2019-2020 CLUB ACHIEVEMENT COMPETITION
CATEGORY OF ENTRY - PROGRAMS

AAFF Phoenix
These three words sum up our mission as AAF Phoenix, and in 2019-2020, was a year where we continued to build on each of those pillars through high quality programming.

Creativity is defined as the use of imagination or original ideas. Every AAF Phoenix program works to bring and share creativity to our members and attendees.

Collaboration includes working with diverse audiences to produce and share ideas that impact the Valley of the Sun.

And Community; we may be a large city, but we are a close-knit advertising community, and we work to make programs that reflect that feeling.

Three Successful Programs:

2019 AD Bowl

AD Bowl is one of our most successful and well attended events of the year. Each year, we create a theme and invite our membership and the community to join us for a fun night of friendly, creative competition. This year - our third - we called for all of our superheros to come out from behind their advertising alter-egos.

This event is open to anyone who is interested but is primarily local advertising agencies and media groups. We send out email blasts and have promoted social media posts. We use these methods to reach out to possible attendees that haven’t seen what we are about, since it is a fun event to get to know us.

The 2019 AD Bowl was a banner year for AAF PHX. We sold every single lane and had requests for lanes long after the last one was gone. 80% of the lanes came in costume. We had people dressed as Spiderman, Thor, and Power Puff Girls.
This year’s winner was BIG YAM, two-time winners of best costume. The whole team came as Care Bears; they did the Care Bear Stare and their bellies lit up.

We were also able to include an open bar within our ticket prices this year by utilizing the summer months for bowling lane rental and available discount codes for booking a large group. This made it a much more affordable and profitable event for the club. Not to mention, fun!

**Media Preview**

The Media Preview event began two years ago, and has become a staple of the Phoenix advertising community due to its creative format and collaboration among buyers and media representatives.

As in year’s past, we invited local and cable TV stations to join us at a movie theater in downtown Phoenix to share their fall lineup. Each station is allowed up to eight minutes for their reel, and each bought a block of 20 tickets to participate. With paid participation from every English and Spanish Speaking TV station in the market, Fox Sports Arizona Regional Cable Network, PBS Station KAET, and our local Interconnect Cox Media, it was a comprehensive presentation and overview of the Phoenix market.

Our audience is largely the media groups in town who participate. We also sell tickets to all of our membership and the community at large. The event allows agency buyers and planners to understand the Phoenix TV landscape, see clips of new programs, and get an overview of local news offerings. It also provides the TV community an opportunity to see what their competitors are selling.
This is a lunchtime event, which we typically do not host due to the distributed nature of our market, but makes it extra special as a result. We provide a packed box lunch in a variety of styles to accommodate all of our guests.

When this event comes around every September, email blasts are sent out to our membership and subscribers. We also have dedicated social posts, and our board members reach out to media groups individually.

This year’s media preview was a massive success! Attendance from last year went from 153 attendees to 223, and feedback across the board was very positive. The reels were fantastic, and everyone enjoyed a cool, mid-day event at the movie theatre in a hot Phoenix September!

**Staying Creative in the Real World**

Staying Creative in the Real World was the first of a new, quarterly program series we are rolling out for AAF Phoenix.

We held this event at a local co-working space, and invited local creative director, Shane Tang, from The James Agency, to come and speak to our members. Shane walked through creative processes and mindset and why it’s so important in any industry. This interactive workshop also gave all of the attendees tools to stay mindful and present that they could take back to their teams.

We invited all of our members, offering this event to them at no charge. Non-members were encouraged to come for a small fee, and tickets for students were also free.
Emails promoted the event, and we had dedicated social posts that built into a gorgeous tile series on Instagram. For this event, one of our talented board members also created a custom poster, hand delivered to agencies and local universities.

The overall attendance was about 35 guests, not including our board members. We saw a large group of students, all of them very excited about the event and what the club could bring. The students asked to volunteer and get more involved with what the club was doing. Shane gave a great presentation, and he was able to engage with all of the guests and got full participation with his planned activities.

A lot of the guests stayed back to talk with the board members and the speaker. Everyone was very positive about the event and looking forward to seeing what content we would be presenting soon.

**One Special Event:**

**2020 American Advertising Awards**

To say the 2020 American Advertising Awards in Phoenix were memorable would be an understatement. In fact, this Special Event will be forever remembered as the one that Coronavirus tried to take down, but couldn’t. The indomitable spirit of the Phoenix advertising community, with its deep sense of collaboration and creative problem solving, held strong and created something truly special in 2020.

Our American Advertising Awards event was held on Friday, March 13th, 2020. The date had been selected nearly a year prior, and the theme, Superstitions, was a natural and fun fit for the Friday-the-13th scheduling.
Efforts began early to include more of our community in this awards program. We made a big effort with our email blasts, promoted social posts, as we have in the past. However, the most successful part of our campaign was a themed physical poster, delivered to a vast list of more than 600 non-profits, in-house marketing groups, local universities and agencies. Most of these groups had never been targeted directly before, and the result was astounding.

The total number of entries broke records with 705 coming in, many from groups that had never before entered. This also helped with Gala tickets sales. We hit capacity for the room we had booked at the Phoenix Art Museum two weeks before the show. At 450 attendees, it was going to be tight, but we were thrilled to see such a huge group of diverse attendees coming together.

Our troubles, however, began when our host, Jill Kimmel had to cancel due to a conflicting event. The next came when a week full of rain rolled into town, forcing us to move our cocktail hour and adding the expense of a tent.

Then, the Coronavirus hit in full force. In the days prior, we debated whether to cancel the event. However, with contacts at the Arizona Health Department and in the Governor’s office stating clearly that local events should not be canceled, we made the difficult decision to continue on.

On March 12, the evening prior to our event, the NBA cancelled their season. Tom Hanks and his wife Rita were diagnosed with the Coronavirus. All hell broke loose, and yet, none of the guidelines for our state, nor any of our vendors changed their minds. So the show was to go on.
On Friday afternoon, as we watched the caterers unload, our venue, the Phoenix Art Museum, sent an email out to its subscribers. It effectively canceled all non-private events and programs. We immediately received a flood of emails and calls from our guests due to the confusion, and we had no choice but to cancel the event three hours before it started.

Our team moved swiftly, reaching out to attendees and sponsors. Emails, social posts, personal phone calls (and honestly, probably some tears) flooded the market. But, a Friday-the-13th series of bad luck NOR a global pandemic could hold this incredible club down.

Long before, we had incorporated live streaming into our American Advertising Awards, making it available for those unable to secure a ticket before sell-out. So, that evening, our club President and VP, along with our replacement host Matt Broome, put on the show in the original venue, to an audience of seven livestream producers and one guest, who had driven six hours to be there.

We ordered take out and announced the awards to the hundreds of people who had tuned in for the live stream from their living rooms or agencies, posting photos and videos on multiple social media platforms. We also made the night's program with winners available on the website as soon as the livestream ended.

We received a wave of praise and gratitude for cancelling the event itself but using a creative solution to ensure winners still got to hear the news that evening, and participate in a fun party. All of the food was donated to Waste Not, a local organization which distributes food to local shelters, churches and schools.
Overall, with everything we had to overcome, it was successful, and most of all, memorable. However, the board has now decided that we will never have an event on Friday the 13th again.

**Events Calendar:**

- **March 15th, 2019:** ADDYs Late night at the ADDYs
- **March 15th, 2019:** ADDYs After Party
- **March 21st, 2019:** AD Thursty
- **April 18th, 2019:** AD Thursty Business Card Board Game
- **May 16th, 2019:** AD Thursty Side Hustle Speed Dating
- **June 20th, 2019:** AD Thursty Drink & Draw
- **July 18th, 2019:** AD Thursty Bingo
- **August 9th, 2019:** AD Bowl super heros
- **September 12th, 2019:** 2019 Media Preview
- **September 19th, 2019:** AD Thursty Game Night
- **October 17th, 2019:** AD Thursty Pizza Party Improv
- **November 21st, 2019:** AD Thursty Kits for Kittens
- **January 10th, 2020:** ADDYs Drop Off
- **February 20th, 2020:** Speaker Series: Staying Creative in the Real World
- **March 13th, 2020:** ADDYs very superstitious
STAYING CREATIVE IN THE REAL WORLD

Shane Tang
Creative Director at The James Agency

February 20, 6PM
Biltmore Athletic Club

Come get your share of inspiration and fun as we team up with Creative Director Shane Tang of The James Agency! From finding your work-life balance to navigating the ever-changing landscape of creativity, Shane will use his unique stories and experiences to help you tackle the challenges of the creative industry.

Admission:
AAF members $30 / non-members $40
20% off if you register before February 10th!

FOLLOW EVENT DETAILS: @phoenixadclub

Clue #1:

Clue #2:

Clue #3:

Clue #4:

Our speaker is a sculptor... but his wife doesn’t allow his scary college projects inside the house.
Best of Show should go to you guys for pulling off an amazing show under the worst of circumstances! Congratulations!!!

Really nice job on the live stream tonight. I know that must have been so hard, but you guys pulled it off. Congrats! DD

You guys pulled it off! RIESTER watched from the office and cheered out loud for you. We are very appreciative of everything you all did to make this work. Thank you from the entire agency!

Tom

Mentions: jpatrickphoto 17h
Over 700 ADDY Submissions!!!
@phoenixadclub

Mentions: ideascollide 17h
CONGRATS @AIGAAZ!

Mentions: ideascollide 18h
WISH WE COULD BE THERE TO SEE THEM IN PERSON

Mentions: fitconfernandez 14h
@PHOENIXADCLUB
@MATTERFLY

Mentions: mr_mjackson 16h
Winning from home!

Mentions: lizmagura 17h
My team just won COPYWRITING OF THE YEAR for our campaign last year!!!! @uoix