

## Selected Public Relations Case Summaries

### Bob Hetherington & Associates

**Client: United States Navy**  
**Services: Branding, Marketing, Internal Communications**

The United States Navy has been part of America's Armed Services for more than 210 year and the Navy Personnel Command operates from offices in Millington, Tennessee.

Bob Hetherington helped lead a talented team which developed and executed a marketing plan for the U.S. Navy's Fleet and Family Support Centers (FFSC) and 67 service delivery sites worldwide. The campaign aimed to help the Navy achieve its recruitment, retention and readiness goals.

The campaign helped boost utilization of services by 35.7 percent over two years. It successfully branded the FFSC, raised awareness of its 18 programs and services, and changed perceptions to positive up and down the chain of command.

Campaign elements included a well-stocked toolkit of marketing resources (collateral materials, templates, print ads, broadcast public service announcement videos, interactive CD, brochures, reference guides) and a system to gather, write and distribute third-party testimonial success stories across a range of internal Navy media outlets.