



Creating an all-inclusive business environment has been a key initiative for the American Advertising Federation for more than 15 years.

With the support of its corporate members, AAF has successfully implemented numerous programs to assist the advertising industry in creating a diverse workforce and to acknowledge those companies that have made strides in multicultural marketing. These efforts are directly related to the Mosaic Principles and Recommended Practices, which is AAF's multicultural initiative. The second principle is to "generate ideas and profits by practicing inclusiveness and fairness."

Over the past three years, the AAF has broadened its scope of inclusiveness to go beyond employment and diverse supplier development. Three Mosaic Vendor Fairs that have been hosted in New York, and efforts are currently underway to expand the program to Los Angeles and Chicago this year. The Mosaic Vendor Fairs have been well received but more needs to be done, particularly in the diverse media space.

Hence, the creation of Starcom MediaVest Group's **SMG Diversity Exchange**, which will be hosted in conjunction with AAF's Mosaic Vendor Fairs. As a division of the Publicis Groupe's operating unit Vivaki, SMG is one of the world's largest and most innovative marketing communications companies.

Together, SMG and AAF have developed a day of dialogue and discovery for 25 go-getting, diverse media suppliers interested in acquiring next-level marketing communications tools and techniques.

The day will include 5 modules:

- » Marketplace Trends
- » Industry Dynamics
- » Agency Process Demystification
- » Vendor Opportunity Assessment
- » Executive Roundtable

The Exchange will kick-off in Los Angeles on Wednesday, April 28, 2010, followed by workshops in Chicago (June), New York (September) and Detroit (October). Currently, we are accepting applications for the SMG Diversity Exchange in Los Angeles.

Please complete the SMG Diversity Exchange application and submit by March 8, 2010 to:

SMG Diversity Exchange
c/o American Advertising Federation
1101 Vermont Avenue, NW Suite 500
Washington, DC 20005

Selected program participants will be notified by April 1, 2010. Program participants will receive a complimentary registration to the AAF Mosaic Vendor Fair, which will be held on Thursday, April 29 at Nestlé USA Headquarters in Glendale, Calif. If you have any questions please contact Candace Elliott at 202-898-0089 or via e-mail at celliot@aaf.org.

Thank you for your consideration.

Connie Cannon Frazier
EVP, AAF
Corporate Programming and Development

Kendra Hatcher King
SVP, MediaVest
AAF Mosaic Council

FREQUENTLY ASKED QUESTIONS

WHO IS AAF? WHAT DO THEY DO?

The American Advertising Federation (AAF), headquartered in Washington, D.C., acts as the “Unifying Voice for Advertising.” The AAF is the oldest national advertising trade association, representing 40,000 professionals in the advertising industry. The AAF has a national network of 200 ad clubs located in ad communities across the country. Through its 225 college chapters, the AAF provides 7,500 advertising students with real-world case studies and recruitment connections to corporate America. The AAF also has nearly 100 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation’s leading brands and corporations.

The AAF Mosaic Center on Multiculturalism implements AAF multicultural and diversity initiatives and is the only national ad industry resource of its kind. The Center was formed to expand AAF’s well-established leadership capabilities on multicultural marketing/advertising and diversity issues. The Center’s mission includes development of new programs and services to meet evolving corporate and governmental needs for education, strategic recommendations and access to business and human resources.

Here’s what the AAF does:

- » Brings members together to yield creative business solutions.
- » Protects and promotes advertising at all levels of government through grassroots activities.
- » Educates members on the latest trends in technology, creativity and marketing.
- » Provides programs to assist local association volunteer leadership.
- » Presents the industry with its future leaders.
- » Honors advertising excellence.
- » Promotes diversity in advertising by encouraging the recruitment of people of diverse cultures.
- » Applies the communication skills of its members to help solve community concerns.

WHO IS SMG? WHAT DO THEY DO?

Ranked one of the largest brand communications groups in the world, Starcom MediaVest Group (www.smggroup.com) encompasses an integrated network of highly specialized consumer contact companies. SMG’s global organization includes strategic marketing communication architects who are highly specialized in media management, response media, internet and digital communications, as well as multicultural, entertainment, gaming, sports, sponsorship, event marketing and media. With nearly 5,800 employees in 110 offices worldwide, SMG delivers brand-building results for many of the world’s leading companies. It is part of Paris-based Publicis Groupe S.A.

Each of our brands will be represented at the SMG Diversity Exchange:

- » **Starcom**, Chicago, LA: full-service media communications agency
- » **MediaVest**, NY, LA: full-service media specialists companies
- » **MV42**, NY: full-service multicultural media agency
- » **Tapestry**, Chicago: full-service multicultural media agency
- » **SMG Performance Marketing**, NY, Chicago: performance-based solutions for clients, leveraging all channels—online and offline—as well as business analytics and marketing consultation
- » **Halogen**, NY: general and direct response agency
- » **SMG Search**, Chicago: search marketing agency, specializing in paid and natural search
- » **Pixel**, Chicago: boutique interactive agency with a passion for art and technology in the digital space
- » **Spark**, Chicago: full-service media agency with a digital core

WHY IS THE SMG DIVERSITY EXCHANGE ESSENTIAL?

Diversity is intrinsic to our business and the industry as a whole. The SMG Diversity Exchange brings new points of view to the table and encourages fresh ideas and opportunities. Inclusiveness makes all of us smarter, stronger and more strategic.

WHO SHOULD APPLY FOR THE SMG DIVERSITY EXCHANGE?

Diverse media suppliers specializing in broadcast, digital, print, content, grassroots/events, mobile and social media that are interested in taking their business to the next level. Certification is not necessary to submit an application to attend the SMG Diversity Exchange. Participation will likely divide as follows:

- » 75 percent small, "minority-owned and operated" businesses
- » 25 percent larger owned-and-operated or minority-targeted businesses

WHAT IS THE DEFINITION OF A SMALL BUSINESS?

The SBA defines a small business concern as one that is independently owned and operated, is organized for profit, and is not dominant in its field.

Small Business size standards by category

(source: Small Business Administration/SBA.gov)

- | | |
|---|----------------|
| » Radio broadcast, News syndicates, Services related to advertising | \$7 million |
| » TV broadcast | \$14 million |
| » Data processing, hosting and related services | \$25 million |
| » Motion picture and video production and distribution | \$29.5 million |
| » Magazines, Newspaper publishers | <100 employees |
| » Internet publishing, Broadcasting; Web search portals | <500 employees |

WHAT IS THE DEFINITION OF A MINORITY OR WOMEN OWNED BUSINESS?

(Source: MWBE.com)

- » A minority-owned business is a for-profit enterprise, regardless of size, physically located in the United States or its trust territories, which is at least 51 percent owned, operated and controlled by minority group members. "Minority group members" are United States citizens who are Asian, Black, Hispanic and Native American.
- » A business that at least 51 percent or more is women-owned, managed and controlled.

WHAT IS THE BENEFIT OF ATTENDING THE SMG DIVERSITY EXCHANGE?

- » Inspiration to take your organization to the next level
- » A peak into the future of media and the role your organization could play
- » Introductions to agency decision makers and other go-getting diverse vendors

WHAT IS THE SELECTION PROCESS?

A total of 100 diverse media suppliers—twenty-five per market—will be selected to participate in the SMG Diversity Exchange. Eight judges representing SMG, key clients and advertising/media industry trade associations will review the submissions and select each group.



SMG DIVERSITY EXCHANGE APPLICATION

PROGRAM DESCRIPTION

Starcom MediaVest Group (SMG) in conjunction with the American Advertising Federation (AAF) will select 25 diverse and women small business owners to participate in a one-day workshop designed to assist diverse media content providers as they seek to establish business relationships within the advertising industry. The workshop will be held on Wednesday, April, 28, 2010 at MediaVest on 6500 Wilshire Blvd., Los Angeles, Ca 90046.

The workshop will consist of the following components:

- » Marketplace Trends
- » Industry Dynamics
- » Agency Process Demystification
- » Vendor Opportunity Assessment
- » Executive Roundtable

ELIGIBILITY

Participants will represent a diverse group of media diversity suppliers:
(broadcast, digital, print, content, grassroots/events, mobile, social media, etc.)

- » 75% small, "minority-owned and operated" businesses
(as outlined by the U.S. Small Business Administration)
 - > Radio broadcast, News syndicates, Services related to advertising \$7 million
 - > TV broadcast \$14 million
 - > Data processing, hosting and related services \$25 million
 - > Motion picture and video production and distribution \$29.5 million
 - > Magazines, Newspaper publishers <100 employees
 - > Internet publishing, Broadcasting; Web search portals <500 employees
- » 25% larger owned-and-operated or minority-targeted businesses

APPLICATION SHOULD INCLUDE:

- Corporate Vitae with written description of work experience, staff educational background and skills
- Client List
- Invoicing Policies
- Credit Line
- Organizational Structure
- Client Recommendations
- Policy Statement of Metrics/Accuracy/Delivery
- Workshop Participation Expectations
- Application Form
- Corporate Information

PLEASE INDICATE IF THE COMPANY IS:

(check all that apply)

- Minority-owned
- Woman-owned

Business Name: _____

Doing Business As: _____

Owner's Name: _____

Partner(s) Name(s): _____

Federal ID/SS Number: _____

DUN and Bradstreet Number: _____

Parent Company Name: _____

Parent Federal Tax ID Number: _____

Parent DUNS Number: _____

Geographic Service Capability: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Business Phone Number: _____ Business Web site Address: _____

BUSINESS SIZE & TYPE:

(check all that apply)

- | | |
|--|----------------|
| <input type="checkbox"/> Radio broadcast, News syndicates, Services related to advertising | \$7 million |
| <input type="checkbox"/> TV broadcast | \$14 million |
| <input type="checkbox"/> Data processing, hosting and related services | \$25 million |
| <input type="checkbox"/> Motion picture and video production & distribution | \$29.5 million |
| <input type="checkbox"/> Magazines, Newspaper publishers | <100 employees |
| <input type="checkbox"/> Internet publishing, Broadcasting; Web search portals | <500 employees |
| <input type="checkbox"/> Other Products & Services (please specify) | |

STATEMENT OF BUSINESS CAPABILITY

U.S. Business:

(check one)

- Yes
 No

Number of Employees: _____

Business Established: _____

2008 Net Income: _____

2007 Net Income: _____

2006 Net Income: _____

Certifications: _____

Registrations: _____

APPLICANT INFORMATION

Full Name: _____

Position: _____

Number of Years Employed with the Company: _____

Cell Phone: _____ E-mail Address: _____

Gender

(check one)

- Male
- Female

Race/Ethnicity

(check one)

- African-American
- Hispanic American/Latino
- Asian American
- Native American/American Indian
- Multiracial or Multiethnic
(a combination that included at least one of the race/ethnicities listed above)
- Other

ADDITIONAL INFORMATION:

If the company has partnered with SMG in the past, please provide the following information for each partnership:

- » Scope of Project
- » Outcome
- » Project Dates
- » SMG Contact

AUTHORIZATION

I, _____, certify that all of the information provided to the American Advertising Federation's Mosaic Center is true and accurate to the best of my knowledge. I recognize that if any of the provided information is proven false, I will not be eligible to participate in the SMG Diversity Exchange.

Signature: _____ Date: _____

Print Name: _____



APPLICATION DEADLINE

Applications are due to the AAF by 5:00 pm on March 8, 2010.

Please submit application materials to:

SMG Diversity Exchange
c/o American Advertising Federation
1101 Vermont Avenue, NW Suite 500
Washington, DC 20005

