

2005 - 2006 Club Achievement, Programs

Austin Advertising Federation

Jason Gurule, VP Programs

MISSION STATEMENT / OVERVIEW

The Austin Advertising Federation constantly evolves in an effort to stay a step ahead of marketing and advertising trends and remain relevant to our members and potential members. We strive to be pioneers within our industry and within the American Advertising Federation. Our goals for programs are:

- Provide high-profile speakers for our lunches
- Address more relevant topics for our members
- Introduce new types of programs and continue to massage existing, unique programs
- Provide more networking opportunities for the Austin advertising and marketing community
- Begin selling luncheon sponsorships to enable us to pay for higher-profile speakers

Featured Programs

Program One

***Murray Gaylord, V.P. Brand Marketing, Yahoo!:* September 20, 2005**

Topic: “Building the Yahoo! Brand: Past, Present and Future”

Yahoo! has created a strong brand within the last few years, but there are challenges they will face with the ever-changing technology, competition and consumer needs. There are also many opportunities for Yahoo! in the future. Murray’s talk went from where Yahoo! was as a brand, how it got to where it is now and what it needs to consider in the future. He shared examples of the company’s advertising with an explanation of how the ad fit within the company’s brand.

Our season’s first luncheon was especially important in that one of our two student

affiliates, the Texas State University Student Ad Club, won the prestigious AAF National Student Advertising Campaign with their youth market campaign for Yahoo!

Target Audience:

AAF members and potential members agency principles, account management, account planners, account services, researchers, creatives; in-house brand managers, marketing directors; research firm principles, advertising students.

Method of Promotion:

Email to 1700 members and non-members and a featured listing on our website. Worked directly with Texas State University faculty to encourage student attendance at discount student rates. **(Exhibit A)**

Attendance: 119

Results: The following objectives were accomplished

- Landed a highly sought after national speaker with a presentation that was very relevant to the audience, the advertising industry, and our student members.
- Increased attendance by 41% from previous year.
- Spoke to the importance of supporting NSAC: Texas State University's National Student Advertising Team won first place for their Yahoo! campaign.
- Introduced our first luncheon sponsors, GamePlan Marketing & Events. The \$600 sponsorship was donated to the American Red Cross Hurricane Relief Fund.
- Announced Austin Ad Fed's pioneering program to support our fellow Ad Fed members displaced by Hurricane Katrina. First we solicited our members for unused office space with phone lines, computers, and broadband access. We posted their offers and contact info on our website. We then worked with national AAF to contact members throughout the south, directing them to our website. Ten Austin members offered office space, an impressive number considering how imposing such an offer could be. **(Exhibit: Hurricane Relief webpage)**
- Increased awareness of AAF programs by promoting future luncheons, events and sponsorship opportunities.
- Gained several new members with our free lunch offer with a new membership

purchased at the luncheon.

Program Two

Dr. Neal Burns, Director, Center For Brand Research, University of Texas at Austin and Chelsea McCullough, Creative Coordinator, Texas Lottery Commission: October 19, 2005

Topic: “The Texas Lottery – A Retail Challenge”

The University of Texas and the Texas Lottery Commission worked together to review the Texas Lottery campaign in preparation for writing and releasing an RFP for the campaign. Dr. Burns presented the challenges and successes of other state lottery campaigns, relying on his experience launching the Minnesota State Lottery while at Carmichael Lynch. Together, Burns and Chelsea McCullough illustrated the challenges faced by the Texas State Lottery campaign. Attendees saw firsthand what the Texas Lottery Commission was looking for in a new campaign based on the past years and other state lottery campaigns. The presentation was followed by a lively question and answer session.

Target Audience:

AAF members and potential members (agency and vendors): agency principles, account management, account planners, account services, researchers, creatives; Multicultural advertisers; printers; media.

Method of Promotion:

Email to 1700 members and non-members and featured listing on our website. **(Exhibit B)**

Attendance: 50

Results: The following objectives were accomplished

- Offered an opportunity to our attendees not normally offered to advertisers—a chance to hear the client’s perspective before responding to an RFP.
- Attracted an unusually high number of agency principals with the prospect of a potential account.
- Brought agencies and vendors together, attracted by the prospect of working

- relationships.
- Introduced an easier and more effective way to RSVP to luncheons with new Cvent invitation/registration software.
 - Invited attendees to attend the Art from the Streets Show and Sale, an Austin Ad Fed public service campaign that produced a record \$80,000 in sales of art by homeless artists.
 - Increased awareness of AAF programs by promoting future luncheons, events and sponsorship opportunities.
 - Added several new members at the luncheon.

Program Three

Austin ADDY Awards ‘Meet the Judges’: January 6, 2006

Topic: “Meet the Judges and See their Work”

Over the years, the Austin Ad Fed has heard misconceptions about the ADDY judging process. Some members believed we judged the work ourselves. In order to build the value of the Austin ADDY brand, we felt it was important to illuminate how, in reality, we invite nationally recognized designers and agency principals to judge the work in Austin. The program allowed judges to show their reels and the attendees to meet and talk with the judges about the process.

Target Audience:

AAF members and potential members (agency and clients): Agency principles, account management, creatives; In-house creatives, marketing directors, advertising students.

Method of Promotion:

Email to 1700 members and non-members and featured listing on our website. Direct mail postcard. **(Exhibit C)**

Attendance: 50

Results: The following objectives were accomplished

- Validated the judging process and the expertise of the judges.

- Allowed the attendees to see creative work from around the country.
- Introduced a new program which will be repeated annually.
- Provided another networking opportunity for attendees.
- Contributed to the value of the Austin ADDY brand.
- Provided another avenue to promote the 2006 ADDY Award Show.

SPECIAL PROGRAMS

Big Wig Awards Luncheon June 1, 2005

Objective:

The Big Wig Awards are the inverse of the ADDYs. They honor the unsung heroes of our industry, the service providers. We use the event to generate sponsorships from ad agencies honoring the vendors who help them win ADDYs.

This is our second largest event: the awards generate a large turnout for what is also our annual business meeting where members vote to approve the new Board of Directors. We also honor “Ad Persons of the Year” and present a Lifetime Achievement Award. We recognize the Educator of the Year, and present the Silver Service Award for outstanding service to our industry. We want to continue to grow this event, and bringing on a new master of ceremonies, singer/songwriter Sara Hickman, helped tremendously.

Target Audience:

Industry professionals including print representatives, specialty item vendors, media representatives, tradeshow graphic companies, advertising/design professionals and students within the Austin area.

Method of Promotion:

Email with PDF invitations, direct mail invitations, featured listing on our website.

(Exhibits D)

Results:

- Attracted more than 240 attendees
- Honored the service provider “unsung heroes” who are often overlooked,

- generating goodwill between buyers of services and vendors, and goodwill towards the ad club, which often asks these vendors for in-kind donations
- Provided an opportunity for vendors to be in front of key agency decision-makers at agencies
 - Increased entertainment value of awards show by taking a different approach with a new MC
 - Increased revenue in order to offer more programs and services to our members

2005 Hollydaze Party December 17, 2005

Objective:

Give our members an opportunity to network and blow off steam during the busy holiday season. The party was co-hosted with local chapters of the American Marketing Association, American Institute of Graphic Design, American Women in Communications and the Central Texas Direct Marketing Association. This was the second year these organizations came together to produce the party. Last year the guests' response was overwhelming: they told us they appreciated the value of networking with people from other organizations.

Our VP of Programs welcomed the guests, and spoke briefly about the Ad Fed. Other clubs followed. Admission to the party was a donation to Toys for Tots or the Capital Area Food Bank.

Target Audience:

All members and non-members from participating organization's mail and email lists.

Method of Promotion:

Email with PDF invitation to all each organizations' email list, as well as on each organizations' Web sites. **(Exhibit E)**

Attendance: 425

Results: The following objectives were accomplished

- Promote the Austin Ad Fed
- Provide a social setting to interact with other organizations
- Over \$400 in cash donations. Physical volume of donated food and toys measured approximately 240 cubic feet.
- Celebrate the holiday season

CONCLUSION:

Our 2005 – 2006 Program season has met and surpassed the goals we set. We are providing new types of programs that have received an overwhelmingly positive response, updated existing programs to be more entertaining, and provided our members and potential members with access to information they normally would not have. So far, the season has been a great success, and we have several outstanding programs lined up for the months to come.