

74TH ANNUAL

ADVERTISING HALL OF FAME

THE BIGGEST NIGHT
IN ADVERTISING

aaf american
advertising
federation

Congratulations

2025 Advertising Hall of Fame Inductees

Linda Boff

Said Differently | GE

Raja Rajamannar

Mastercard

John D. Hayes

American Express

Lisa Sherman

The Ad Council

David Lubars

BBDO Worldwide | BBDO NA

Rishad Tobaccowala

Publicis Groupe

Alex Lopez Negrete

Lopez Negrete Communications

Susan Wojcicki

YouTube

Mars, Incorporated

Corporate Inductee

AMC NETWORKS

Welcome to “The Biggest Night in Advertising”—the American Advertising Federation’s 74th Annual Advertising Hall of Fame Induction Ceremonies & Gala Dinner.

Tonight, we induct eight legends who reflect the best of our industry as well as some of the most influential aspects of our culture – entertainment, media relations, multicultural marketing, advertising agencies and media. Each of these individuals has distinguished themselves as an industry pioneer, while recognizing the importance of sharing their wisdom and experience with their communities, charities and other worthy causes and organizations.

This very special 74th Class of the AAF Advertising Hall of Fame includes: **Linda Boff**, CEO, Said Differently and Former Global Chief Marketing Officer, GE; **John Hayes**, former Chief Marketing Officer, American Express; **David Lubars**, Former Chief Creative Officer, BBDO Worldwide and Chairman, BBDO North America; **Alex López Negrete**, President, CEO & Co-Founder, Lopez Negrete Communications; **Raja Rajamannar**, Chief Marketing & Communications Officer, Mastercard; **Lisa Sherman**, President & CEO, The Ad Council; **Rishad Tobaccowala**, Author and Former Chief Strategist & Growth Officer, Publicis Groupe; **Susan Wojcicki**, CEO Emeritus, YouTube.

Susan Wojcicki will also receive the David Bell Award for Industry Service, a special distinction recognizing extraordinary contributions and service to the advertising community and named after one of the AAF’s longtime supporters and trusted advisor—David Bell.

In addition to these eight industry luminaries, **Mars, Incorporated** will be recognized as this year’s corporate honoree. Known for its iconic brands, like M&M’s, SNICKERS, BEN’S ORIGINAL, IAMS, PEDIGREE and ROYAL CANIN, Mars’s marketing strategies have played a pivotal role in establishing its brands as household names and driving its global success. Beyond its ability to leverage humor, storytelling and cultural relevance to set new standards in the industry, Mars is continually focused on being a force for good. The company is committed to sustainable and responsible marketing: its “Sustainable in a Generation” plan, which outlines ambitious goals to reduce its environmental impact in all areas of the business, demonstrates its ongoing commitment to a Family-owned business that outperforms on critical dimensions of consumer, customer, employer and planet.

Finally, we extend our sincere thanks to all our generous supporters, outstanding presenters, and honored guests. Without you, this celebration of advertising’s legends would not be possible. The AAF relies on your support to remain as “The Unifying Voice for Advertising.”

Congratulations to all tonight’s inductees.

You make Advertising better.



STEVE PACHECO
President & CEO,
American Advertising Federation



JACK BAMBERGER
Chair,
AAF Board of Directors



KIM KELLEHER
Chair,
AAF Advertising Hall of Fame
Council of Judges;
Chief Commercial Officer,
AMC Networks



ROSS MARTIN
Vice Chair,
AAF Advertising Hall of Fame
Council of Judges;
President, Known

We are honored to
celebrate Mars being
inducted into the
American Advertising
Federation Hall of Fame.

Your innovation, creativity and impact
continue to shape the industry and inspire
us all. Thank you for pushing boundaries
with us, setting new standards and making
advertising a force for good.

**Congratulations to the 2025 class
of inductees!**

PROGRAM

WELCOME

Steve Pacheco, President & CEO, American Advertising Federation

Jack Bamberger, Chair, AAF Board of Directors

Kim Kelleher, Chair, Advertising Hall of Fame Council of Judges; Chief Commercial Officer, AMC Networks

Ross Martin, Vice Chair, Advertising Hall of Fame Council of Judges; President, Known

INDUCTEES

Linda Boff	18
CEO, Said Differently; Former Global Chief Marketing Officer, GE	
<i>Award presented by Laura Correnti, Founder & CEO, Deep Blue Sports + Entertainment; Partner, Giant Spoon</i>	
John Hayes	26
Former Chief Marketing Officer, American Express	
<i>Award presented by Kenneth I. Chenault, Chairman & Managing Director, General Catalyst; Advertising Hall of Fame Class of 2018</i>	
David Lubars	32
Former Chief Creative Officer, BBDO Worldwide and Chairman, BBDO North America	
<i>Award presented by Andrew Robertson, Chairman, BBDO Worldwide; Advertising Hall of Fame Class of 2022</i>	
Alex López Negrete	38
President, CEO & Co-Founder, Lopez Negrete Communications	
<i>Award presented by Cesar Conde, Chairman, NBCUniversal News Group</i>	
Raja Rajamannar	46
Chief Marketing & Communications Officer, Mastercard	
<i>Award presented by Noah Garden, Deputy Commissioner, Business and Media, Major League Baseball and Tim Murphy, Vice Chair, Mastercard</i>	
Lisa Sherman	52
President & CEO, The Ad Council	
<i>Award presented by Meredith Kopit Levien, President & CEO, The New York Times Company</i>	
Rishad Tobaccowala	60
Author and Former Chief Strategist & Growth Officer, Publicis Groupe	
<i>Award presented by Tariq Hassan, Former Chief Marketing Officer & Chief Experience Officer, McDonald's USA</i>	
Susan Wojcicki	66
CEO Emeritus, YouTube	
<i>Recipient of the David Bell Award for Industry Service</i>	
<i>Award accepted by Dennis Troper, Product Management Director, Google on behalf of his late wife, Susan Wojcicki</i>	
<i>Award presented by Tara Walpert Levy, Vice President, Americas, YouTube</i>	
Mars Incorporated	71
Award accepted by Gülen Bengi, Lead Chief Marketing Officer, Mars and Chief Growth Officer, Mars Snacking	
<i>Award presented by David Lubars, Former Chief Creative Officer, BBDO Worldwide and Chairman, BBDO North America</i>	

HONORING LEGENDS WHO

INSPIRE THE FUTURE

**Great leaders don't just make history -
they shape the future.**

With bold vision, unwavering purpose, and lasting impact, they inspire others to dream bigger and lead with intention. Their legacy becomes the blueprint for the next generation.

**Congratulations to this year's Advertising Hall
of Fame honorees - your influence endures.**

LINDA BOFF

RAJA RAJAMANNAR

JOHN HAYES

LISA SHERMAN

DAVID LUBARS

RISHAD TOBACOWALA

ALEX LÓPEZ NEGRETE

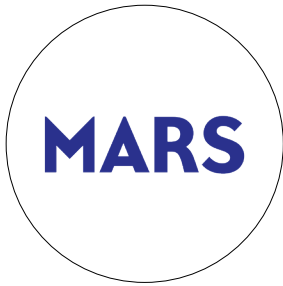
SUSAN WOJCICKI

MARS INCORPORATED

Disney

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CONGRATULATIONS
2025 ADVERTISING
HALL OF FAME INDUCTEES

Linda Boff

John Hayes

David Lubars

Alex López Negrete

Raja Rajamannar

Lisa Sherman

Rishad Tobaccowala

Susan Wojcicki

Mars Incorporated

Known

COMMITTEE

CHAIR

Kim Kelleher, AMC Networks

VICE CHAIR

Ross Martin, Known

COUNCIL OF JUDGES

Danielle Austen, fluent360

Jack Bamberger, TikTok

Tamara Bedrosian, SXM

David Bell,* Interpublic Group

Chris Beresford-Hill, BBDO

Brian Berner, Spotify

John Boiler, Stagwell Constellation

Heidi Browning, NHL

Devika Bulchandani, Ogilvy

John Campbell, Disney

Louis Carr,* BET

Lela Coffey, P&G North America

Christine Cook, Bloomberg Media

Christy Cooper, Meta

Susan Credle, IPG

Casey De Palma, Unilever

Jerri DeVard,* BECA

Carolyn Everson, Boston Consulting Group

Daisy Exposito-Ulla,* d exposito & Partners

Phil Gaughran, dentsu

Jeff Goodby,* Goodby Silverstein + Partners

Bill Hagelstein, RPA

Michael E. Kassan,* 3C Ventures

Jacki Kelley, IPG

Bill Koenigsberg,* Horizon Media

Pedro Lerma, Messianu/Edelman/Lerma

Tara Levy, YouTube

Helen Lin, Publicis Groupe

Sheila Marmon, Mirror Digital

Renetta McCann,* Publicis Groupe

Carla Michelotti,* formerly of Leo Burnett

Wenda Harris Millard,* formerly of MediaLink

Nancy Rabstejnek Nichols, formerly of IPG

John B. Osborn, Ad Net Zero

Elizabeth Paul, The Martin Agency

Soche Picard, Arc Worldwide

Bob Pittman,* iHeartMedia

Trina Roffino, The Marketing Arm

Laurel Rossi, Infillion

Aaron Walton,* Walton Isaacson

Tiffany R. Warren, Sony Music Group; ADCOLOR

Robert Wheeler, GroupM


Carol H. Williams,* Carol H. Williams Advertising

*Executive Committee

+Advertising Hall of Fame Member

LET'S RAISE A GLASS TO RAISING THE BAR!

From big ideas to even bigger legacies,
we celebrate the newest members
of the Advertising Hall of Fame.

From your friends at  horizon media

HISTORY & CRITERIA

Induction into the Advertising Hall of Fame is the most prestigious honor bestowed in the advertising industry, recognizing legendary individuals and corporations who have raised the standard for advertising excellence.

Since its inception, only 288 individuals and 13 iconic global companies have been elected to the Advertising Hall of Fame.

The Council of Judges and its Executive Committee are appointed each year by the President of the American Advertising Federation and the Chair of the Advertising Hall of Fame. These distinguished industry executives are chosen from the ranks of advertisers, agencies, media organizations, and academic institutions. The Council of Judges considers the election of either living or deceased persons, international or American, whose record of advertising and service has been accomplished within the United States, or with an American company abroad.

Upon induction, each honoree receives a "Golden Ladder" trophy signifying membership in the Advertising Hall of Fame. This trophy, designed by the late Bill Bernbach, carries an inscription (inspired by Sir Isaac Newton) created by the late Tom Dillon, both of whom are members of the Hall of Fame. The inscription reads: "If we can see further, it is because we stand on the rungs of a ladder built by those who came before us."

INDIVIDUAL INDUCTION CRITERIA

Those individuals who have had exceptionally distinguished and extraordinary careers, have completed their primary careers or have had careers spanning at least 35 years, and who, through and in their professional lives and community involvement, have made outstanding and notable contributions, have consistently practiced the highest ethical standards, and have contributed substantially to their communities.

CORPORATE INDUCTION CRITERIA

The AAF President and CEO, AAF Chairman of the Board, and Advertising Hall of Fame Chair nominate one corporate organization annually for consideration by the Council of Judges. Recipients of this honor will, among other achievements, have made a significant and positive impact on the industry through innovative and forward thinking.

The organization must meet the following criteria:

- Operational for at least 25 years or a pioneer in their area of business.
- Advanced the advertising industry through the execution of innovative strategies.
- Adhered to the AAF Advertising Ethics and Principles as adopted by the AAF Board of Directors, March 2, 1984.
- Promoted diversity and multiculturalism within their organization.
- Engaged in significant community and industry service.
- Achieved a global reputation as an industry leader.

THE DAVID BELL AWARD FOR INDUSTRY SERVICE CRITERIA

This special award is given to an Advertising Hall of Fame inductee who not only demonstrates the extraordinary accomplishments and contributions that are the hallmark of the Hall of Fame, but who also reflects an exceptional and special commitment, extending beyond that of his or her accomplished peers, to serve and better the industry as a whole. Candidates are selected from the Advertising Hall of Fame nominations at the discretion of the Council of Judges, who may choose not to select a recipient in any given year.

"If we can see further, it is because we stand on the rungs of a ladder built by those who came before us."

**TOM DILLON, FORMER PRESIDENT, CEO AND CHAIRMAN, BBDO
ADVERTISING HALL OF FAME CLASS OF 1981**





CONGRATULATIONS

to the 2025 Advertising Hall of Fame Honorees

Your innovative ideas, visionary leadership, and commitment to giving back have changed the advertising world and inspired many.

Thank you for your incredible achievements and the lasting impact you've made.



MEMBERS

1949 Rollin C. Ayres, Cyrus H. K. Curtis, Alfred W. Erickson, William H. Johns, Lewis B. Jones, Theodore F. MacManus, Edwin T. Meredith, John Irving Romer, Walter A. Strong, John Wanamaker **1950** F. Wayland Ayer, Stanley Clague, Benjamin Franklin, James H. McGraw, Merle Sidener **1951** William Cheever D'Arcy, E. St. Elmo Lewis **1952** J. Earle Pearson, Erma Perham Proetz **1953** Samuel C. Dobbs, Charles Coolidge Parlin, James O'Shaughnessy **1954** John E. Powers, Frank Presbrey **1955** Henry T. Ewald, George Burton Hotchkiss **1957** Claude Clarence Hopkins, Herbert S. Houston **1958** Orlando Clinton Harn, Albert D. Lasker **1959** Merlin Hall Aylesworth, Kerwin Holmes Fulton **1960** James Randolph Adams, Allen Loren Billingsly **1961** Barney Link, Harley T. Procter **1962** Donald W. Davis, Mac Martin **1963** Gilbert T. Hodges, Paul B. West **1964** Homer J. Buckley, Edgar Kobak, Jesse H. Neal **1965** Robert M. Feemster, Samuel C. Gale, Harrison King McCann **1966** Lee Hastings Bristol, Walter Dill Scott **1967** Ernest Elmo Calkins, Stanley B. Resor, Helen Lansdowne Resor, George P. Rowell **1968** Russell T. Gray, Charles W. Mears, Alex F. Osborn **1969** Bruce Barton, Thomas D'Arcy Brophy **1970** Don Belding, Laurence W. Lane, Graham C. Patterson **1972** Leo Burnett, Ralph Starr Butler, Philip Livingston Thomson **1973** John P. Cunningham, Bernard C. Duffy **1974** James Webb Young, Raymond Rubicam **1975** Fairfax M. Cone, G.D. Crain, Jr., Artemas Ward **1977** William Bernbach, Victor Elting, Jr., David Ogilvy **1978** John Caples, George Gallup **1979** John H. Crichton, Barton A. Cummings, William A. Marsteller, J. Walter Thompson **1980** Atherton Wells Hobler, Neil Hosler McElroy **1981** Tom Dillon, Roy Larsen, Shirley Polykoff **1982** Ted Bates, Charlie Brower, Bernice Fitz-Gibbon **1983** Paul Foley, Alfred Seaman **1984** Clarence Eldridge, John Elliott, Jr., Howard J. Morgens, Owen Burtch Winters **1985** Thomas B. Adams, James S. Fish, Charles H. Sandage **1986** Donald A. Macdonald, Samuel W. Meek, Arthur Harrison Motley **1987** Carl W. Nichols, Arthur C. Nielsen, Sr., Raymond J. Petersen, Robert W. Woodruff **1988** Eugene H. Kummel, Edward N. Ney, Vance L. Stickell **1989** Sidney R. Bernstein, Robert V. Goldstein, Ray A. Kroc **1990** James E. Burke, Raymond O. Mithun, Jean Wade Rindlaub **1991** Carl J. Ally, Sam R. Bloom, Philip H. Dougherty **1992** Richard C. Christian, Theodore S. Repplier, Neil H. Borden **1993** John S. Bowen **1994** Ralph Carson, Charles T. Coiner, Rosser Reeves **1995** Ira C. Herbert, John E. O'Toole, Michael J. Roarty **1996** Edwin L. Artzt, William M. Backer, Howard H. Bell, Thomas S. Murphy **1997** Jo Foxworth, Morris L. Hite, William E. LaMothe, Frank L. Mingo **1998** Gertrude Crain, Alex Kroll, Paul Schrage **1999** Jay Chiat, O. Milton Gossett, Joyce C. Hall, Marion Harper, Jr., John E. Kennedy, Burt Manning, Leonard Matthews, Frank Stanton, Janet L. Wolff, Lester Wunderman **2000** Bernard T. Flanagan, Stanley Marcus, Mary Wells Lawrence **2001** Reginald K. Brack, Peter A. Georgescu, Patricia Martin, William S. Paley **2002** Katharine Graham, Charles D. Peebler, Jr., Hal Riney, John Smale **2003** Hall "Cap" Adams, Jr., Phil Dusenberry, John H. Johnson, David Sarnoff, Dave Thomas **2004** Karl Eller, Philip H. Geier, Jr., John E. Pepper, J. Liener Temerlin **2005** Thomas J. Burrell, Roger A. Enrico, Harry M. Jacobs, Ted Turner **2006** Robert L. Johnson, Donald R. Keough, Henry R. Luce, Al Neuharth **2007** David Bell, Vincent T. Cullers, Roquel "Billy" Davis, Bruce Gordon, Arthur Ochs Sulzberger, Stuart B. Upson, Bob Wehling **2008** Andrea Alstrup, Marcel Bleustein-Blanchet, Alan Pottasch, Keith Reinhard, Allen Rosenshine **2009** Jack Avrett, Charlotte Beers, Chuck Fruit, Clarence Holte, Don Logan, Bill Sharp, Bob Wright **2010** Roone Arledge, Roy Eaton, Pat Fallon, Bob James, Bill Lamar, Gerry Laybourne, Wally Snyder, P&G **2011** David Abbott, Eduardo Caballero, Jack Connors, Jr., Laurel Cutler, Earl G. Graves, Sr., Herb Kelleher, Jack Smith, General Motors **2012** Rick Boyko, O. Burtch Drake, Leo-Arthur Kelmenson, David Kennedy, A.G. Lafley, Johnathan Rodgers, Tere A. Zubizarreta, The Coca-Cola Company **2013** Rance Crain, Bob Giraldi, Philip H. Knight, Shelly Lazarus, Byron E. Lewis, Sr., Gerry Rubin, Bob Scarpelli, McDonald's Corporation **2014** Bob Greenberg, Sir John Hegarty, Mike Hughes,* Edward Lewis, Jane Newman, Aldo Papone, Joe Pytko, The Walt Disney Company **2015** John B. Adams, Jr.*, Lee Clow, Michael J. Fox,* Catherine L. Hughes, Spike Lee, Bob Pittman, Charles Porter, Linda Kaplan Thaler, PepsiCo **2016** Peggy Conlon*, Jean-Marie Dru, Carla R. Michelotti, Joe Sedelmaier, Roy Spence, Charles H. Townsend, Dan Wieden, Anheuser-Busch **2017** Frank Bennack, Jr., Peter Brabeck-Letmathe, Jerry Della Femina, Robert De Niro,* Irwin Gotlieb, Kay Koplovitz, Stan Richards, Carol H. Williams*, Toyota Motor North America **2018** Kenneth I. Chenault, Beth Comstock, Daisy Expósito-Ulla*, Steve Hayden, George Lois, Paul Polman, Arthur O. Sulzberger, Jr., Lois Wyse, Johnson & Johnson **2019** John J. Dooner, Jr., Anne Finucane, Michael E. Kassan, Bill Koenigsberg, Debra L. Lee, Maurice Lévy, Indra K. Nooyi, Hector J. Orci*, Nike Inc. **2022** Nina DiSesa, Richard Edelman, Annie Leibovitz,* Judy McGrath, Wenda Harris Millard,* J. Melvin Muse, Andrew Robertson, Michael I. Roth, IBM **2023** Raúl Alarcón, Cathie Black, Louis Carr, Antonio J. Lucio, Renetta E. McCann*, Aaron M. Walton, John Wren, Unilever **2024** Jerri DeVard, Olivier François, Jeff Goodby, Bill Imada, Marc Pritchard*, Donna Weinheim, AT&T **2025** Linda Boff, John Hayes, David Lubars, Alex López Negrete, Raja Rajamannar, Lisa Sherman, Rishad Tobaccowala, Susan Wojcicki*, Mars Incorporated

*Recipient of the President's Medal for Special Lifetime Contributions to Advertising

*Recipient of the David Bell Award for Industry Service

Interpublic congratulates this year's

Advertising Hall of Fame Inductees

Linda Boff

CEO, Said Differently and former Global Chief Marketing Officer, GE

John Hayes

former Chief Marketing Officer, American Express

David Lubars

former Chief Creative Officer, BBDO Worldwide and Chairman, BBDO North America

Alex Lopez Negrete

President, CEO & Co-Founder, Lopez Negrete Communications

Raja Rajamannar

Chief Marketing & Communications Officer, Mastercard

Lisa Sherman

President & CEO, The Ad Council

Rishad Tobaccowala

Author & former Chief Strategist and Growth Officer, Publicis Groupe

Susan Wojcicki

CEO Emeritus, YouTube (Recipient of David Bell Award for Industry Service)

Mars, Incorporated

Corporate Inductee



interpublic.com

ABOUT THE AMERICAN ADVERTISING FEDERATION

WE ARE THE “UNIFYING VOICE FOR ADVERTISING.”

Established in 1905, the American Advertising Federation (AAF) is the only industry organization that counts among its members, groups from across all disciplines and career levels in advertising: advertising, marketing, media, academia and more.

Headquartered in Washington, DC, the AAF has thousands of advertising professionals across the country, connecting and leading the industry; more than 3,000 student members kickstarting their careers with an array of programs; and we have nearly 60 corporate members who are supportive of our ongoing efforts.

Each year, the AAF hosts numerous programs and initiatives, including the Advertising Hall of Fame, the industry’s most revered distinction; the American Advertising Awards, acknowledged as the largest and most representative industry competition; the National Student Advertising Competition, the premier college advertising competition; and the Mosaic Center, that serves as a leading resource in celebrating and advocating for diversity, equity, inclusion, and access across our industry.

And, of course, we couldn’t do it without the ongoing help and support of our valued members and corporate sponsors.

Whether you’re new to the fast-paced world of advertising or a seasoned professional, the AAF is for you. We’re here to help you advance your career, build your connections, and celebrate this ever-changing, amazing industry we work in.

OUR MISSION

The American Advertising Federation is a beacon that protects and promotes the wellbeing of advertising. We accomplish this through a unique, nationally coordinated grassroots network of brands, agencies, media and tech companies, local advertising clubs and college chapters that is unlike any other industry association.

OUR GOALS

Through diversity, equity, inclusion and access, education and lifelong learning, government affairs and policy, and events and experiences, we aspire to:

- Bring members together to deliver creative business solutions.
- Keep members up to date on the latest trends in technology, creativity, and marketing.
- Promote diversity, equity, inclusion, and access throughout the industry.
- Honor and celebrate industry excellence.
- Recognize, inspire, and develop the industry’s future leaders.
- Protect and promote advertising at all levels of government through grassroots activities.
- Offer engaging programs to encourage local association volunteer leadership.
- Utilize industry expertise to address community issues.
- Provide opportunities for professionals to network with others in the industry.

To learn more, visit aaf.org or contact Lisa Rubin at lrubin@aaf.org.

CONGRATULATIONS
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CONGRATULATIONS
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Advertising Hall of Fame honorees!

Cheers to unveiling new possibilities
in the world of advertising.

amazon ads



Clear Channel
Outdoor

Congratulates the
**Advertising
Hall of Fame
Inductees**



Linda Boff
Said Differently; GE



John Hayes
American Express



David Lubars
BBDO Worldwide;
BBDO North America



**Alex López
Negrete**
Lopez Negrete
Communications



**Raja
Rajamannar**
Mastercard



Lisa Sherman
The Ad Council



**Rishad
Tobaccowala**
Publicis Groupe



Susan Wojcicki
YouTube



**Mars
Incorporated**
Corporate Inductee

aaf american
advertising
federation



BLUE FIN
SEAFOOD = SUSHI

DOS CAMINOS

CLEAR CHANNEL

Congratulations From Your Friends at

 **Clear Channel Outdoor**

2025 INDUCTEE

LINDA BOFF

CEO, SAID DIFFERENTLY AND
FORMER GLOBAL CHIEF MARKETING OFFICER, GE



Passionate about all things digital and the future of media and communications, **Linda Boff** is recognized as one of today's most influential marketing executives. She spent 20 years running marketing at GE the last 10 as Global CMO. Today, Linda Boff is the Chief Executive Officer of Said Differently, an award-winning creative, strategy and digital marketing company. Named by AdWeek as one of the industry's fastest-growing agencies, Said Differently operates globally with a talent network of 3,500 creatives and 1000 technology experts focused on end-to-end digital transformation.

Prior to joining Said Differently, Linda was one of the most senior executives at GE, serving as Chief Marketing Officer, Vice President, Learning and Culture and President, GE Foundation. She oversaw all aspects of global marketing and communications while also managing GE's learning curriculum, philanthropic arm, and co-leading the GE Women's Network.

Linda has been generously saluted by the industry. She is a member of the Forbes CMO Hall of Fame, winner of Adweek's first B2B Innovation Lifetime Achievement Award as well as their Grand Brand Genius award. Linda is also a 2016 Matrix Award winner, and CDO Club's 2016 US Chief Digital Officer of the Year, among other accolades. Linda is a proud past Chair of The Ad Council and a former member of the ANA Executive Committee.

Earlier in her career, Linda held senior marketing and communications roles at Citigroup, the American Museum of Natural History and Porter Novelli.

A former Director at Dunkin Brands, Linda currently serves as a Board member of Aptive Environmental, a pest control company, as well as a senior advisor to Citation Capital and Evidenza, a marketing research AI company.

Q&A with Linda Boff

Laura Correnti, Founder & CEO, Deep Blue Sports + Entertainment; Partner, Giant Spoon:
What GE campaign is most representative of your CMO tenure and why?

Boff:

"Ideas are Scary." It was an emotional idea that got to the absolute heart of what makes GE special. We didn't try to explain what we did, but rather why. I am still obsessed with the final line from the film: Ideas are scary and messy and fragile. But under the proper care they become something beautiful. I also love the way we made this film. It was a super simple script we greenlit on the spot and appended to a different shoot to save money. Incredibly scrappy with an awesome result.

Correnti:

What makes a good idea great? And what are your best practices for selling it in?

Boff:

The greatest ideas reinforce the best version of what makes your company unique. They take a deep truth and connect to people's hearts and heads. They make you fall in love—even for a moment—with your brand. That said, we need to sweat every detail to make sure even the very best idea lands. One of my favorite scripts was "My mom works at GE." Originally it was going to be a young boy talking about his mum but we changed it to a young girl and somehow that took it from good to great. In terms of buy-in, if an idea connects to your company's business objectives and growth, it's an easy sell. And if they don't, good luck...you'll never succeed.

Correnti:

What will the title of your autobiography be?

Correnti:

A Storyteller's Guide to the Universe

Congratulations

Linda Boff

John Hayes

David Lubars

Alex Lopez Negrete

Raja Rajamannar

Lisa Sherman

Rishad Tobaccowala

Susan Wojcicki

Mars, Incorporated

JPMorganChase congratulates the 2025 Advertising Hall of Fame inductees on your outstanding contributions.

This award serves as a testament to your exceptional curiosity, talent, tenacity and perseverance.



GE Aerospace

Congratulations to the 2025 AAF
Hall of Fame Honorees, including

Linda Boff

For helping us soar,
GE Aerospace celebrates you

FOX

C O N G R A T U L A T E S

THE ADVERTISING HALL OF FAME HONOREES

CELEBRATING THE VISIONARIES SHAPING
THE FUTURE OF ADVERTISING.

FOX



FOX NEWS
media

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ENTERTAINMENT

tubi

ulations Congratulations

s Congratulations

Congratulations

ratulations

ns **Congratulations,**

ns **Hall of Famers!**

Raising a toast #ForYou and your extraordinary contributions to our industry.

ongratulations

s Congratulations

lations Congratulations

s Congratulations

YOUR FRIENDS AT



Party Now Pay Later

Congrats to all 2025 inductees.
Here's to the big night you deserve.

PayPal

Linda BOFF

John HAYES

David LUBARS

Alex LÓPEZ NEGRETE

Raja RAJAMANNAR

Lisa SHERMAN

Rishad TOBACCOWALA

Susan WOJCICKI

MARS, *Incorporated*

(Corporate Inductee)

Congratulations to the 2025 Advertising Hall of Fame inductees
— giants whose groundbreaking ideas and bold leadership continue
to elevate our industry. Thank you for your enduring impact!

Ogilvy



2025 INDUCTEE

JOHN HAYES

FORMER CHIEF MARKETING OFFICER,
AMERICAN EXPRESS



With a career spanning over four decades, **John Hayes** has left an indelible imprint on the advertising industry.

For over 20 years, John led American Express's global marketing practice, shaping its brand identity and solidifying its reputation for trust, innovation and customer service. Under John's leadership, the company's marketing broke boundaries, scaled new heights and helped propel the brand and business to unprecedented growth.

As Chief Marketing Officer, John spearheaded groundbreaking campaigns like "My Life. My Card."—the first umbrella campaign for the American Express card portfolio—emphasizing the special personalized nature of membership value. At his core John understood that American Express was not just marketing products but building lasting relationships with customers, merchants, and partners.

Global advertising, digital marketing, market research, corporate sponsorships, and brand management, all fell under John's remit. He spearheaded the launch of over 200 products, including the Centurion Black Card and Blue from American Express. Embracing fresh innovations in technology to enhance customer experiences, John forged unique partnerships with Apple, Airbnb, Facebook, and Google, as well creating new customer-first redemption options for Membership Rewards.

As a proponent for using marketing as a force for good, John championed a raft of high impact cause-related marketing initiatives. These numbered RED, The Charge Against Hunger, as well as Save the Music, all of which raising countless millions of dollars as well as the global profile of extraordinary organizations.

John's tenure at American Express also saw the launch of Shop Small/Small Business Saturday, encouraging support for small businesses, which remains a cornerstone merchant and consumer marketing initiative today. John also led the American Express partnership with the Tribeca Film Festival, becoming a founding sponsor in 2001, helping to revitalize lower Manhattan post-9/11.

Before joining American Express, John worked at some of the industry's leading advertising agencies, earning a powerful reputation as a visionary leader who understood and encouraged the ineffable power of creativity. Most notably, the nature of the creative spirit, its haphazard process and a relentless commitment to fostering creative excellence.

After leaving American Express, refusing to rest on his laurels, John founded Hayes Enterprises, and today remains as active as ever, advising Fortune 50 companies, startups, scale-ups and investment firms.

In 2016, John was inducted into the American Marketing Association's Hall of Fame (2016) and has received multiple Emmy Awards, Cannes Lions, as well as the AAF Silver Medal for industry leadership.

This evening John's entry into the American Advertising Federation Hall of Fame Class of 2025, represents the culmination of a forty plus year commitment. A commitment to innovation and excellence, brand building, cultivating relationships, the power of creativity and the fundamental belief that we can all do well, by doing good.

Q&A with John Hayes

Kenneth I. Chenault, Chairman & Managing Director, General Catalyst; Advertising Hall of Fame Class of 2018:

What was your dream job growing up?

Hayes:

I grew up wanting to have music at the center of my life. When I realized my talent was not enough to make a living creating music, I decided my best route was to become a disc jockey on radio to share music with the world. I joined the agency business hoping to meet people in radio but instead fell in love with the advertising business.

Chenault :

What is the greatest risk you've taken in your career and why?

Hayes:

Moving from the advertising agency business to the "client side" was a very large risk. It meant going from being the most business minded person in a creative organization—to the most creative minded person in a business organization. I did it because I truly trusted and believed in the people who were offering me the opportunity. To make a great brand even greater. The challenge, the opportunity and the people were just too much to turn down.

John/Dad/JJ,

We are all so incredibly proud to be here with you as you take your rightful place in the Advertising Hall of Fame.

You continue to inspire us all every day.

We love you. Congratulations!

Love,

The Hayes Family





Congratulations to
you and your fellow
inductees, John!

From “My life. My card.” to (RED)
to Small Business Saturday, you have
transformed not only our brand,
but the entire marketing landscape.

The indelible mark you’ve left will be
felt at American Express for the next
175 years and beyond.

**AMERICAN
EXPRESS**

THE MAN. THE MYTH. THE LEGEND.

We love you John Hayes!





INNOVATION, CREATIVITY & IMPACT.

**THESE ARE THE ACCOMPLISHMENTS
WE CELEBRATE AND THE PATHS WE
FORGE TOGETHER.**

Congratulations to this year's AAF Hall of Fame inductees for inspiring what's next.

2025 INDUCTEE

DAVID LUBARS

FORMER CHIEF CREATIVE OFFICER, BBDO WORLDWIDE
AND CHAIRMAN, BBDO NORTH AMERICA



David Lubars is one of the most influential figures in the advertising industry, recognized for his visionary creativity and leadership. The former Chief Creative Officer of BBDO Worldwide, Lubars has crafted some of the most iconic campaigns in advertising history, including Snickers' "You're Not You When You're Hungry," HBO Voyeur, and the groundbreaking BMW Films. His work has consistently pushed the boundaries of creativity to reveal a brand's true magic.

Born in Brooklyn, Lubars started his career in 1982 as a copywriter at Leonard Monahan Saabye before moving to Chiat/Day LA as a writer for Apple. A few years later he came back to Leonard Monahan, this time as a partner to build Leonard Monahan Lubars before moving on to lead BBDO West as CEO and CCO. In 1998, David took on the top creative job at Fallon in Minneapolis where he made some of his best-known work, including BMW Films which was the first ever

Titanium winner at Cannes and is part of MoMA's permanent collection in New York City. Finally, in 2004, David returned to BBDO where he remained at the helm for 20 years until announcing his retirement last year.

Lubars' creative leadership helped BBDO achieve unprecedented success, including being named "Network of the Year" at Cannes Lions a record-setting seven times leading them to win "Network of the Decade" in 2020. Throughout his career, he has earned over 600 Cannes Lions, 700 One Show pencils, and seven Emmy Awards. David was named one of the top ten creative directors of all time by Forbes and his contributions to the industry have been recognized with an induction into The One Club Creative Hall of Fame and a Lifetime Achievement Award from the Clios.

After 40 years in the industry and countless achievements, David Lubars is known as one of advertising's all-time greats.

Q&A with David Lubars

Andrew Robertson, Chairman, BBDO Worldwide; Advertising Hall of Fame Class of 2022:

Who had the greatest influence on your career?

Lubars:

My father was a terrific copywriter at Doyle Dane Bernbach and J. Walter Thompson during the 60s. Later, as a professor at Boston University, he created the AdLab program which still thrives today. So I grew up in and around the industry. As a little kid, I would go to work with him on a school day off. He'd sit me on the floor with a storyboard pad and magic markers while interesting, eccentric, fun people came in and out of his office. The whole thing was cool, aspirational, I caught the bug then. Later, he taught me what an idea was, what reductionism was, what execution was. A wonderful influence and dad.

Robertson:

What was the wildest moment in your career?

Lubars:

The wildest moment in my career is too outrageous to reveal here. Or maybe to ever reveal. Took place almost 20 years ago but I'm still freaked out about it. I'll just say that Tony Kaye was involved, no need to elaborate further.

Robertson:

Beatles or Stones?

Lubars:

I love the Stones. Keith is my favorite guitarist, the songwriting is brilliant, and I respect the commitment it takes to being great for over 60 years. Love the Stones. That said, I choose the frickin' Beatles. During the time they were a band, they led the way when everyone else followed. Constantly pushed, innovated, never repeated themselves. Had all the colors on the creative pallet. Uncompromisingly creative and pure yet incredibly mass and populist. That's what BBDO at its best does, too.

CONGRATULATIONS

DAVID LUBARS


ON YOUR INDUCTION INTO
THE ADVERTISING HALL OF FAME



ELITE MEDIA

Salute to a legendary talent whose work has proven to be both timely and timeless. We are grateful to have had the privilege to work, wrestle and win with you.

From your friends & family at Elite Media.

A man with short dark hair and a slight smile, wearing a black long-sleeved shirt, stands in profile against a dark background. The background is filled with faint, stylized text and graphics, including a martini glass and various letters and symbols. The text is in a light gray color, contrasting with the dark background.

“My whole thing is I want people to say, ‘I don’t know too much about the guy, but he had some good work. And he wasn’t an asshole.’”

–David Lubars

Congratulations, David. You made it to the Advertising Hall of Fame for some good work. And for not being an asshole.

Love,
BBDO



CONGRATULATIONS DAVID LUBARS

ADVERTISING LEGEND. FEARLESS DREAMER.



WE HONOR YOUR IMPACT AND ARE PROUD TO HAVE PARTNERED
WITH YOU TO INSPIRE, PROTECT AND RESTORE DREAMERS.

CONNECTING WITH YOU CHANGED EVERYTHING FOR US

Thank you for being the leader
who connected us to greater possibilities.
Congratulations David, on your induction
into the Advertising Hall of Fame.



Connecting *CHANGES* Everything

2025 INDUCTEE

ALEX LÓPEZ NEGRETE

PRESIDENT, CEO & CO-FOUNDER,
LOPEZ NEGRETE COMMUNICATIONS



Since co-founding Lopez Negrete Communications, Inc. in 1985, **Alex Lopez Negrete's** passion and vision have led the company to become one of the country's most influential, independent, Hispanic-owned –and –operated agencies. Alex started the Houston-based agency with his wife and partner, Cathy, with the conviction that thoughtful, relevant, fully integrated, in-language and in-culture communications are the best way to reach the exceedingly important Hispanic market.

In his role as company president and CEO, Alex is intricately involved in providing invaluable strategic counsel and creative direction to agency clients. Alex credits the agency's success to its team of multicultural, multinational communications professionals.

The Lopez Negrete client roster includes Bank of America, McDonald's, Sam's Club, Phillips 66 Company, Motiva Enterprises LLC, Hyundai Motor America, Mattress Firm, Baylor College of Medicine and Total Wine & More. During its over three-decades-long history, the agency has represented and worked for a veritable "Who's Who" of American industry and commerce, including Walmart, Microsoft, Verizon, Samsung, Fiat Chrysler Automobiles, Dr Pepper Snapple Group, and Kraft Foods, among others.

Alex is currently on the Board of Directors of the Latino Donor Collaborative, the Hispanic Marketing Council,

the Greater Houston Partnership and Houston Landing, and is a founding member of the ANA's Alliance for Inclusive and Multicultural Marketing (AIMM) where most recently he was presented with the Alliance for Inclusive and Multicultural Marketing Trailblazer Award for fearlessly pushing boundaries and revolutionizing the world of multicultural marketing. He is committed to the future of the Hispanic marketing industry, which is why he and Cathy collaborated with the Advertising Education Foundation of Houston to establish the Lopez Negrete Hispanic Marketing Education Fund. The fund offers scholarships to students interested specifically in Hispanic marketing or advertising.

Under Cathy and Alex's leadership, the agency has always been at the forefront of the advertising industry to foster diversity, participation, and representation. As such, in 2021, The Houston Business Journal recognized the duo as "Outstanding Diversity Champions" and they also received the "Mosaic Champion Award" from the American Advertising Federation for making a positive difference in others' lives through social justice, equality, diversity, and inclusion.

Born in Houston and raised in Mexico City, Alex resides in Houston. He and Cathy have two children, Michelle and Patrick, two granddaughters, Mia Marie and Catherine Josephine, and a grandson, Oliver Charles.

Q&A with Alex López Negrete

Cesar Conde, Chairman, NBCUniversal News Group:

What's been the secret to growing your agency with some of the most iconic brands in the world?

López Negrete:

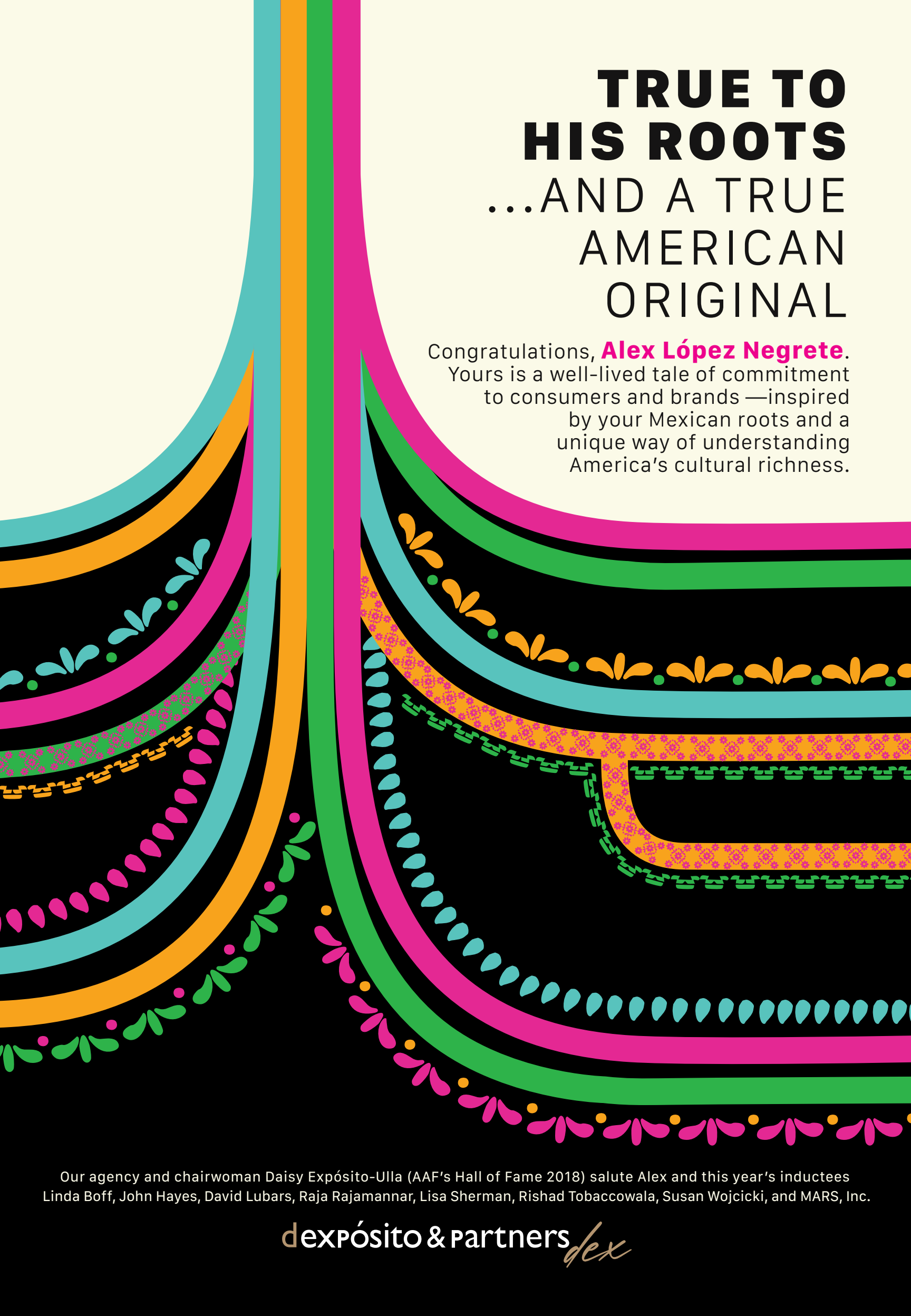
I wish I could say there was a secret formula - but, it comes down to purpose and persistence. From day one, Cathy and I set out to build something meaningful, something rooted in authenticity. We weren't trying to be the biggest—we were trying to be the most "true". True to our culture, true to our community, and true to the brands that trusted us. We've always focused on relationships over transactions, insight over assumption, and truth over trend. Add a ton of late nights, a stubborn belief in the power of culture, and an amazing team—and somehow, you find yourself still standing, decades later, doing work you believe in.

Conde:

What advice would you give someone launching an agency today?

López Negrete:

1. Know your "why" and make sure it's bigger than you. Define a clear purpose, know who you are and what you're fighting for. Don't chase what's trending, chase what's true. 2. Be a student of everything—not just your craft, but your clients, your culture, your people. The best marketers are the curious ones. 3. Be generous with your time, your ideas, your empathy. If you do it right, you never run out. 4. Never, ever forget: brands may write the checks, but people write the story. Respect both. And, 5. Build trust like it's the most valuable currency you have—because it is. Let me throw in one more: 6. Show up and go to work. Repita.



TRUE TO HIS ROOTS ...AND A TRUE AMERICAN ORIGINAL

Congratulations, **Alex López Negrete**.
Yours is a well-lived tale of commitment
to consumers and brands —inspired
by your Mexican roots and a
unique way of understanding
America's cultural richness.

Our agency and chairwoman Daisy Expósito-Ulla (AAF's Hall of Fame 2018) salute Alex and this year's inductees Linda Boff, John Hayes, David Lubars, Raja Rajamannar, Lisa Sherman, Rishad Tobaccowala, Susan Wojcicki, and MARS, Inc.

dexpósito & partners *dex*



THE
heartbeat
**OF OUR CRAFT,
HONORED IN HISTORY.**

**Congratulations, Alex López Negrete,
Advertising Hall of Fame Class of 2025.**

Alex, "felicidades" doesn't begin to express how proud we are as the agency that carries your name. This honor truly reflects the vision, passion and cultural pride you've poured into everything. But what resonates most is your love of craft, a gift you've shared with us all. Thanks for showing us that work born from the heart creates history.

To your incredible legacy and all the amazing moments still ahead.

**LOPEZ
NEGRETE**


*GUERRERO. PIONEER.
BELIEVER. VISIONARIO.
THINKER. SABIO. TITAN.
EMPRESARIO. MENTOR.
INNOVATOR. LÍDER.
CATALYST. DIPLOMAT.
OPTIMIST. ADVOCATE.
GUÍA. MOVER. PATRIOT.
TRAILBLAZER. NATION-BUILDER.*

*There are so many words to describe you, Alex.
And today, we're honored to add **LEYENDA** to the list.*

The Hispanic Marketing Council is proud of Alex López Negrete,
co-founder and leader of López Negrete Communications;
founding board member and former chairman of HMC;
and HMC's Hall of Fame (2019) inductee.



**Congratulations to all the
2025 AAF Hall of Fame
Inductees, and a special
felicidades to
Alex López Negrete!**

With admiration from tu familia at TelevisaUnivision

TelevisaUnivision



At **Phillips 66**, we Bring the Go in everything we do, every single day. Supporting our people, our environment and our communities is how we're living into our mission of providing energy and improving lives.



That's why we're proud to congratulate
ALEX LÓPEZ NEGRETE
on your induction into the AAF Hall of Fame.



PROVIDING ENERGY.
IMPROVING LIVES.

@Phillips66Co    

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META.COM

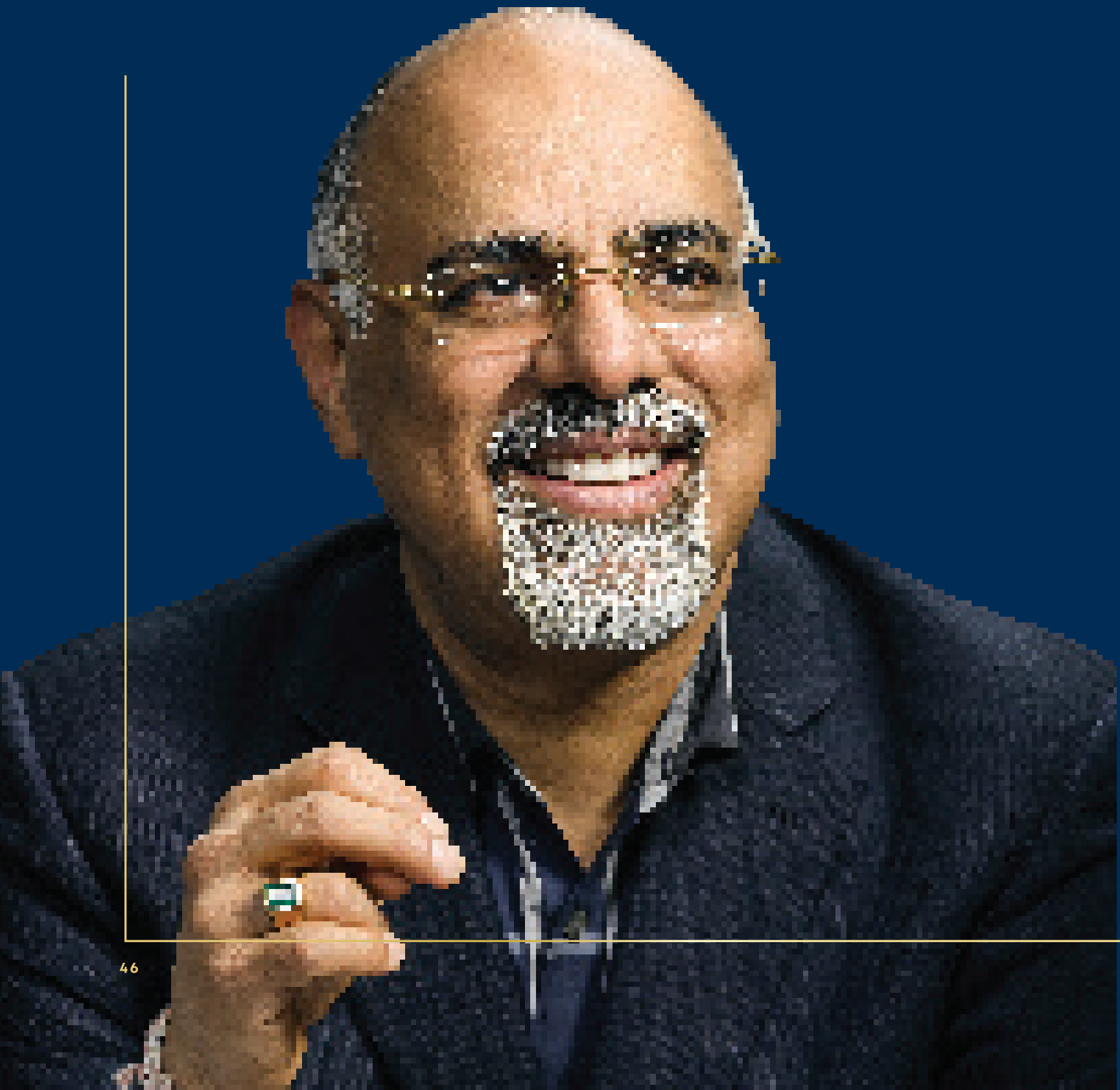
**Meta congratulates
this year's inductees
to the Advertising
Hall of Fame**

 Meta

2025 INDUCTEE

RAJA RAJAMANNAR

CHIEF MARKETING & COMMUNICATIONS OFFICER,
MASTERCARD



Over the past decade, **Raja Rajamannar** has transformed Mastercard into one of the world's most valuable brands. At the helm of the iconic Priceless platform, he and his team are on the cutting edge of experiential, multisensory marketing programs that embrace emerging technologies.

A Wall Street Journal-bestselling author, Raja is a frequent speaker and media commentator. His book, "Quantum Marketing: Mastering the New Marketing Mindset for Tomorrow's Consumers," has become a touchstone for marketing leaders and academics around the world.

Inducted into the Marketing Hall of Fame and Forbes' Most Influential CMOs Hall of Fame, Raja has

been recognized as one of Insider's Most Innovative CMOs six times. He was also named Advertising Person of the Year by The AD Club of New York, WFA Global Marketer of the Year, Adweek's Brand Genius, Billboard's Top Branding Power Player and Fashion Group International's Tech and Brand Innovation Award recipient, among many other recognitions.

He sits on the boards of the Association of National Advertisers (ANA), The Ad Council and Yale School of Management Consumer Insights Council. He serves on the board of PPL Corporation and is also on not-for-profit boards including Bon Secours Mercy Health, New York City Ballet and Cintrifuse. He also held the position of President of the World Federation of Advertisers (WFA) for six years.

Q&A with Raja Rajamannar

Noah Garden, Deputy Commissioner, Business and Media, Major League Baseball:

Let's talk music—because you've made it a core part of Mastercard's brand. Sonic branding, incredible music partnerships and even an actual album! What is your personal connection to music?

Rajamannar:

Music has always been in my DNA. I was classically trained in Carnatic music, and I grew up in a house where someone was always playing or singing. My dad played the tabla beautifully, my mom was trained in vocals and sang constantly, one sister played strings, and another is an accomplished singer. I was surrounded by rhythm, melody and passion every day—it shaped how I think, feel and even lead.

Tim Murphy, Vice Chair, Mastercard:

One of the things I'm genuinely most impressed by is how you've championed marketing as a powerful and strategic business driver. Marketing clearly has a real seat at the table. How did you build that kind of trust across the C-suite?

Rajamannar:

First, stop being territorial—marketing shouldn't be a closed-door club. I believe in the "open kimono" approach: invite the C-suite in, share the thinking, the data, the magic behind the curtain. When your peers see the creativity, the strategy and the impact up close—when they actually get to experience the work—it stops being "just marketing" and starts being something they genuinely want to be part of. Let them co-create, participate and feel the energy. That openness builds trust fast.

Murphy:

You've always been a bit of a rule-breaker when it comes to marketing. Where does that kind of bold thinking come from? Is it instinct? Experience?

Rajamannar:

Instinct.

Garden:

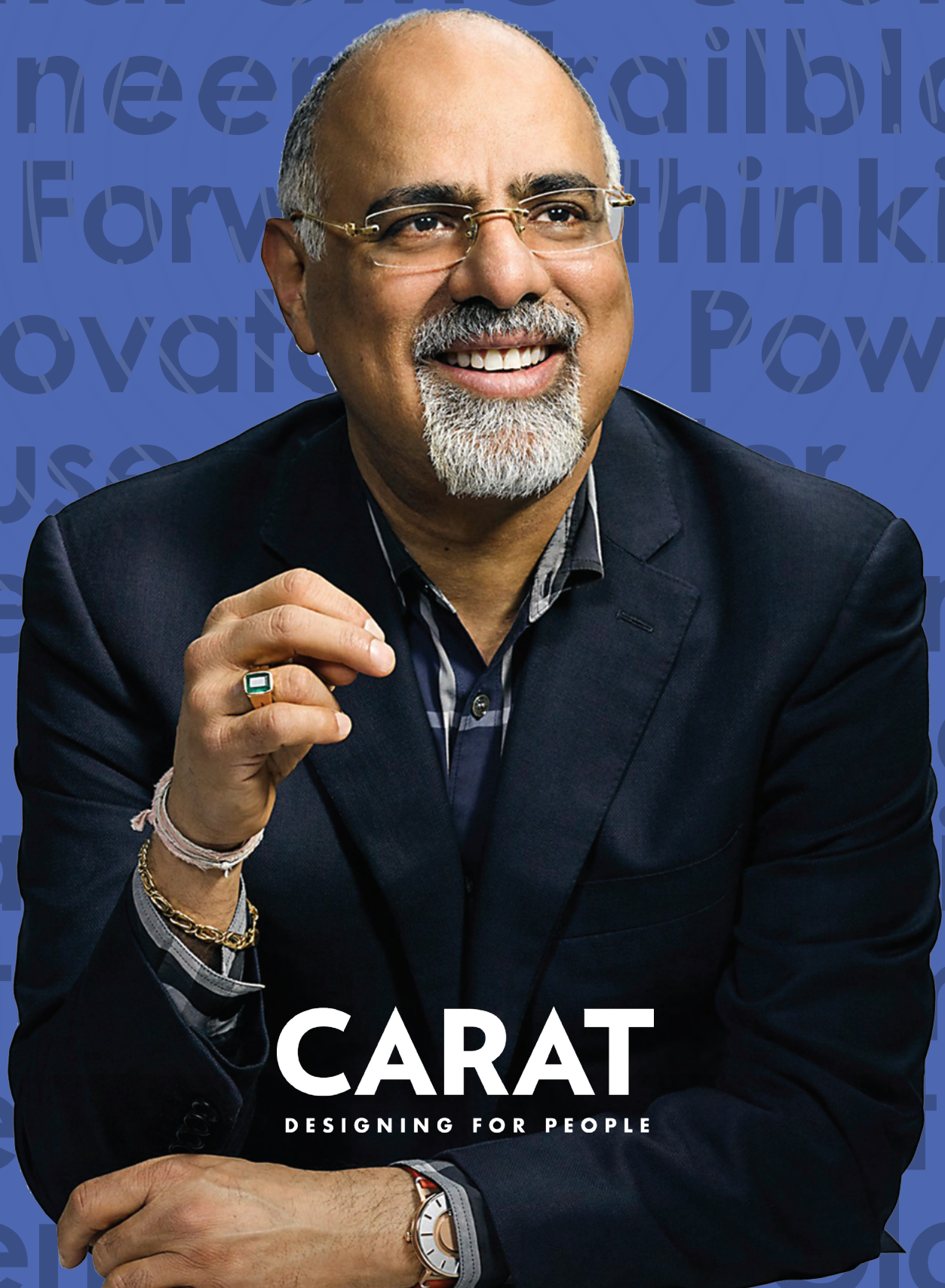
Your work is bold, global, and full of big moments—but I'm curious about the smaller wins. What was one of those "this is why I do what I do" kind of moments?

Rajamannar:

I've always had a deep love for animals, so it's heartbreaking to see how many species are on the brink of extinction. That's why launching the Wildlife Impact Card meant so much to me—it directed funds to support endangered species. One conservation group even credited the program with helping save the Sumatran tiger. Knowing we played a part in that reminds me exactly why I do what I do.

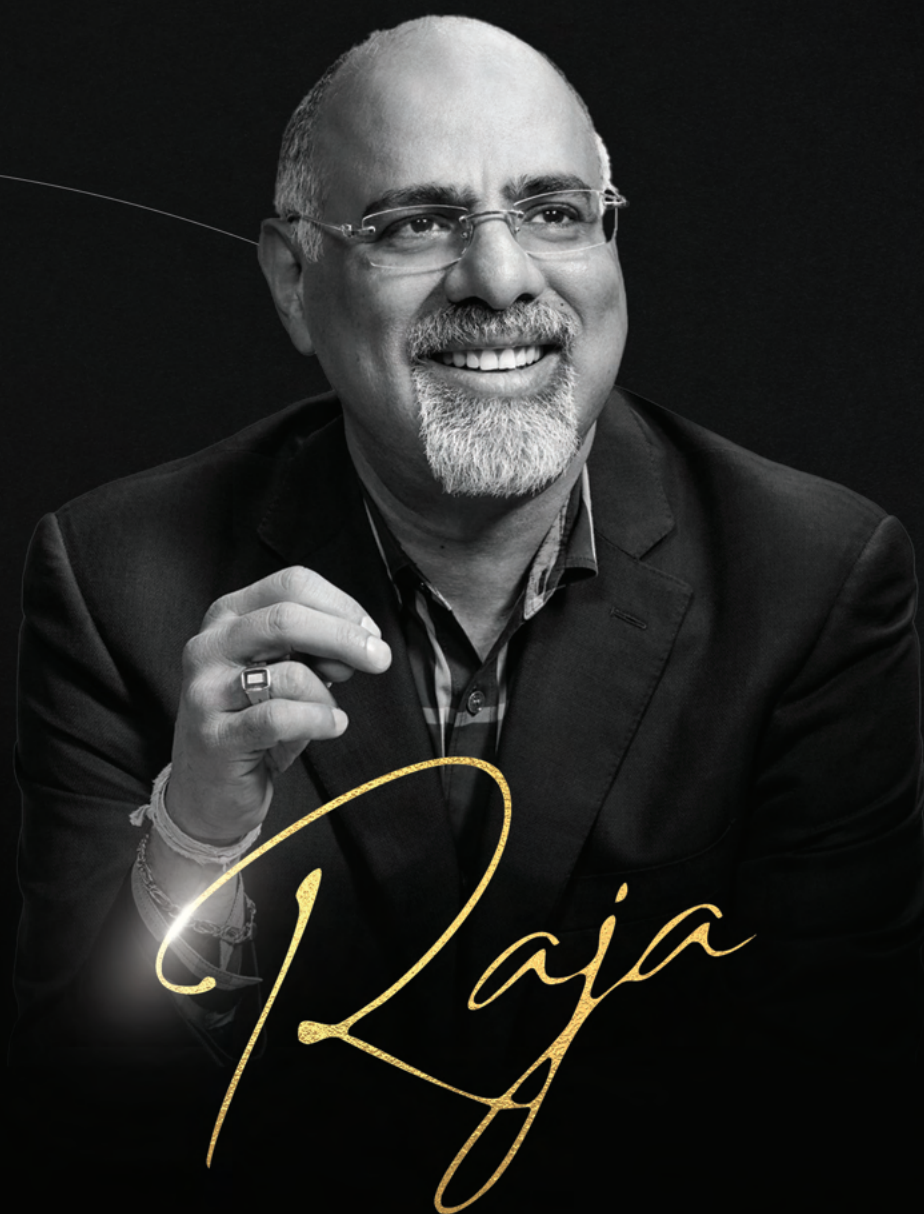
Congratulations, Raja Rajamannar!

Your visionary leadership and bold approach to marketing at Mastercard have been truly – *priceless*.
Welcome to the Advertising Hall of Fame.



CARAT
DESIGNING FOR PEOPLE

A signature of innovation,
a legacy of impact:



**Mastercard is honored to celebrate Raja Rajamannar's
induction into the Advertising Hall of Fame.**

From pioneering multisensory branding to leading
innovation in AI—all in service of greater financial
inclusion—he has relentlessly redefined the boundaries
of what's possible.

“Push boundaries,
avoid fatigue, and
keep audiences
engaged.” – Raja Rajamannar

Congratulations to one of the most innovative thought-leaders in the industry from your friends and partners at Hilton. Your big ideas push boundaries, raise the bar, and inspire us all. Enjoy your prestigious place in the 2025 AAF Hall of Fame.

For the Stay™

Hilton
FOR THE STAY™

Turning instinct into impact:



With an instinct tuned to what the world needs next, Raja Rajamannar has reshaped marketing into a tool for progress—where innovation serves purpose, and purpose delivers lasting impact.

Congrats, Raja, on your induction into the Advertising Hall of Fame.



Raja Rajamannar,
Mastercard CMO



2025 INDUCTEE

LISA SHERMAN

PRESIDENT & CEO,
THE AD COUNCIL



Lisa Sherman is an innovative leader and accomplished executive with deep experience in the private and nonprofit sectors. She has over 35 years of experience building, transforming and growing organizations. As president and CEO of the Ad Council, she leads all aspects of this national nonprofit. Working at the intersection of media, marketing, technology, entertainment, advertising and philanthropy, the Ad Council convenes the world's best storytellers to build innovative social impact campaigns that drive change at scale.

Prior to the Ad Council, Lisa was at Viacom, where she built a powerful media business, launching and leading Logo TV, the first cable network for LGBTQ audiences. She also held a number of senior operating roles at Verizon, IPG agency Hill Holliday and the Women's Sports Network, the VC-backed marketing company she co-founded.

Lisa is currently a member of the board of directors of Brainlabs Digital, a PE owned, high performance full-

service media agency. She also serves as an advisor to Guild Education, an EdTech Unicorn preparing the workforce of today for the jobs of tomorrow, along with My Code, a media company that empowers brands to build lasting relationships with diverse, multicultural communities. In addition to her accomplishments in the commercial world, she is an experienced non-profit board member, and currently serving as a Trustee at her alma mater, Dickinson College.

Lisa is a thought leader and frequent public speaker. In 2021, she was named one of Fast Company's "Most Creative People in Business." She was recognized as the 2020 Marketer of the Year by the American Marketing Association. In 2019, Lisa was also honored with a prestigious Matrix Award by New York Women in Communications.

In 2025, she will be inducted into the American Advertising Federation's Advertising Hall of Fame, recognizing her exceptional contributions to the industry and beyond.

Q&A with Lisa Sherman

Meredith Kopit Levien, President & CEO, The New York Times Company:
If you weren't running the Ad Council, what would be your dream job?

Sherman:

I am a huge football fan. I always wanted to be John Madden, doing color commentary on the NFL games I used to watch every weekend, all weekend, until the last down of the Sunday night game. I could call the plays, see the penalties and identify all the players better than anyone. But I would get too upset when the Eagles lost. If only I could have called their Super Bowl win this year!

Kopit Levien:

What's your fantasy PSA campaign that hasn't yet happened?

Sherman:

Cynthia Erivo and Ariana Grande bringing together the biggest names in music right now for a new song about how we're stronger when we join forces and come together. I mean, come on. Can you help me make this happen? Let's make some calls.

Kopit Levien:

Who's the person you most want to have dinner with who you haven't eaten with yet?

Sherman:

I have always been deeply moved by Martin Luther King Jr. Even as an eight-year-old girl, I was inspired by his advocacy for non-violent protest, his incredible way with words, and his unwavering commitment to championing equality and justice for all. It would have been a true privilege to share a meal with him and learn everything I possibly could.

CONGRATULATIONS LISA SHERMAN



on being elected to the
**AAF ADVERTISING
HALL OF FAME**

FROM ALL OF US AT



PASSION + PURPOSE = **PROGRESS**

A SIMPLE EQUATION. A POWERFUL RESULT.

Lisa Sherman's leadership is proof that when we lead with authenticity, celebrate diverse voices, and amplify the stories that need to be told, we not only transform lives, but we can change the world.



Congratulations, Lisa and all the inductees of the American Advertising Federation Hall of Fame on this well-deserved honor.

CONGRATULATIONS
LISA SHERMAN
AND ALL THE 2025
ADVERTISING HALL OF FAME
HONOREES

We salute your impact and unwavering commitment to society's most pressing social issues.



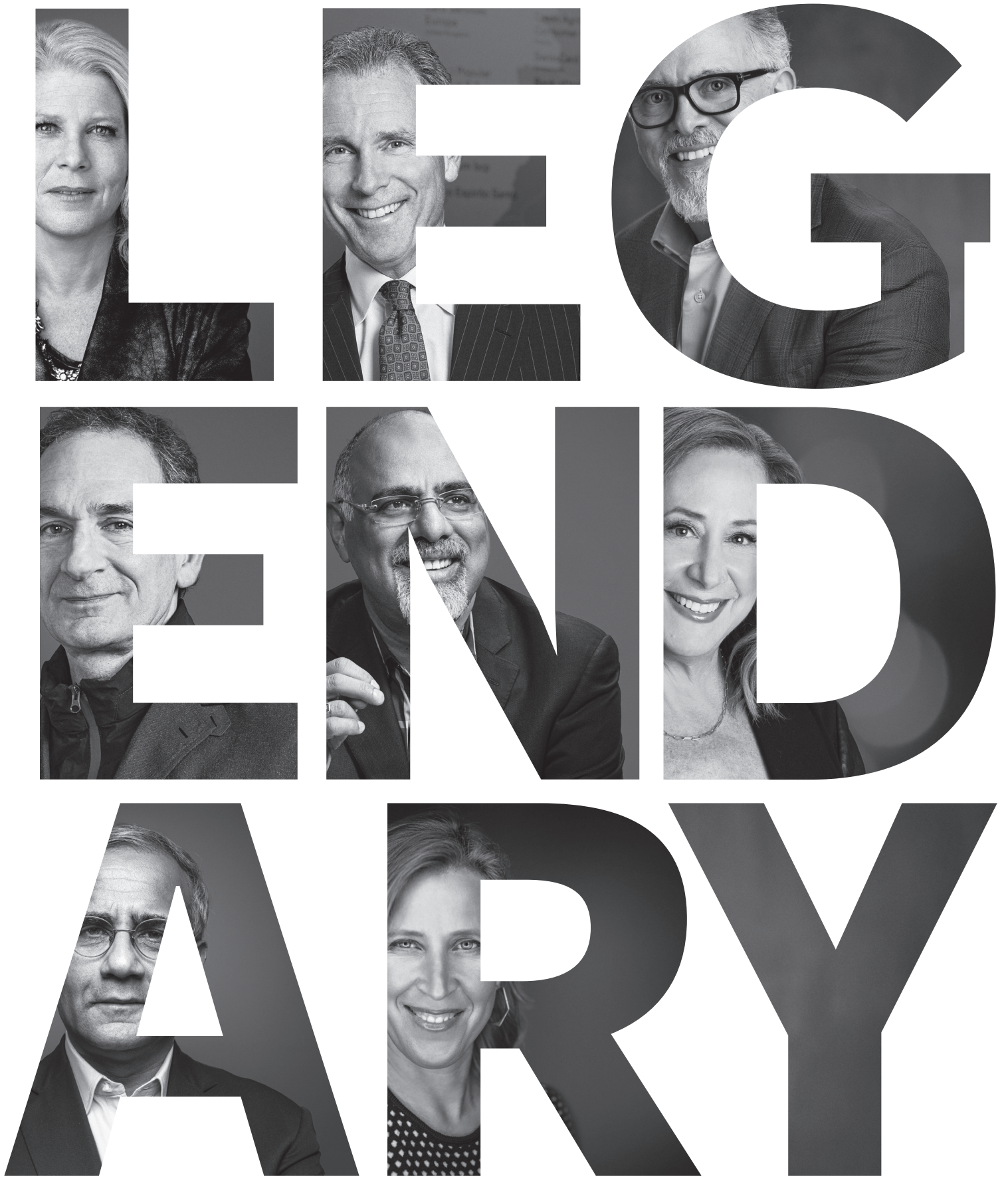
Congratulations Lisa Sherman!

Ally is thrilled to celebrate Lisa Sherman, President and CEO of the Ad Council, along with the 2025 AAF Hall Of Fame inductees, for this well-earned recognition.



ally
do it right.

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[ally.com](https://www.ally.com)



Linda Boff, John Hayes, Alex López-Negrete, David Lubars, Raja Rajamannar,
Lisa Sherman, Rishad Tobaccowala, Susan Wojcicki and Mars Incorporated

Congratulations to all the 2025 Advertising Hall of Fame inductees





CONGRATULATIONS LISA!
YOUR BRILLIANCE, KINDNESS, CREATIVITY
AND UNWAVERING LOYALTY HAS ALWAYS
SHONE THROUGH. YOU ARE TRULY A HALL
OF FAME CEO - BUT YOU ARE EQUALLY A
HALL OF FAME AS A FRIEND AND A MOM.
WE LOVE YOU.

LOVE, HILARY, JANA, JILL, LINDA, MEGAN,
PENNY, ROBIN & SALLY

2025 INDUCTEE

RISHAD TOBACCO WALA

AUTHOR AND FORMER CHIEF STRATEGIST
& GROWTH OFFICER, PUBLICIS GROUPE



Rishad Tobaccowala has been recognized by BusinessWeek as one of the world's top business leaders for his pioneering innovation and TIME magazine as one of just five "Marketing Innovators."

Tobaccowala spent his entire 37-year career at Publicis Groupe – one of the world's largest advertising holding companies – where he worked across almost every area of marketing and strategy, leaving behind a monumental impact while remaining a Senior Advisor to the 100,000+ person organization.

Over those four decades, Tobaccowala helped incubate Publicis' Starcom IP, Play, Giant Step, SMG Search, and Denuo brands, whose talent and DNA drove not just the success of the company but also went on to become today's industry leaders, guiding some of the most successful companies. He also served as Chairman of Publicis Groupe's leading digital experience agencies, Digitas and Razorfish, and most recently served as Chief Growth Officer for the holding company.

Tobaccowala is now a well-respected and sought after thought leader, hosting Publicis Groupe's proprietary

What Next? podcast and publishing a newsletter called, "The Future Does Not Fit into the Containers of the Past," which is read by 30,000 people every week. Tobaccowala is also the author of two best-selling books titled, "Restoring the Soul of Business: Staying Human in The Age of Data" and "Rethinking Work," which equip readers with the tools necessary for significant personal and professional advancement.

As an expert in his craft, Tobaccowala serves as a Board Director or Advisor to several companies including LoopMe, Journey, Growth Catalyst Partners, Dumbstruck, Shift Paradigm, Quilt.AI, and Quallsights. He is also the Chairman of the Tobaccowala Foundation which helps over 10,000+ people in India.

With an MBA from the University of Chicago, Tobaccowala remains closely linked to his alma mater by underwriting the Tobaccowala Scholar Program on top of being an advisor and instructor to its Booth School of Business, Graham School of Continuing Liberal and Professional Studies, and Leadership in Society Initiative.

Q&A with Rishad Tobaccowala

Tariq Hassan, Former Chief Marketing Officer & Chief Experience Officer, McDonald's USA:

If you hadn't ended up in advertising/marketing...what did you dream about becoming as a child?

Tobaccowala:

A writer. I've always wanted to be a writer. My parents told me, "one day but you first need to learn and live so you have something to write about".

Hassan:

Who would be on the guest list for your ultimate dinner party for any three people (alive or dead)?

Tobaccowala:

William Shakespeare, who is the greatest writer of all time. Pablo Picasso, who made us see the world differently and is one of the greatest artists of our time. Joni Mitchell, who is an inspiration, a pioneer, and a survivor. She inspires us all to inspire.

Hassan:

Is there a moment in your life you believe impacted or contributed to the partner, parent and leader you've become?

Tobaccowala:

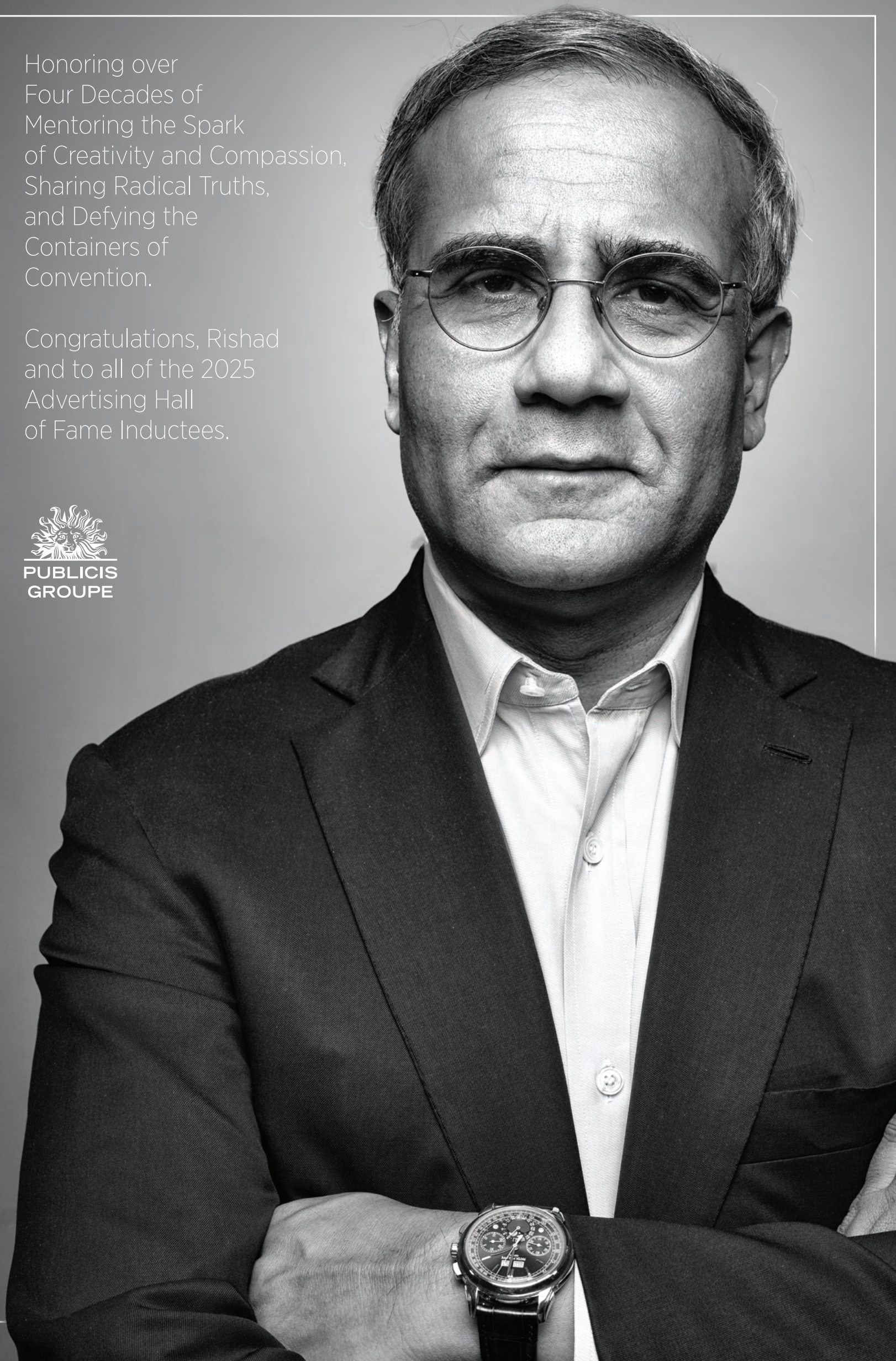
Meeting Jack Klues 40 years ago, who grew great wings without forgetting his Quincy, Illinois roots. He always cared deeply and was extremely loyal to his family and his entire team. He held people to high standards and expected them to win but never at the expense of integrity and honor.

DELTA AIR LINES
CONGRATULATES
THIS YEAR'S
INDUCTEES.



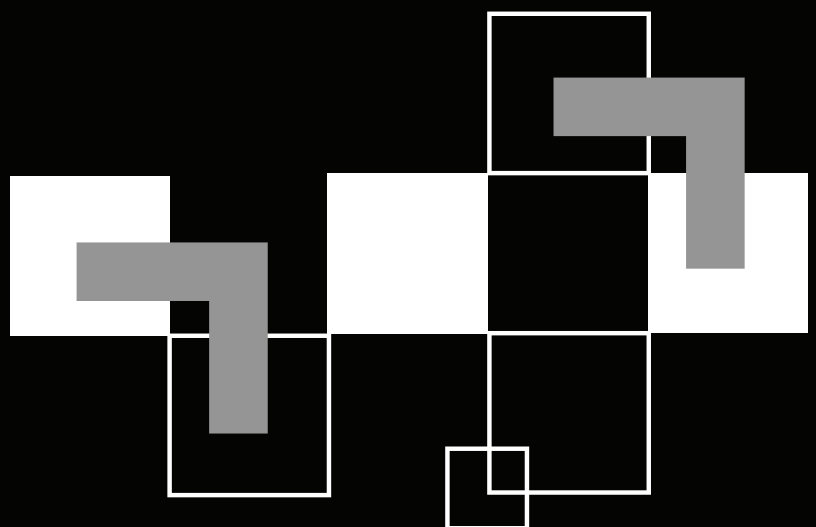
Honoring over
Four Decades of
Mentoring the Spark
of Creativity and Compassion,
Sharing Radical Truths,
and Defying the
Containers of
Convention.

Congratulations, Rishad
and to all of the 2025
Advertising Hall
of Fame Inductees.



NYSE⁷

The New York
Stock Exchange
congratulates
this year's
Advertising
Hall of Fame
Inductees.



nyse.com

Great work deserves recognition.

Congratulations to the 2025 Advertising Hall of Fame inductees!

Linda Boff

Said Differently

David Lubars

BBDO

Raja Rajamannar

Mastercard

Rishad Tobaccowala

Publicis Groupe

Mars Incorporated

Corporate Inductee

John Hayes

American Express

Alex López Negrete

Lopez Negrete Communications

Lisa Sherman

The Ad Council

Susan Wojcicki

YouTube

2025 INDUCTEE

SUSAN WOJCICKI

CEO EMERITUS, YOUTUBE
*RECIPIENT OF THE DAVID BELL AWARD
FOR INDUSTRY SERVICE*



From 2014 through 2023, **Susan Wojcicki** was the CEO of YouTube, the world's most popular digital video platform used by billions of people around the world to access information, share video, and shape culture. She was an early champion of online video and instrumental in Google's 2006 acquisition of YouTube. As CEO, Susan oversaw YouTube's content and business operations, engineering, and product development.

Prior to joining YouTube in February 2014, Susan was Senior Vice President of Advertising & Commerce at Google, where she oversaw the design and engineering of AdWords, AdSense, DoubleClick, and Google Analytics. She joined Google in 1999 as the company's first marketing manager and led the initial development of several key consumer products including Google Images and Google Books.

In 2002, Susan began working on Google's advertising products and over the next 12 years she led teams that helped define the vision and direction of Google's monetization platforms.

Susan graduated with honors from Harvard University, held a master's in economics from UC Santa Cruz, and an MBA from UCLA. In 2015, Susan was named to Time's list of the 100 most influential people in the world. In August 2024, Susan passed away after two years of living with lung cancer. She leaves behind a legacy of advocacy – addressing tech's gender imbalance through STEM education for girls, pushing to bring more women into tech, lobbying for better parental leave policies, and resourcing groups that support women and underrepresented employees.

Susan Wojcicki Q&A

Tara Walpert Levy, Vice President, Americas, YouTube:

What would Susan most want people to remember about her?

Dennis Troper, Product Management Director, Google:

Susan would want people to remember three things. First, she lived by her principles. She had incredibly strong values, and believed that if you did the right thing, everything else would fall into place. Second, she always rooted for the underdog. From leveling the ads playing field through AdWords, to championing independent YouTube creators, to crusading for better family leave policies in the workplace, she always used her leadership position to lift up others. And finally, no matter what heights she reached in her career, family always came first.

Walpert Levy:

How did Susan connect with people, even at the highest levels, and in times of conflict?

Troper:

Anyone who had the good fortune to spend time with Susan is familiar with both her incredible authenticity and deep intellectual insight. Whether sitting down with interns, creators, product managers or prime ministers she always brought her true self: grounded, unpretentious, warm and curious. And whatever the topic of conversation—creator trends to school lunches, ad tech to geopolitics—she always came to the table with an insight, observation, or thought-provoking question. Everyone came away with a little more than they sat down with.

Walpert Levy:

How did Susan change over the many years of her career journey? What wisdom or learnings did she share with you along the way?

Troper:

She certainly got wiser during her career... and became much more well-known, both within her industry and publicly! But the most remarkable thing was how much she stayed herself. She never got caught up in the attention. Instead, she remained level-headed and felt a responsibility to build things that helped people at scale and made the world better. She also understood that despite the challenges of work, her relationships were paramount—being a good mother, sister, daughter, friend, and human. A core lesson my kids and I learned from Susan was the profound reward of helping others. When we went on vacation with the family, she believed vacations weren't just for relaxation, but opportunities to make a difference! We'd thoroughly research causes, whether supporting refugees or connecting with a local YouTube creator to send a video message to a child in need, ensuring our travels served a purpose.

Google  YouTube

A TRUE YOUTUBE STAR

The Google and YouTube community shines with pride as we celebrate the induction of our former CEO, Susan Wojcicki, into the Advertising Hall of Fame.

Her visionary leadership illuminated the path for YouTube to become the global stage it is today, empowering millions of creators and connecting billions of viewers. Her legacy will continue to inspire, educate, and entertain.

Congratulations, Susan

HONOR SUSAN'S LEGACY:

Support Lung Cancer Research

Did you know? Lung cancer is the leading cause of cancer deaths in the U.S.. Susan always wanted to make a difference, and she dedicated her final years to advocating for lung cancer research.

To continue her vital work, a foundation focused on prevention, early detection, and treatment is being established in her name.

Take action:

Learn more about lung cancer and how you can support research.



Let's unite to make a difference in the fight against lung cancer.

visit standuptocancer.org/latest-news/lung-cancer-prevention or scan the QR code

CONGRATULATIONS

to the 2025 Advertising Hall of Fame Inductees



**Linda
Boff**

CEO, Said Differently
Former Global Chief
Marketing Officer, GE



**John
Haynes**

Former Chief
Marketing Officer,
American Express



**David
Lubars**

Former Chief Creative
Officer, BBDO Worldwide
and Chairman, BBDO NA



**Alex
López Negrete**

President, CEO &
Co-Founder, Lopez Negrete
Communications



**Raja
Rajamannar**

Chief Marketing &
Communications Officer,
Mastercard



**Lisa
Sherman**

President & CEO,
The Ad Council



**Rishad
Tobaccowala**

Author & Former Chief
Strategist And Growth Officer,
Publicis Groupe



**Susan
Wojcicki**

CEO, Emeritus,
Youtube



Mars Incorporated

Corporate Inductee

We celebrate your inspiring innovation in the industry
Your friends at Unilever

MARS

Great advertising connects.

For over 100 years, Mars brands have helped pioneer new frontiers in advertising. We've connected to consumers with happiness, humor, adventure, pleasure, companionship and – when times are tough – showing care.

Creating iconic brands

Providing for pets

Pioneering radio advertising

Sending a taste of home

1911

It All Began with Chocolate

Frank and Ethel Mars make candies in Tacoma, WA, under the banner of the Mars Candy Factory

1935

Expanding into Petcare

Mars starts on its pet journey by acquiring two businesses, which it renames CHAPPIE™ and KIT-E-KAT®

1941

Launching into Food

Mars becomes joint owner of a patent for converting (parboiling) rice, now known as Ben's Original™

MARS

We've created moments as iconic as our brands.



“M&M’s® chocolate candies melt in your mouth, not in your hands.”

With this simple proposition, Mars brands explored and expanded the power of television throughout the second half of the twentieth century. And through the decades, in all media, they’ve touched consumers’ hearts, tickled their funnybones and become woven into the fabric of culture in America and around the world.

Pioneering the medium that would change everything

Featuring flavors

Looking for love

Sustaining propositions

Winning big

Going all-in

Rocketing to new heights

1954

Cast of Characters
Mars introduces the M&M’s® characters, beloved to this day

1968

Growing Pet
Mars acquires KAL KAN® and, in 1988, rebrands it to PEDIGREE®

1979

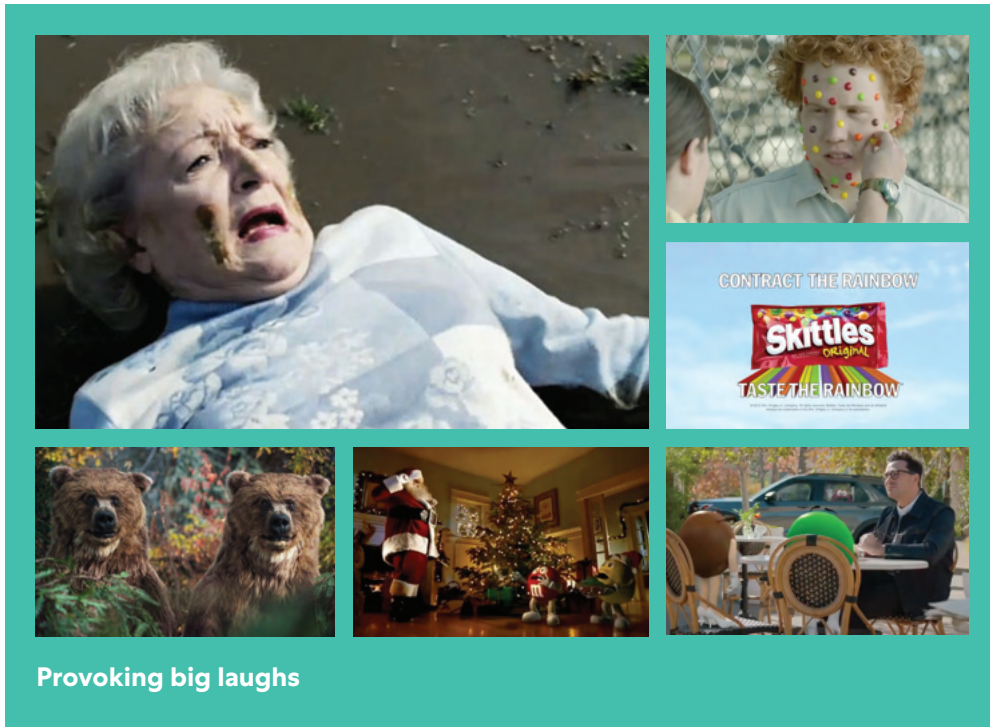
SKITTLES® Hits the U.S.
The stage is set for the 1990s “Taste the Rainbow” campaign

1994

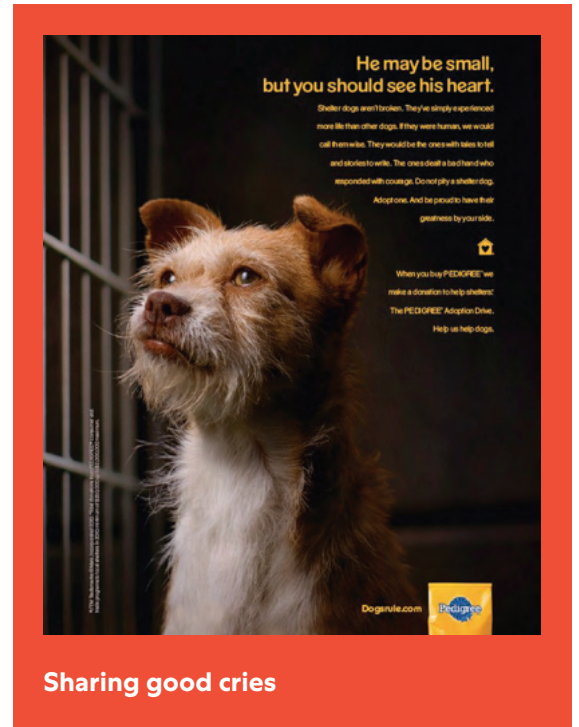
Caring for Pets
Mars invests in Banfield® Pet Hospital, a first step from pet food into petcare

1997

Retail Love
First M&M’s World™ store opens in Las Vegas



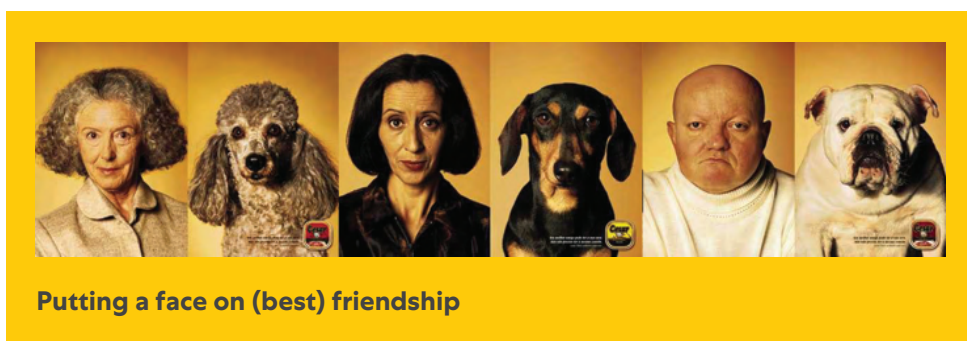
Provoking big laughs



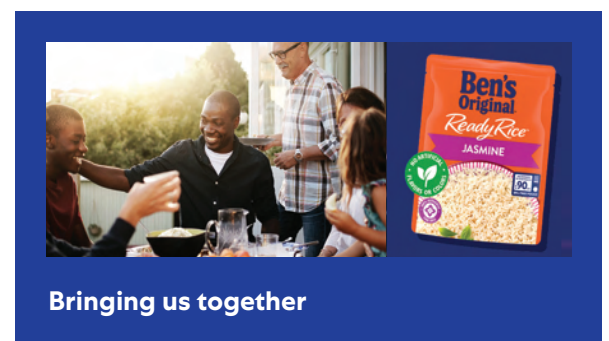
Sharing good cries



Feelin' the love



Putting a face on (best) friendship



Bringing us together

2002

Pet Science
Mars acquires Royal Canin®, setting a new standard in pet nutrition

2006

Leaning Into Purpose
Mars launches the PEDIGREE® Adoption Drive

2008

Going Gum and Mints
Mars acquires Wrigley, adding even more iconic brands to the family

2015

Petcare Ecosystem
Acquiring Blue Pearl™ (2015), VCA™ (2017) and AniCura (2018), Mars becomes a global leader in petcare

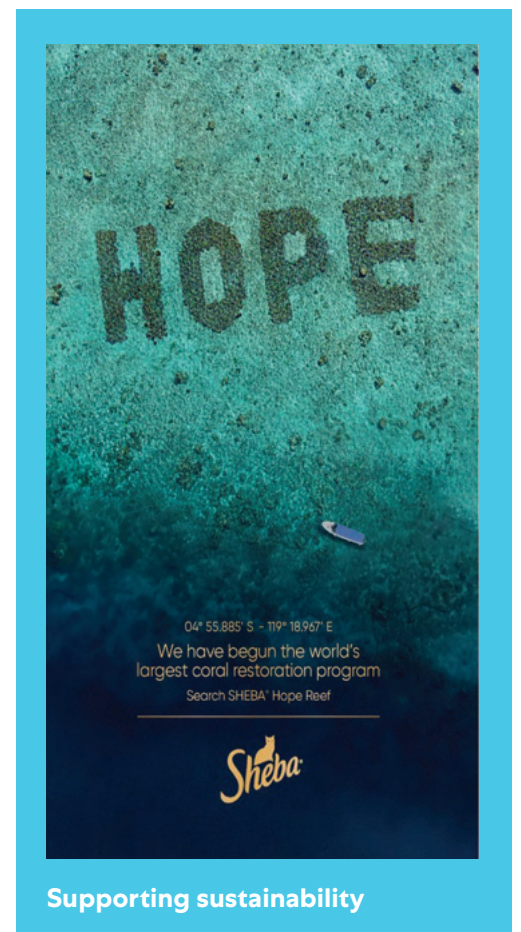
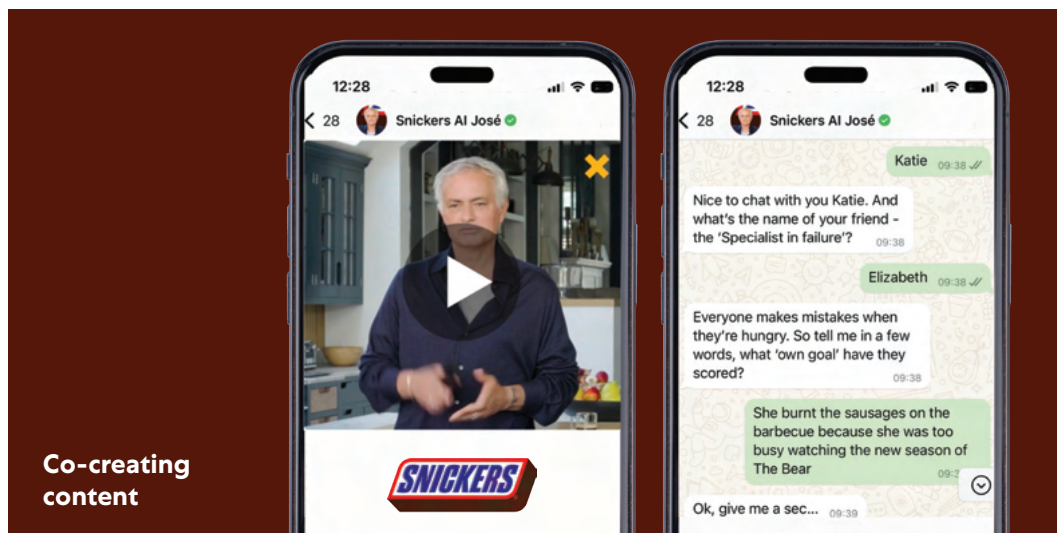
2020

Expanding in Snacking
Mars acquires KIND® & Nature's Bakery® (2020) and Tru Fru (2023)

MARS


The pioneering continues...

Today, we're pioneering once again, using AI and the power of social media to create personal experiences that connect people to our brands, their passions and each other, building personalized experiences and connecting across the consumer journey.



We believe advertising has the power to move people and build the world we want tomorrow - a world with moments of everyday happiness and better food... a better world for people and pets.

The world we want tomorrow starts with how we do business today MARS



**“ IT’S ALL ABOUT THE POWER OF
CROSS- FUNCTIONAL SYNERGY AND
OPTIMIZING ACTIONABLE INSIGHTS
TO ENHANCE OUR OMNICHANNEL
BANDWIDTH. STRATEGICALLY.”**

Some marketers are all talk – AAF Hall of Famers are all about results. We proudly honor tonight’s inductees for all their amazing contributions across the industry:

Linda Boff, John Hayes, David Lubars, Alex López Negrete, Raja Rajamannar, Lisa Sherman, Rishad Tobaccowala, Susan Wojcicki and Mars, Incorporated

Lights. Camera. Hall of Fame.

Congratulations 2025 Inductees

Linda Boff

John Hayes

David Lubars

Alex López Negrete

Raja Rajamannar

Lisa Sherman

Rishad Tobaccowala

Susan Wojcicki

Mars Incorporated



NCM
we get audiences

**Legends.
Innovators.
Icons.**

**We could go on,
but everyone loves
a short headline.**

**Congratulations to
all the honorees.**



Here's to the Trailblazers Making Themselves Heard

iHeartMedia Congratulates
Advertising Hall of Fame
2025 Honorees

AMERICA'S #1 AUDIO COMPANY
REACHING 9 OUT OF 10 AMERICANS EVERY MONTH
RADIO • DIGITAL • SOCIAL • PODCASTS • INFLUENCERS • DATA • EVENTS



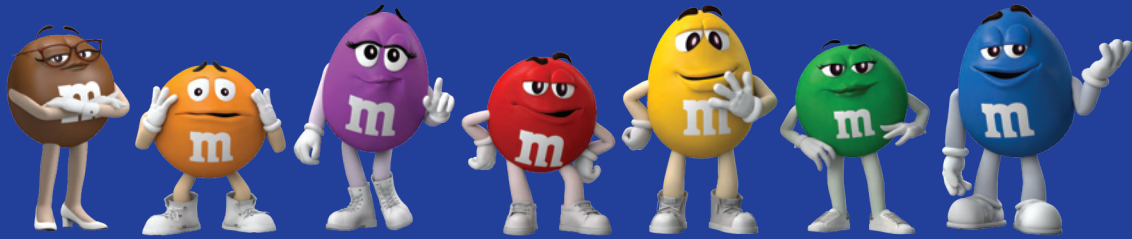
**WHEN YOU
HUNGER FOR
GREATNESS,
IT GETS
RECOGNIZED.**

**CONGRATULATIONS TO MARS
ON GENERATIONS OF EXCELLENCE.**

Omnicom

Thank you!

on behalf of the whole team and all of our iconic brands



We are proud to be in the company of our fellow Advertising Hall of Fame inductees tonight and all those who came before us.

At Mars, we believe in the power of creativity and great advertising. Iconic brands are the engine for growth and value creation. They have the power to connect with consumers who need and love them, building relationships and providing the right offer at the right touchpoint for everyone.

Thank you to all the creative visionaries, skilled production experts, and dedicated account managers who have collaborated with us over the past century. Your contributions have been instrumental in our success, and we are honored to share this achievement with you.



MARS
Tomorrow starts today