Congratulations to the 2014 AAF Advertising Hall of Achievement inductees!

From all of your friends at Spotify.
Welcome to the 22nd Annual Advertising Hall of Achievement Induction Ceremonies.

We are extremely pleased you could join us today to honor and celebrate advertising’s most accomplished young leaders. Each has made extraordinary contributions to their organizations and to our industry. They are advertising’s brightest young stars.

The 2014 inductees are:

Lauren Connolly, Executive Vice President, Executive Creative Director, BBDO New York
Sarah Hofstetter, Chief Executive Officer, 360i
Ross Martin, Executive Vice President, Marketing Strategy and Engagement, Viacom Media Networks
Erika Nardini, Chief Marketing Officer, AOL Advertising
Elias Plishner, Executive Vice President, Worldwide Digital Marketing, Sony Pictures Entertainment
Bozoma Saint John, Head of Global Consumer Marketing, Apple iTunes and Beats Music
Jennifer S. Warren, Senior Vice President and Chief Marketing Officer, RadioShack

Elias Plishner will also be presented with the esteemed Jack Avrett Volunteer Spirit Award. This award is given each year to a young industry executive who, in addition to achieving the high professional stature necessary for induction into the Advertising Hall of Achievement, has shown exceptional dedication to public service, contributing to the betterment of his or her community as well as to the advertising industry.

The seven newest stars of the Hall of Achievement have shaped the future of advertising through their accomplishments. They are recognized today for those accomplishments, for their involvement in their communities, and for the important roles they play in inspiring, mentoring and training others to succeed. These leaders represent boundless potential and inspiration to the advertising industry.

A special Thank You to all of our sponsors, presenters and guests for making today’s luncheon and ceremonies possible, and our Sincerest Congratulations to the newest members of the Advertising Hall of Achievement.
Congratulations
2014 Advertising Hall of Achievement Inductees

You’ve made your mark.

YAHOO!
Welcome
James Edmund Datri, President and CEO, American Advertising Federation
Rich Stoddart, Chairman, AAF Board of Directors; CEO, Leo Burnett North America; Advertising Hall of Achievement, Class of 2002
Jacki Kelley, Chair, Advertising Hall of Achievement; Chief Operating Officer, Bloomberg Media; Advertising Hall of Achievement, Class of 2005
Jeff Levick, Vice Chair, Advertising Hall of Achievement; Chief Business Officer, Spotify; Advertising Hall of Achievement, Class of 2010

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Rich Stoddart, Chairman, AAF Board of Directors; CEO, Leo Burnett North America; Advertising Hall of Achievement, Class of 2002
Max Page, Advertising Hall of Achievement, Class of 2012

Closing Remarks
James Edmund Datri, President and CEO, American Advertising Federation
The New York Times congratulates the 2014 inductees into the AAF Advertising Hall Of Achievement

LAUREN CONNOLLY
Executive Vice President & Executive Creative Director
BBDO New York

SARAH HOFSTETTER
Chief Executive Officer
360i

ROSS MARTIN
Executive Vice President, Marketing Strategy and Engagement
Viacom Media Networks

ERIKA NARDINI
Chief Marketing Officer
AOL Advertising

ELIAS PLISHNER
(Jack Avrett Award Recipient)
Executive Vice President, Worldwide Digital Marketing
Sony Pictures Entertainment

BOZOMA SAINT JOHN
Head of Global Consumer Marketing
Apple iTunes and Beats Music

JENNIFER S. WARREN
Senior Vice President & Chief Marketing Officer
RadioShack
SPONSORS

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AOL  BBDO  GSD&M  The New York Times
SECURITYPOINT MEDIA  Spotify  trueX  YAHOO!

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Silver

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Bronze

360i  AT&T  Bloomberg  CNN  Facebook  FCB  Hearst Magazines  Leo Burnett  MediaLink  Pandora  Publicis Groupe  Starcom MediaVest Group  UM  Viacom Media Networks  WIRED

SPONSORS AS OF 11/4/14
Lauren Connolly of BBDO inducted into the Hall of Achievement

360i’s Sarah Hoffstetter is one of the brightest minds in advertising

Worth the Wait: Viacom Media Networks’ Ross Martin inducted by AAF

Sharethrough Congratulates the AAF Hall of Achievement

Erika Nardini of AOL one of seven inductees at annual Hall of Achievement

Sony’s Elias Plishner takes home special Jack Avrett Award

Bozoma Saint John of Apple shows why she is an AAF award inductee

Jennifer Warren of RadioShack inducted into the Hall of Achievement
2014 COMMITTEE

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Jacki Kelley,* Chief Operating Officer, Bloomberg Media

Vice Chair
Jeff Levick,* Chief Business Officer, Spotify

Executive Committee
Heidi Browning, Senior Vice President, Strategic Solutions, Pandora
Wendy Clark,* President, Sparkling and Strategic Marketing, Coca-Cola North America
Erin Clift,* Vice President, Global Marketing and Partnerships, Spotify
Lynne Collins, Vice President, Director of Communications, Saatchi & Saatchi
Laura Desmond,* Global CEO, Starcom MediaVest Group
Andrew Essex, Vice Chairman, Droga5
Sean Finnegan,* Chief Strategy Officer, true[X]
Kirsten Flanik, Managing Director, BBDO New York
Kim Kelleher,* Vice President, Publisher, WIRED Magazine
Tara Walpert Levy,* Managing Director, Americas Agency, Google
Lynn Lewis,* Global Managing Partner, J3 UM
David Messinger, Co-Head, CAA Marketing, Creative Artists Agency
Tor Myhren,* Worldwide Chief Creative Officer, Grey Group
Jim Norton, Global Head of Media Sales, AOL
Eric Steaple, Vice President, Sales, Turner Direct Response
Marc Sternberg, Co-Founder, Brand Innovators
Rich Stoddart,* CEO, Leo Burnett North America
Tiffany R. Warren,* Senior Vice President, Chief Diversity Officer, Omnicom Group

Council of Judges
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Dwight Caines, President, Worldwide Digital Marketing, Sony Pictures Entertainment
Rob Candelino,* Vice President Marketing, Haircare, US, Unilever
Scott Donaton,* Global Chief Content Officer and Head of UM Studios, UM
Marianne Malina, President, GSD&M
Peter McGuinness,* Chief Marketing and Brand Officer, Chobani
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Michael Monheim, Vice President, Axel Springer
Andrew O’Dell, Co-Founder and CEO, Pereira O’Dell
John B. Osborn,* President and CEO, BBDO New York
Jonathan Perelman, General Manager, Video and Vice President, Agency Strategy, BuzzFeed
Carole Robinson, Executive Vice President, Corporate and Marketing Communications, Viacom Media Networks
Glenn Roginski, Director, Media, Pfizer
Chris Shumaker, Chief Marketing Officer, North America, FCB
Lisa Weinstein,* President, Global Digital, Data and Analytics, Starcom MediaVest Group
Bryan Wiener, Chairman, 360i

*Advertising Hall of Achievement member
KEEP CREATIVE AND CARRY ON
History & Criteria

The Advertising Hall of Achievement is the industry’s premier award for outstanding advertising professionals age 40 and under. The American Advertising Federation established this program in 1992 as a way to recognize young talented individuals who are reinventing the profession of advertising. The Advertising Hall of Achievement includes 153 members whose expertise span the entire spectrum of the advertising industry—from the publishing world to the online digerati. These superstars are change agents who make headlines and continue to shape the future of advertising.

The mission of the Advertising Hall of Achievement is “to recognize young advertising professionals who are making a significant impact on the industry through their leadership, career achievements and personal qualities that inspire others to excel. Membership in the Advertising Hall of Achievement bestows the responsibility to continue this leadership role in attracting, developing and retaining talent in the advertising industry. To aid in this goal, Advertising Hall of Achievement members are committed to mentoring opportunities and other endeavors including national AAF events and programs.”

To begin the process of gathering a highly qualified group of candidates, the AAF issues an annual nationwide call for nominations. The nominations are then submitted to the Council of Judges. This distinguished panel, representing all disciplines of the advertising industry, assembles to evaluate and recommend those individuals most deserving of induction.

Nominees must be 40 years old or younger at the time of nomination and employed in the American advertising industry—agency, client, media or related services. They are evaluated based on the following criteria:

- Outstanding career achievements, with measurable results in the creation and execution of advertising, including but not limited to marketing, sales, or media; and
- Qualities that motivate others to excel by mentoring, inspiring, training or volunteering.

Jack Avrett Volunteer Spirit Award

In 1998, the AAF added the Jack Avrett Volunteer Spirit Award to complement the Advertising Hall of Achievement. The award was named in honor of the late Jack Avrett, a visionary dedicated to the well-being of the advertising industry. A volunteer extraordinaire, he was always willing to join a committee, spearhead an initiative and get things done. He inspired fellow executives to do the same.

This special award is given to a young industry executive who demonstrates the principles of the Hall of Achievement and is committed to exceptional public service that extends beyond that of his/her accomplished peers contributing to the betterment of the advertising industry and their community. Candidates are selected from the Advertising Hall of Achievement nominations at the discretion of the Council of Judges, who may choose not to select someone in any given year.
Congratulations

2014 Advertising Hall of Achievement honorees

Lauren Connolly
Sarah Hofstetter
Ross Martin
Erika Nardini
Elias Plishner
Bozoma Saint John
Jennifer S. Warren

Proudly supported by Bloomberg Media

Media for smarter business leaders.
MEMBERS


(Members listed with company at time of induction)
Congratulations
2014 Class
Advertising Hall of
Achievement

Winning takes talent
CONGRATS, LAUREN!!

THE SKY IS NOT THE LIMIT FOR your SUCCESS!

THIS IS WHAT HAPPENS WHEN WE MAKE AN AD WITHOUT YOUR CREATIVE DIRECTION.
Lauren is an Executive Vice President, Executive Creative Director at BBDO New York. Along with her partner Tim Bayne, she oversees the TotalWork global creative for M&M’S MARS, Mountain Dew, Lowe’s Home Improvement and several pro bono accounts.

Lauren began her career as a Junior Copywriter at MARC Advertising in Pittsburgh, PA, before moving to BBDO New York in 2000. Since joining the agency, her work has been globally recognized for its creativity and effectiveness—from creating iconic M&M’S characters who would star in the most popular Super Bowl ad on YouTube, launching AT&T’s game-changing “Raising the Bar” campaign, and making Mountain Dew a badge brand with millennials from Karachi to Harlem, to “improving” the communications for the world’s second-largest hardware chain, Lowe’s. Additionally, she has worked on iconic brands such as Visa, Pizza Hut, Pepsi, Venus, Charles Schwab and Cingular Wireless. In addition to overseeing a large team of creatives, Lauren enjoys leading multidiscipline workshops that connect the dots between business, strategy, insights and emerging technology to produce big ideas and creative platforms.

Lauren is a founding member of BBDO’s Diversity Council and a member of the agency’s Women’s Leadership Council. She was recently an honoree at the inaugural MAKERS conference, named Advertising Age’s “40 Under 40”, Adweek’s “Young Influential 20 under 40”, and one of “The 33 Most Creative Women in Advertising” by Business Insider.

She is a graduate of Penn State University, an avid Steelers fan and lives in Manhattan’s West Village.

“It’s not what Lauren has done that makes her stand out…it’s who she is and the values she represents. She has an omnipresent hand in non-profit projects, community building, women’s achievement and diversity initiatives.”

—John B. Osborn, BBDO New York
It’s time to roll out the red carpet.

They’re on aisle 32.

Congratulations to BBDO’s Lauren Connolly and all of the 2014 Advertising Hall of Achievement Honorees, from your proud friends at Lowe’s.
Here’s to Lauren.

Congratulations, Lauren Connolly, on your induction into the Advertising Hall of Achievement. From your friends at Mountain Dew.
Sarah is an authentic, caring, say it as is, passionate driven woman who has the best interest for your brand and your company.

– Tom Bick, Sr. Director, Integrated Marketing

Sarah isn’t just an agency CEO; she’s a teacher determined to help make her clients, the industry and the people who cover it smarter about this changing world.

– Abbey Klaassen, Associate Publisher

Sarah is truly a visionary, insightful, passionate business leader and a remarkable individual, both inside and outside the workplace. She’s had a profound impact on our brand, our industry and elevating our profession to where it is today.

– Ellen Stone, EVP, Marketing

I’ve always admired Sarah’s inherent ability to connect brands with consumers in relevant and authentic ways; her ability to foster teams who enthusiastically work with us to continually evolve and innovate our marketing is un paralleled.

– Annis Lyles, VP, Connections Planning & Investment

Sarah is a true professional that is making waves and paving ways in the world of advertising. She is a perfect example of where this industry must go.

– Tim Andree, Executive Chairman

What is incredibly magnetic about Sarah is that she is not only whip smart but also incredibly honest.

– Agnes Landau, SVP, Global Marketing
Sarah Hofstetter
CEO, 360i

Sarah is CEO of 360i, which was named this year’s top digital agency by Advertising Age, Adweek, MediaPost and Mashable, in addition to being recognized among the industry’s most innovative companies by Fast Company and Creativity. This success builds on four years of distinguished agency recognitions, including being named a “Best Place to Work” by Advertising Age and Crain’s New York Business.

Since joining 360i in 2005, Sarah has created and rapidly evolved the agency’s industry-leading brand strategy, social marketing and emerging media practices, helping brands such as Kraft Foods, Coca-Cola, OREO and others connect with more than 275 million consumers every day. Brands turn to Sarah to help them transform their communications by putting digital and social behaviors at the center of their marketing strategy, creative and overall communications. Additionally, under Sarah’s watch, 360i has won numerous awards for digital innovation in the Cannes, CLIOs, New York Festivals, One Show and Shorty Awards programs.

Sarah was named to Advertising Age’s 2013 “40 Under 40,” the Adweek “50” and CableFAX’s “Digital Hot List,” and she has been honored as a “Social Media All-Star” by the Social Media Society. The Stevie Awards also recognized her as one of its 2012 “Female Advertising Executives of the Year.” Sarah is frequently quoted in publications including The Wall Street Journal, Advertising Age and The New York Times.

“I’ve always admired Sarah’s inherent ability to connect brands with consumers in relevant and authentic ways; her ability to foster teams who enthusiastically work with us...is un-parallel.”

—Annis Lyles, The Coca-Cola Company
A tip of the cap to you

Congratulations Sarah Hofstetter,
CEO 360i
2014 Advertising Hall of Achievement Honoree

No artificial flavors, no added preservatives.
Since 1886.
open happiness®
CONGRATULATIONS TO THE 2014 AAF HALL OF ACHIEVEMENT INDUCTEES

Lauren Connolly
Sarah Hofstetter
Ross Martin
Erika Nardini
Elias Plishner
Bozoma Saint John
Jennifer S. Warren

YOU ARE THE FUTURE.
AND WE KNOW FUTURE.
CELEBRATES THE CREATIVITY, INNOVATION AND EXTRAORDINARY VISION OF ALL OF THIS YEAR’S INDUCTEES.
Ross is Executive Vice President, Marketing Strategy and Engagement for Viacom Media Networks. He oversees the company's corporate research, data, and creative strategy teams.

Previously, Ross founded and ran Scratch, a division of Viacom that drives innovation by channeling the power of networks such as MTV, VH1, Comedy Central and Nickelodeon through consumer insights, product development, design, branding and original content development, production and distribution in all media.

Ross joined Viacom in 2004 as the first Head of Programming for MTV's Emmy and Peabody Award winning college network, mtvU. In this role, he oversaw the development, production and programming of original series, branded entertainment, music, events and user-generated content for on-air, online and mobile. He later served as Senior Vice President of MTV 360 Production and Development, working across MTV, MTV2 and mtvU.

Prior to MTV, Ross ran Plant Film—a Los Angeles based production company that partnered with Fox, VH1 and Dimension Films. He served as Vice President of Film & Television for internet startup Nerve.com and was a development executive for Spike Lee's 40 Acres and a Mule Filmworks.

He has taught poetry at Washington University, the Rhode Island School of Design and The New School, and his first book, The Cop Who Rides Alone, was published in 2002.

Ross is a member of the Academy of Television Arts & Sciences, the Viacom Marketing Council, and the advisory board of St. Jude Children's Hospital. In 2012, he was named one of Fast Company's "100 Most Creative People In Business" and a "Media Maven" by Advertising Age. In 2013, he was named to Fortune magazine's "40 Under 40" list of rising business leaders.

"Ross is a true creative visionary. He anticipates shifts in culture ahead of the curve...and he partners in the most collaborative ways that add tremendous value to any and every project he touches."

—Seth Kaufman, PepsiCo Beverages, North America
Congratulations to

ROSS MARTIN
Viacom Media Networks

and all of the

2014 ADVERTISING HALL OF ACHIEVEMENT INDUCTEES

LAUREN CONNOLLY
BBDO New York

SARAH HOFSTETTER
360i

BOZOMA SAINT JOHN
Apple iTunes and Beats Music

ERIKA NARDINI
AOL Advertising

ELIAS PLISHNER
Sony Pictures Entertainment

JENNIFER S. WARREN
RadioShack
SMG SALUTES
THE 2014 INDUCTEES
INTO THE
ADVERTISING hall of
ACHIEVEMENT
TOP 10 REASONS WHY ERIKA IS LIKE NO OTHER

1) Somewhere beneath stacks of papers and pairs of shoes is her desk.

2) Once wore a blanket to work and called it an ‘ensemble.’

3) Considers ‘Yo Dude’ a formal greeting.

4) Named her children after weaponry and a shroud (Cannon & Turin).

5) Posts more photos to Instagram than a 13 year-old.

6) Sailor mouth.

7) Insists on paying for Starbucks when she could get it for free.


9) Made us re-do this ad three freaking times.

10) OK, yes, she’s got more vision, guts, smarts and management skills than any one person should ever have. Fine, yes, she deserves this.

CONGRATULATIONS, ERIKA!
ERIKA NARDINI

Chief Marketing Officer
AOL Advertising

As Chief Marketing Officer for AOL Advertising, Erika oversees all marketing operations, brand development, partner experiences and internal communication across AOL’s B2C and B2B groups. She previously served as Vice President/Head of Marketing Solutions, where she led marketing and creative strategies for AOL’s advertising business.

Prior to AOL, Erika worked at Demand Media, where she served as Senior Vice President of Sales and Marketing and helped develop brand partnerships with marquee brands. Earlier in her career, Erika was the Vice President of Brand Packaging & Solutions with Yahoo! Inc., where she managed the marketing strategies and publishing capabilities across the company’s leading properties and products. She also spent time with Microsoft building the global capabilities of its branded entertainment and experiences business while opening several offices for that unit across the globe.

Erika graduated from Colby College with a BA in Sociology and Philosophy. She and her husband reside in Pound Ridge, NY, with their two children, Cannon and Turin. A die-hard Patriots fan, in her downtime, Erika can be found walking her Bernese Mountain dogs, Taha and Zoe, and adding to her collection of LL Bean tote bags.

“Erika is renowned for her use of creativity and innovation to create memorable and dynamic marketing strategies. Throughout her career, she has had a keen sense of which direction the industry is heading, and has leveraged that knowledge and insight to act fast and lead trends.”

—Jim Norton, AOL Advertising
“It is important for us to recognize and celebrate our heroes and she-roes!”

-Maya Angelou

Congratulations to each of the 2014 Advertising Hall of Achievement Honorees!

And to you Erika... Thank you for being an inspiration to us all and always energizing the sisterhood!

Given with ♡, from all of the girls in The Ipsos Girls’ Lounge
AT&T is proud to support the American Advertising Federation.
AT&T salutes the 2014 AAF Advertising Hall of Achievement® honorees.
Congratulations to our Rockstar and 2014 AAF Advertising Hall of Achievement Inductee Ms. Bozoma Saint John.

With Love,

Your ADCOLOR® Family
For more than a decade and a half, Bozoma has blazed a trail in her marketing and advertising career, propelled across various industries including consumer packaged goods, digital music/entertainment, fashion, automotive and sports.

Currently, Bozoma serves as Head of Global Marketing for Apple iTunes and Beats Music where she guides strategic initiatives geared at building consumer brand recognition, loyalty and equity. Bozoma’s unique experience combining music with powerful brands serves to further the brand mission of providing fans with personalized curated content and access to their favorite artists.

Before Beats Music and iTunes, Bozoma was head of the Music and Entertainment Marketing Group at Pepsi-Cola North America, where she drove breakthrough, integrated and sustained consumer engagement plans for brands across the soda giant’s beverages portfolio, engaging tastemaker-consumers through music, film, TV, print, online, grassroots, events, and retail vehicles.

Previously, Bozoma served as Vice President of Marketing for fashion brand Ashley Stewart, as well as at advertising agency management at Arnold Worldwide and Spike Lee’s SpikeDDB. She believes in working closely with musical artists to create special experiences, and has activated celebrity endorsements with Kanye West, Nicki Minaj, Eminem, Katy Perry (her idol), Michael Jackson and many more.

For her breakthrough work, Bozoma has received several recognitions, including Billboard Magazine’s Top Women in Music and Top Executives 40 Under 40, Fast Company’s “100 Most Creative People,” Ebony magazine’s “100 Powerful Executives,” and covered Adweek as one of the most exciting personalities in advertising. She also contributes her expertise to various groups including serving on the Leadership Council for the United Nation’s partnership with the PVBLIC Foundation, and as a mentor for the Levo League.

“Bozoma has not just achieved the American dream; she is the new American reality. She has been blazing marketing and advertising trails across various industries.”

—Tiffany R. Warren, Omnicom Group; ADCOLOR
Seven bright stars in the media universe have gone supernova.

Lauren Connolly
Sarah Hofstetter
Ross Martin
Erika Nardini
Elias Plishner
Bozoma Saint John
Jennifer S. Warren

Congratulations to the 2014 AAF Advertising Hall of Achievement Honorees. From your friends at
CONGRATULATIONS TO ALL THE UNDER-40 OVERACHIEVERS.
Jennifer Warren does not blink in the face of adversity. Seriously, keep staring at this page. No blinking. Amazing.
Jennifer S. Warren

Senior Vice President and Chief Marketing Officer
RadioShack

Jennifer likes to be the one running toward the fire instead of away. The long-time agency executive found her once-in-a-lifetime opportunity when she joined RadioShack in April 2013, as senior vice president and Chief Marketing Officer. In this role, she has been an integral part of the Fort Worth-based retailer’s turnaround team and its goal to truly rebuild the brand.

Jennifer is responsible for all aspects of marketing including advertising, public relations, internal communications, customer research, database marketing, social marketing, in-store signage and digital experience.

A recent bold move by Jennifer and her team was RadioShack’s “Goodbye 80s” Super Bowl ad in February 2014, featuring icons from the 1980s taking back their technology from an outdated RadioShack store. The ad, which revealed a new store design and launched their new “Do It Together” campaign, received unprecedented acclaim, ranking No. 5 in USA Today’s Ad Meter, and was proclaimed the winner of the night by CNN, Wall Street Journal, Advertising Age and dozens of others. It was also named most likable ad by Nielsen, most talked about on Twitter, won a bronze Cyber Lion award, raised customer consideration and lifted RadioShack’s stock price by seven percent.

Jennifer grew up in the ranks at GSD&M. While there, she held numerous positions focused on brand development, strategy, integrated marketing and account leadership. She found her passion for building retail business and brands leading Wal-Mart’s account for four years, where her team uncovered Wal-Mart’s brand promise to “Save More. Live Better” which is still being used today.

Jennifer has been recognized as an Advertising Age’s “Woman to Watch,” and a CMO Club “Top CMO” Award Winner. Jennifer has a B.A. in marketing from Lamar University.

“Jennifer is a rare bird that believes in taking risks and ideas that make a difference, and she has the record to back it up. She pushes everyone around her to take this brand to the next level.”

–Marianne Malina, GSD&M
We congratulate all of the 2014 inductees into the Advertising Hall of Achievement.
Congratulations to the 2014 Advertising Hall of Achievement Inductees

You are all rock stars.

advertising.pandora.com
Congratulations!
Elias Plishner
Sony Pictures
Inducted into the 2014 AAF Advertising Hall of Achievement.
Elias serves as Executive Vice President of Worldwide Digital Marketing for Sony Pictures Worldwide Marketing & Distribution, a unit of Sony Pictures Entertainment. He leads a global team responsible for Worldwide Digital Marketing, which includes: Website Production, Mobile Marketing, Social Media, Online Video, Third-Party Digital Promotions, Online Editorial Partnerships, Digital Content Launches and Buzz Monitoring.

Elias has over fifteen years of digital expertise, including ten years at Universal McCann where he was a Senior Vice President, Worldwide Digital Marketing. At McCann, Elias supervised all digital marketing that was planned and brought through the Los Angeles office. He worked with a diverse and prominent portfolio of clients, including Boeing, Nestle USA and The Game Show Network, as well as Sony Pictures Entertainment, Sony Pictures Home Entertainment and Sony Electronics. For Sony Pictures, in particular, he worked on over 200 different film marketing campaigns.

Elias previously sat on the board of directors for the Los Angeles AdClub, ThinkLA, and speaks regularly at many industry events from iMedia to Digital Hollywood. He has also taught at several Southern California Universities on the topic of digital marketing.

In the last six years, Elias has been instrumental in the digital marketing and online outreach strategy for Stand Up 2 Cancer, an organization that has raised over $260 million for cancer research.

Elias earned his B.A. from the University of California at San Diego. He also completed his MBA degree studying Advertising and Marketing at the University of Southern California at the Marshall School of Business.

“He gives his time to mentoring the new comers through group events and one-on-ones. He does this all, while leading the digital media campaigns on award-winning marketing plans.”  –Karen Hunt, UM
CONGRATULATIONS

ELIAS PLISHNER

And all of the 2014 inductees into the Advertising Hall of Achievement
SONY PICTURES ENTERTAINMENT

Congratulates

ELIAS PLISHNER

on his induction into the
AAF’s Advertising Hall of Achievement.
Congratulations

Elias Plishner

HOLLYWOOD CREATIVE. MOBILE INNOVATION.
A QUALCOMM PORTFOLIO COMPANY
WWW.TRIGGERGLOBAL.COM
CONGRATULATIONS
ELIAS PLISHNER
EVP WORLDWIDE DIGITAL MARKETING, SONY PICTURES ENTERTAINMENT

2014 ADVERTISING HALL OF ACHIEVEMENT INDUCTEE AND RECIPIENT OF THE JACK AVRETT VOLUNTEER SPIRIT AWARD FOR OUTSTANDING COMMITMENT TO PUBLIC SERVICE

ELIAS,

YOUR DEDICATION HAS HELPED STAND UP TO CANCER REACH MILLIONS.

TODAY, MORE THAN 800 SCIENTISTS ARE WORKING TOGETHER ACROSS INSTITUTIONS TO BRING BETTER THERAPIES TO PATIENTS.

WE ARE FOREVER GRATEFUL FOR YOUR LEADERSHIP AND GENEROSITY.

CONGRATULATIONS ON THIS WELL-DESERVED HONOR.

YOU ROCK.

—YOUR FRIENDS AT

Stand Up To Cancer is a program of the Entertainment Industry Foundation, a 501(c)(3) charitable organization.
WOVEN CONGRATULATES:

ELIAS Plishner

ON HIS INDUCTION INTO THE AAF’S ADVERTISING HALL OF ACHIEVEMENT

WWW.WOVEN.COM
Congratulations to All of the inductees

Who in every case—we are also proud to call our friends

Lauren Connolly
Sarah Hofstetter
Ross Martin
Erika Nardini
Elias Plishner
Bozoma Saint John
Jennifer S. Warren

On Your induction into the
AAF Advertising Hall of Achievement

ALL GOOD!

MEDIALINK
generationOn is proud to partner with the American Advertising Federation and congratulates all of the 2014 Hall of Achievement inductees for making their mark on the world!
Publicis Groupe is proud to support the AAF

Congratulations to the honorees
66TH ANNUAL
ADVERTISING HALL OF FAME
INDUCTION CEREMONIES & GALA DINNER
APRIL 20, 2015 • THE WALDORF-ASTORIA • NEW YORK CITY

CORPORATE INDUCTEE

Pepsico

JOHN B. ADAMS, JR.
The Martin Agency
Recipient of the David Bell Award for Industry Service

LEE CLOW
TBWA

CATHERINE L. HUGHES
Radio One, Inc.

SPIKE LEE
Spike DDB;
40 Acres and a Mule Filmworks

BOB PITTMAN
iHeartMedia, Inc.

CHARLES PORTER
Crispin Porter + Bogusky

LINDA KAPLAN THALER
Publicis Kaplan Thaler

FOR MORE INFORMATION, VISIT ADVERTISINGHALL.ORG.

AAA: AMERICAN ADVERTISING FEDERATION.
CONGRATULATIONS
AD AGE SALUTES
THE 2014
ADVERTISING
HALL OF
ACHIEVEMENT
INDUCTEES

Lauren Connolly
Sarah Hofstetter
Ross Martin
Erika Nardini
Elias Plishner
Bozoma Saint John
Jennifer S. Warren

THANK YOU FOR INSPIRING US. YOUR CONTRIBUTIONS MAKE US SMARTER AND THE INDUSTRY STRONGER.
February 1–4: New York City. AAF’s Most Promising Multicultural Students Program connects the advertising industry with the nation’s top minority college seniors. It provides opportunities to recruit fresh talent, to further prepare advertising’s best young prospects and to help the industry’s workforce better reflect the multiculturalism of today’s society. (membership.aaf.org)

February 4: New York City & March 19: Chicago. Mosaic Career Fairs give college students the opportunity to learn about internships and career opportunities from recruiters representing some of the nation’s top advertising, marketing and communications companies. Recruiters will be given the chance to network with students from AAF’s college chapters.(membership.aaf.org)

March 18: Chicago & March 26: San Francisco. Edge Effect, AAF’s digital and tech conferences brings together some of the most respected voices in digital for a full day of valuable insight and inspiration. We’ll discuss best practices and future trend projections and discover how social media, real-time content and data can create an engaging experience for consumers. (aafl.com)

April 20: New York City. The Advertising Hall of Fame is the most prestigious award bestowed in the advertising industry honoring men, women and corporations, who have had exceptionally distinguished and extraordinary careers. These industry legends have consistently practiced the highest ethical standards, and have contributed substantially to their communities. (www.AdvertisingHall.org)

June 10–13: Las Vegas. ADMERICA, AAF’s National Conference, connects all aspects of the advertising industry. Influential agencies, clients, media companies, suppliers and colleges from across the country will address how to thrive in today’s economy and how the changing culture of business and consumers is impacting our industry. (www.ADMERICAaaf.org)
June 11: Las Vegas. The AAF’s Diversity Achievement & Mosaic Awards recognize and honor successful integrated multicultural marketing and diversity efforts that demonstrate the spirit of AAF’s Mosaic Principles and Practical Guidelines. It is the central diversity and multicultural event held during ADMERICA, AAF’s National Conference. (enterdama.com)

June 11–12: Las Vegas. The National Student Advertising Competition (NSAC) is the premier college advertising competition. It provides more than 2,000 college students the real-world experience of creating a strategic advertising, marketing and media campaign for a corporate sponsor. (membership.aaf.org)

June 13: Las Vegas. The American Advertising Awards is the world’s largest advertising competition. It represents the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world. (www.AmericanAdvertisingAwards.com)

June 21–26: Chicago, June 29–July 3: New York, July 12–17: Washington DC, July 26–31: Los Angeles AdCamp introduces high school students to the many facets of advertising. It gives them the opportunity to work on a client project, interact with college professors, ad industry professionals from client companies, advertising agencies and media organizations. (membership.aaf.org)

Mid-October: Washington DC. Insight/Interaction: Student Conference on Advertising, where students can learn about the field of advertising, discover what trends are developing in the industry and get a jumpstart on their career by networking with knowledgeable advertising professionals. (membership.aaf.org)

November 3: Los Angeles. The Advertising Hall of Achievement is the industry’s premier award for outstanding advertising professionals age 40 and under. The AAF established this program in 1993 as a way to recognize young talented individuals who are making a significant impact on the advertising industry. (membership.aaf.org)
UNBOUND

WE CHALLENGE EVERY NOTION OF WHAT A MAGAZINE COMPANY CAN BE.

The 2014 Advertising Hall of Achievement inductees challenge ideas of what advertising can do. We applaud their innovative thinking and leadership in fostering young talent.
true[X] Salutes...

true[LEADERSHIP]
true[INNOVATION]
true[VISION]
true[EXCELLENCE]

Congratulations to the 2014 AAF Advertising Hall of Achievement Inductees

Lauren Connolly
BBDO New York

Sarah Hofstetter
360i

Ross Martin
Viacom Media Networks

Erika Nardini
AOL Advertising

Elias Plishner
Sony Pictures Entertainment

Bozoma Saint John
Apple iTunes and Beats Music

Jennifer S. Warren
RadioShack

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The Leading Engagement Advertising Platform
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Congratulations to the 2014 Honorees of the Advertising Hall of Achievement