#BSFOperationXbox
The Connecting Force for MilFams 2021

According to the 2020 Military Family Lifestyle Survey, only 27% of active-duty family respondents feel a sense of belonging in their local civilian community?

From sea to shining sea, Xbox has been a “Connecting Force” for military families throughout 2021. Not only did we receive giveaway entries from all across the country — from North Pole, Alaska, to Biloxi, Mississippi — but more importantly, we heard real-life stories about how an Xbox can bring so much joy to families.
Through our research, we understand that if military families are not thriving, their service members are not mission-ready, thus jeopardizing the entire force. However, frequent moves and deployments make it challenging for military-connected families to set down roots and make friends and connections in their new homes.

In fact, each year, approximately 600,000 active-duty and Veteran families move to new communities — making a permanent change of station (PCS) move, geobaching (when a military family chooses to live in a different location from the service member), or transitioning in or out of service. Additionally, even for families who have lived at their duty station for quite some time, COVID-19 restrictions have made it difficult to establish a community connection.

Therefore, the families of those who serve need and deserve a network that empowers them to feel at home, connected to their community, and like they belong. That is why Blue Star Families is on a mission to build strong communities of support for our military families. But we know we cannot do it alone.

By partnering with civilian neighbors — both individuals and organizations — like YOU, we can work together to showcase what it means to serve and provide military families with the support they need to thrive.

Together, we have not only reached thousands of people through our campaign, but we have also brought the joy and community of gaming to our military-connected communities.

Thank you, Xbox!
# 2021 Campaign Highlights

**56,016 Total Giveaway Entries**

## Fast Facts

<table>
<thead>
<tr>
<th>Surprised 24 military families with an Xbox Series S Prize Package</th>
<th>Giveaway entries from 50 states, DC, Armed Forces Europe, and Armed Forces Pacific</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wins from 5 branches of the military, including:</td>
<td>Winners include:</td>
</tr>
<tr>
<td>• Army</td>
<td>• Active-duty families</td>
</tr>
<tr>
<td>• Marine Corps</td>
<td>• National Guard families</td>
</tr>
<tr>
<td>• Navy</td>
<td>• Reserve families</td>
</tr>
<tr>
<td>• Air Force</td>
<td>• Veteran families</td>
</tr>
<tr>
<td>• Coast Guard</td>
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</tbody>
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## Campaign Details:

Each month, we identified a new and unique way to promote #BSFOperationXbox. From Month of the Military Child to welcoming new families during Blue Star Welcome Week, there was always a reason to be the "Connecting Force" for our military and Veteran families.

- **April — Month of the Military Child**
  - MilKids

- **May — Military Family Appreciation Month**
  - Community

- **June — PCS Season**
  - Frequent Moves

- **July — Creating Moments of Joy, Together**
  - Family

- **August — Back to School**
  - Education

- **September — Blue Star Neighbors**
  - Welcome
### Organic Social Highlights

<table>
<thead>
<tr>
<th>Platform</th>
<th>Impressions</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Reach (18 Posts)</td>
<td>106,934</td>
<td></td>
</tr>
<tr>
<td>Instagram Reach (9 Posts + Stories &amp; Reels)</td>
<td>11,603</td>
<td></td>
</tr>
<tr>
<td>Twitter Reach (15 Posts)</td>
<td>9,512</td>
<td></td>
</tr>
<tr>
<td>Dedicated Newsletter/Emails</td>
<td>110,220</td>
<td></td>
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</tbody>
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**Only 2 More Days to Win an Xbox Series S!**

Xbox is on a mission to be a "Connecting Force" for military families. There are only two days left to enter your family to win one of FOUR Xbox Series S Prize Packages! Stay connected through gaming - no matter where the mission takes you. Enter your military family.

**Enter Sweepstakes!**
Blue Star Influencers

**The Military Wife & Mom**

80,687

REACH

Facebook Live event to promote

#BSFOperationXbox

Social shares

**Jo, My Gosh**

63,078

REACH

Dedicated blog post

Social shares

**A Sailors Wife**

19,061

REACH

Social shares
Blue Star Welcome Week

For the final month of the campaign, we expanded our content for #BSFOperationXbox and amplified the giveaway as part of the national Blue Star Welcome Week initiative. In a natural fit with the narrative, we specifically promoted to families who have recently moved and were looking to maintain connections with their friends and families, while getting acclimated to their new communities.

Landing Page

- Placement on the Blue Star Welcome Week landing page meant increased visibility for the partnership and giveaway
- Military families could also enter the Xbox giveaway when they signed up to receive a Blue Star Welcome Card

Facebook

- 168,200 FACEBOOK REACH
- 3,500 LIKES
- 7,000 LINK CLICKS
“Holy cow!!! this is AWESOME!!! Thank you so much!! My kids are going to LOVE THIS!!!”

Janece, Xbox Winner

“Yes, yes, yes!!! We received the Xbox and had two very excited little boys lol. Thank you so much...Again thank you so very much and Xbox for giving back to the military community.”

Patricia, Xbox Winner

“Hi. Thanks for your service helping military families ...I'm very happy to have won. I've never been able to own a console system before because as we know it's kinda expensive. Thanks again!!!!!!”

Sean, Xbox Winner

“We got the Xbox but at the same time, COVID-19 hit the family then, this hurricane came on in, so we are all on the mend...[Now] People are feeling much better and the sun is shining, life is good. Here in NY are two rays of sunshine that are over-the-moon that they got an Xbox to play.”

Ronald, Xbox Winner

Thank you, Xbox, for being an outstanding Blue Star Partner!