

JOINT BASE MYER
B A S E



HENDERSON HALL
C A S E

*Be Daring! Be Different! **BE FIRST!***

A novel idea and the basis for a new and unique marketing tool currently being offered **only** by the Family and Morale, Welfare and Recreation Marketing team on the US Army side of Joint Base Myer Henderson Hall in Arlington, Virginia.

With the recent budget adjustments, many MWR offices across the DoD are looking for ways to fund the events so critical to their installations mission readiness and soldier readiness. Knowing that support for events and support programs comes from AAFES and DECA through their contributions to MWR, the Fort Myer FMWR team developed the “BASE Case”! The name “BASE Case” was chosen because every military installation in the world is referred to as the “base”. For instance, which Army base did you serve at, have you been stationed on any bases in Europe and so on.



It is a subscription box program where companies who sell products in the commissaries and exchanges, can offer their products, usually in a single serving or sample size, with a coupon for purchase of the full size or multiple products. If your company is introducing a new product or you wish to gain/maintain market share, this is a great way to put your product in the hands of the consumers.

The goal of the “BASE Case” is to increase sales in the commissaries and exchanges, which in turn increases the support to FMWR. Each month of the year has a theme to the subscription box which allows the greatest number of companies to participate. For instance, the January 2017 theme is “Baby, its cold outside”. If you have products to fight the chill of the winter months, such as teas, hot chocolate, soups or maybe the way to fight a cold, “BASE Case” offers you the ability to do so! The success of subscription boxes and the companies who use them have found it to be a smart extension to their existing promotional and product line up.

For more information on how your company can a part of “BASE Case”, please contact:

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