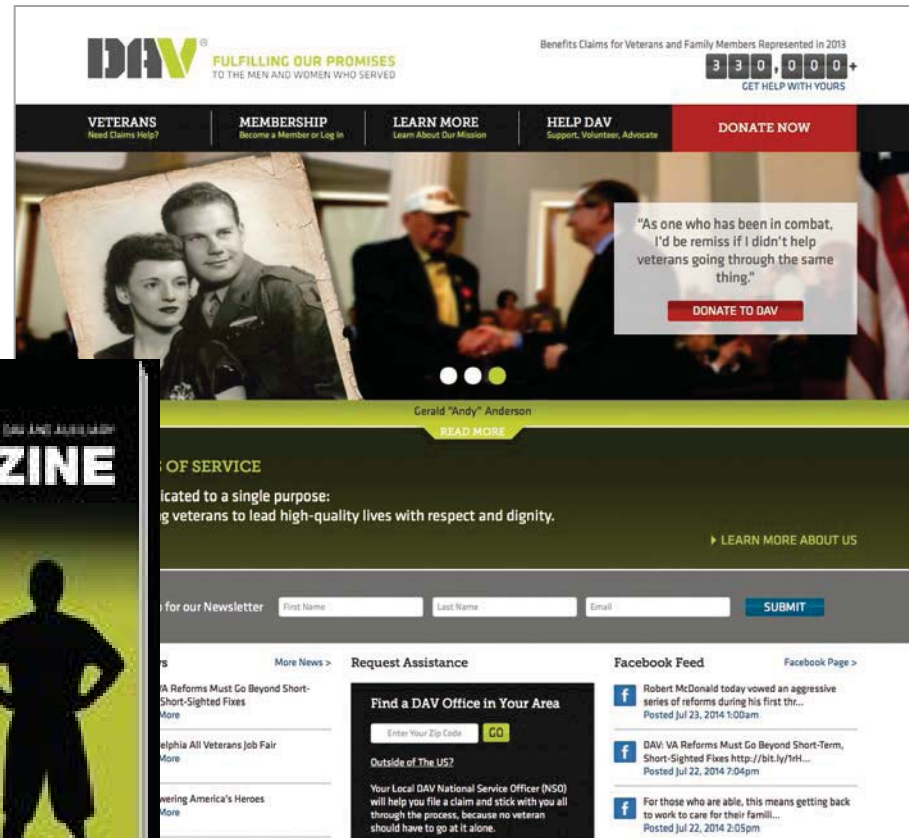
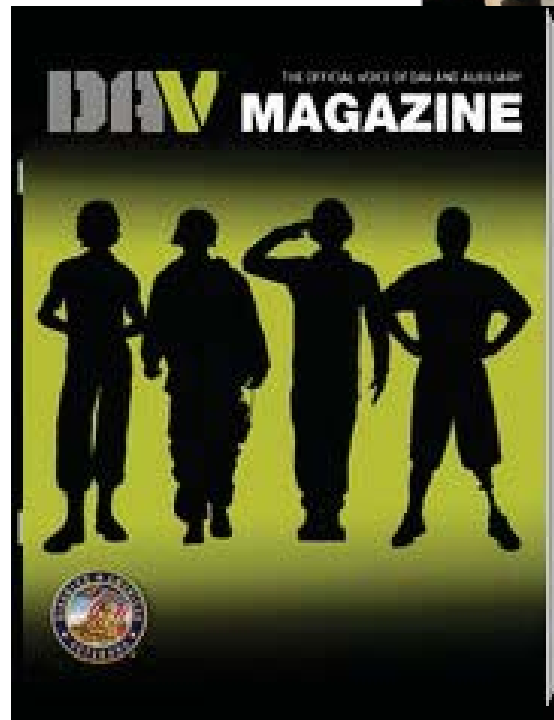


DAV Communications 2013/2014



FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

Introducing the New DAV Brand 2013



Communicating the New Brand



New TV PSA: “Whatever it Takes”



Public Outreach Campaign

- Minneapolis-St. Paul
- Nashville
- San Diego
- Washington D.C.
- Oklahoma City
- Tampa/St. Pete



National Digital Advertising



**THEY LOOKED OUT FOR YOU.
WE LOOK OUT FOR THEM.**

Because no veteran should have to go it alone. DAV is here to help.

LEARN HOW AT DAV.ORG



Skip Ad »

Advertisement



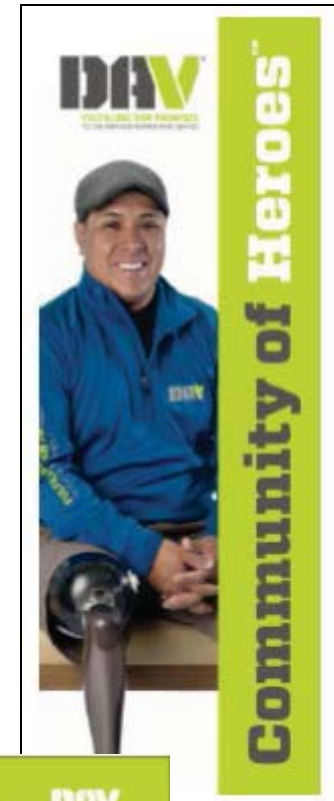
**They looked out for you.
We look out for them.**

DAV helps veterans of all eras get the benefits they deserve.

LEARN MORE



Community of Heroes Events



DAV's Community of Heroes™
 (The DAV National American Veterans) Community of Heroes™
 recognizes the courage, honor, and sacrifice of our veterans and their families and survivors, as well as the people who support their transition to civilian life.

**It celebrates the values of
 courage,
 volunteerism,
 AND VETERANS
 HELPING VETERANS.**

**SAN DIEGO'S
 Community of Heroes™**

WEDNESDAY, NOVEMBER 13, 2013
 6:00 PM - 8:00 PM
 San Diego Convention Center
 San Diego, CA 92161

RSVP BY OCTOBER 24, 2013
www.dav.org

**DAV
 92 YEARS
 OF SERVICE**

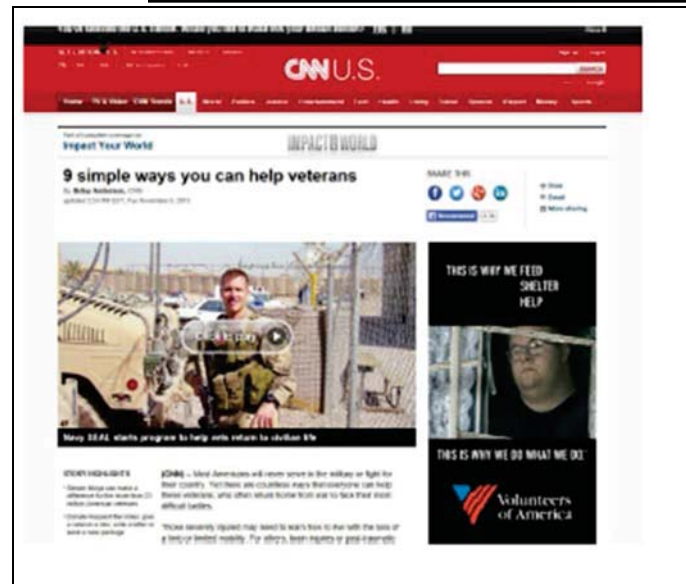
**1.2 MILLION
 MEMBERS**

**Supports over
 700,000
 VETERANS PER YEAR**
 in 13 benefit programs

**Provides care more than
 300,000
 VETERANS**
 in 13 benefit programs



Proactive Media Support



Increased Awareness in 2013

- PSAs ran 5,068 on 234 stations in 134 markets
- Public outreach campaign: 430+ million impressions
- National online advertising: 227+ million impressions
- Facebook likes grew 61% to 258,758
- YouTube views: 77,000+
- Pandora Internet Radio: 20+ million impressions
- Media coverage: 674+ million impressions

2014 National Public Awareness Campaign

Campaign Objectives

- Continue to increase awareness
- Position DAV as a leader in the VSO space
- Engage and inspire new audiences
- Gain greater recognition
- Support advocacy, fundraising and membership development efforts

Nation's Collective Responsibility

Veterans and their families should
get what they were promised,
and DAV is the best organization to help.



2014 Integrated Campaign Approach



Target Audiences

Primary Target Audience



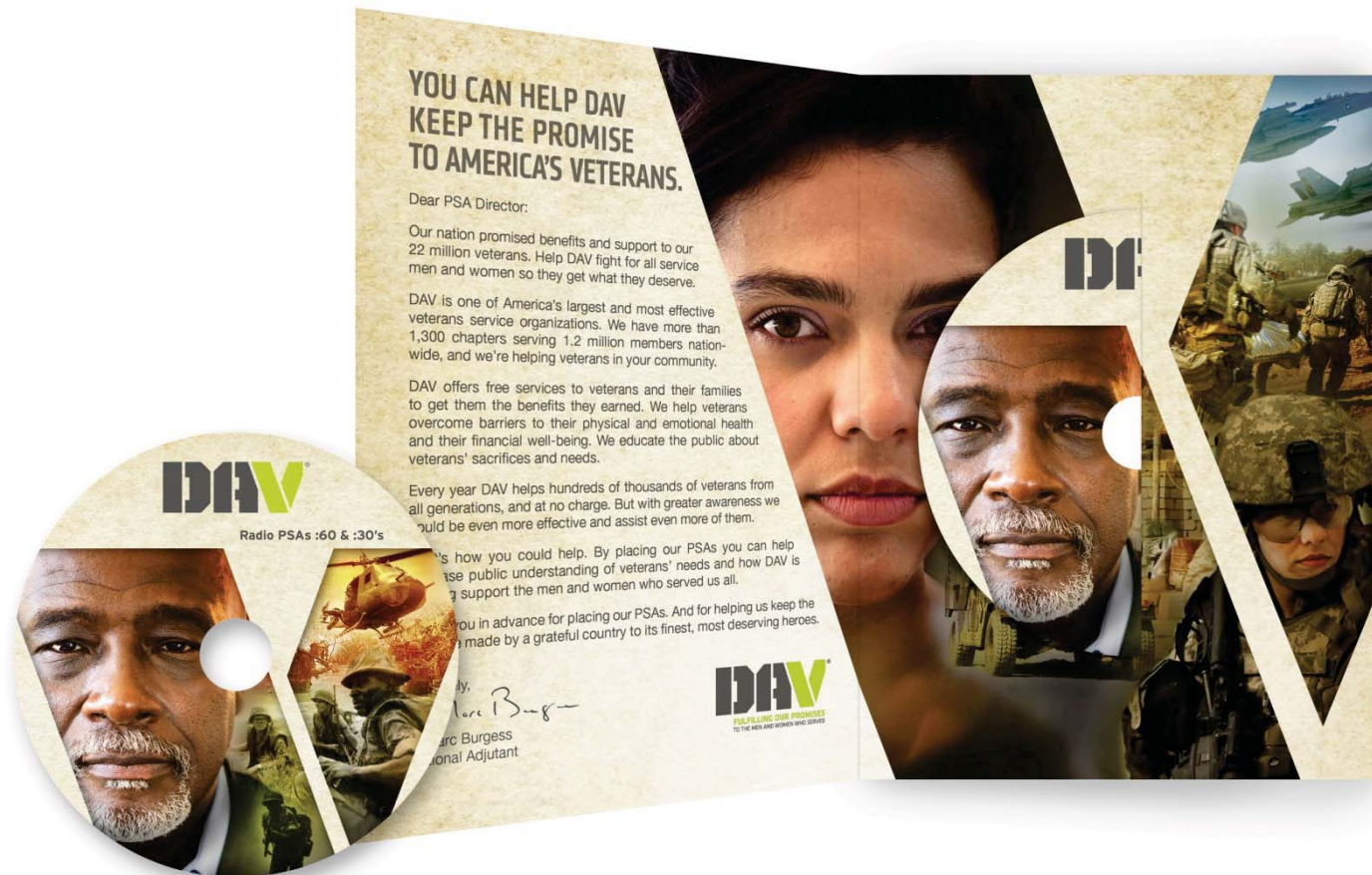
Target Audiences

Secondary Target Audience



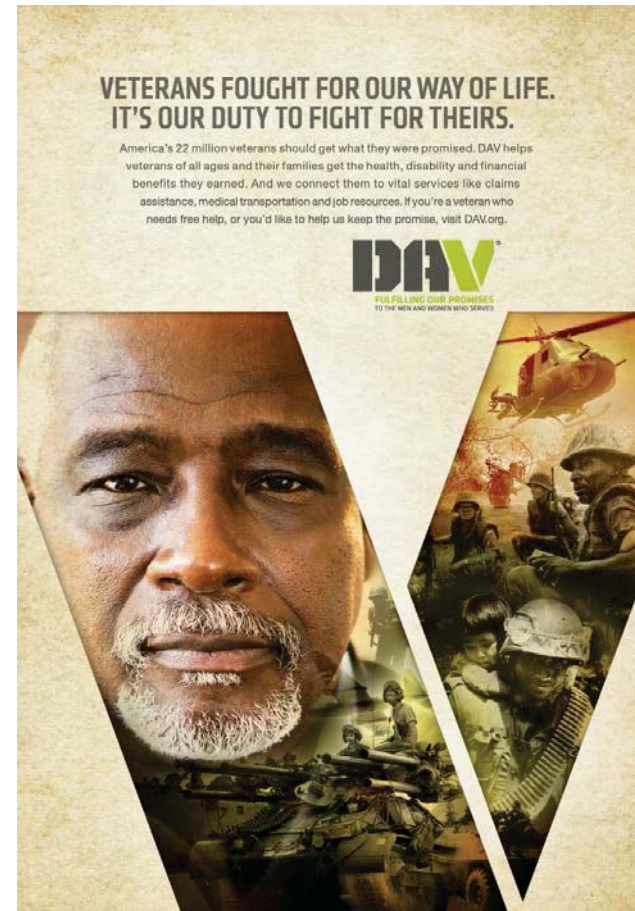
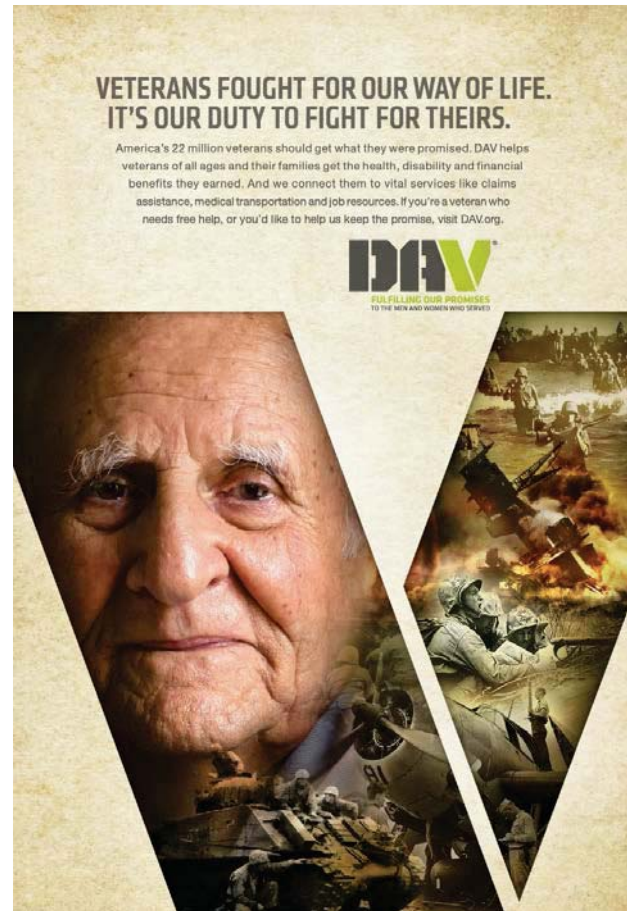
PSA Program

Radio



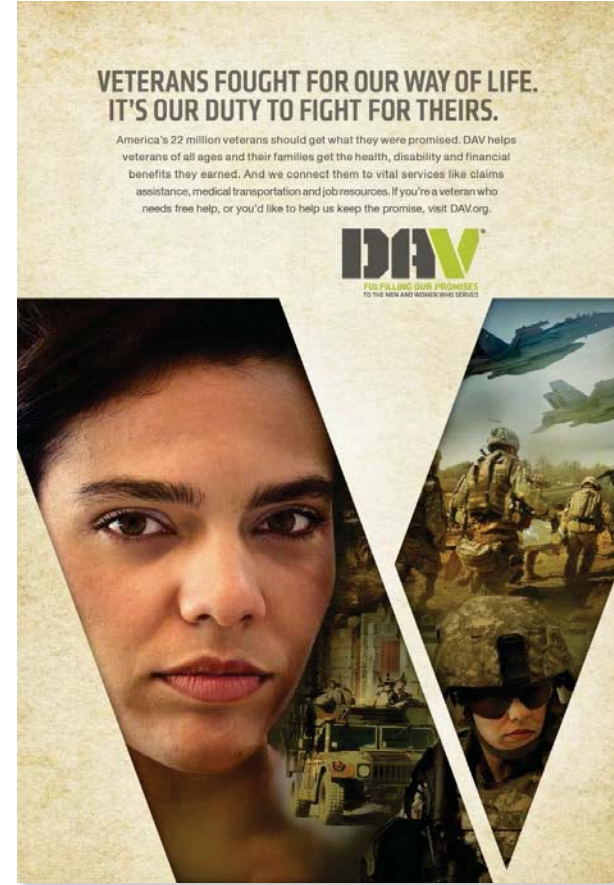
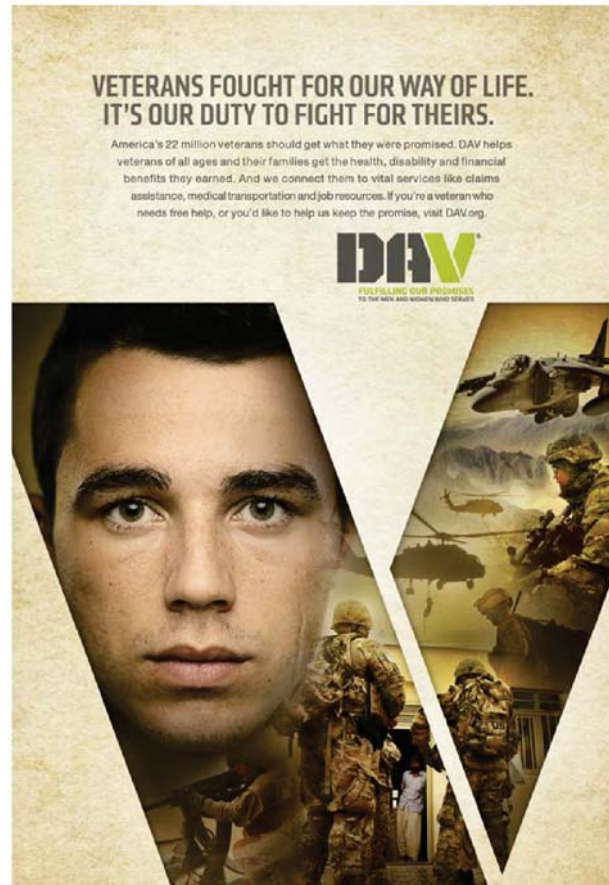
PSA Program

Print



PSA Program

Print

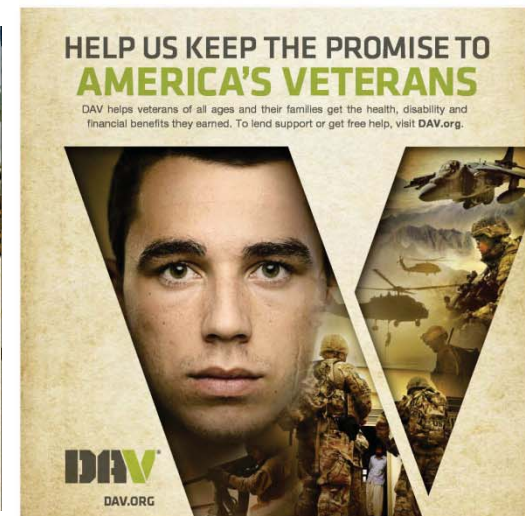
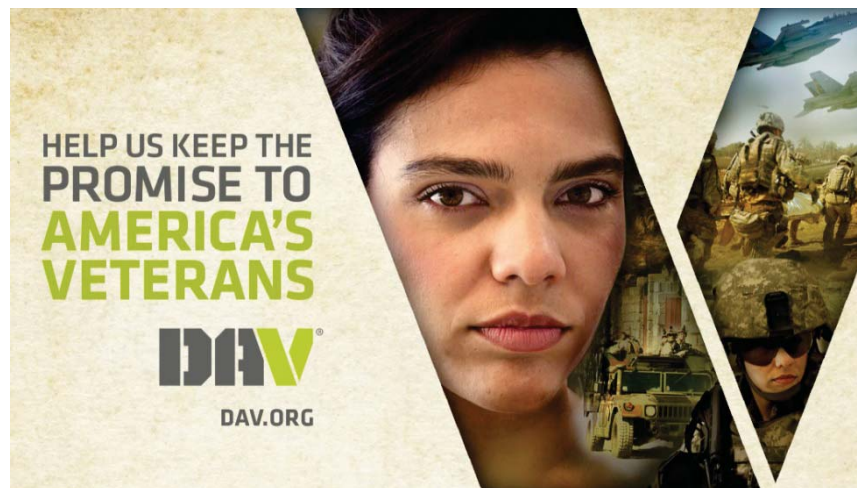
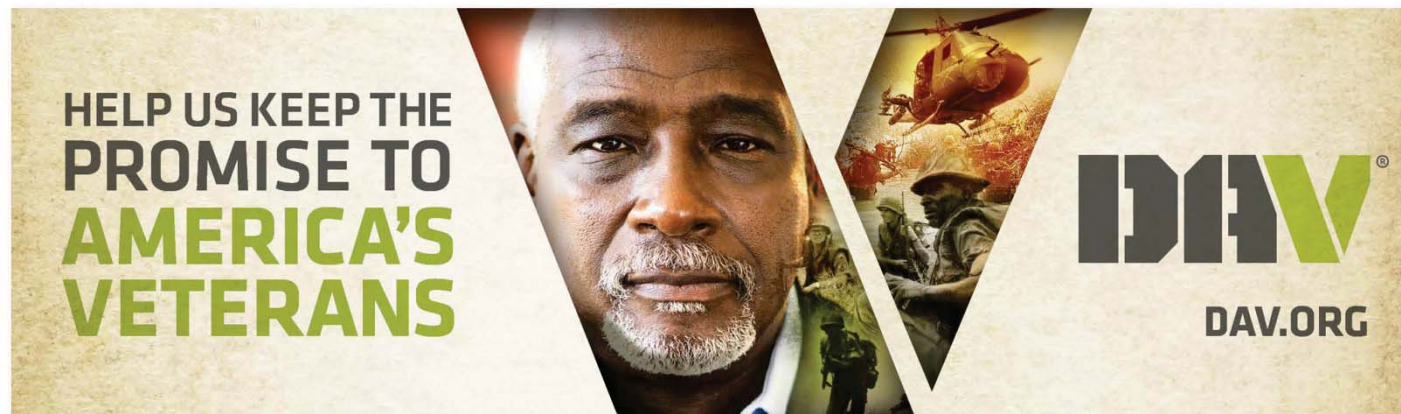


PSA Program



PSA Program

Out of Home



Proactive Media Relations



THE WALL STREET JOURNAL.



Social Media Engagement



Veterans Day



Photo
from
shoot



Share of Heart, Share of Voice



Thank You



FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

