

A blurred crowd of people walking past a large white sign. The sign is mounted on a wall and contains the text 'Getting Started with the NEW Marketing Request System'. The background is a blurred street scene with people in motion.

Getting Started with the **NEW** Marketing Request System

SERVICENOW: Marketing Services

N94P MARKETING
PROJECT MANAGER

CNIC (ENTERPRISE-WIDE) FFR HUB

AGENDA



Introduction: ServiceNow Platform



Getting Registered



Submitting a Marketing Request



Marketing Service Updates



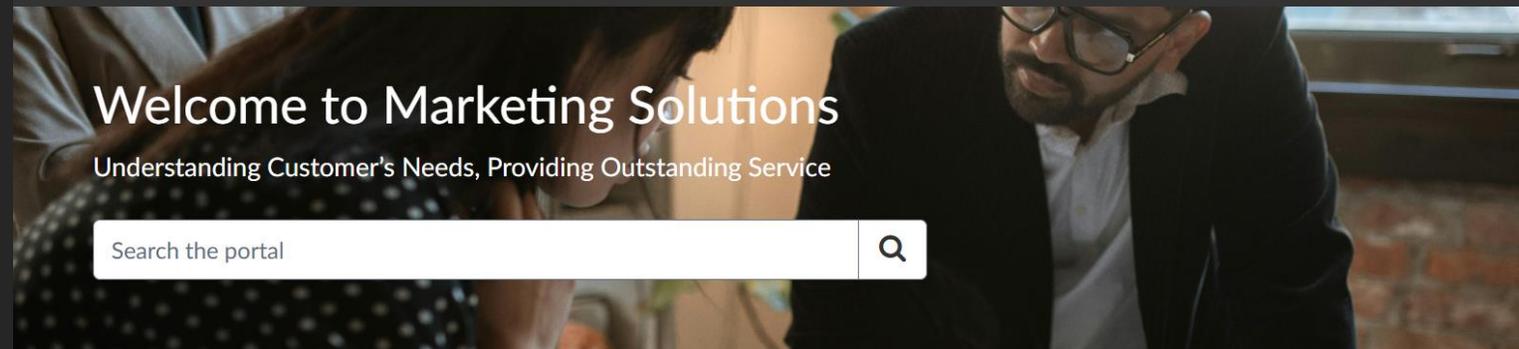
Q/A



INTRO: ServiceNow

Marketing Solutions Portal:

- Request Marketing Services
- View My “Cases” (Status Update)
- Communicate Directly with Marketing Team
- Report BrightSign Issues/Outages



Search the portal



Browse Services

Browse available marketing services



Marketing Materials

View the latest marketing materials



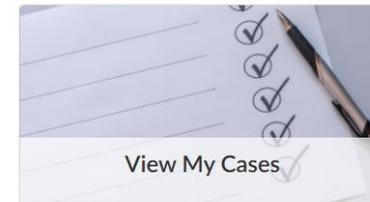
Feedback Su

Tell us how we're do

Quick links



All Marketing Services



View My Cases



PM Marketing Guide



Report Bright



ServiceNow Training

Upcoming Events

Most Viewed

REGISTER

Prerequisites

Before registering, ensure that:

- You do not already have an existing ServiceNow account.
- You have your manager's email address available for approval.
- You have access to an email account to receive notifications and approval updates.

For Add'l Training, see [ServiceNow Development - ServiceNow Training - Registering for an Account](#)

Click here for more information.' Under the heading 'QUICK LINKS:', there are three links: 1. 'TF1 [TF1 Submission portal](#) - For submissions to CNRH Logistics staff' (with a gear icon). 2. '[Marketing Request portal](#) - To submit CNRH FFR Marketing (N94P) requests' (with a document icon). 3. 'REGISTER (SERVICE NOW)' (with a star icon) - [NEW! ServiceNow New User Registration](#) - To register for a CNIC FFR ServiceNow Account. 4. 'NEW! MARKETING REQUEST' (with a paper plane icon) - [NEW! ServiceNow FFR Marketing Request](#) - To request Marketing Services via NEW ServiceNow Portal. At the bottom, under 'CNIC MWR SURVEY SUBMISSIONS:', there are two links: 'JBPHH <https://jbphh.greatlifehawaii.com/surveys>' and 'PMRF <https://pmrf.greatlifehawaii.com/surveys>'. A footer note says 'Current survey results for CNRH: <https://jbphh.greatlifehawaii.com/programs/b4ef3615-892>'."/>

TUITION ASSISTANCE (TA) PROGRAM

Regular, full-time NAF employees of Commander, Navy Region Hawaii (CNRH) are eligible for the Tuition Assistance (TA) Program provide employees with an opportunity to continue their education and to improve skills and knowledge in areas mutually beneficial to the organization. [Click here for more information.](#)

QUICK LINKS:

TF1 [TF1 Submission portal](#) - For submissions to CNRH Logistics staff

[Marketing Request portal](#) - To submit CNRH FFR Marketing (N94P) requests

REGISTER (SERVICE NOW)

[NEW! ServiceNow New User Registration](#) - To register for a CNIC FFR ServiceNow Account

NEW! MARKETING REQUEST

[NEW! ServiceNow FFR Marketing Request](#) - To request Marketing Services via NEW ServiceNow Portal

CNIC MWR SURVEY SUBMISSIONS:

JBPHH <https://jbphh.greatlifehawaii.com/surveys>

PMRF <https://pmrf.greatlifehawaii.com/surveys>

Current survey results for CNRH: <https://jbphh.greatlifehawaii.com/programs/b4ef3615-892>

VISIT or SCAN QR CODE:
<https://greatlifehawaii.com/employees>



REGISTER



Completing the Registration Form

Fill in the required personal details, including:

- *First and Last Name
- *Email Address (used for login and notifications)
- *Phone Number
- Manager's Email (determines approval routing)
- CAC Information (for identity validation, if applicable)

NOTE: If you have submitted Work Tickets for NAF IT ServiceDesk, you may already have an account

For Add'l Training, see [ServiceNow Development - ServiceNow Training - Registering for an Account](#)

CNIC User Registration

* Indicates required

* First name

* Last name

* Email

* Phone Number

Manager Email

CAC ID

Sign Up

Required information

CNIC
FLEET • FIGHTER • FAMILY

Log in

User name

Password

[Forgot Password ?](#)

Log in

Don't have an account? [Register](#)

If you are locked out, please try [resetting your password](#) or call the NAF Service Desk at 844-697-4357.



VISIT or SCAN QR CODE:
<https://greatlifehawaii.com/employees>

<https://cnicfr.servicenowservices.com/ffrhub>

ServiceNow: REGISTRATION

Step 1. REGISTER at <https://www.GreatLifeHawaii.com/Employees>

Step 2. Request routed through approval process

Step 3. Check INBOX from "FFR SERVICENOW" (cnicffr@servicenowservices.com)
NOTE: Links expire in 12 hours.

Step 4. First Time Login = Multi-Factor Authentication (MFA) Setup

Complete. Log in with Username + Password, MFA

Browse Services

- **Marketing Campaign**
- Event Support
- Design, Print & Video
- Publicity Submission
- Website & Web App Update

Event Management

Events are a critical aspect of CNIC operations. Requesters can:

- Select an existing event when submitting a request.
- Create a new event if it does not already exist.
- Submitted events enter a Pending state for Project Manager approval.
- Even if pending, requesters can still submit service requests tied to the event.

For Add'l Training, see [ServiceNow Development - ServiceNow Training - Marketing Requestor](#)

Home > Browse Services

Marketing Services

Marketing Campaign
Creation and execution of promotional assets across FFR-owned marketing channels.

Submit Case

Event Support and Coordination
Assistance with event coordination and execution, including photography/videography, marketing staff for INDOC or information fairs, and support for sponsorship or advertising needs.

Submit Case

Design, Printing, and Video
Marketing assistance for graphics, print and video services like reprints and photoshoots—no marketing campaign or promotion necessary.

Submit Case

Publicity Submission
Preparation of press releases and publicity materials.

Submit Case

Website/Web App Update
Minor updates to the FFR website and app (text updates, broken links, etc.). For major updates, submit a "Marketing Campaign" request.

Submit Case

Don't see what you're looking for?
Submit a case below for any service not listed above.

General Marketing Request

Need multiple services?
Bundle multiple marketing services for a comprehensive solution.

Bundle Marketing Services

Marketing IT Support

Submit a Marketing Request

Requesters can submit requests for various marketing services at <https://www.GreatLifeHawaii.com/Employees>

<https://cnicffr.servicenowservices.com/gsp>

Submitting a Marketing Request

The ServiceNow requester portal provides a streamlined way to submit and track marketing service requests, manage event-related submissions, and communicate effectively with fulfillers. Additional features such as draft requests, bundled services, and knowledge base resources further enhance the experience.

- For most support requests, choose **MARKETING CAMPAIGN**
- Requesters can monitor their submitted requests by navigating to **My Cases**
 - View Status
 - Check for Actions Required, i.e., questions or proofs
 - Communicate with Team using built-in chat feature
 - Add Attachments to provide additional context/support materials
- Choose “Installation” and “for faster input and accurate request routing

The screenshot displays the CNIC ServiceNow requester portal. The main navigation bar includes 'Services', 'Marketing Materials', 'My Cases', 'My Drafts', 'ServiceNow Feedback', 'FFR Hub', and 'Fulfillment Workspaces'. The 'Browse Services' page lists various marketing services, each with a 'Submit Case' button:

- Marketing Campaign:** Creation and execution of promotional assets across FFR-owned marketing channels.
- Event Support and Coordination:** Assistance with event coordination and execution, including photography/videography, marketing staff for INDOC or information fairs, and support for sponsorship or advertising needs.
- Design, Printing:** Marketing assistance like reprints and promotion needs.
- Publicity Submission:** Preparation of press releases and publicity materials.
- Website/Web App Update:** Minor updates to the FFR website and app (text updates, broken links, etc.). For major updates, submit a "Marketing Campaign" request.

Below the services are two call-to-action boxes: 'Don't see what you're looking for?' with a 'General Marketing Request' button, and 'Need multiple?' with a 'Bundle Marketing' button.

The 'Marketing IT Support' section includes:

- Report BrightSign Issue/Outage:** Report an issue or outage with BrightSign.
- Report Website / Web Application Issue:** Report an issue or outage with a website or web app.

An overlay window shows the details of a case (ID: DPV0001008) with the following information:

- Comments:**
 - 2025-03-18 15:43:45 PDT - **Deyshia Kenney** (Additional comments): Hey Reid, 6"x9" sticky back should be perfect and the description on the poster works great. Apologies for the late response.
 - 2025-03-14 14:03:06 PDT - **Reid Tokeshi** (Additional comments): Hey Deyshia, I wrote the size wrong in my previous comment. It should have been a little bigger 5.5"x8.5". But when I look at it now, maybe a little bigger is better, about 6"x9". What do you think?
 - 2025-03-11 16:14:14 PDT - **Reid Tokeshi** (Additional comments): Thanks Deyshia! Our standard size is 13"x17" but we can definitely make it smaller. Maybe a half-sheet size, about 4.25"x5.5"? Extra ones are not a problem. I think we may need to also be a little more descriptive on the poster. How about if it says;
- Case Details:**
 - Description:** QR Code for Guest Pass Payment Link
 - Location:** PMRF Barking Sands
 - Program:** Director, Fleet and Family Readiness
 - Opened:** 2025-03-07 14:54:05 PST
 - Opened by:** Deyshia Kenney
 - State:** New
 - Stage:** Intake
 - Assignment to:** N94P - Project Managers, Hawaii

At the bottom of the overlay, there are links for 'Unsubscribe' and 'Notification Preferences'.

Submitting a Marketing Request

Some helpful tips for first-time users:

- Missing details or not ready to submit? Save a Draft.
- Multiple Requests? Multiple Tabs
- EVENTS tie together multiple Requests, Commercial Sponsorship (CSA) requests from different programs
 - Search *existing* FIRST
 - Or create NEW within request
- Refer to CASE NUMBER
 - E.g., MRKC000XXXX, DPV000XXXX
 - Add Attachments, Comments
- Each Service Request = Case, i.e., Bundled Request = Multiple Cases

The screenshot displays the ServiceNow Marketing Request form with several sections highlighted in red boxes:

- Project Title:** A text field containing "JBPHH Great Navy Campout".
- Case Location Details:** A section containing a dropdown menu for "I am submitting this for a(n)" (set to "Installation") and a search field for "Location" (set to "JB Pearl Harbor Hickam"). A dropdown list of locations is visible below the search field, including "Cheatham Annex", "Dam Neck Annex", "Huntington Hall", and "JB Pearl Harbor Hickam".
- Related Event Details:** A section with a link "one here" and a "Create New Event" button.
- Registration Details:** A section containing fields for "Planned Start Date/Time" (2025-04-05 07:36:33), "Planned End Date/Time" (2025-04-05 07:36:39), "Minimum Patronage", "Maximum Patronage", "Program Purpose/Mission Objective", "Programs/Services Offered", and "Authorized Patronage".

Other visible sections include "Case Funding Details", "Case Details" (with a description field), and "Requested Delivery Date" (with a date field).

CNRH Marketing Service Updates



MAY Quickbase + ServiceNow



JUN QB Close-out



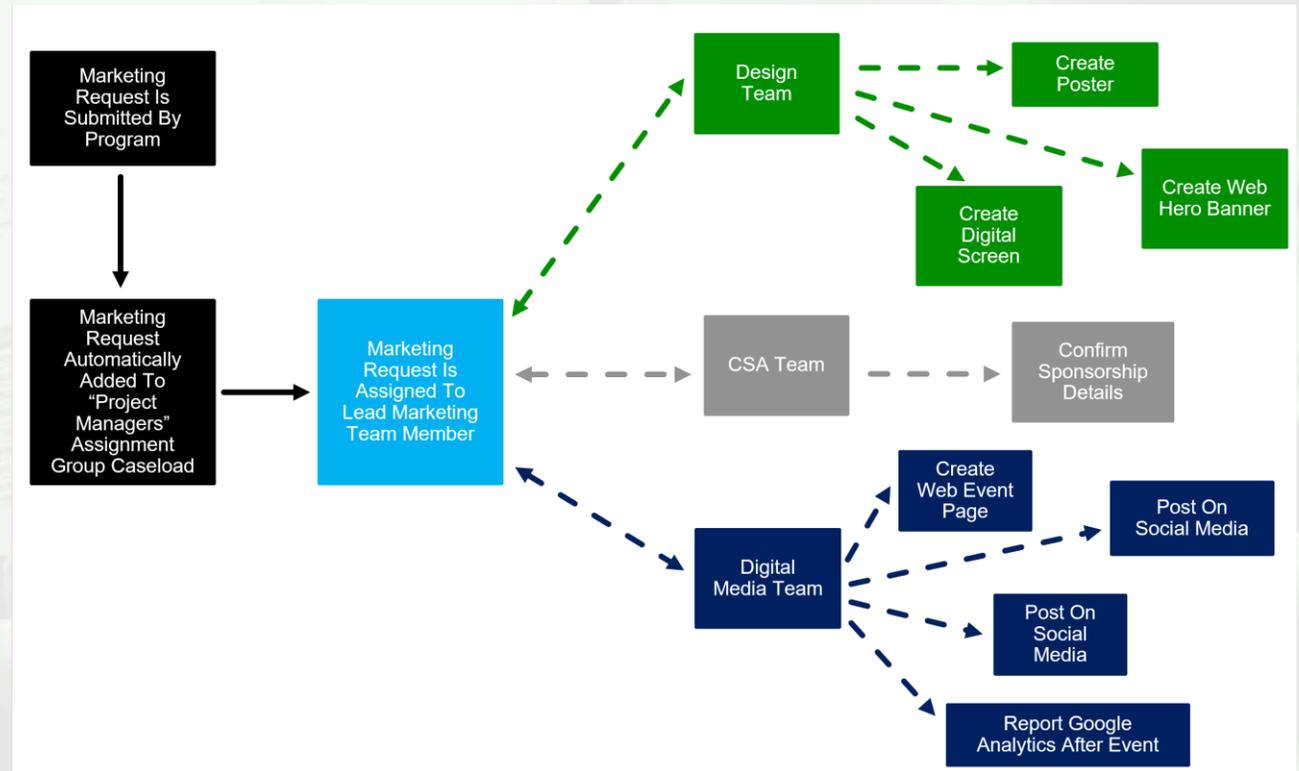
JUL QB Discontinued, SN ACTIVE



TBD Commercial Sponsorship



Q/A





Thank You!

Your Marketing Account Managers:

Eraina Burquez
eraina.j.burquez.naf@us.navy.mil

Reid Tokeshi (Lead)
reid.m.tokeshi.naf@us.navy.mil

Jared Nakayama (Marketing Director)
jared.t.nakayama.naf@us.navy.mil

