

# MARSOC

## iostudio – A Case Study

### MARINE CORPS FORCES SPECIAL OPERATIONS COMMAND (MARSOC)

Though it's the youngest Special Operations Force in the Department of Defense, Marine Corps Forces Special Operations Command (MARSOC) draws its lineage from the Marine Raiders—an elite Special Operations Force in World War II feared by the Axis forces. As MARSOC planned celebrations for its 10th Anniversary, the command sought to tell the Raider backstory.

Recognizing our knack for storytelling coupled with our subject matter expertise—we are deeply entrenched in military history and culture—MARSOC's lead ad agency, SAIC, hired iostudio.



### DOCUMENTING HISTORY

Our solution was to interview past and current Raiders on camera to capture their sense of service, patriotism and unprecedented grit. Labeled the "Heritage" video, we told the Raider story, weaving in connections to the modern-day Raiders currently serving operationally around the globe.

Our team traveled to San Antonio for the Marine Raider Reunion in August 2015 for exclusive interviews with surviving Marine Raiders who served in WWII as well as current MARSOC Raiders. We then worked with the National Archives and Record Administration to secure exclusive photographs and film of Raiders training and fighting in the Pacific Theater during WWII. After weaving the footage together, including animated photography, we were speechless.



### AN EXTREMELY POSITIVE REACTION

The American public, while just as awestruck as we were, has not (fortunately) been rendered speechless. The video had more than 10,000 views within the first 45 minutes of posting on MARSOC's Instagram account. That number quickly jumped to 100,000-plus views after being posted to MARSOC's Facebook page. As additional Department of Defense social media accounts and viral sharing soon kicked in, the video was viewed more than 230,000 times in its first five days online.

