

AAF Member Value Campaign



AMERICAN ADVERTISING FEDERATION
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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.



Proof Points

Current Activities:

- National ADDY[®]s
- Legislative and lobbying efforts
 - Local, State & Federal
- Over 40,000 professionals, corporations and students with like interests
- The aggregating body for AAF clubs nationwide
- National name change initiative is adding collective brand value to the AAF name



Proof Points

Current Activities:

- Positioning as the “umbrella” trade organization that tackles the tough issues relevant to all interest groups within the industry
 - State Advertising & Service Taxes
 - Federal Advertising Deductibility
- Ongoing evaluation of all AAF Signature Brands
 - National ADDY[®] Branding Initiative



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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NINE REASONS TO JOIN AAF.

(BESIDES THE AWARDS THING.)

JOIN. BELONG. GROW.

1. RESOURCES
2. MEMBERSHIP
3. PERSONAL DEV.
4. PUBLIC SERVICE
5. GOV. AFFAIRS
6. ADVOCACY
7. MULTICULTURAL
8. HISTORY
9. COLLEGE CHAPTERS.

AAF
KNOXVILLE



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BUSINESS RULE # ONE

IT'S NOT WHAT YOU KNOW, IT'S WHO YOU KNOW.

BUSINESS RULE # TWO

ACTUALLY, IT'S ALSO SOMETIMES WHAT YOU KNOW.

JOIN. BELONG. ~~EXPAND~~ YOUR MIND.

AAF
DENVER



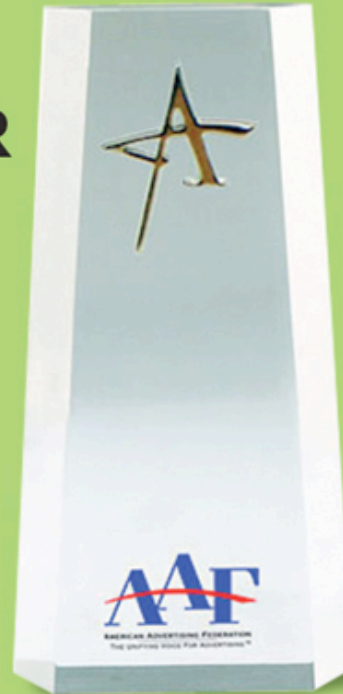
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MAKING THE WORLD SAFE FOR ADVERTISING SINCE 1905.

(SERIOUSLY. 1905.)

An viris faciero perhensul hem
vis, que aucernihiliu furnius
publiam medo, nocur. Castilices
hos iamDepses hemus culturuis
occhilina, esimius sendiu ment.

JOIN. BELONG. THRIVE.



**GOVERNMENT
RELATIONS.**



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THERE'S NOT WORKING.

THEN THERE'S NETWORKING.

JOIN. BELONG. EVOLVE.



DON'T KID YOURSELF, THIS IS A

"I KNOW A GUY, WHO KNOWS A GUY,

WHO KNOWS A GAL" INDUSTRY. JOIN. BELONG. ADVANCE.



**“LET ME CHECK WITH
MY FRIENDS ON THE
HILL AND I’LL GET
BACK TO YOU.”**

Things you can say as a member.

An viris faciero perhensul hem vis, que
aucernihilii furnius publiam medo, nocur.
Castilices hos iamDepses hemus culturnis
occhilina, esimius sendiu ment.



JOIN. BELONG. CONNECT.



FRIENDS IN HIGH PLACES.



WASHINGTON
D.C.

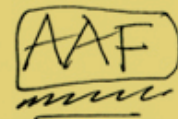
FRIENDS IN LOW PLACES.



SAN DIEGO

AND EVERYWHERE IN BETWEEN.

200 CWBS. 100 CORPORATE MEMBERS.
AND OUR VOICE IN WASHINGTON.



JOIN. BELONG. THRIVE.



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**You know those
big impressive
wall maps
with pushpins
to show all the
locations?**



Ours has 200 of them. Wisci er amet,
sum ing euguer sent nim zzriure mincill utpat,
vero elisim nos nis ex exeros accum augait,
quis ad do dip euis. digna facin henit am, si.



JOIN. BELONG. GROW. DISTRICT 15.



I'M ON A PANEL WITH ANDREA FROM COKE.

I'LL DISCUSS THE JOINT PROPOSAL OVER DRINKS. -JILL

EMAILS YOU CAN SEND AS A MEMBER. JOIN. BELONG. RUB ELBOWS.



"I'M PRESENTING AT THE
NSAC IN DC. NEXT WEEK."

- THINGS YOU CAN TWITTER
AS A STUDENT MEMBER.

AD2

JOIN. BELONG. KICK BUTT. NSAC *uuu*



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IT'S LIKE GOING TO SCHOOL,

AND GOING TO COLLEGE

AT THE SAME TIME. JOIN. LEARN. RAVE.



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ADVERTISING.

ALIVE AND WELL.

AND STILL FUN. JOIN. BELONG. BEND ELBOWS.



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I AM HEADING TO NYC
FOR A BOARD MEETING,
I'LL REVIEW NEXT WEEK.

- MESSAGES YOU CAN SEND FROM
YOUR IPHONE AS A MEMBER.

- JK

JOIN. BELONG. SHINE.

~~AAE~~
COUNCIL OF GOV.



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YOU CAN COMPLAIN.
OR YOU CAN BE HEARD.

BOARD REC.

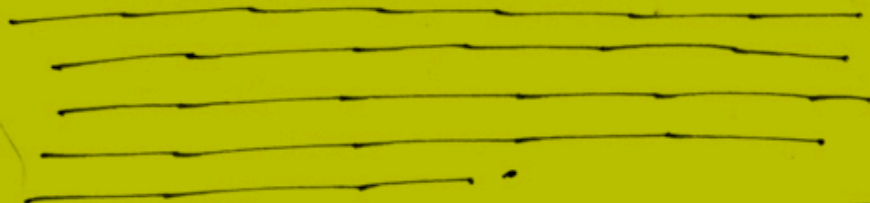
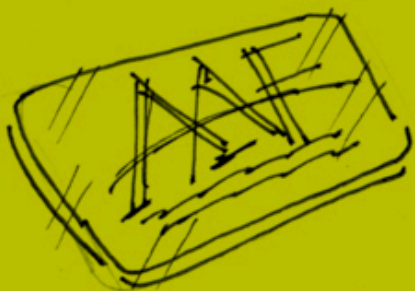
JOIN. BELONG. LEAD.

AAF
SANTA BARBARA



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NOBODY IS GOING TO
LOOK OUT FOR US BUT US.



JOIN. BELONG. PROTECT



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**“I’m judging an ad
competition in Miami.
I’ll review the January
sales figures poolside,
look for it.”**

-Steve

Twitter messages you can post as a member.
Wisci er amet, sum ing euguer sent nim
zzriure mincill utpat, vero elisim nos nis ex
exeros accum augait, quis ad do dip euis.



JOIN. BELONG. ACT LIKE A BIG SHOT.



**NO POSERS.
NO SLACKERS.
NO YES WOMEN.**

An viris faciero prehensul hem vis, que
aucernihilii furnius publiam medo, nocur.
Castilices hos iamDepses hemus culturnis
occhilina, esimius sendiu ment.



JOIN. BELONG. MAKE A DIFFERENCE. MEMPHIS.



MIX UP SALAD FORKS WITH

BOGUSKY, POPCORN OR GOODBY.

THINGS THAT CAN HAPPEN AS A MEMBER. JOIN. BELONG. SCHMOOZE.





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