

GENERAL ORDERS

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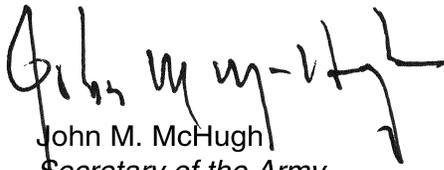


HEADQUARTERS  
DEPARTMENT OF THE ARMY  
WASHINGTON, DC, 27 September 2012

**ESTABLISHMENT OF THE ARMY MARKETING AND RESEARCH GROUP**

1. Effective 1 October 2012, the Army Marketing and Research Group (Unit Identification Code: W6WCAA) is established as a field operating agency under the Office of the Assistant Secretary of the Army (Manpower and Reserve Affairs).
2. The Army Marketing and Research Group will conduct national marketing, marketing analysis, and accessions analysis. It will develop best-value strategies and tactics to inform the American people and motivate the most qualified candidates to consider Army service in support of active Army and Army Reserve recruiting activities for officer, enlisted, and civilian personnel.

[SAMR]



John M. McHugh  
*Secretary of the Army*

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