

# AAF Member Value Campaign

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# Assignment

- Evaluate the AAF value proposition for its membership relative to the AAF purpose statement
- Articulate the value proposition for members at all levels of AAF
- Create a campaign that appeals to constituencies across the AAF membership



# Value of AAF Affiliation

## 1. History & Legacy of the AAF

- *Oldest & Largest Advertising Trade Association*

## 2. All-inclusive Membership

- *Brings Advertisers, Agencies & Media Together in One Place*

## 3. Advocacy for the Rights of Advertisers

- *Protects and Promotes Advertising as an Essential Industry*

## 4. Governmental Affairs

- *Efforts Range from Grassroots Mobilization to National Lobbying*

## 5. Professional Development

- *Education in Leadership, Technology, Creativity and Marketing*



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# Value of AAF Affiliation

## 6. AAF Resources

- *Materials, Website and Professional Staff to Assist Local Clubs*

## 7. College Chapters

- *Nurturing the Industry's Future Practitioners and Leaders*

## 8. Advertising Excellence

- *Awards Honoring Achievement in Our Industry*

## 9. Multicultural Initiatives

- *Actively Supporting Diversity & Multicultural Marketing*

## 10. Public Service

- *Applying Skills of Members to Help Solve Community Concerns*



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# Value Proposition

- AAF's Core values
  - Leadership
    - Peer and Industry Leadership
  - Growth
    - Personal and Professional Growth
  - Advocacy
    - Industry and Governmental Advocacy
  - Recognition
    - Peer and Industry Recognition



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# Value Proposition

- AAF's National Value Based Elevator Speech

Only the American Advertising Federation protects your ability to do what you do on a day-to-day basis.

The AAF fosters professional growth that yields stronger leaders and better ideas for our industry.

The AAF recognizes excellence that promotes positive awareness of the advertising industry.

Because of these efforts and successes, we have built a diverse and inclusive membership that will continue to fuel the industry into the future.



# AAF Proposed Campaign Approach



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# Three things

we want to accomplish with this campaign.

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# One

Lessen the disconnect between members and participants on what the AAF really has to offer.

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# Two

Provide a tool for local clubs, chapters and districts and corporate members to help communicate our brand attributes. A multi-platform campaign that can evolve and change to address our different constituents as well as all the different aspects of the AAF.

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# Three

Produce a campaign worthy of the AAF and the advertising industry. Create a buzz, make people feel good about being involved and getting involved.

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Join. Belong. \_\_\_\_\_



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**THERE'S NOT  
WORKING.**

**THEN THERE'S  
NETWORKING.**

AAF is 40,000+ members strong. Which means somebody always knows somebody who knows somebody. Comforting, indeed, when you're looking for anything from a job to new business.

**JOIN. BELONG. EVOLVE.**



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[www.aaf.org](http://www.aaf.org)

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**JOIN. BELONG. REINVENT.**



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[www.AAF.ORG](http://www.AAF.ORG)

# MIX UP SALAD FORKS WITH WIEDEN, DEUTSCH OR GOODBY.

(THINGS THAT CAN HAPPEN AS A MEMBER.)

Name any other profession where you can  
walk right up to the tops in the biz at a  
meeting or gathering and shake their hand.  
Or, more importantly, hand them a card.

**JOIN. BELONG. SCHMOOZE.**



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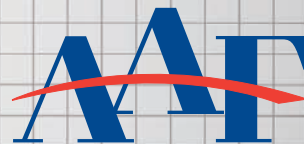
[WWW.AAF.ORG](http://WWW.AAF.ORG)

# MAKING THE WORLD SAFE FOR ADVERTISING SINCE 1905.

(SERIOUSLY. 1905.)

It's the oldest and largest advertising trade association on earth. At last count, 100 plus years and 40,000 members strong. How's that for safety in numbers?

**JOIN. BELONG. PROTECT.**



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[www.AAF.org](http://www.AAF.org)



**You know those  
big impressive  
wall maps with  
pushpins all  
over the place?**

We're the oldest and largest advertising trade association on earth. With 200 clubs, coast-to-coast. That's a lot of pushpins.

**JOIN. BELONG. EXPAND.**



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**JOIN. BELONG. THRIVE.**



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# IT'S LIKE GOING TO SCHOOL, AND GOING TO COLLEGE AT THE SAME TIME.

Oh, yes. There's the nurturing stuff, including the NSAC (National Student Advertising Competition.) Along with the professional development in leadership, technology, creativity and marketing. But you'll also find the equivalent of Friday night keggers. On a much more professional level, of course.

**JOIN. BELONG. LAUGH.**



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**MIX BUSINESS  
WITH PLEASURE.  
REAP REWARDS.  
REPEAT.**

Is there any other business, any other industry,  
where work and play so productively coexist?  
We think not.



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**JOIN. BELONG. PARTY ON.**



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**MIX BUSINESS  
WITH PLEASURE.  
REAP REWARDS.  
REPEAT.**

Is there any other business, any other industry,  
where work and play so productively coexist?  
We think not.



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**JOIN. BELONG. NETWORK.**



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**AS WITH MOST  
THINGS, IF YOU  
WANT SOMETHING  
DONE WELL, DO  
IT YOURSELF.**

Hey. Nobody else is going to watch out for our rights on local, state and federal levels. From advocacy to lobbying to tax issues, it's us. The AAF.



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**JOIN. BELONG. PROTECT.**



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**ADVERTISING.  
ALIVE AND WELL.  
AND STILL FUN.**

It's still one of the most stimulating, most inspiring,  
most rewarding businesses you can possibly make a  
career out of. And we, and our 40,000+ members,  
aim to keep it that way.



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**JOIN. BELONG. CUT LOOSE.**



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**NOBODY'S  
GOING TO LOOK  
OUT FOR US  
BUT US.**

There's only one group that protects your ability to do what you do on a daily basis. The AAF. And we've been doing it since 1905. Yes, 1905.



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[WWW.AAF.ORG](http://WWW.AAF.ORG)

**JOIN. BELONG. DEFEND.**



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## Join. Belong. Spread the word.

### Introduction.

Welcome to the American Advertising Federation Value Proposition Campaign. This project grew out of a research initiative headed up by Andy Narrai and Erik Lohmeier and the Council of Governors. I saw it presented at the Western Region Conference last year in the bucolic town of Bend, Oregon and I said to myself, this has to be communicated. So I raised my hand and volunteered myself and my agency, Honest Mechanics. There are many compelling reasons to be involved in the AAF and this campaign will go a long way in communicating our core attributes, initiatives and overall benefits.

### Three things we hope to accomplish.

1. Educate, inform and lessen the disconnect between members (also non-members, prospective members, corporate members and sponsors) as to what the AAF is really all about and what unique benefits we offer our many diverse constituents. Hopefully it helps answer the "what's in it for me?" question.
2. Provide a set of tools for local clubs, districts and regions to help communicate our brand attributes via a multi-platform, integrated offline and online campaign. A campaign that can evolve and be tweaked to stay fresh and relevant and easily customizable.
3. Create, develop and execute a campaign worthy of the AAF and the advertising industry. If we're the voice of advertising then lets look and act like it. This campaign will help create an ongoing buzz and make folks feel good about being involved, getting involved and staying engaged.

### It's so easy a caveman with InDesign could do it.

Here's how it works. Go to the links below and get the ad you want add your logo and website (club, district or region) resize as needed and away you go. Just get an art director or designer to help and the rest should be easy. This is phase one, phase two is coming soon.

### Feedback and questions.

For questions and feedback please contact either Bruce Mayo at [bruce@honestmechanics.net](mailto:bruce@honestmechanics.net) or Erik Lohmeier at [elohmeier@rjc.com](mailto:elohmeier@rjc.com).

Best, Bruce Mayo & Erik Lohmeier





To download a hi-res PDF, click on the Paper # text.

Paper #1



Paper #2



Paper #3



Paper #4



Paper #5



Paper #6



Paper #7





To download a hi-res PDF, click on the Billboard # text.

Billboard #1



Billboard #2



Billboard #3



Billboard #4



Billboard #5





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