Ad 2 Hawaii is dedicated to providing advertising and marketing professionals the contacts, education, and leadership opportunities they seek to become leaders in our industry. Through the Cornerstone Initiatives & Events Committee, Ad 2 Hawaii aids its members through workshops, programs, and events that provide advertising education, celebrates creative excellence, elevates diversity and multicultural initiatives, and takes an active role in government affairs as it relates to the industry. We established the following four goals for the 2019-2020 year:

1. Educate and develop the skill sets of our members, the general public, and students as it relates to advertising, marketing, and communication through workshops and events.
2. Collaboratively plan and execute the annual Pele Awards (American Advertising Federation District 13 ADDYs).
3. Highlighting age and ethnic diversity in advertising.
4. Increase awareness of current political issues and events as it relates to our industry.

**ADVERTISING EDUCATION**

**Goal 1: Educate and develop skill sets of our members, the public, students and industry professionals to navigate the marketing and advertising industry.**

**Event: The Power of Storytelling**

**Event Detail:** The Power of Storytelling panel discussion was on September 12, 2019, at Make-A-Wish Hawaii. Our guest speakers consisted of nonprofit marketing leaders: James Donnelly, Hospitality and Development Manager at Make-A-Wish Hawaii; Jeannie Lum, Marketing Manager at Hospice Hawaii; Lesli Yano, Senior Business Development Director at American Heart Association; and Daniel Roselle, Director of Community Relations at Hawaiian Humane Society (Exhibit 1.1). The panel spoke about their experiences on how effective storytelling plays an important role in their advertising campaigns.
Target Audience: This event was targeted towards Ad 2 Hawaii members and anyone with an interest in marketing for nonprofits.

Strategy: Showcase influential marketing leaders from well-established nonprofits to educate and engage audience members in a panel discussion to learn new marketing strategies.

Execution: Our committee reached out to nonprofit marketing leaders whose organizations were reputable and well-established. Once the speakers were confirmed, their biographies and headshots were collected, and the questions for the panel were provided to the speakers ahead of time (Exhibit 1.2). The event was promoted through Eventbrite, Facebook, Instagram, e-blast, and word of mouth (Exhibit 1.3). The promotion heavily advertised the speakers’ experience and their organization.

During the event, our Cornerstone Committee Chair served as a moderator and prepared questions such as, “How do you use storytelling to connect with the community?” and “Can you show us an advertising campaign that told a compelling story and the reactions or success you received?” Video links and photos were received in advance to support what the panelists’ presentations (Exhibit 1.4).

Results: 23 guests (12 Ad 2 Hawaii members, two students, nine non-members) attended this event and we made $85. After expenses, our net profit was $36.35 (Exhibit 1.5). During the event, attendees were engaged in the topic, took notes, and asked many questions. They learned how to better promote their brand and convey a message by making personal and emotional connections. A handful of attendees were from nonprofits such as Aloha United Way and Hawaii Foodbank, many of whom heard about this panel event through Eventbrite or social media. It was a great way to introduce them to Ad 2 Hawaii.

AMERICAN ADVERTISING AWARDS

Goal 2: Collaboratively plan and execute the annual Pele Awards (American Advertising Federation District 13 ADDYs)

Event 1: Pele Awards (Professional & College Division)
Event Details: The Pele Awards was held on April 20, 2019 at the Royal Hawaiian Hotel. It is an awards show that is a mix of networking and celebrating the finest works in Hawaii’s advertising and marketing industry. Throughout the five-hour program, category winners were announced, winning commercials were shown, and selected individuals were honored as the Advertising Man of the Year, Advertising Woman of the Year, Young Ad Person of the Year, Silver Medal Honoree, and The Barbara Scott Lifetime Achievement Award recipients (Exhibit 2.1).

Target: The Pele Awards target Hawaii’s advertising and marketing professionals to celebrate their work and give them the opportunity to enter their work in AAF’s National Awards Show.

Strategy: Ad 2 Hawaii collaborates with AAF Hawaii and AAF District 13 to plan and execute the Pele Awards judging and Pele Awards event.

Execution: In order to run the Pele Awards smoothly and successfully, an extensive amount of planning leading up to the event is done during the year. It’s an event that brings AAF District 13, AAF Hawaii, and Ad 2 Hawaii together. Before the award show, creative marketing and advertising professionals are flown in from the mainland United States to judge the entries. This year’s judges were Fabian Herrmann, Communication Design Director at IDEO; Matt Rivitz, Copywriter and Sleeping Giants’ Founder; and Tavia Holmes, Creative Director at LinkedIn (Exhibit 2.2). The judging spanned three days. Three Ad 2 Hawaii members assisted by picking up the judges from their hotel and transporting them to the judging venue, organizing entries, and compiling the final results.

During the Pele Awards show, 11 Ad 2 Hawaii members assisted with bringing speakers and award winners on stage, giving out programs, and distributing awards to the winners.

Results: The Pele Awards was a success. We had 520 submissions, 125 awards given, and 400 people attended. The program ran smoothly, the winners received their awards in a timely manner, and all the guests enjoyed themselves. During the judging period, we were ahead of schedule and were able to wrap
up quickly. Ad 2 Hawaii is always a sponsor of the awards show and helps out behind the scenes of the event.

**Event 2: High School Pele Awards**

**Event Details:** On May 14, 2019, AAF District 13 held its second High School Pele Awards at McKinley High School. In partnership with the Department of Education, the High School Pele Awards is the first of its kind amongst the AAF districts to recognize high school students in their creative endeavors. Ad 2 Hawaii played an essential role in the event’s success from start to finish.

Students from Hawaii’s public and private schools entered their work in categories such as packaging, brochure, specialty advertising apparel, poster, and photography in hopes of winning a High School Pele Award.

**Target:** The High School Pele Awards targets high school students with the intent to recognize, celebrate, foster, and encourage students in pursuing their passion of advertising and design.

**Strategy:** Ad 2 Hawaii collaborates with AAF Hawaii and AAF District 13 to plan and execute the High School Pele Award judging and High School Pele Awards event.

**Execution:** Similar to the Pele Awards, the High School Pele Awards consisted of two parts: judging and the awards show. The judges consisted of Hawaii’s distinguished creative and advertising professionals. Ad 2 Hawaii’s role was to help make the process as smooth as possible by sorting, prepping, cataloging entries, compiling final results, and logging in data entries.

Eight Ad 2 Hawaii members volunteered at the High School Pele Awards Show and assisted in organizing the entries by levels of achievement, setting up the venue, checking in winners and guests, distributing food and beverages, and cleaning up the venue (Exhibit 2.3).

**Results:** The High School Pele Awards continues to grow in its second year. This year, 137 entries were awarded, which was 57 more than its first year and it required a bigger venue. Ad 2 Hawaii is proud to
CORNERSTONE INITIATIVES & EVENTS

volunteer and serve as a sponsor of the High School Pele Awards, which encourages and awards Hawaii’s youth to explore their creativity in the advertising field.

DIVERSITY & MULTICULTURAL INITIATIVES

Goal 3: Highlighting age and ethnic diversity in advertising.

Event: Advertising Ad-chievers Panel Discussion

Event Details: The Advertising Ad-chievers panel was held on December 3, 2019 at Impact Hub Honolulu, a coworking community space. Our committee pinpointed and invited three young and influential marketing and advertising professionals to share insight on their experiences and what steps they took on their road to success. We featured Asian leaders under 35, not much older than our own Ad 2 Hawaii members, so that we can easily relate and become inspired to better ourselves. Among the panelists were Lilly Holmes Ohno, Marketing Director at Howard Hughes Corporation; Kim Haruki, Community & Market Development Manager at Central Pacific Bank; and Casey Nishimura, Director of Marketing at Servco Pacific (Exhibit 3.1). The panel focused on the hardships they experienced due to their age, their career experiences, and how they were able to pursue leadership roles that led to greater opportunities.

Target Audience: This event was targeted at Ad 2 Hawaii members and young Asian professionals in the marketing and advertising industry.

Strategy: To showcase young Asian marketing professionals in leadership positions from well-established businesses in Hawaii to support Hawaii’s growing Asian population.

Execution: We reached out to three qualified, young marketing and advertising Asian professionals who were in leadership positions. We were fortunate to have Kim Haruki, Lilly Holmes Ohno, and Casey Nishimura to agree to speak at our panel. Prior to the event, we provided the speakers the questions (Exhibit 3.2), and we received their headshot and profile information to help promote the event via Eventbrite, Facebook, Instagram, e-blast, and word of mouth (Exhibit 3.3). Our committee member was
able to secure Hawaii Business Magazine as the venue sponsor. The venue, Impact Hub Honolulu, normally would have cost $272.25 for public use (Exhibit 3.4). The venue also helped promote our event through their social media accounts (Exhibit 3.5).

Results: The turnout was great at 30 attendees (16 members, 14 non-members). Advertising Ad-chievers made an income of $90 and a net profit of $52.35 (Exhibit 3.7). With the help of Impact Hub Honolulu cross-promoting our event through their communication channels, it resulted in a large non-member turnout. We learned if we can leverage our venue and sponsors for promotion, our events have a farther reach.

During the panel, the speakers were genuine with their answers and inspired us, while also giving us a reality check - nothing comes easy. They had great advice, as young professionals, to say yes to every new task and jump on the opportunities to build new skills in your current role or company. Audience members were asking questions up until the very end of the event.

GOVERNMENT RELATIONS

Goal 4: Increase Ad 2 Hawaii members’ and the public’s awareness of current political issues and events.

Tactic: Utilize communication tools to share government-related advertising news.

Tactic Details: With 2020 being an election year, our committee wanted to spread awareness of current political issues and events by taking advantage of our communication tools. With the help of Ad 2 Hawaii’s Communications Committee, starting in January 2020, we used social media, e-newsletter and website (Exhibit 4.1) to share current government-related topics, initiatives, and articles. One of the articles shared was Instagram’s policy to ban influencers from promoting branded content related to tobacco, cigarettes, and weapons. We also shared the news on the rule changes for political campaigns using digital platforms and AAF National’s most recent letter to Hawaii’s lawmakers opposing Bill HB2572, which relates to privacy rights and how businesses use and share collected personal data.
**Target:** We targeted our Ad 2 Hawaii members and Hawaii’s advertising industry as a whole.

**Strategy:** Ad 2 Hawaii used our communication tools (e-blast, Facebook, and website) to reach out and educate our advertising community, email distribution list, and social media following.

**Execution:** We would find at least one current article per month with advertising and government-related topics. The article content was summarized and sent to the Communications Committee using the Ad 2 Hawaii’s communications request form (Exhibit 4.2). Within the form, the information included was distribution method, date, and copy. The Communications Committee featured the article in the news section of our monthly e-newsletter, posted it to Facebook, and created a blog post on our Ad 2 Hawaii website.

**Results:** The articles were distributed to our email database of 570 people in our monthly newsletter under the news section (Exhibit 4.3). In January, our e-newsletter had a 28.2% open rate. In February, we had a 22.3% open rate. In March, we had 25.3% open rate (Exhibit 4.4). According to Mailchimp, which we use as our email platform, the average open rate for the advertising and marketing industry is 17.38%. For Facebook, we started in February, and our post reached 109 people with five likes (Exhibit 4.5). For March, our post reached 64 people with six likes (Exhibit 4.5). We began our blog post in March and featured AAF National’s letter to Hawaii’s lawmakers opposing Bill HB2572. The blog page garnered seven visits after five days of being posted (Exhibit 4.6).

We consider our advertising and government article posting a success. It helped diversify our email and social media content, which was previously event driven. In addition, Ad 2 Hawaii’s role is to be a resource for the advertising and marketing industry. We strive to enforce that image by being on top of the upcoming news and sharing it with our community.

**Conclusion:** This year’s focus for Ad 2 Hawaii’s Cornerstone Initiative & Events Committee was to educate, highlight, and celebrate Hawaii’s advertising and marketing industry through our award shows, educational, diverse, and political events and initiatives. We hosted events that would be impactful,
informative, and memorable to our members, the public, and industry peers. As Ad 2 Hawaii moves forward, our Cornerstone Initiative & Events Committee will continuously strive to uphold Ad 2 Hawaii’s reputation as a resource for knowledge and professional development for our members, the public, and Hawaii’s marketing and advertising industry.
Exhibit 1.1

Advertising Education: The Power of Storytelling

Speakers & Guests
Exhibit 1.2

Advertising Education: The Power of Storytelling

Headshot & Bio Request, Questions Provided Email

---

Aimee Nelson <aimee.k.nelson@gmail.com>

To James, Dec. 2nd

 Aloha James,

I'm on the Ad 2 Honolulu board with Rayen and we appreciate you taking the time to speak on our "Power of Storytelling" panel on Thursday, September 12th from 6-7:30pm and letting us utilize your office space! I'm also a former Make-a-Wish volunteer so I'm super excited for our members to hear about all your great work. Just wanted to confirm that you're still available!

Here are some sample questions we will be asking the panelists:
- How do you use storytelling to connect with the community?
- How do you convey urgency? How do you establish a call to action?
- Can you show us an advertising campaign that told a compelling story and the reactions/results you received?
- What are some buzzwords that attract readers/listeners? Do you have any tips for us or questions we should be asking ourselves to help develop our story?

Would you be able to send us a headshot for us to use in our promotional assets?

Thank you!

Aimee Nelson
Email: aimee.k.nelson@gmail.com
Cell: (808) 226-0351

---

James Donnelly <jdonnelly@hawaii.wish.org>

To me

Aloha Aimee,

Thank you so much for the sample questions. We need to get you back on some wishes or help out with the Jingle Rock Run again. Who else is on the panel?
Exhibit 1.3

Advertising Education: The Power of Storytelling

Facebook
Exhibit 1.3

Advertising Education: The Power of Storytelling

Instagram
Exhibit 1.3

Advertising Education: The Power of Storytelling

E-blast
Exhibit 1.3
Advertising Education: The Power of Storytelling
Eventbrite Page
Exhibit 1.4
Advertising Education: The Power of Storytelling
Video/Links Photos Provided Email
Exhibit 1.5

Advertising Education: The Power of Storytelling

Event Pulse Report: Attendee, Profit/Expenses Reporting

Cornerstone Events & Initiatives (Education)

- The Power of Storytelling at Make-A-Wish Hawaii (9/12/19)
  - Objective: Educational panel discussion led by 4 marketing and development professionals specifically from the nonprofit sector (Make-A-Wish Hawaii, Hospice Hawaii, American Heart Association Hawaii, and Hawaiian Humane Society). Attendees learned how to better promote a brand and convey messages through storytelling and making personal connections.
  - Event pricing: Free for Ad 2 Honolulu and AAF Hawaii members, $5 for non-member students and $10 for non-member professionals.

- Budget: $9. (Expense $3.70 due to a no show)

- Method of Event Promotion: FB/IG post on 8/30 and 9/6, newsletter on 9/5, email on 9/11
- 23 in attendance (12 members, 9 non-members, 2 students)
- Income: $106.60, Profit: $50.00, Total: $46.35
Exhibit 2.1

American Advertising Award

Pele Awards
Exhibit 2.2
American Advertising Award
Meet the Pele Judges
Exhibit 2.3

American Advertising Award

High School Pele Awards
Exhibit 3.1

Diversify & Multicultural Initiatives: Advertising Ad-chievers

Speakers: Kim Haruki, Lilly Holmes Ohno & Casey Nishimura
Exhibit 3.2
Diversify & Multicultural Initiatives: Advertising Ad-chievers

Providing Questions Ahead of Time Email

---

Hi Ladies,

Thank you Lindsey, Lilly, and Kimberly for agreeing to be part of the Ad 2 Honolulu Advertising Ad-chievers panel. So sorry I didn't send the starter questions sooner. I hope you'll have enough time to mentally prepare but really this panel is meant to be fun and informal so there really isn't much to prepare!

I will be moderating the panel and will ask 3-3 of the following questions:

1. Can you tell us about a roadblock in your career and were there any positives that came out of that situation?
2. Are you exactly where you thought you would be 5-10 years ago?
3. Being so successful at a young age, do you think it has become a factor in the way other colleagues treat you?
4. Do you have any advice you'd like to share with us?

Members/guests will be invited to ask additional questions.

Please see details below on location and parking. There is also an Eventbrite and Facebook link. I would appreciate if you could share the event with your organization or anyone you think might benefit from attending! We anticipate about 20 members to attend.

Would you be able to arrive at Impact Hub at 5:45pm on 12/3 for a quick mic check? Please let me know if you have any questions!

Thank you,

Ameea Nelson
Email: ameea.k.nelson@gmail.com
Cell: (808) 326-0331
Exhibit 3.3
Diversify & Multicultural Initiatives: Advertising Ad-chievers
Promotional Methods E-blast

Kim Haruki
Central Pacific Bank
VP, Community & Market Development Manager

Kim is Vice President, Community and Market Development Manager at Central Pacific Bank, a Hawaii-based financial institution which provides a full range of banking, investment, and trust services. Kim is responsible for CPB’s community involvement program, aligning corporate objectives with engagement by the Bank and its employees in the communities and markets served. Previously, she was Senior Director of Integrated Marketing at PacRim Marketing Group. Kim served on the Board of Directors of the YWCA Oahu, and was a participant of the 2017 U.S. Japan Council Emerging Leaders Program and the 2016 TOMODACHI-Mitsui & Co. Leadership Program. She received her B.A. in Business Administration from Loyola Marymount University.

ABOUT AD2 HONOLULU
Since 1996, Ad2 Honolulu has created award-winning, integrated marketing campaigns for local nonprofit organizations. Past public service clients include Malama Mentoring, Aloha Harvest, Re-Uz Hawaiian, Travel2Change, Aka Kika, Healthy Mother’s Healthy Babies, Aloha Memorial Museum’s Olean Clinic, Hawaii Heart Foundation, Hawaii Cord Blood Bank, Community Helping Schools, Kanu Hawaii, AccessSurf Hawaii, Hawaiian Meals on Wheels, Boys & Girls Club of Hawaii, Hawaii Literacy, Hula Kika Inc., Earthtrust, and the Hawaii Alliance for Arts Education. All campaign funding is raised through community support and volunteer efforts.

All members of Ad2 Honolulu are 20 years of age or younger and are either students or individuals employed or interested in advertising and its related fields. For more information on Ad2 Honolulu, email ad2h@ad2hongolulu.org or visit our website at www.Ad2Honolulu.org.

Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.
Exhibit 3.3
Diversify & Multicultural Initiatives: Advertising Ad-chievers

Promotional Methods Facebook
Exhibit 3.3

Diversify & Multicultural Initiatives: Advertising Ad-chievers

Promotional Methods Instagram

ad2hawaii Are you struggling with growth and professional development in your current career? Have you experienced discrimination in the workplace based on your age?

Join us for an evening of discussion with three of Hawaii’s young and influential leaders in marketing and advertising. We like to call them Ad-chievers!

SWIPE for more info!

Speakers:
- Lindsey Chun-Hori, Marketing Specialist & Social Media Channel Manager, Kamehameha Schools
- Lilly Holmes Ohno, Marketing Director, Howard Hughes
Exhibit 3.4

Diversify & Multicultural Initiatives: Advertising Ad-chievers

Hawaii Business Magazine Venue Sponsorship

---

Alexis Pananio<alexisp@hawaiibusiness.com>

To: Marie, Mitchell, jennykzheng@gmail.com, me, krystyn

Hello,

Please see attached for Kim's bio and headshot. I have also confirmed impact hub from 6:30 PM on December 3.

Thanks.

---

2 Attachments

---

Alexis Pananio<alexisp@hawaiibusiness.com>

To: me, Aimee, Krystyn, Marie, Mitchell, jennykzheng@gmail.com

Nov 18, 2019, 5:09 PM

There is no cost for this workshop, courtesy of Hawaii Business Mag :)
## Exhibit 3.5
### Diversify & Multicultural Initiatives: Advertising Ad-chievers

**Impact Hub Venue Cost**

<table>
<thead>
<tr>
<th>Exhibit 3.5</th>
<th>Contact Form Submission – Jasmine Cho</th>
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<tr>
<td>Hourly Rate</td>
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<td>Common Area (Judge, call: The Commons, Main Event, Breakroom)</td>
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<td>Main Event, Commons only</td>
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<tr>
<td>The Commons only</td>
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<td>Full Lounge</td>
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<td>Small Meeting Room</td>
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<td>AV (projectors, screens, wireless etc. and speakers)</td>
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<tr>
<td>WiFi</td>
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<td>Parking</td>
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<td>Cleaning fee (optional)</td>
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</table>

Thanks for reaching out to Impact Hub HNL.

**Impact Hub HNL** is a gathering space for building community and making impact. We offer collaborative coworking, office, meeting and event space for all types of professionals and entrepreneurs.

**Book a tour here.**

We are the largest coworking, community, office and event space in Hawaii. We focus our energy on building community and making Impact. We are a part of a global consortium of other Impact Hubs that have collectively decided to adopt the Sustainable Development Goals as a framework to think, grow and act locally. Additionally, partnerships nationally, regionally, and internationally have developed among Impact Hubs and partners to work together to make a larger difference. Our focus here in Hawaii is sustainability and education. We encourage our community to make connections, establish collaborations and most importantly, to spark change.

**Impact Hub HNL parking** is located on Kawaihae beach. The main entrance on Queen St. Parking is available M-F from 9am-8pm. Half-day rates are $8 (without). Parking lot closes at 8:30pm already so please have vehicles moved or relocated before then to avoid getting locked in the parking lot.

From the parking lot, walk towards Queen St., on any floor to the door named “Kamehameha Business Plaza,” Once inside take the elevator to the first floor. Impact Hub is the only business on the first floor.

Anna Wilcox
Community Director
Impact Hub HNL
annawilcox@impacthub.com
https://www.facebook.com/ImpactHubHNL
https://twitter.com/ImpactHubHNL
https://www.instagram.com/ImpactHubHNL

Name: Jasmine Cho
Email: jasminecho@gmail.com

For what topic would you like to book an event in Impact Hub?

If you need assistance, please ask a staff member. We are here to help!

Thank you for your inquiry, the form has been sent to Jasmine Cho.
Exhibit 3.5

Diversify & Multicultural Initiatives: Advertising Ad-chievers

Impact Hub Social Media Promotion

[Image of Impact Hub Social Media post]

--

Andrea Bertoli <andrea@impacthubhi.com>

To me

Hello, Jasmine

Can you please add impact hub hi as co-host on the Facebook event - this way it will show on our Events feed. Do you also have any images we can use on social media (preferably square).

I’m an ad/marketing person too so I’m personally very interested in the event.

Thanks, Andrea

On Wed, Nov 26, 2019 at 4:42 PM Anna Weber <anna@impacthubhi.com> wrote

xxx

--

--

Andrea Bertoli
Exhibit 3.6

Diversify & Multicultural Initiatives: Advertising Ad-chievers

Profit/Expenses Reporting

Jasmine Cho
Hey Lauren, Can you get me the financial information for Ad-chievers? The info on the pulse report is incorrect, it uses the previous month's one. I'd like to kn

Lauren Calloway
Hi Jasmine,

Thanks for your patience. Here's what I have on Ad-chievers:

- Income: $90
- Expenses: $37.65
- Net Income: $52.35

Let me know if you have any questions.

Thanks,
Lauren
Exhibit 4.1

Government Relations: Government Advertising Articles

E-Blast

Digital Advertising Regulations

Election year is here! 2020 is a big one for our U.S. government and... advertisements! Digital ads took a big chunk of candidates’ advertising budget in recent years because of the ability to microtarget. This powerful tool allowed politicians to aim ads at specific groups of people online. But, with the rise of election interference and misinformation campaigns, Twitter and Google have overhauled their political ad policies just a few months ago. Read more at the link below:

Job Opportunities

Digital Marketing Manager | Hawaii Visitors & Convention Bureau

The main objective for this position is to manage digital initiatives that effectively communicate Hawaii’s brand messaging across WHC’s digital channels. Responsibilities will include managing the social media and project management tool, the digital asset library, creating content and serving as the main liaison with the global marketing team.

Save the Date

- March 9: Poli Awards Meet the Judges
- May 2: 2020 Poli Awards
- May 9: 2020 High School Poli Awards

AD2 Hawaii

All 2 Hawaii connects young marketing professionals across the state to build a network, share new industry skills, engage in political relations and have a little fun. If you’re 21 or younger, you should join us!

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Want to change how you receive these emails?
Your new ad2hawaii membership or unsubscribe from this list.
Exhibit 4.1

Government Relations: Government Advertising Articles

Facebook post

Election year is here! 2020 is a big one for our U.S. government and... advertising! Digital ads took a big chunk of candidate's advertising budget in recent years because of the ability to microtarget. This powerful tool allowed politicians to aim ads at specific groups of people online. But, with the fear of election interference and misinformation campaigns, Twitter and Google have overhauled their political ad policies just a few months ago. Read more at www.vox.com/.../google-facebook-political-ads-targeting-twitt...
Exhibit 4.1

Government Relations: Government Advertising Articles

Website Blog Post

Privacy Pays: Opposition to Bill HB 2572

We all know that the online space is a goldmine of free-flowing data and information. For our advertising industry, this means data-driven campaigns to provide consumers the content and services they look for and rely on. It’s no secret to consumers that we utilize the information collected from their online and mobile browsing activity to further tailor their experience.

Back in 2018, California passed their Consumer Privacy Act to enhance privacy rights and protections for consumers in California—and other states are following suit. Currently, Hawaii is looking to pass bill HB 2572 that will create privacy rights restricting the way businesses and data brokers use and share collected personal data. What does this mean? Companies will be required to obtain opt-in consent from consumers before selling their geolocation or internet browsing information.

AAFA Natural has recently written to Hawaii lawmakers in opposition of this bill because in a nutshell, this would negatively impact Hawaii’s economy and internet commerce, in addition to the following:

- **Reducing online user experience** – Consumers would be bombarded with requests for their opt-in consent.
- **Paid content** – An ad-supported internet model allows consumers to access free content because of the way information is currently passed along to advertisers. By limiting the data collected for digital advertising, a non-ad supported model would emerge and lead to consumers paying for content online.
- **Potential to suspend rewards and loyalty programs** – Businesses find tremendous value from the information collected from consumers. The new bill would allow companies to adjust their pricing and quality of products and services, which can impact the consumer.

For additional information on HB 2572, please visit the Hawaii State Legislature website. View the AAFA natural letter here.

Member Spotlight: Lauren M.
Exhibit 4.2
Government Relations: Government Advertising Articles
Communication Committee Request
Exhibit 4.3

Government Relations: Government Advertising Articles

E-Blast: News Section

---

**IN THE NEWS**

**Digital Advertising Regulations**

Election year is here! 2020 is a big one for our L.L. government and... advertising! Digital ads took a big chunk of candidate’s advertising budget in recent years because of the ability to micro-target. This powerful tool allowed politicians to aim ads at specific groups of people online. But, with the fear of election interference and misinformation campaigns, Twitter and Google have rolled back their political ad policies just a few months ago. Read more at the link below.

---

**JOB OPPORTUNITIES**

**Digital Marketing Manager | Hawaii Workers & Convention Bureau**

The main function for this position is to manage digital initiatives that effectively communicate Hawaii’s brand messaging across INCE’s digital channels. Responsibilities will include managing the social media and project management tools, the digital asset library, curating content and writing articles to keep the audience engaged with the latest marketing trends.

---

**SAVE THE DATE**

- March 9: Pink Awards Meet the Judges
- May 2: 2020 Pink Awards
- May 9: 2020 Teen School Pink Awards

---

AD2 Hawaii connects young marketing professionals across the state to build a community, drive professional skill development, and share ideas. It serves to engage you and connect you.

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# Exhibit 4.4

## Government Relations: Government Advertising Articles

### E-blast Results

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<td></td>
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<td>Sent Mon, January 6th 8:30 AM to 570 recipients by you</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>The Current: February 2020</td>
<td>22.3%</td>
<td>3.8%</td>
<td>![View Report]</td>
</tr>
<tr>
<td></td>
<td>Regular • Ad 2 Hawaii Master List</td>
<td><a href="#">Sent</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sent Thu, February 13th 12:15 PM to 568 recipients by you</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Government: Bill HB 2572</td>
<td>25.3%</td>
<td>1.1%</td>
<td>![View Report]</td>
</tr>
<tr>
<td></td>
<td>Regular • Ad 2 Hawaii Master List</td>
<td><a href="#">Sent</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sent Mon, March 23rd 11:08 AM to 572 recipients by you</td>
<td></td>
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</tr>
</tbody>
</table>
Exhibit 4.5

Government Relations: Government Advertising Articles

Facebook Results

Ad 2 Hawaii
Published by Lauren Calliaghi 19: February 21 at 10:00 AM

Election year is here! 2020 is a big one for our U.S. government and... dressing! Digital ads took a big chunk of candidate’s advertising budget in recent years because of the ability to microtarget. This powerful tool allowed politicians to aim ads at specific groups of people online. But, with the fear of election interference and misinformation campaigns, Twitter and Google have overhauled their political ad policies just a few months ago. Read more at www.vox.com/.../google-facebook-political-ads-targeting-twitt...
Exhibit 4.5
Government Relations: Government Advertising Articles
Facebook Results

Ad 2 Hawaii
Published by Lauren Celleng [11] Yesterday at 1:05 PM

Back in 2018, California passed their Consumer Privacy Act to enhance privacy rights and protection for consumers in California—and other states are following suit. Currently, Hawaii is looking to pass bill HB 2572 that will create privacy rights restricting the way businesses and data brokers use and share collected personal data. What does this mean? Companies will be required to obtain opt-in consent from consumers before selling their geolocation or internet browsing information.

AAF National has recently written to Hawaii lawmakers in opposition of this bill because in a nutshell, this would negatively impact Hawaii’s economy and internet commerce. To read more on other ways we may be affected, visit our blog: https://www.ad2hawaii.org/{privacy-ploy-opposition-to-bill...
Exhibit 4.6

Government Relations: Government Advertising Articles

Website Blog Results