

British Army Ad
January 2018-01-15
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We Want Gays and Muslims in the British army.

New Ad campaign uses insights to challenge stereotypes and attract a new type of recruit.

In this gender challenged time the new British Army multichannel Advertising campaign speaks to the new millennial by not containing the old stereotype that fuel the typical army recruitment ad. It accomplishes this by using insights that young Britons relate to, which unfortunately may alienate the older generation.

The public already has a brand image of the UK army, and these new messages complement that already constructed brand image while broadening it by being inclusive. Through featuring current soldiers asking: "What if I get emotional?", "Can I be gay in the Army?" and "Do I have to be a superhero?"

Arguments against the campaign say that the ad loses focus to the typical message of trying to attract people who want to be soldiers and fight. I would say that this new campaign kills... but with kindness.

I would question these people who criticize these ads as being too politically correct and say they are stuck in the myth of the old British Empire. Those days are over, and the new ads demonstrate what it means to be an army: which is not to kill, but to understand and accept other ideologies, and promote them as part of the new Great British army. Our days of colonising through aggression and stereotypes are over. We can lead the world through leadership and new ways of thinking.

In addition to having a unique message, these commercials use advertising tools and techniques that help the brand to 'cut the clutter' in order to stand out. UK urban consumers see over 5,000 messages a day and remember only 3 or 4. So by using 'flowing' animation; real soldier's voice-overs; insights of contemporary society; the army creates a new audio/visual language that generates impact with future recruits.

Advertising does not have to shout to be effective, this campaign speaks directly to their specific target market in a convincing argument that breaks down century old myths in only a few seconds.

Ideologies are broadcast through paid and unpaid messaging, and governments are often nations biggest advertisers, as is the case in Canada and Mexico. By broadcasting the army's contemporary ideology with advertising tools &

techniques, the UK is populating its army with forward thinkers ready for a changing world.

As contemporary global societies are moving towards being inclusive regardless of gender, race, religion or class, this controversial campaign decolonizes the army myth and demonstrates a new British army to the world.