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*“If your actions inspire others to dream more,  
learn more, do more and become more,  
you are a leader.”  
- John Quincy Adams*

## 1. AAF Dallas Club Membership Goals as they relate to:

### Involvement

**Goal:** Collect & sort key demographics on all members during 80% of fundamental points of contact like when they join, leave, or communicate with the club. Something that stuck out to AAF Dallas during the 2019-20 planning, was a lack of information for member segmentation. We realized we had several different types of members who were members for very different reasons. We set out in 2019-20 to fill those member demographics holes for better membership satisfaction.

### Achievement:

- *Identified 3 customer archetypes: (Exhibit 1)*
  - *Corporate Members: Members who join as part of their employer's corporate account membership*
  - *Individual Members: Members who join on their own without benefit of a corporate account membership*
  - *Vendor Members: Members who join primarily for purposes of networking with potential clients*
- *Successfully identified and grouped 94% of our current membership according to these archetypes*
- *Conducted member surveys 100% of the time when members joined or left the club*
- *Mapped and sorted 100% of demographic information collected in member database*

### Recruitment

**Goal:** Increase Corporate membership by 10%, Ad 2 membership by 15% & overall AAF Dallas membership by 10%  
AAF Dallas' decided to focus on our growth in three areas of membership as they serve very different membership needs.

**Achievement:** *Overall Membership grew 7% from 1611 members in years 2018-19 to 1723 members in years 2019-20 \* Ad2 membership increased 34% \* Corporate membership grew 0% (34 Corporate in years 2018-19 vs. 34 Corporate in years 2019-20)*

### Retention

**Goal:** Retain 90% of Corporate members, 85% of Ad2 members, and 90% of individual 2018 AAF Dallas members.  
The club worked on keeping 90% of corporate members and Ad 2 members that “aged out” into individual memberships.



## Membership and Development Communication

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**Achievement:** *AAF Dallas was successful in retaining 100% of corporate members \* AAF Dallas successfully converted 100% of Ad 2 members who “aged out” to AAF Dallas memberships \* AAF Dallas retained 94% of our individual members*

### **2. AAF Dallas Club Membership Goal achievement:**

#### **Projects and Programs**

**Goal Results:** Drive membership & retention based around cornerstone events like the American Advertising Awards. AAF Dallas focused a key part of our membership drive around the cost advantages of becoming a Corporate member versus paying the non-member entry fees. Utilizing platforms including social, we launched an aggressive campaign over the course of 30 days to draw attention to the Dallas American Advertising Award submission process.

**Achievements:** *From 12 social posts we reached an average of 331 followers per post, a total of 15% of our followers reacted \* 2.8% of our followers created their own stories from our original post \* The post generated 4.2% engagement*

#### **Volunteerism**

**Goal Results:** Mobilize our membership to help give back to the ad community by volunteering their involvement in AAF Dallas events and functions to strengthen their bond with the club & fellow members. AAF Dallas mobilized our membership through volunteer opportunities at events. This would strengthen our members personal connection to the board & our member base. This would increase their likelihood of maintaining membership & advocating peers to join.

**Achievements:** *We maintained a 95% staffing rate at all events \* AAF Dallas enticed members to volunteer at events through free or reduced event rates \* AAF Dallas activated our deep reach within local universities to get student members involved to help with an introduction into the local ad community and further their bond with the club*

#### **Member Feedback**

**Goal Results:** Collected & sorted key demographics on all members during 80% of fundamental points of contact such as when they join, leave, or communicate with the club. AAF Dallas set out on a mission to solicit, collect and sort member feedback to understand our membership base. We did so by consistent communication at our events, interactions and set



## Membership and Development Communication

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touch points. Whenever members connected, our membership team reached out to personally thank them and gather info as to what motivates them to be an AAF member.

**Achievements:** *Successfully Identified and grouped 94% of our current membership according to these archetypes \* Conducted member surveys 100% of the time when members joined or left\* Mapped & Sorted 100% of demo info collected in a database*

### Club Operations

**Goal Results:** Communicated on at least weekly basis with our members utilizing email blasts, social media posts and human to human communication. The board hosted luncheons, happy hours and meetings. The announcements were made via our social outlets to ensure our followers had the details.

**Achievements:** *Of 14 social posts we reached an average of 269 followers per post, including a total of 10.5% reactions. \* 2.9% of our followers created their own stories from our original post. \* Posts generated a 12.9% engagement rate.*

### Communications

**Goal Results:** Increase overall social engagement by developing a content strategy that provides resources, industry news & networking opportunities to advertising professionals within the Dallas area. In order to create engaging organic content for our social channels, the board members worked closely with the creative team to develop evergreen and event focused content that delivered a consistent look and feel to our followers. Additionally, we created a strategic calendar to highlight topics and events to reach our followers monthly. This allowed board members to have more visibility and input into the content creation process. It also gave us the opportunity to speak to topics that are relevant in-between event promotions including industry articles and resources.

**Target Audience:** Current members and prospective members that include client-side marketers and agency employees.

**Distribution System:** Facebook, Twitter, LinkedIn and Instagram.

**Achievements (Exhibit 2):** *Facebook followers: + 12% \* Twitter followers: + 4% \* Instagram followers: +13% \* LinkedIn followers: + 30%*



## Membership and Development Communication

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One of our most popular posts from the last 12 months shows the effect of the changing Dallas Advertising Community.

**Post Stats:** *Story reached 825, 35% of our followers reacted to the post \* Our 4.2% of our followers created stories from the post \* The post generated a 13.5% engagement rate*

### **3. AAF Dallas Club Communication Materials:**

#### **Non-Traditional Advertising Luncheon (Exhibit 3)**

**Goal:** To promote a talk on non-traditional advertising. We took a decidedly non-traditional approach. Thumb-stopping lines like “Ingestible Rich Media Units” touted media moves primed to cause disruption. Panelists discussed memorable campaigns that stood above the noise and brought the brand to the forefront using augmented reality, digital out-of-home smart screens and more.

**Target audience:** AAF Members and the Dallas Advertising Community

**Budget recap:** No budget was used in this endeavor.

**Distribution system:** Marcom brainstormed ideas focusing on breaking down the traditional/antiquated approach to advertising. Moroch produced various assets to promote the luncheon, including static banners, animated banners, and a program with the panel’s bios. Frequent posts to Facebook, Twitter and Instagram were used to promote the event.

**Results achieved:** *Attendance goals were met & exceeded. Over 7 social posts we reached about 269 followers per post, a total of 10.5% reactions. 3.9% of our followers created stories from the post. The post generated 12.9% engagement.*

#### **2020 Advertising Trends Luncheon (Exhibit 4)**

**Goal:** To invite and inform the target audience of the Advertising Trends Luncheon. The event included discussion of topics like connected TV, virtual and augmented reality, and shoppable posts. Moderated by Steve Pacheco, President & CEO of AAF, the audience heard from top industry leaders who shared insights, learnings and predictions for this year.



## Membership and Development Communication

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**Target audience:** Attendees of “2020 Advertising Trends Luncheon” luncheon

**Budget recap:** No budget was needed for this endeavor.

**Distribution system:** A creative brief was written outlining the details, messaging and purpose for the assignment. We wanted to focus on future trends and highlight the panel moderator, Steve Pacheco, President & CEO of AAF National, and other top industry leaders. A “crystal ball” theme emerged, social assets were created & a program was developed.

**Results achieved:** *Over 5 social posts we reached about 290 followers per post, a total of 9.5% of our followers reacted to the post. 2.9% of our followers created stories from our original post. The post generated 10.9% engagement.*

### **Gingerbread House Decorating Contest/Holiday Happy Hour (Exhibit 5)**

**Goal:** The holidays are often filled with abbreviated timelines and unrealistic expectations. So, we hosted a holiday happy hour that you could totally mail in while supporting a good cause, Hunger Busters. Members and non-members were encouraged to sign up a team to build gingerbread houses. And expectations were kept blessedly low. Ho, ho, ho.

**Target audience:** Marketing/advertising professionals in the Dallas area looking to get festive!

**Distribution system:** We didn’t have to go far for creative ideas—a gingerbread house! Since the holidays were in full force, and schedules jam-packed with parties, shopping, & end of year deadlines, a low-pressure event was needed. The messy gingerbread house was perfect. Frequent posts to Facebook, Twitter and Instagram were used for promotion.

**Results achieved:** *With 7 social posts we reached about 269 followers per post, a total of 10.5% of follower reactions. Our 3.9% of our followers created stories from our original post. The post generated a 12.9% engagement rate.*

### **Corporate Membership 1-sheeter (Exhibit 6)**



## Membership and Development Communication

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**Goal:** Corporate memberships are the lifeblood of AAF Dallas. To encourage new members, we sent out a 1-sheeter with the benefits of membership. A quick glance gave potential corporate members all the benefits in an easy-to-digest form.

**Target audience:** Prospective corporate and individual members

**Budget recap:** No costs as the creation of the 1 sheeter

**Distribution system:** With a lot of information to convey in a one-page document, Moroch decided to use icons to call out benefits offered. Sectioning the document into the areas allowed us to break up the copy into intro, benefits, and call-to-action sections. The latter directed companies to a site with additional information & the membership application.

**Results achieved:** *Grew overall membership by 7% from 1611 members in 2018-19 to 1723 members in 2019-20.*

### Club Achievement Book Template (Exhibit 7)

**Goal:** When was the last time you looked at a document template and said, “Whoa, I wish I would have done that!”? We needed to create a document template that was beautiful with simplicity, efficient in its design and uniform in its look.

**Target audience:** All AAF Dallas Board Members

**Budget recap:** No costs were incurred. Moroch created the template for us.

**Distribution system:** In preparation for submitting the Club Achievement Book to AAF in April, AAF Dallas asked Moroch to design a clean, simple and uniform template. It had to be in Google Docs so the various board members and team members could collaborate in the same space. A sample from a different market was provided.

**Results achieved:** *The easy to use template made it possible for our Club Achievement books to feel cohesive. The AAF Board Members could complete each section by simply dropping in the hard work and achievements accomplished*

### D&I Highlight with Flor Leibaschoff (Exhibit 8)

**Goal:** AAF Dallas tapped Flor Leibaschoff, creative director at Lerma, to help educate members about the importance of diversity & inclusion. To create awareness and thought leadership in the field of diversity & inclusion, we drove traffic to our Instagram stories. There, we featured a video highlighting diversity & inclusion dos and don'ts along with insider tips.

**Target audience:** AAF Members and the Dallas advertising community

**Distribution system:** We created a social post to direct followers to check out the Instagram Story with Flor. She spoke about why D&I is more important now than ever. Samples of past posts were provided, & the creative team changed the colors while keeping the look & feel. The familiar look would draw previous viewers to the story. Keeping the duotone & changing colors to ones that haven't been used, we created images that made you wonder what Flor knew & we didn't...

**Results achieved:** *Our social post reached an average of 179 followers per post, a total of 1.2% of our followers reacted to the post. 1.4% of our followers created stories from our original post. The post generated 1.9% engagement.*

### AAF Dallas Appoints Moroch Partners as MARCOM Partner for 2019 Press Release (Exhibit 9)

**Goal:** When AAF Dallas selected Moroch Partners to be their MARCOM partner for 2019, we needed to spread the word.

**Target audience:** AAF members, the Dallas advertising community and all of the Dallas area.

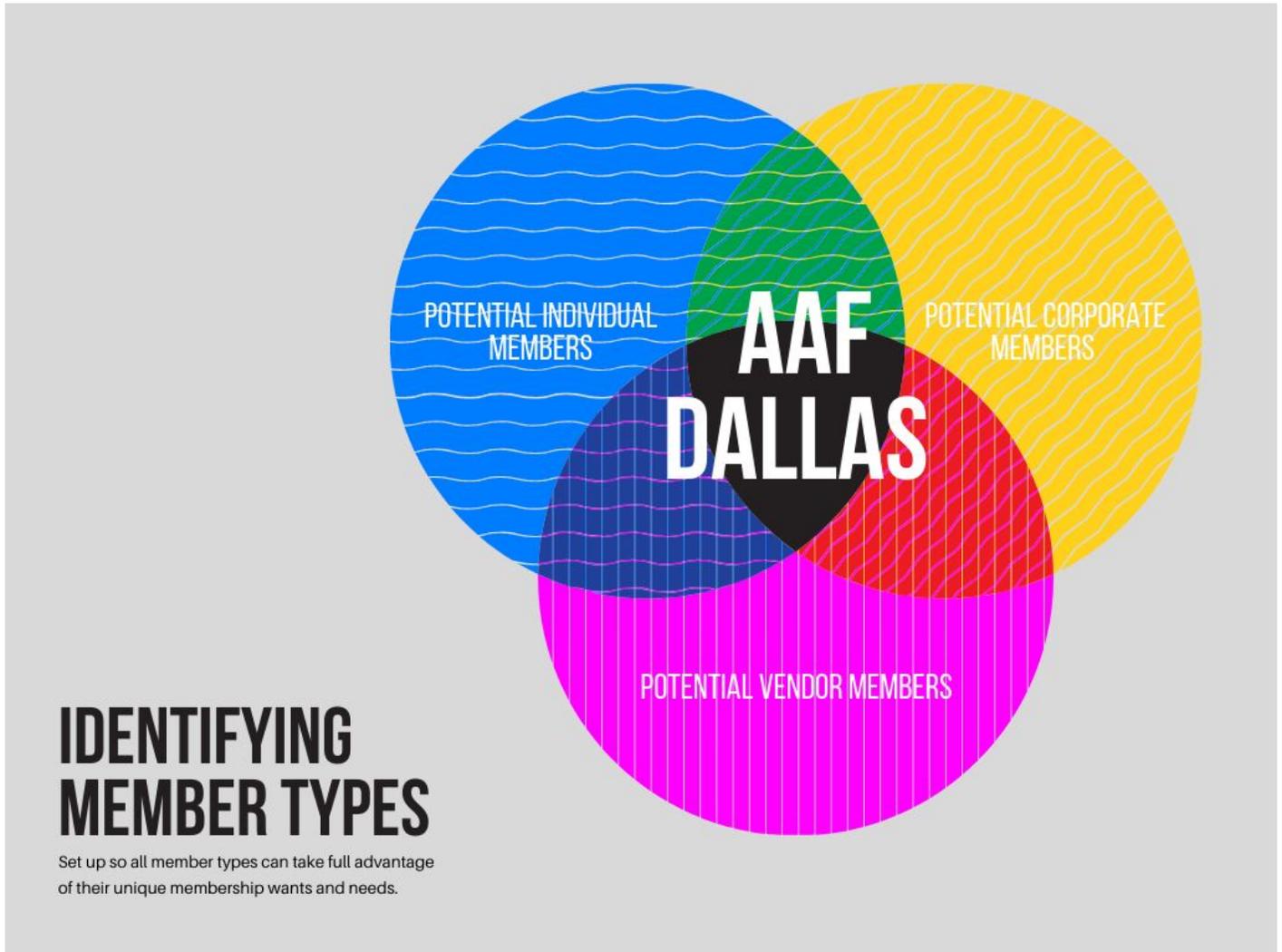
**Budget recap:** No costs. Writing and distribution was done by Marcom partners and distributed by board members.

**Distribution system:** The Moroch team collected quotes from key people involved, including Allison Farris, Executive Director of AAF Dallas, and Matt Powell, CEO of Moroch Partners. A press release was published on October 9, 2019.

**Results achieved:** *With one social post we reached 1,900 interactions. 2.9% of our followers created stories from our original post. The post generated a 9.8% engagement rate.*

## EXHIBITS

### Exhibit 1: Member Archetypes



### Exhibit 2: Selected AAF Dallas Social Media Posts



AAF Dallas via Zoho Social by chris  
10 Oct 2019 04:26 PM

We want to take a moment to recognize TM Advertising for giving 85-years of passion and dedication to the Dallas advertising community, and the industry as a whole.

Their legendary campaigns and creativity have been a source of inspiration to many, and on behalf of the entire Dallas advertising community, we thank the people of TM Advertising.

Read the article by Adweek at <http://bit.ly/2Ock0tF>  
#AAFDallas



Like Comment - 15 2

? *Typos are costly. Read before you commnet!*



AAF Dallas via Zoho Social by chris  
17 Jan 2020 03:00 PM

Love is forever. But our deadlines are not. Don't forget to submit to the Dallas American Advertising Awards, you only have until 5pm today January 17th.  
#addys2020 #addys #AAF #AAFDallas #americanadvertisingawards #advertising



Like Comment - 1

? *Typos are costly. Read before you commnet!*



AAF Dallas via Zoho Social by Farhan Rehmani  
7 Jan 2020 07:00 PM

Creatives are great, but we think everyone deserves to feel the love. Nominate the people who go above and beyond in supporting the creative process for our Suits award.  
#addys2020 #addys #suitawards2020 #suitawards #AAF #AAFDallas #americanadvertisingawards #advertising



Like Comment - 8

? *Typos are costly. Read before you commnet!*

**AAF Dallas** directly via Facebook  
14 Dec 2019 11:15 AM

Thanks for all those who came out Thursday night with your help Hunger Busters will provide over 250 meals for hungry children. Special shoutout to our winners Rosie, Crystal and Angelica.

Hope to see everyone at the 2020 Trends luncheon on 1/21/20 at The House of Blues.



Like Comment 4 1

Typos are costly. Read before you comment!

**AAF Dallas** via Zoho Social by chris  
1 Nov 2019 02:00 PM

Come and help us kick-off the 2020 American Advertising Awards at our launch party, taking place Nov. 13 from 5:30 - 7:00 PM at Dallas' exclusive club, The Network Bar!

Get all the details at <http://bit.ly/323et2e>  
#AAF Dallas #AAFDallasADDYs



Like Comment 8

Typos are costly. Read before you comment!

**AAF Dallas** via Zoho Social by Farhan Rehmani  
7 Jan 2020 03:30 PM

Join us on January 21st for 2020 Trends Luncheon for insights of the upcoming trends in advertising from industry leaders. Get your tickets here -> <http://bit.ly/AAF2020trends>  
#2020trends #AAF #AAFDallas #advertising #advertisingtrends



Like Comment 6 1

Typos are costly. Read before you comment!

**AAF Dallas** via Zoho Social by chris  
6 Sep 2019 02:00 PM

Meet Ashton Gary, the Director of Digital Strategy at the Goodway Group and one of the panelists for the Make a Date with Data Luncheon on Tuesday, Sept. 17.

Register now at <http://bit.ly/2z0bFXG>  
#AAFDallas



Like Comment 4

Typos are costly. Read before you comment!







## Exhibit 5: Gingerbread House Decorating Contest/Holiday Happy Hour



  
**LOW EXPECTATIONS**  
 LOTS OF HOLIDAY SPIRIT

HOLIDAY HAPPY HOUR  
**GINGERBREAD HOUSE DECORATING CONTEST**  
 SLATER'S 80/80 | 2817 GARDENVILLE AVE, DALLAS, TX 75206  
 THURSDAY DECEMBER 12TH, 2019 | 5:30PM  
 PROCEEDS TO BENEFIT HUNGER BUSTERS

PROJECT/VENT NAME	SUBMISSION DATE
Gingerbread House Decorating Contest (Subtle) - Holiday Happy Hour	11/06/19
CONTACT NAME AND EMAIL	DUPLICATE DATE
Angelica Cuampo aacuampo217@gmail.com	11/21/19

Use the information provided in this document to create a campaign, a content calendar, and a social media strategy.

**PROJECT/VENT DESCRIPTION (PLEASE PROVIDE RELEVANT INFORMATION)**

AAF Dallas will be hosting a Gingerbread making contest at this year's Holiday Happy Hour to be held at The Old Mark (tentative). Contest entry fee will be \$30 for a team of up to 3 people and will include supplies and decorations. Members and non-members of AAF are encouraged to sign up their team for the contest. Entry to the happy hour tickets will start at \$5 and with partial proceeds benefiting Hunger Busters.

**PROJECT/VENT DETAILS**

COMPANY | Events/Public Service  
 DATE | Thursday December 12th, 2019  
 TIME | 5:30pm (tentative)  
 LOCATION | Old Mark 2847 N Henderson Ave, Dallas, TX 75206 (Tentative)

**TARGET AUDIENCE WHO ARE WE TALKING TO?**  
 Marketing/advertising professionals in the Dallas area looking to get festive!

**STRATEGIC MESSAGE: WHAT DO YOU WANT US TO ACHIEVE?**

- Gingerbread making contest will happen at our holiday Happy Hour
- Contest entry fee will be \$30 per team (limit 3 people)
- Happy Hour Cover Charge - \$15/person with partial proceeds benefiting Hunger Busters

**PUBLICITY: HOW ARE YOU ADVERTISING THIS PROJECT/VENT?**  
 Social media, website, and PR.

**ADDITIONAL INFORMATION: WHAT ELSE DO WE NEED TO KNOW?**

- Graphic 1 should be informational with gingerbread element in design
- Graphic 2 will be a "bad call" social post encouraging contest sign-up
- Include AAF and ADD logos
- Must be inclusive of all celebrations if holiday iconography is being used

**PLATFORMS TO PROMOTE/POST ABOUT OR LINK TO THE DATA**

Platform	Number of Posts	Number of Likes	Number of Shares
FACEBOOK POST (POSTAL/19)	1	0	0
FACEBOOK POST (POSTAL/20)	2	0	0
INSTAGRAM POST (POSTAL/19)	2	0	0
LINKEDIN POST (POSTAL/19)	0	0	0
LINKEDIN POST (POSTAL/20)	1	0	0
TWITTER POST (POSTAL/19)	0	0	0

AAF Dallas | 12/12/19 | 11/06/19 | 11/21/19 | 11/21/19 | 11/21/19

## Exhibit 6: Corporate Membership 1-sheets



### BENEFITS OF A CORPORATE MEMBERSHIP

**Become a Corporate Member of AAF Dallas Today**

At AAF Dallas, our mission is to elevate the perception of the advertising work done here in Dallas, and we want your agency to be recognized as part of that effort! With over 1500 members, year-round events, and the American Advertising Awards (the ADDYs), we offer more ways to keep you connected, involved, informed and showcase your work than any other club in Dallas.

WHAT ARE THE BENEFITS OF YOUR CORPORATE MEMBERSHIP?

**RECOGNITION**  
We promote our Corporate members on every page of our website with a scrolling banner, and at our events.

**DISCOUNTED TICKETS TO EXCLUSIVE EVENTS:**  
our quarterly luncheons and happy hours, and special events with key influencers and speakers from the Dallas Advertising Community.

Post new opportunities on the **AAF WEBSITE JOB BOARD.**

**DISCOUNTS ON ADDYS ENTRY FEES & TICKETS**  
This typically more than makes up the cost of an annual membership for most agencies.

**SPONSORSHIP OPPORTUNITIES**  
We give our sponsors exclusive opportunities to speak to the attendees at our events.

**RFP** Access to **RFP** requests from local businesses.

Access to **LOCAL & NATIONAL LEGISLATIVE** information in our industry.

As part of our national organization, your agency members can enjoy **DISCOUNTS** on AdWeek and New York Times subscriptions, FedEx shipping, Nationwide Insurance, and Office Depot products.

## READY TO JOIN NOW?

Just go to [AAFDALLAS.ORG/JOIN.PHP](http://AAFDALLAS.ORG/JOIN.PHP) today!

Your AAF membership allows you the opportunity to be connected to something much bigger. AAF is a national organization with over 40,000 members working hard to make a difference in the overall image and viability of the advertising industry. We hope you will join us as part of this amazing organization.

PROJECT/VEHICLE NAME	SUBMISSION DATE
Membership One Pager	9/24/19
Created by/Submitted by	Colin Hayes
Colin Hayes colin@aadallas.org	10/1/19

This form is intended to streamline the submission process to our members. It is not intended to be used as a membership application.

**PROJECT/VEHICLE DESCRIPTION (PLEASE PROVIDE OVERVIEW INFORMATION)**  
One-pager describing benefits of a corporate membership

**PROJECT/VEHICLE DETAILS**

COMMITTEE	info
DATE	[Enter date]
TIME	[Enter time]
LOCATION	[Enter address or online channel/link]
OTHER	

**AGENCY ADDRESS (PLEASE INCLUDE COUNTRY)**  
Prospective corporate and individual members

**STATUS: INTERNAL, WHAT DOES THAT MEAN?**  
Joining AAF benefits your organization and its employees

**PRIORITY: HOW ARE YOU ADVERTISING THIS PROJECT/VEHICLE?**  
[The one-sheeters will be used as leave behinds, email content and/or flyers at events to give a quick snapshot of the benefits an AAF membership offers.]

**ADDITIONAL INFORMATION: WHAT ELSE DO WE NEED TO KNOW?**  
Below is an email template that can be used for copy for the one-pager

Become a Corporate Member of AAF Dallas Today!  
At AAF Dallas, our mission is to elevate the perception of the advertising work done here in Dallas, and we want your agency to be recognized as part of that effort! With over 1500 members, year-round events, and the American Advertising Awards (the ADDYs), we offer more ways to keep you connected, involved, informed and showcase your work than any other club in Dallas.  
What are the benefits of your Corporate membership?  
Recognition - we promote our Corporate members on every page of our website with a scrolling banner, and at our events. We are proud to have just recently relaunched our website, and will be sending out multiple communications to our database of over 2,000 names and agencies, all of whom will be coming to the new site to register for all of our events.  
Discounted tickets to EXCLUSIVE Events - our quarterly luncheons and happy hours, and special events with key influencers and speakers in the Dallas Advertising Community.  
Sponsorship Opportunities - we give our sponsors exclusive opportunities speak to the attendees at our events.  
Discounts on ADDYs entry fees and tickets - this typically more than makes up the cost of an annual membership for most agencies.

AAFDallas | Marketing One-Pager | Photo: Rebecca Sutherland/Blog





## Exhibit 8: D&I Highlight with Flor Leibaschoff



**AAF Dallas** | **D&I HIGHLIGHT: FLOR LEIBASCHOFF** | DATE: \_\_\_\_\_

**creative brief**

DESCRIBE THE EVENT (RELEVANT OVERVIEW INFORMATION)  
*A post for our social channels promoting followers to our IG Story*

WHAT ARE THE EVENT DETAILS? (TIME, DATE, LOCATION...)  
*December 20th, 2023. We will post to IG stories at 12:15. The social posts should go live at 1:00*

WHO ARE WE TALKING TO?  
*Our social media followers*

WHAT IS OUR STRATEGIC MESSAGE? (THE IDEA WE MUST GET ACROSS)  
*Create awareness and thought leadership in the field of diversity and inclusion. We must ask people to go to our IG story*

WHAT ELSE DO I NEED TO KNOW? (ADDITIONAL INFORMATION/NOTES)  
*I will provide headshot so that members can give it the treatment we've been using for this series/event.*

**Copy for posts:**  
 Head over to our IG Story to see what Flor Leibaschoff, creative director at Circulo Creativo has to share about diversity and inclusion. The dos, don'ts and some insider tips as to why D&I is more important now than ever before.

DELIVERABLES (CHECK ALL THAT APPLY) AND SCHEDULE

FACEBOOK COVER (1080x1024):	SNAPCHAT (1080x1920):
FACEBOOK SHARED IMAGE (1200x630): X	EVENT/BYTE (2160x1380 + 1080x1080):
TWITTER HEADLINE (1500x500):	WEB BANNER (2136x290):
TWITTER TIMELINE (1080x510): X	PROJECT SCHEDULE:
INSTAGRAM (1080x1080): X	INITIAL LAYOUTS DUE: 13 DEC
LINKEDIN BANNER (1600x250):	APPROVAL: 16 DEC
LINKEDIN COVER IMAGE (1536x768):	FINAL FILES DUE: 18 DEC
LINKEDIN STATUS UPDATE (980x400): X	

DELIVERY INFO:



## Exhibit 9: AAF Dallas Appoints Moroch Partners as MARCOM Partner for 2019 Press Release



[ABOUT](#) - 
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 [GET INVOLVED](#) - 
 [AD 2](#) - 
 [JOBS](#) - 
 [EDUCATION](#) - 
 [AMERICAN ADVERTISING AWARDS](#)

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**ARTICLE ARCHIVES**

All Current Articles

**ARTICLE CATEGORIES**

- government affairs
- american advertising awards
- Ad 2
- Community News
- Leadership
- Programs
- Shining Stars
- Talent Recognition
- Press Release
- All Current Articles

**ABOUT US**

- History of AAF Dallas
- Board of Directors
- Committees
- Foundation
- News
- Contact

**QUICK LINKS**

- About Us
- Calendar of Events
- Duplicate Trophy Reorders

**ARTICLES**

**AMERICAN ADVERTISING FEDERATION APPOINTS MOROCH PARTNERS AS MARCOM PARTNER FOR 2019**

Posted by chris@longdmagency.com on 10/09/2019 12:00 am / [Community News](#) [Press Release](#)

Dallas, TX (Oct. 2, 2019) - American Advertising Federation (AAF) Dallas, the oldest civic organization in Dallas, is proud to announce it has selected Dallas-based Moroch Partners, a full-service independent marketing and communications agency, as its official MARCOM partner for 2019.

"We're thrilled to be the AAF MARCOM partner this year," said Matt Powell, Chief Executive Officer at Moroch. "This is a great opportunity to showcase what we can do creatively. We're looking forward to seeing the ideas we can bring to the table to enhance the great work the organization is already doing."

In its role as MARCOM partner, Moroch will assist with the branding and the development of marketing communications collateral to promote the organization's upcoming events, including the Quarterly Professional Development Luncheon Series, Shining Stars - Top Women in Dallas Advertising and Dallas Ad Con 2021. Moroch will also provide strategic guidance to increase AAF's corporate memberships, as well as drive local entries for the American Advertising Awards, one of the industry's largest creative competitions and home of the ADDY® Award.

"The amount and variety of entries submitted to the American Advertising Awards give a good pulse on how the industry is doing as a whole and furthers our mission to elevate Dallas' advertising reputation on a national scale," said Allison Farris, Executive Director at AAF Dallas. "When selecting our next MARCOM partner, it was essential that we work with an agency that understands and can support this need. Moroch has a trusted reputation in the industry and has been an ally to AAF for years, making them a natural fit as our MARCOM partner."

Previous MARCOM partners have contributed to various AAF projects, including branding for promotional materials and events including the ADDY's trophy design. Moroch will serve as AAF's MARCOM partner through June 2020. To learn more about AAF Dallas, visit <https://aafdallas.org/>.

**ABOUT MOROCH PARTNERS**

Moroch Partners is a leading full-service, independent marketing and communications agency based in Dallas, with presence in over 30 markets across North America. Built to ignite relationships with brands and consumers at the local level, and do it at a scale. And because of that, their talent, tools, and approach are shaped by looking at the business from the ground up. Moroch clients include McDonald's, Planet Fitness, Six Flags Entertainment Corporation, Altitude Trampoline Park, Disney, Sony, Universal, Make-A-Wish Foundation and Midas, among others. For further information on Moroch and its brands, please visit [moroch.com](http://moroch.com).

**ABOUT AMERICAN ADVERTISING FEDERATION**

AAF Dallas is the oldest civic organization in the Big D and has been the trusted business partner by connecting our corporate members and sponsors since 1908. We are one of the largest AAF chapters in the national network of 200 AAF chapters with our 2,400 (and counting) members. Our working board of volunteers is dedicated to our mission to protect and promote the wellbeing of the advertising industry through our government relationships, to provide thought leadership to our members through innovative programming, to attract top talent by supporting and growing future industry leaders via our Educational Foundation, to foster diversity in advertising, and to honor advertising excellence.

**MEDIA CONTACT:**

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[kbyrd@imoroch.com](mailto:kbyrd@imoroch.com)  
 214-252-1747