

Marine Corps Releases 'Shifting Threats' Recruiting Advertising Campaign

The U.S. Marine Corps Recruiting Command released its new advertising campaign on YouTube, Oct. 27.

QUANTICO, Virginia – Marine Corps Recruiting Command will release its new advertising campaign, *Shifting Threats*, via YouTube on Oct. 27. The commercial is scheduled for its television debut, Saturday, Oct. 29, during the Georgia versus Florida college football game.

This new advertising campaign conveys a single premise: against ever-evolving threats, our nation's greatest asset is the adaptable skillset of Marines who fight and win.

Shifting Threats showcases the increasingly complex and chaotic global environment that Marines are currently operating in, characterized by "un" threats: unpredictable, unimaginable, unknown and undeclared.

"The centerpiece of the Marine Corps isn't a platform; it's the individual Marine," said Lt. Col. Rob Dolan, Director, Marketing and Communication, MCRC. "The concept behind the *Shifting Threats* campaign is to explain who we are and what we do for the nation while communicating the Marine Corps' identity to this generation of prospective Marines."

On Oct. 27, the *Shifting Threats* commercial can be viewed at: <https://www.youtube.com/user/OurMarines>

Shifting Threats will be amplified through a variety of communication and media platforms to include compelling communication pieces, such as TV/video advertisement (linear and online), digital audio, social media posts and digital assets.