UNITED STATES AIR FORCE (USAF)

AIR EDUCATION AND TRAINING COMMAND (AETC)

AREA OF INTEREST (AoI)

FA300225SC002 FY26 AOI-0001

AI-Enabled Marketing and Communications Campaign Management System

Title: Phase 1 – Whitepaper AoI - Artificial Intelligence (AI)-Enabled Marketing and Communications Campaign Management System

1. Introduction

The United States Department of the Air Force (DAF) Air Education and Training Command (AETC) is seeking innovative, commercial solutions to modernize its marketing and communications operations through an advanced AI-enabled Marketing and Communications Campaign Management System. The primary goal is to acquire a platform that enables rapid marketing campaign creation, streamlined workflow management, and comprehensive tracking of end-to-end marketing campaigns linked to DAF accessions. This solution is expected to significantly enhance the DAF's recruitment efforts by leveraging its extensive internal capabilities and data sets.

2. Purpose

All items, technologies, and services acquired using a CSO will be treated as commercial items. The Government encourages proposals that span a wide spectrum of possible technical and business solutions in response to this specific AoI. The Government reserves the right to award any combination of proposals which offer the best overall value to the Government, and to oversee any and all processes and approaches once initiated. Award as a result of this announcement shall be Fixed Price FAR Part 12 commercial contracts.

Award resulting from this CSO -AoI will be made based on the evaluation results of a two or three-phased proposal process. The Government reserves the right to fund all, some, one, or none of the proposals submitted; may elect to fund only part of a submitted proposal; and may incrementally fund any or all awards under this CSO – AoI. All awards are subject to the availability of funds.

All coordination and communication between offerors and the Government will be conducted using (www.sam.gov) and the points of contact associated with this Phase 1 – White Paper.

3. Notice to Offeror(s)/Supplier(s)

Funds are not presently available for this effort but expected to be there at the time of award. No award will be made under this solicitation until funds are available. The Government reserves the right to cancel this Phase 1 – White Paper solicitation, either before or after the closing date. In the event the Government cancels this Phase 1 – White Paper solicitation, the Government has no obligation to reimburse an offeror for any costs. The Government reserves the right to re-open a phase at any time.

4. General Information

Points of Contact: Melody Taylor, 338 ESS/PKA, melody.taylor@us.af.mil and 2d Lt Phillip Napier338 ESS/PKA, philip.napier@us.af.mil.

Questions regarding the content of this AoI Phase 1 – White Paper must be addressed to the Contracting Officer(s) listed above and AFICC.338ESS.CSO@us.af.mil.

All correspondence for this AoI must include the following in the title of the email "FA300225SC002 FY26 AOI-0001"

5. Submission

AoI Phase 1 – White Paper submissions are **DUE 03 November 2025 no later than 11:00AM CST.** Please email submissions to the AOI Phase 1 – White Paper to the Contracting Officers listed above and AFICC.338ESS.CSO@us.af.mil . Confirm receipt with a separate email (not containing attachments).

Phase 1 – White Paper submissions will only be accepted during the specified period and shall be prepared in a accordance with the formats in Attachment 1.

Offerors should monitor (www.sam.gov) for amendments to this AoI Solicitation.

Phase 2 – Pitch Day

Offerors that submit White Papers considered to be of further interest to the Air Force may be requested to provide in-person pitch of the commercial solution at Joint Base San Antonio Randolph, TX 78150**.** The pitch day is tentatively scheduled for 14 November 2025. Vendors will be notified of selection for Phase 2 on or around 08 November 2025.

AoI - Problem Statement

The DAF faces significant challenges in harnessing its vast internal capabilities to create and manage effective recruitment marketing campaigns:

- Untapped Internal Capabilities: The DAF generates thousands of organic stories, images, and videos weekly but lacks a system to aggregate, repurpose, and distribute this content for recruitment marketing.
- Inefficient Workflow Management: The DAF struggles to coordinate complex, multi-user workflows across diverse mission areas, hindering rapid marketing campaign execution.
- Fragmented Data Sets: Extensive data sets are siloed, limiting the ability to derive actionable insights for campaign optimization.
- Complex Organizational Needs: The DAF serves multiple mission areas with distinct requirements, each requiring tailored marketing strategies.
- Budget and Workforce Constraints: The DAF must shift to utilizing its own internal capabilities and cost-effective commercial solutions to achieve marketing goals

- Audience Expectations: The 18-24-year-old demographic prioritizes authentic, organic content, requiring the DAF to leverage its internal storytelling capacity and earned media opportunities.

6. Objectives

The DAF aims to acquire a commercial solution that achieves the following objectives:

- Create authentic, targeted recruitment campaigns by leveraging the DAF's internal content and personnel capabilities.
- Streamline workflows by automating campaign planning, content curation/creation, task management, and execution.
- Support diverse missions by providing customizable tools tailored to the unique needs of various national, regional, and local mission areas.
- Enable rapid testing and refinement of marketing campaigns using AI-simulated focus groups.
- Integrate internal and external data to provide actionable insights for campaign optimization.
- Automate data integration and reporting to capture results from marketing campaigns and field activities.
- Deliver robust ROI and KPI tracking to measure campaign effectiveness and optimize resource allocation.
- Provide an intuitive, user-friendly platform with role-based access for diverse users.
- Ensure security and compliance with stringent DoD standards.
- Ensure scalability, resilience, sustainability, and adaptability to accommodate evolving technologies and requirements.

7. Scope of Requirements

The DAF requires an AI-enabled marketing and communications operating system with the following capabilities:

7.1.Marketing Campaign Management Tool

- A centralized, cloud-based platform that serves as the primary hub for creating and curating strategic communications campaigns, earned media tools, paid media tools, and workflow management to orchestrate end-to-end processes.
- Ability to ingest, catalog, and manage terabytes of existing video, image, and text content during onboarding.

- User-friendly interface designed for ease-of-use by non-technical military and civilian staff, with intuitive navigation, drag-and-drop functionality, and contextual help features.
- Role-based access controls for different user levels, with tailored functionalities and permissions to support task assignment, monitoring, and decision-making.
- Role-based dashboards customizable for each user level, providing relevant insights to enhance efficiency and oversight.

7.2.AI-Powered Tools

- Content Generation: AI tools trained and reinforced using existing and future DAF content to create authentic, on-brand text, images, and videos that resonate with specific target demographics, audiences and communities.
- Campaign Automation: Tools to automate campaign creation based on user-inputted prompts, including social media posts, earned/paid media recommendations, and organic content strategies.
- Audience Segmentation: AI-driven segmentation and clustering to tailor campaigns based on audience attributes, behaviors, and preferences.
- Performance Optimization: Real-time campaign optimization across channels, with predictive analytics to improve ROI and recruitment accessions outcomes.
- Multi-Agentic AI: Scalable AI agents that collaborate across marketing functions to enhance efficiency and decision-making to execute/improve the DAF marketing mission.
- AI-Simulated Focus Groups: Tools trained with market research data to test campaigns against AI-generated focus groups that simulate the demographics, preferences, and behaviors of target audiences.
- Task Management and Monitoring: Tools to assign tasks to specific users, track completion status, and provide automated reminders or escalations of tasks to appropriate users.

7.3. Data Integration

- Seamless integration with internal (e.g., accessions data, recruiter event outcomes, internal metrics) and external (e.g., Google Analytics, social media reach, ad agency data) data sources using automated and scalable connections, with capabilities for connection to future data sources and applications.
- Ability to aggregate and analyze siloed data sets to provide a comprehensive view of the marketing landscape, inform strategy and train AI-powered models.
- Support for real-time data processing to enable rapid, dynamic campaign adjustments.

- Automatic data integration of campaign results, field recruiter feedback, and performance metrics.
- Real-time field reporting capabilities, enabling recruiters and other field personnel to submit event outcomes, leads, and feedback directly into the platform via mobile-optimized interfaces.

7.4. Third-Party Application Integration

- Compatibility with leading marketing and collaboration tools, including:
    - Collaboration platforms (e.g., Miro, Canva).
    - CRM systems (e.g., Salesforce).
    - Marketing automation platforms (e.g., Braze, Sprinklr, HootSuite).
    - Project management tools (e.g., Workfront, Wrike).
- Provide details on supported integrations, including API-level connectivity and data synchronization capabilities.

7.5. Scalability and Security

- A scalable cloud-based or hybrid infrastructure capable of handling structured and unstructured big data sources and complex workflows.
- Adherence to DoD standards for data security, privacy, and compliance (e.g., FedRAMP, Cybersecurity Maturity Model Certification).
- Robust encryption and access controls to protect sensitive information in accordance with DoD guidance on CUI, PII, PHI, etc.
- Compliance with accessibility standards (e.g., Section 508) to ensure the platform is usable by all USAF personnel, including those with disabilities.

7.6. Customization and Support

- Customizable platform to streamline campaign creation and workflow management for defined user roles across the DAF ecosystem.
- Comprehensive on-demand training programs for military and civilian staff, including hands-on workshops, online tutorials, and role-specific guides.
- User feedback mechanisms to continuously improve the platform based on user experiences and feedback.
- Dedicated support for integration, training, and process transformation during and post-deployment.

- Vendor commitment to long-term platform development and alignment with DAF's evolving needs for marketing and recruiting missions.

7.7. Specific Capabilities of Interest

- AI-Driven Creativity: Tools leveraging generative AI trained and reinforced using existing and future DAF content to create and inform DAF marketing campaigns.
- Contextual AI Agents: AI agents that provide insights and recommendations throughout the campaign lifecycle.
- Digital Twins: AI-enabled digital twins to simulate and optimize campaign decisions.
- Predictive Analytics: Tools incorporating neuroscience testing and predictive scoring to enhance content effectiveness.
- Open Architecture: A modular, extensible platform that supports integration of new technologies, data sources, and AI models.
- Earned Media Optimization: Tools to identify and capitalize on earned media opportunities.
- Iterative Testing and Feedback Loops: Tools to support continuous campaign testing and refinement.
- Rapid Deployment Capabilities: Ability to deploy and operationalize the platform within a short timeframe.
- ROI and KPI Tracking: Tools to automatically calculate and visualize ROI and KPIs for campaigns, set by campaign managers, users and marketers
- Field Recruiter Enablement: Mobile-optimized tools for field recruiters to report event results in real time.

8. Desired Outcomes

The DAF expects the solution to deliver the following outcomes:

- Increased Recruitment Effectiveness: Higher engagement and conversion rates among 18-24-year-olds through authentic campaigns built on lower cost, internal content, optimized via AI-simulated focus group testing and real-time field feedback.
- Streamlined Campaign Execution: Rapid creation and deployment of campaigns using existing DAF assets, with efficient workflows that coordinate contributions from diverse user roles.
- User Adoption: High adoption rates among military and civilian staff due to an intuitive interface, role-based access tailored to various agency user roles, and comprehensive

training programs. (e.g. Campaign, social, earned media, advertising and events managers fully trained within 2-6 months)

- Operational Efficiency: Streamlined task management, automated content repurposing, and real-time field reporting that reduce manual effort and enable rapid decision-making.
- Actionable Insights: Robust ROI and KPI development and tracking, providing clear, mission-specific metrics to optimize resource allocation and demonstrate value to stakeholders.
- Cost Efficiency: Reduced reliance on external agencies and large marketing contracts by leveraging internal content and AI automation.
- Mission Alignment: Tailored marketing strategies that meet the diverse needs of various mission areas.
- Scalability and Adaptability: An adaptable and resilient platform that evolves with DAF needs and emerging technologies.

9. Evaluation Criteria

Responses will be evaluated based on:

- Alignment with DAF requirements and objectives, with priority given to solutions that demonstrate robust capabilities for campaign creation and workflow management using existing DAF content.
- Technical feasibility and innovation of the proposed solution.
- Scalability, adaptability, security, accessibility, and compliance with DoD standards.
- Vendor experience, qualifications, and ability to provide effective training programs and support for diverse user roles.
- Cost-effectiveness and value to the taxpayer.
- Evidence of successful deployments in similar contexts.
- Ability to achieve rapid deployment and user adoption.

ATTACHMENT 1. WHITE PAPER FORMAT

A1.1. The white paper should include a discussion of nature and scope of the effort and the offeror's proposed technical approach. The Government will review the white papers in accordance with the evaluation criteria set forth in this announcement.

A1.2. The white paper page limit is five (5) pages, not including the cover sheet and executive summary. **Any pages exceeding the five (5) page limit will not be evaluated.** White paper shall be single-spaced (must use standard single-space function in Microsoft Word), with text in Times New Roman, no smaller than 12-point font and submitted in Portable Document Format (PDF). Pages 8.5 x 11 inches paper, with one-inch margins on both sides, top and bottom. All text, including text in tables and charts, must adhere to all font size and line spacing requirements listed herein. Illustrations, flowcharts, drawings, and diagrams are part of the page count, therefore if adding such items, be mindful of the page limitation. All pages, shall be numbered starting with the executive summary page being page 1. White papers must not exceed a file size of 25 MB.

A1.3. The white paper will be formatted as follows:

A1.3.1. Cover Sheet: The following information shall be contained in a cover sheet submitted with the proposal:

(a) CSO number, AOI number, and AOI name
(b) Full company name and address
(c) CAGE code, Dunn & Bradstreet (D&B) and Data Universal Numbering System (DUNS) number
(d) Unique Entity ID number
(e) Business Size Classification (large, small, or other)
(f) Offeror's socioeconomic status
(g) Point of contact, name, title, phone number, and email address
(h) If the proposed work to be performed is classified, add the following information: Classified level at which company is cleared, contract address for forwarding classified material (name, address, zip code), cognizant security office (name, address, zip code), and offeror's security officer's name and telephone number).

A1.3.2. **Executive Summary.** Provide a one (1)-page executive summary of the technology and a brief overview of your organization, including qualifications, experience, and relevant certifications.

A1.3.3. **Technical Concept.** Describe the unique aspects of the technology and the proposed work as it relates to the AOI. Identify whether the effort includes the pilot or demonstration of existing commercial technology (identified as commercially ready and viable technology). Identify aspects which may be considered proprietary. The technical portion of the solution shall include a discussion of the nature and scope of the effort and the offeror's proposed technical approach/solution. It may also include any proposed deliverables. Resumes, descriptions of

facilities and equipment, and a proposed SOW are not required to be submitted with the white paper.

A1.4. White Paper Submission Requirements

Interested vendors are requested to submit a response addressing the following:

- **Solution Description:** Describe your proposed AI-enabled marketing and communications operating system, emphasizing how it prioritizes campaign creation and workflow management using existing DAF content and personnel capabilities, with data analytics and reporting as supporting functions. Specifically address:
    - Tools and processes for rapid campaign creation, focusing on repurposing internal content.
    - Workflow management capabilities for coordinating tasks across diverse user roles.
    - Role-based access and dashboards for defined user roles (e.g. Marketing director, manager, campaign manager, analyst, etc.), including how workflows and permissions are tailored.
    - Task assignment, monitoring, and completion tracking capabilities.
    - Automatic data integration for results of implemented campaigns and content.
    - Real-time field recruiter reporting tools, including mobile-optimized interfaces with voice-to-text, photo uploads, preconfigured forms, and offline capabilities.
    - Campaign ROI and KPI tracking features, with examples of supported metrics and visualization options.
    - AI-simulated focus group testing capabilities, including how feedback is generated and integrated.
    - Tools to visualize multi-user workflows to help managers coordinate complex campaigns.
    - Library of prebuilt customizable campaign templates to accelerate campaign creation.
    - Data connection capabilities for interoperability with existing and future systems (e.g. DVIDS, digital asset repositories, etc.) .
- Data Integration and Security: Detail your solution's data integration capabilities, automatic data parsing, field reporting features, and security measures, including compliance with DoD standards (e.g., FedRAMP, CMMC) and accessibility standards (e.g., Section 508).

- Scalability and Performance: Provide metrics demonstrating your solution's ability to handle structured and unstructured big data, complex workflows, and real-time field reporting across diverse user roles.
- Integration Capabilities: List supported third-party integrations and describe the level of integration.
- AI Capabilities: Describe the AI models and algorithms used, including training data, customization options, multi-agentic AI capabilities, and AI focus group simulation methods.
- Customization and Support: Outline options for platform customization, particularly for the defined user roles, integration support, and training programs for military and civilian and contracted staff.
- Case Studies: Provide examples of successful deployments for similar clients, preferably in government or large-scale organizations.
- Roadmap and Commitment: Describe your long-term platform roadmap, commitment to enhancing the solution for DAF needs, and your ability to achieve rapid deployment.
- Pricing Information: Provide high-level pricing details or a pricing model. Note: Detailed pricing will be requested during subsequent phases.

A1.5. Anticipated Price/Offeror Viability. Provide an overview of business establishment and operations, a rough order of magnitude cost estimate, and a time-phased cost breakdown over the proposed period of performance. The Government anticipates the period of performance to be a base year plus four option years, a total of five (5) years.