Fort Gordon focuses on family teambuilding.
Military installation connects Army families to morale-building services and education.

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Nathan Hoeller, Webmaster and Creative Director, Fort Gordon

SOLUTION
Adobe Creative Cloud for enterprise

RESULTS

RICH COMMUNICATIONS
Produced diverse, high-quality marketing materials—apps, websites, videos, webzines, brochures, and more

CREATIVE EXPERIMENTATION
Experimented with high-end video techniques to add interest

INFORMATIVE APP
Built and compiled multi-platform app for military families

VISUAL APPEAL
Enhanced look and feel of marketing materials with color and fonts
Enhancing quality of life

Military life is stressful for soldiers and their families—long separations and worries about safety are just a few of the concerns. But the U.S. Army Family and Morale, Welfare, and Recreation (MWR) unit is there to help with programs and services that can support a better quality of life. MWR marketers inform military personnel and their families about what’s available through a wide array of materials, produced with Adobe Creative Cloud.

“Fort Gordon offers multiple MWR options: a bowling center, golf course, entertainment program, dinner theater, and community services such as childcare and fitness programs,” says Nathan Hoeller, Webmaster and Creative Director for Fort Gordon. “We encourage soldiers and their families to take advantage of all the education, sports, and leisure programs we offer—on base, as well as outside the installation.”

Raising awareness for services

Fort Gordon is home of the Signal Corps, the largest communications-electronics facility in the world. The Fort supports regional and worldwide missions, from communications training to military intelligence and cyber operations. Recruits from across the country come to the base after basic training to learn how to operate radio and computer equipment. Fort Gordon Family and MWR make it a priority to let military families know about life-enhancing activities available to them during their stay.

Hoeller promotes MWR’s services through a variety of channels to raise awareness and participation. The website, fortgordon.com, offers a comprehensive list of programs and an events calendar—which draws 80% of the site’s traffic. Printed flyers, posters, and banners provide details, as do weekly highlight videos displayed on screens in various facilities. A webzine, FYI+ magazine, is another way MWR gets the word out to soldiers and their families.
Supporting creativity

For all of their marketing and communication endeavors, Hoeller and the marketing team use Adobe Creative Cloud, accessed through an enterprise license with the U.S. Army. The team’s situation is unique. Because they work on an external network and are not dealing with sensitive information, they do not have to worry about security issues or firewalls. With only a few restrictions, Hoeller and the team have access to all of the products and services in Adobe Creative Cloud.

"I work in the world’s best creative playground for producing compelling materials," says Hoeller. "And, to make it even sweeter, I get the gratification of promoting free programs and activities for service members."

Variety of deliverables

Hoeller uses Adobe Photoshop CC and Illustrator CC for print and web design, Adobe Dreamweaver CC for web development, Adobe InDesign CC for creating print collateral, and Adobe Premiere Pro CC and After Effects CC for weekly highlight videos. He’s even experimenting with high-end techniques such as shooting content against a green screen and swapping in new backgrounds to make the videos more captivating.

Hoeller is also using services that come with Adobe Creative Cloud. To support a training and awareness program designed to increase self-reliance among military family members, Hoeller recently redesigned and re-launched the Army Family Teambuilding (AFTB) app and used Adobe PhoneGap Build to compile the app for multiple platforms. Family members can use the app as a quick reference guide to all things Army and a companion piece to the traditional-format course. Since its launch, downloads have increased significantly.

Adobe mobile apps and services available through Creative Cloud also play a role in Hoeller’s workflow. He’s using the Adobe Color mobile app to plan out color schemes for flyers and other print materials and Adobe TypeKit to find fonts and cut and paste them into his creations.

Fort Gordon recognizes the power of design and visual communications in creating useful and informative marketing materials for its programs and services. Working for a government organization, Hoeller can keep pace with expanding communication channels with content that matches the quality produced by private sector agencies.

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