



**ARMY
CADETS** 
GOING FURTHER



**» TALKING ABOUT
THE ARMY CADETS «**



TALKING ABOUT THE ARMY CADETS



When we asked volunteers, parents and cadets 'how would you describe the Army Cadets?' we got hundreds of different answers.

That's what we expected, there's a lot to say and everyone's experience is slightly different, but when we're trying to differentiate the Army Cadets from dozens of other youth organisations it's important that we speak with one voice about who we are and what we do.

'For brands trying to reach out to new and existing customers, verbal and written language is becoming as important as visual identity' (Marketing Week)

Brands - like the ACF - can engage with people by knowing what makes them tick: unlocking people's needs, desires, wants or values. By saying similar things about the Army Cadets, to friends, colleagues, parents, journalists and others, we can all help to improve their perceptions of the organisation and increase their understanding and support.

To help us to pin down what's unique about the Army Cadets, we consulted hundreds of cadets, volunteers, parents and 'stakeholders' from around the UK. That work helped us to identify the words and phrases that sum up the organisation for different audiences.

So, when you are:

- > **Preparing to talk to parents, potential volunteers and cadets or VIPs**
- > **Taking a group of cadets into the community**
- > **Drawing up some publicity material**
- > **Preparing to talk on the radio or TV**

This guide will help you to find the right words, messages and images to use.

WHO WE ARE AND WHAT WE DO...

We've used different 'straplines' in the past to try to sum up what the Army Cadets does. These included 'inspire to achieve' and 'make your mark'.

Our research revealed that these messages are not helping us to encourage people to join and are not effective in explaining what the ACF delivers.

So how can we sum up what the Army Cadets is all about and how it differs from other youth organisations?

To clarify what we are about we have developed a brief message that works for a range of different audiences including young people, potential volunteers and parents:

The Army Cadets is about fun, friendship, action and adventure. We inspire young people to challenge their limits and go further in life, no matter what they aim to do. [30 words]

OUR NEW STRAPLINE

We have come up with a new strapline 'Going further' which we believe reflects more accurately what the ACF is all about.

'Going further' gives you an opportunity to talk about the challenges, adventures and development opportunities the ACF offers (to cadets and to adults from all sorts of backgrounds). It also gives you an opportunity to talk about how the ACF inspires young people to develop and mature; encourages them to challenge themselves; and helps them to discover and develop their talents and go further in life, whatever they aim to do.

GOING FURTHER



IN A BIT MORE DETAIL...

We recommend that anyone writing about the ACF uses the key message sets (available in the Brand Centre and in the Cadet Forces Resource Centre on the Defence Gateway) to ensure that public-facing materials are all using the same messages.

However, if you want to double-check that the document you are writing says the right sort of things about what the ACF does, why we exist and how we go about our business, it may be worth referring to the quick checklist below.

WHAT WE OFFER:

Fun, friendship, action and adventure

WHAT WE DO:

We inspire young people to challenge their limits, grow their abilities and go further in life

WHY WE DO IT:

We want to help young people from every walk of life to unlock their talents and shape their own futures

WHY WE'RE DIFFERENT:

We go further:

... in the challenges and adventures we offer

... in the development opportunities we offer

HOW WE WORK:

Fun, action, structure, and working together 'shoulder to shoulder' sum up how we go about our business

WHAT PEOPLE SAY ABOUT US:

'It's a life changing experience'; 'The best thing I've ever done'

OUR STRAPLINE:

Going further



THE RIGHT MESSAGES FOR THE RIGHT PEOPLE

Our 'topline messages' guide should be sufficient for most people in talking about and writing about the ACF. These simple, general messages are suitable for a range of audiences and are included on page 16.

Volunteer Public Relations Officers (PROs) and county staff, who may need to develop publicity materials and special presentations for different audiences, can access specially tailored sets of messages for different audiences.

There are separate sets of messages for:

- > Potential volunteers
- > Potential cadets
- > Parents
- > Army stakeholders
- > Other stakeholders

We have also produced some messages for:

- > Community activities
- > Radio interviews

If you need to access these message sheets please ask your PRO to help you get hold of copies or download them from the Cadet Forces Resource Centre on the Defence Gateway.



THE WAY WE SAY IT - RIGHT STYLE, RIGHT TONE

The way someone speaks says a lot about who they are and it's the same for organisations.

As in everyday life, what you say and the 'tone of voice' should differ depending on whether you're talking to:

- > Potential volunteers
- > Potential cadets
- > Parents
- > Stakeholders

As an organisation, our style and the way we go about our business, can be summed up in: **Fun, action, structure, and 'shoulder to shoulder'**.

Different elements can be played up or down to suit different audiences and contexts.

AUDIENCE	EMPHASIS			
	Fun	Action	Structure	Shoulder to shoulder
Potential cadets	High	High	Medium	High
Parents	Medium	Medium	High	High
Potential volunteers	Medium	High	Medium	High
Stakeholders	Low	High	High	Low



» FUN

Being part of the Army Cadets is fun - for cadets and for adult volunteers.

The words and phrases you use in communications with potential volunteers and with existing and potential cadets should emphasise fun and enjoyment.

Try to make sure that the majority of images you use show smiling faces. Some activities - such as Fieldcraft exercises - require concentration and a serious approach which should be reflected in the images chosen but try to balance that with pictures of cadets and adults having fun.



» ACTION

The ACF delivers exciting, hands-on activities. Use dynamic language with active verbs and short sentences to convey enthusiasm and energy.

When choosing pictures select action shots rather than static or posed images wherever possible



» STRUCTURE

Cadets, volunteers and parents all like the fact that the ACF offers structure - in the progressive training on offer, the opportunities to rise up the ranks and in the clear guidelines for behaviour.

In your communications make sure that things are clearly explained.

For example, if you're talking to cadets about annual camp make sure they understand what they can get out of it and what's expected of them.

Where appropriate emphasise what the ACF delivers and the impact it makes by using facts and statistics.



» SHOULDER TO SHOULDER

Making friends for life, camaraderie, team-working and working together are all important parts of the cadet experience so try to bring this out in your communications.

The ACF is a friendly organisation so communications with adults, parents

and cadets should strike a warm and welcoming tone.

When choosing pictures use shots showing cadets (or cadets and adults) working together in groups to emphasise this element of ACF life.

ARMY CADETS IN PICTURES

'THE BEST THING I'VE EVER DONE'

THIS ONE PHRASE SUMS UP WHAT THE ACF IS ALL ABOUT, FOR BOTH CADETS AND VOLUNTEERS. IF YOUR PICTURES HELP TO CONVEY THIS YOU'RE ON THE RIGHT TRACK.

Pictures are a great way to convey messages so use them as much as possible.

Choosing the right pictures along with the best messages and tone of voice for your audience will help to ensure your communications have maximum impact.

Where possible:

- > **Use action shots (rather than posed pictures)**
- > **Steer away from images with uninspiring or 'busy' backgrounds or 'football team' style line-ups**
- > **Choose a mix of images that together suggest fun, friendship, action, adventure and challenge.**

There are hundreds of great quality images in the Army Cadets' Image Library in the Brand Centre. All of these photos have been checked and have copyright clearance and permissions for use. If you need larger image files contact the ACF Marketing and Communications team for help.

Getting the right balance of pictures is also important. Try to show:

- > **Groups of cadets (or adults and cadets) having fun together**
- > **Action shots (rather than posed pictures)**
- > **A broad range of activities - green and non-green**
- > **Boys and girls, a mix of ages and ethnic groups - we're open to all.**

Many people aren't aware of the Army Cadets' structured training programmes and emphasis on safety. If an activity could be misinterpreted as unsafe it is important to use images which show adults supervising cadets and the safety measures that are in place.

Your choice of pictures should help people to see the Army Cadets as a youth organisation with a military theme rather than a military organisation.

Captions can be helpful in explaining what's going on, or putting a picture into context, so use them when you think they might be needed. (e.g. if showing cadets wearing wound make-up to take part in a first aid exercise explain this in a caption, rather than leaving the viewer with any doubts).



ACROSS THE UK ONE ORGANISATION

To make sure that everyone knows that each detachment and every county is part of one national organisation - the Army Cadet Force - it's important that all our communications (print and digital) look and sound like they come from one organisation.

That said, we recognise that counties and detachments like to show what's happening in their area so some of the items available in the Brand Centre can be customised to include local pictures and information.

A Brand Manual on how to apply the visual brand is available in the Brand Centre. This includes information on how to use the logos, fonts and colours.

You should have a county Public Relations Officer (PRO) who is tasked with taking the lead in developing any new 'public facing' documents and publicity materials. Please get in touch with your local PRO before producing anything new so they can help you get the most from your materials.

POWER IN NUMBERS

Every day thousands of cadets and adult volunteers all over the UK are doing amazing things. To illustrate the organisation's breadth and depth it's a good idea to include some statistics in your communications.

As the statistics change every year we are making this information available on the main ACF website in the Media Centre area.

This information will be regularly updated so make sure you're using the most up-to-date version by checking the website for the latest information.

THE ARMY CADETS IS ABOUT FUN, FRIENDSHIP, ACTION AND ADVENTURE. WE INSPIRE YOUNG PEOPLE TO CHALLENGE THEIR LIMITS AND GO FURTHER IN LIFE, NO MATTER WHAT THEY AIM TO DO.

Our typeface



Our Brand Manual



Our logo

GOING FURTHER

Our strapline



Our colour palette



Our Brand Centre

ARMY CADETS SHOUTING LOUDER

PROs and other volunteers use a wide variety of tools and resources to help people discover the Army Cadets and explain the amazing things our adults and cadets do.

If you are thinking of giving a presentation make sure you use the branded PowerPoint template to ensure your presentation complies with the ACF brand. You might also consider using one of the new ACF videos to showcase what we do.

The Brand Centre has a huge range of materials that can help you get the message out, via social media or your local press. These include:

- > Video clips
- > Opening and closing frames to add to your own videos
- > Standard presentations for different audiences
- > Branded PowerPoint templates to use in developing your own presentations
- > Poster templates
- > Leaflet templates
- > Advert templates
- > Press release template (for PROs)
- > Hundreds of top-quality photographs (searchable by subject and county)

Your county and regional Reserve Forces' and Cadets' Association (RFCA) offices should also have supplies of pre-printed cadet and volunteer leaflets to support your recruitment activities. For examples of these look in the Media Centre on the armycadets.com website under 'Publications'.

GOING FURTHER



ARMY CADETS TOPLINE MESSAGES

The messages below have been put together to help when writing about the Army Cadets and telling people about the organisation and why they should support it. We don't expect you to memorise and repeat them but to put them across in your own words.

30 WORDS

The Army Cadets is about fun, friendship, action and adventure. We inspire young people to challenge their limits and go further in life, no matter what they aim to do.

50 WORDS

Many young people are missing out on the challenges and adventures that could transform their lives. The Army Cadets can change that. We give young people fun, friendship, action and adventure. We inspire them to challenge their limits and go further in life, no matter what they aim to do.

100 WORDS

Too many young people are missing out on the challenges and adventures that could transform their lives. Joining the Army Cadets can change that. We give young people - from all walks of life - access to fun, friendship, action and adventure.

We challenge our cadets to learn more, do more and try more. We inspire them to aim high and go

further in life, no matter what they aim to do.

With almost 39,000 cadets and 9,000 adults in more than 1,600 locations around the UK, the Army Cadets makes a big impact on young people, parents and local communities.

150 WORDS

Too many young people are missing out on the challenges and adventures that could transform their lives. Joining the Army Cadets can change that. We give young people - from all walks of life - access to fun, friendship, action and adventure. We challenge young people to learn more, do more and try more. We inspire them to aim high and go further in life, no matter what they aim to do.

Our volunteers get to know each cadet individually and offer a huge range of training, qualifications and challenges. They inspire young people to challenge their limits, become more independent, confident and able to step up to any challenge.

With around 39,000 cadets and 9,000 adults in more than 1,600 locations around the UK, the Army Cadets makes a big impact on young people, parents and communities.

Cadets and adults keep telling us 'It's the best thing I've ever done'.



ARMYCADETS.COM

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