AMERICAN ADVERTISING FEDERATION DALLAS

PROGRAMS

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

ABOUT AAF DALLAS

The Dallas chapter of the American Advertising Federation is the oldest civic professional organization in Dallas. We are celebrating our 112th year anniversary in 2020. We are the only association in Dallas which represents all facets of the advertising industry. AAF Dallas and Ad 2 Dallas membership comprises almost 2,000 career-minded professionals interested in supporting the Dallas community.

OUR MISSION

Provide thoughtful leadership by discussing the latest trends in technology, creativity & marketing; protect & promote advertising within all levels of government; honor advertising excellence; support & grow future industry leaders via our educational Foundation; & promote diversity in advertising.

2019-2020 OVERALL PROGRAMS GOALS

AAF Dallas believes our annual programs reflect who we are as an organization. They are an opportunity for us to promote our brand and showcase the values of the American Advertising Federation. The overall goal of the AAF Dallas Programs team is to provide high level professional development from thought leaders and elevate our Dallas' advertising industry. In recent years, our programs have transformed from monthly luncheons , only attended by sales reps, to MUST ATTEND EVENTS! This has driven both corporate and individual memberships and repeat attendance. This year, our events included educational discussions from highly regarded Dallas based experts with diverse backgrounds and experience. The American Advertising Federation serves a large variety of advertising professionals, so we ensured our panel of speakers provided value to our diverse membership. We select each panel to reflect our

diverse membership. This ensures we have perspective from brands, agencies, creatives and vendors to share their expertise, and provide an amazing learning opportunity.

AAF DALLAS 2019-2020 THREE MOST SUCCESSFUL EVENTS

PROGRAM 1A - Food for Thought Luncheon: Make A Date With Data (Exhibit 1.1)

September 19, 2019

Event Details: Data has been a hot topic in the advertising world for years now, and was a strong event for AAF Dallas in 2018. The Programs team decided to create this event again in 2019 to compare YoY trends and hear from industry experts on what's ahead. To prepare our panelists, we held two conference calls so they could informally discuss their areas of expertise ahead of the official event. Topics that bubbled to the top were from marco to hyper-local, consumer-generated to brand proprietary, and everything else in between.

Our panel was moderated by Amber Benson, Executive in Residence at SMU Temerlin Advertising Institute, and 2018 AAF Dallas Shining Star. Our panel of experts included (Exhibit 1.1):

- Hayley Horn, Data Scientist & Strategy, Interstate Battery
- Steve Smith, Chief Operating Officer, Firehouse Agency
- Dama Brown, Southwest Regional Director, Federal Trade Commission
- Ashton Gary, Director of Digital Strategy, Goodway Group

One question that was discussed was, "What's the incentive to protect privacy when regulators aren't willing to take stronger actions?" This was related to the Facebook–Cambridge Analytica data scandal. Another question discussed was, "How has data impacted ROI for brands?"

Our targeted audience was Marketing/Advertising professionals in the Dallas/Fort Worth area. This included those from agencies, direct advertisers, and marketing companies (Exhibit 1.2). To get the word out, we did a social media push across LinkedIn, Facebook, Instagram, and Twitter (Exhibit 1.3).

Our marketing efforts paid off, because we had 101 people attend the luncheon and resulted in a net profit of $2,059 after expenses.

We did not provide a formal feedback mechanism. The panel was clearly well received by our attendees based on the number of questions received during the 50 minute discussion.

PROGRAM 1B - 2020 Trends Luncheon Moderated by Steve Pacheco

January 21, 2020

This panel discussion was our annual State of the Union for advertisers and marketers where our esteemed panelists discussed different hot topics for 2020. More specifically, they did a deep dive into how the advertising industry and job market is changing, customer data privacy/collection, why diversity and inclusion is important, and several other topics to think about for 2020.

We choose top industry leaders in the Dallas metroplex with different backgrounds, but each had a high level of expertise in order for them to share insights, lessons learned, and predictions for the coming year. We were able to include AAF's very own President & CEO, Mr. Steve Pacheco, to be our moderator. We were also able to include the following group of experts (Exhibit 2.1):

- Al Reid, Managing Director, Saatchi & Saatchi
- Pete Lerma, Principal & Founder, Richards/Lerma
- Christie Hoelting, VP of Midwest Sales, Hulu
- Lisa Materazzo, VP of Marketing, Lexus USA
- Cynthia Tenhouse, VP of Marketing , Toyota USA

Some of the questions that were discussed were, “The AAF supports and promotes the importance of Diversity and Inclusion year-round through the important works of the AAF's Mosaic Council. Why is diversity and inclusion important to you and what is your company/agency doing to ensure it is a part of your business model?” and, “How important is it for a company to be transparent about what it does with a customer's private data? What is your POV on states setting their own rules for data privacy/collection? What can advertisers and marketers do to stay ahead of the curve?”.

Our targeted audience was again Marketing/Advertising professionals in the Dallas/Fort Worth area including those from agencies, direct advertisers, and marketing companies (Exhibit 2.2).

To get the word out we partnered with a local agency’s creative team to create attention grabbing social media images that would drive people to register and attend our luncheon. We then did a heavy social media push across LinkedIn, Facebook, Instagram, and Twitter (Exhibit 2.3). For one post on Facebook we targeted Advertising/Marketing professionals in Dallas where agencies and in-house marketing departments are located. There were 4,957 people reached and 63 clicks from the link that went to AAF Dallas’ website, where they could register to attend the event.

We also believe that our marketing efforts paid off because we SOLD OUT the House of Blues. We had 201 people attend the luncheon with 58 more attendees. This constituted a 40.6% increase compared to last year’s Trends luncheon. Additionally, after expenses there was a net profit of $2,385. We received verbal feedback from the panelists and attendees after the luncheon. Cynthia Tenhouse had this to say, “It was super fun and great to be included.” Attendees in the audience said they could have sat there all afternoon and listened to the panelists discuss.

FEATURED PROGRAM 2 - HAPPY HOURS

PROGRAM 2A - American Advertising Awards Kickoff Happy Hour - November 13, 2019

We had two successful happy hours this year as well. The first kicked off the American Advertising Awards. We invited Advertising and Marketing professionals as well as Ad2 Members to network and have a great time at Dallas' newest social club, The Network Bar. There we discussed how to submit creative entries to win an award, and revealed our Must Love Ads theme (Exhibit 3.1)! The American Advertising Awards are the highest attended and oldest program AAF Dallas facilitates. This event is an excellent way to begin promoting the entry season for the awards.

To get the word out, we created a Facebook event invite as well as one on AAF Dallas' website (Exhibit 3.2). We also posted on Facebook and Instagram to invite AAF Dallas Fanpage followers to come to our event (Exhibit 3.3).

On Facebook, we reached 7,300 unique viewers and had 51 event clicks. As a result, the room was packed with 65 attendees at this happy hour.

PROGRAM 2B - Gingerbread Decorating Contest and Mixer - December 12, 2019

The holidays are filled with nerve-racking high expectations. So, AAF Dallas hosted a holiday happy hour for advertising professionals to let off some steam. Attendees put their creative skills to work for charity with all proceeds benefiting Hunger Busters, the Ad2 Dallas Public Service client. Hunger Busters is a Dallas-based charity that focuses on providing a much-needed third meal of the day to food-insecure children in the Dallas Independent School District.

We again used social channels like LinkedIn and Facebook to promote the event, as well as promoting it on the AAF Dallas website (Exhibit 4.1). For Facebook, we again targeted Advertising/Marketing professionals in the Dallas area. From that one post, we reached 1,419 people and saw 21 clicks from the link to the event.

We also used programmatic advertising to reach Media Buyers/Planners, Creative/Art Directors, Account Supervisors, and Account Executives in the Dallas area; serving banner ads promoting the happy hour. There

were over 21,000 impressions served, and 76 clicks from the banner ads linking to AAF Dallas' website. This resulted in a .35% Click-Thru Rate (digital industry standard is .20%).

As a result of these efforts, we saw 30 attendees. Each gingerbread house making team consisted of 3-4 people, while other attendees could buy voting tickets to cast their votes for their favorite house. The amount of creativity from AAF Dallas members and non-members was astronomical (Exhibit 4.2). We had so much fun, the bar staff joined in and used food from their kitchen to design their own house. At the event, there were also representatives from Hunger Busters to accept the proceeds. We were able to raise money for Hunger Busters to provide 250 additional meals.

FEATURED PROGRAM 3 AAF SHINING STARS

May 23, 2019

Our most successful event in 2019 was the third annual Shining Stars Awards which honors top women in Dallas advertising besides the American Advertising Awards Gala. Shining Stars is an awards gala that honors and elevates women who are producing thought-provoking and innovative work, breaking through barriers to create something new, or forging partnerships that drive growth. These women are community leaders, C-Suite Executives, Co-Founders, Executive VPs, Strategic Masterminds, Media Mavens, and more. We invited advertising and marketing professionals in the Dallas community to nominate women who they feel have gone above and beyond in their career. We invited the community to submit their nominations through a free Google Form. Once the nominations concluded, AAF Dallas' Executive Committee selected 25 honorees. The honorees were celebrated at The Bomb Factory in Dallas, a popular event venue in the heart of Dallas (Exhibit 5.1). To further promote the event we created a short blurb about each of the honorees and added their headshot across social media (Exhibit 5.2).

The day of the event, we had 259 attendees including the 25 winning honorees (Exhibit 5.3). The formal event was catered, there was a full bar, a DJ, stage design, a Shining Stars program handed out to each attendee, a

photographer, and even a photobooth (Exhibit 5.4). Even after all of these expenses, the event had a net profit of $14,682!

The feedback received was in the form social media posts where many companies of the Shining Stars mentioned AAF Dallas in their posts while congratulating their Shining Star on being an honoree (Exhibit 5.5).

The Dallas advertising community has embraced this event and looks forward to it each year. We consistently receive requests asking when the next nomination window opens. The 2020 Shining Stars Awards will be held in May 2020. This program has been a catalyst in reaching new leaders and agencies in our city. Since the advent of this program, AAF Dallas' Board of Directors has significantly shifted from a nearly all white male board to a diverse board with over 61% of our board consisting of women.

EXHIBITS

Exhibit 1.1:

Exhibit 1.2:

Exhibit 1.3:

AMERICAN ADVERTISING FEDERATION DALLAS
9.17.2019
11:30AM-1:00PM
HOUSE OF BLUES
DALLAS
MAKE A
DATE
WITH
DATA
FOOD FOR THOUGHT LUNCHEON
AAF Dallas
· August 14, 2019 ·
We live in a data-driven world — from big data to hyper-local, consumer-generated to brand proprietary. We're talking about all of it at our September Food for Thought Luncheon on Tuesday, Sept. 17. Don't miss out! Head to 👉 http://bit.ly/2z0bFXG to register now! #AAFDallas
11
4 Shares
Like
Comment
Share
Write a comment...

AAF Dallas
492 followers
1mo

We live in a data-driven world — from big data to hyper-local, consumer-generated to brand proprietary. We're talking about all of it at our September Food for Thought Luncheon on Tuesday, Sept. 17. Don't miss out! He ...see more

10 · 1 Comment

Like Comment Share

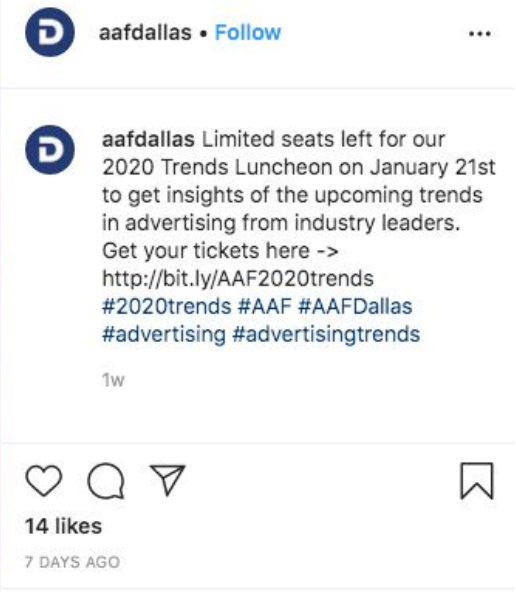
AAF Dallas @AAFDallas · Aug 19
We live in a #data driven world — from big to hyper-local. We're talking about all of it at our September Food for Thought Luncheon on Tuesday, Sept. 17.
Don't miss out, head to bit.ly/2z0bFXG to register now! #AAFDallas
FOOD FOR THOUGHT LUNCHEON
MAKE A DATE WITH DATA
AMERICAN ADVERTISING FEDERATION DALLAS
9.17.2019
11:30AM-1:00PM
HOUSE OF BLUES DALLAS
3
2

Exhibit 2.1:

Exhibit 2.2:

Exhibit 2.3:

THE FUTURE IS 2020
AMERICAN ADVERTISING FEDERATION DALLAS
Moderated by:
Steve Pacheco President & CEO of AAF
Experts:
Al Reid Managing Director, Saatchi & Saatchi
Pete Lerma Principal & Founder, Richards/Lerma
Christie Hoelting VP of Midwest Sales, Hulu
Lisa Matterazzo VP of Marketing, Lexus USA
Cynthia Tenhouse VP of Marketing, Toyota USA
1.21.2020 11:30 to 1:00pm House of Blues, 2200 N Lamar St, Dallas, TX 75202


aafdallas • Follow
aafdallas Limited seats left for our 2020 Trends Luncheon on January 21st to get insights of the upcoming trends in advertising from industry leaders. Get your tickets here -> http://bit.ly/AAF2020trends #2020trends #AAF #AAFDallas #advertising #advertisingtrends
1w
14 likes
7 DAYS AGO

AAF Dallas
January 7 at 3:30 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
THE FUTURE IS 2020
AMERICAN ADVERTISING FEDERATION DALLAS
Moderated by:
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Pete Lerma Principal & Founder, Richards/Lerma
Christie Hoelting VP of Midwest Sales, Hulu
Lisa Matterazzo VP of Marketing, Lexus USA
Cynthia Tenhouse VP of Marketing, Toyota USA
1.21.2020 11:30 to 1:00pm House of Blues, 2200 N Lamar St, Dallas, TX 75202
You, Farhan Rehmani, Chris Degenaars and 3 others
1 Share

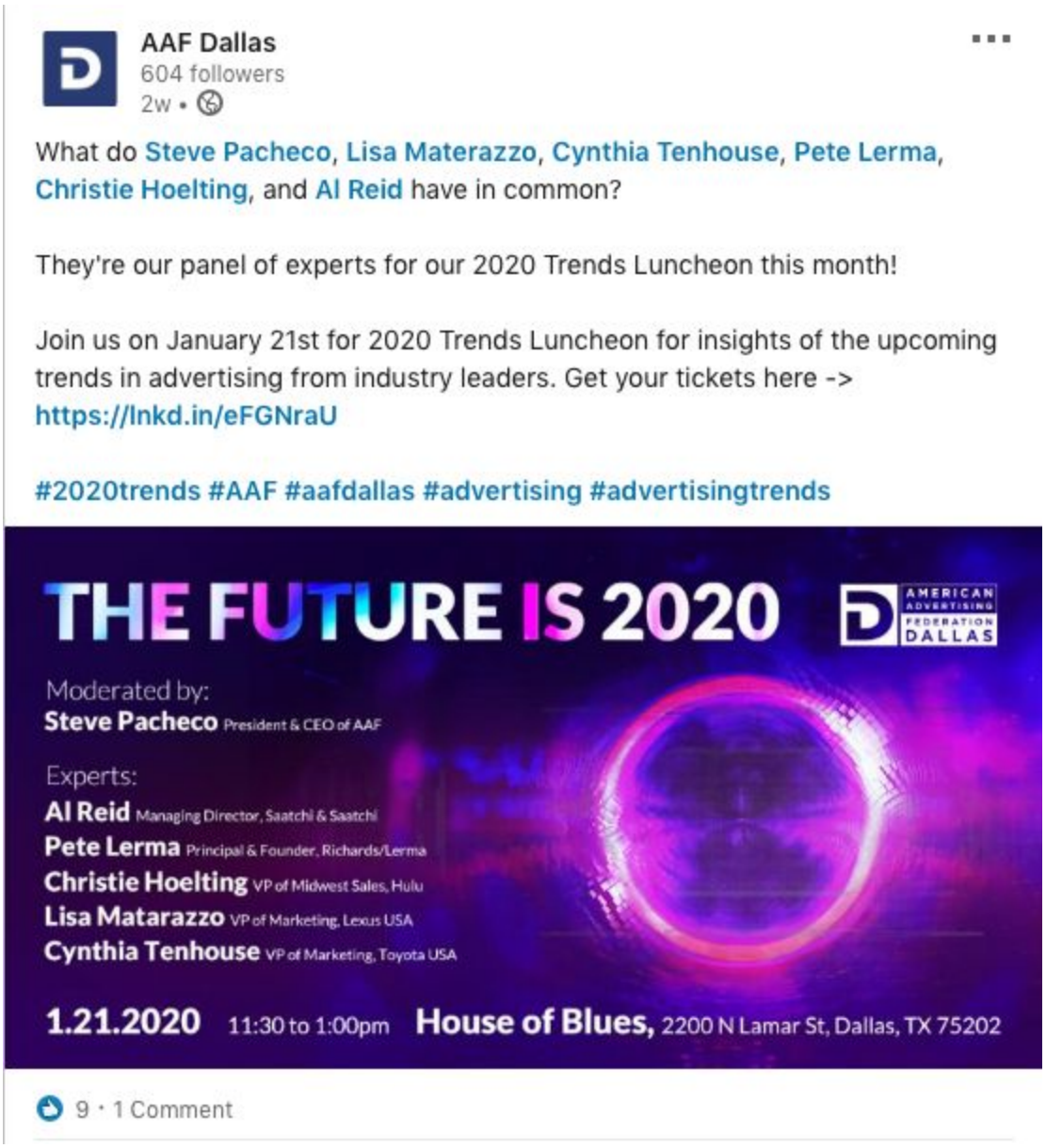
AAF Dallas
604 followers
1w •

Only a few seats left for our 2020 Trends Luncheon on January 21st to get insights of the upcoming trends in advertising from industry leaders.

Get your tickets here -> https://lnkd.in/eFGNraU

#2020trends #AAF #AAFDallas #advertising #advertisingtrends

4


AAF Dallas
604 followers
2w •
What do Steve Pacheco, Lisa Materazzo, Cynthia Tenhouse, Pete Lerma, Christie Hoelting, and Al Reid have in common?
They're our panel of experts for our 2020 Trends Luncheon this month!
Join us on January 21st for 2020 Trends Luncheon for insights of the upcoming trends in advertising from industry leaders. Get your tickets here -> https://lnkd.in/eFGNraU
#2020trends #AAF #aafdallas #advertising #advertisingtrends
THE FUTURE IS 2020
AMERICAN ADVERTISING FEDERATION DALLAS
Moderated by:
Steve Pacheco President & CEO of AAF
Experts:
Al Reid Managing Director, Saatchi & Saatchi
Pete Lerma Principal & Founder, Richards/Lerma
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Cynthia Tenhouse VP of Marketing, Toyota USA
1.21.2020 11:30 to 1:00pm House of Blues, 2200 N Lamar St, Dallas, TX 75202
9 · 1 Comment

Exhibit 3.1:

Must Love Ads
FARHAN REHMANI - President
American Advertising Federation Dallas

Exhibit 3.2:

NOV
13

AAF Dallas - American Advertising Awards Kickoff Happy Hour

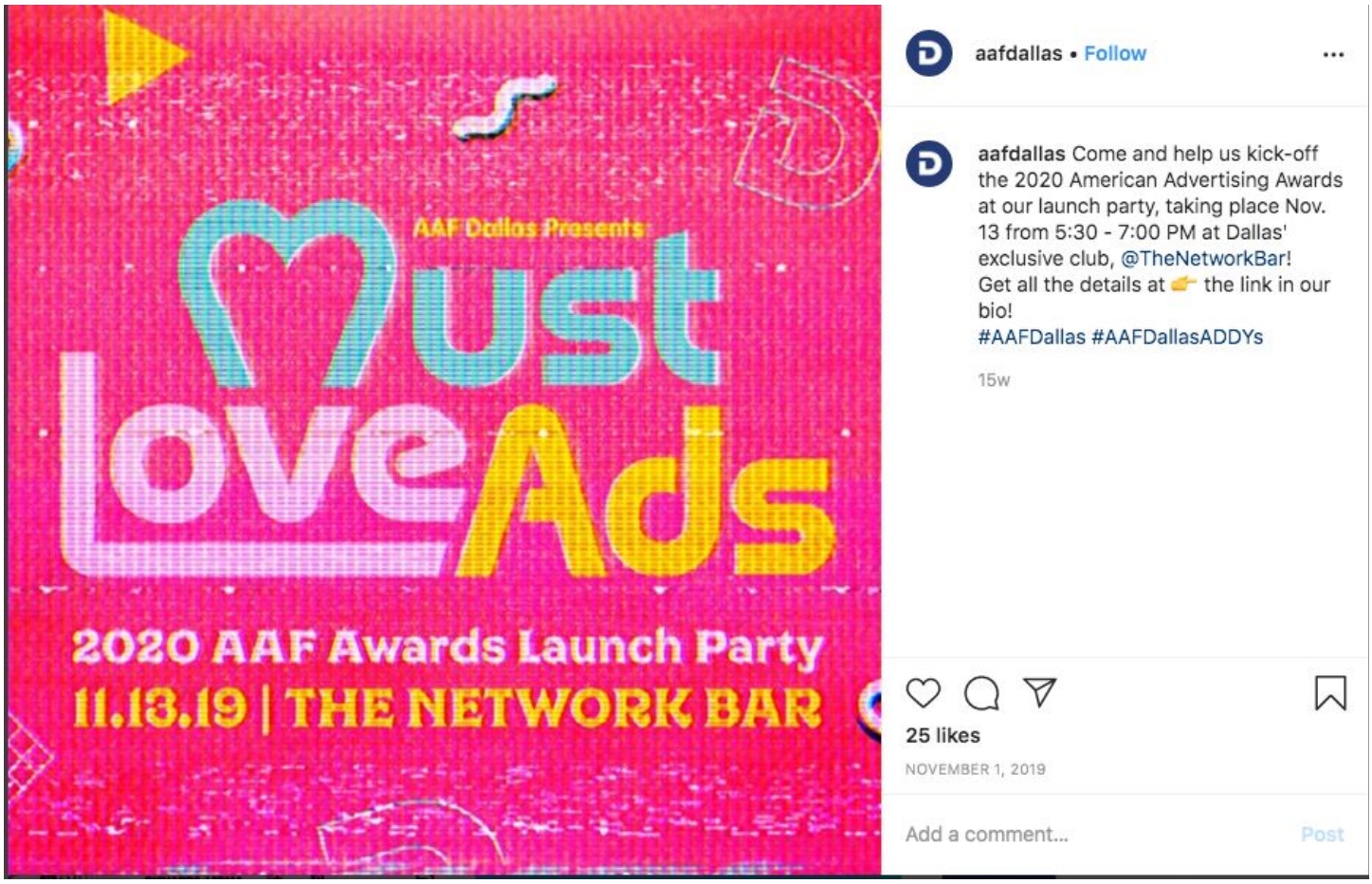
Public · Hosted by AAF Dallas and The Network Bar

✓ Going ▾ ···

Wednesday, November 13, 2019 at 5:30 PM – 7:30 PM
about 2 months ago

The Network Bar
331 Singleton Blvd, Dallas, Texas 75212 Show Map

Exhibit 3.3:


AAF Dallas Presents
Must Love Ads
2020 AAF Awards Launch Party
11.13.19 | THE NETWORK BAR
aafdallas • Follow
aafdallas 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, @TheNetworkBar! Get all the details at 👉 the link in our bio!
#AAFDallas #AAFDallasADDYs
15w
25 likes
NOVEMBER 1, 2019
Add a comment...
Post

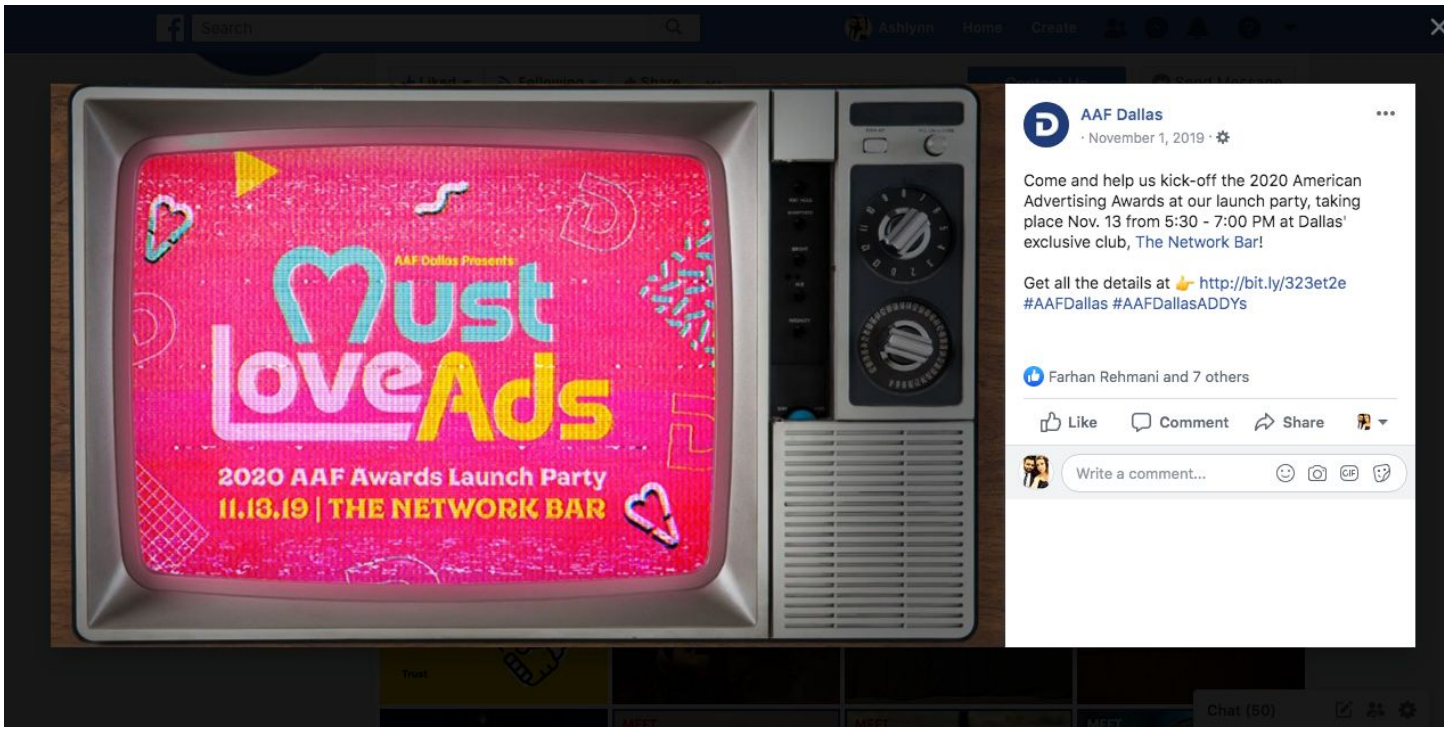

AAF Dallas Presents
Must Love Ads
2020 AAF Awards Launch Party
11.13.19 | THE NETWORK BAR
AAF Dallas
· November 1, 2019 ·
Come and help us kick-off the 2020 American Advertising Awards at our launch party, taking place Nov. 13 from 5:30 - 7:00 PM at Dallas' exclusive club, The Network Bar!
Get all the details at http://bit.ly/323et2e
#AAFDallas #AAFDallasADDYs
Farhan Rehmani and 7 others
Like
Comment
Share
Write a comment...

Exhibit 4.1:

LOW EXPECTATIONS
LOTS OF HOLIDAY SPIRIT
HOLIDAY HAPPY HOUR
GINGERBREAD HOUSE DECORATING CONTEST
ENRIQUE TOMÁS | 2822 N HENDERSON AVE, DALLAS, TX 75206
THURSDAY DECEMBER 12TH, 2019 | 5:30PM
PROCEEDS TO BENEFIT HUNGER BUSTERS
AAF Dallas
· November 22, 2019 ·
Like
Comment
Write a comment...

Do you want to build a Gingerbread House!? Gather your fellow elves and compete in this year's Gingerbread House Decorating Contest happening during the Happy Hour! It's time for friendly gatherings, jingling bells, and lots and lots of holiday "spirits"! AAF Dallas, Ad 2 Dallas, and Circulo Creativo join forces for our first ever Public Service Happy Hour benefitting Hunger Busters.

AAF Dallas
626 followers
2mo •

Networking, holiday fun, and helping others! Please join me at AAF Dallas' happy hour next week! Only $5 for entry!
#networking #fun #aafdallas #advertising #marketing #aaf #gingerbreadhouse

Angelica Ocampo • 1st
Brand Story Thinker at Strategar
2mo •

Would love to see all your merry faces at our next AAF Dallas happy hour happening next week (12/12)! We're still accepting gingerbread house decorating contestants - click below to sign up!

Just want to jingle-mingle? No worries, you're $5 donation to our Hunger Busters charity gets your first drink free!

See y'all there!!

Event details in link below:
https://lnkd.in/eK_ZRku

Exhibit 4.2:

TEAM BEY CHALET

FELIZ

Exhibit 5.1:

AAF Dallas is celebrating the 3rd annual Shining Stars awards program which honors top women in Dallas advertising. In 2017, we launched our AAF Dallas Shining Stars program to celebrate amazing women doing amazing things in Dallas advertising. Inspired after attending the Southwest Advertising Hall of Fame event, we googled "top women in Dallas advertising" and the result was "The 10 Most Beautiful Women in Dallas" instead of finding women who are producing thought-provoking and innovative work, breaking through barriers to create something new, or forging partnerships that drive growth. We believe *ambition, work ethic, creativity, and leadership* are qualities to celebrate and elevate. We believe when you get 25 incredible women in a room, great things happen. We believe it's time that the nation recognizes our city as the talented advertising market that we are...and so the AAF Dallas Shining Star program lives on. See last year's group here.

Exhibit 5.2:

AAF Dallas
· May 17, 2019 ·
Please help us in congratulating Krista McCrimmon with Johnson & Sekin as a 2019 recipient of the AAF Dallas Shining Stars Award! We'll be honoring Krista and 24 other women on May 23 at The Bomb Factory. See our website for more details.
Krista Mcrimmon is a Creative Director/Writer at Johnson & Sekin, a Dallas-based branding agency. After 15 years in the industry working with clients tiny, gigantic and everywhere in between, she's learned that her professional passion is helping rebrand companies in need of a new or refreshed image due to growth, flux or crisis. A parenting businesswoman with two young boys, you can find her on LinkedIn, Instagram and Zoloft.
118
47 Comments
4 Shares
Like
Comment
Attach a photo or video
Write a comment...
GIF

aafdallas • Follow
aafdallas Please help us in congratulating Amanda Guerra Cook, Amanda Abrams, Allison Burzlaff, and Alayna Oram, as 2019 recipients of the AAF Dallas Shining Stars Award! We'll be honoring them along with 24 other women on May 23 at The Bomb Factory. See the link in bio for more details.
39w
37 likes
MAY 13, 2019

Exhibit 5.3:

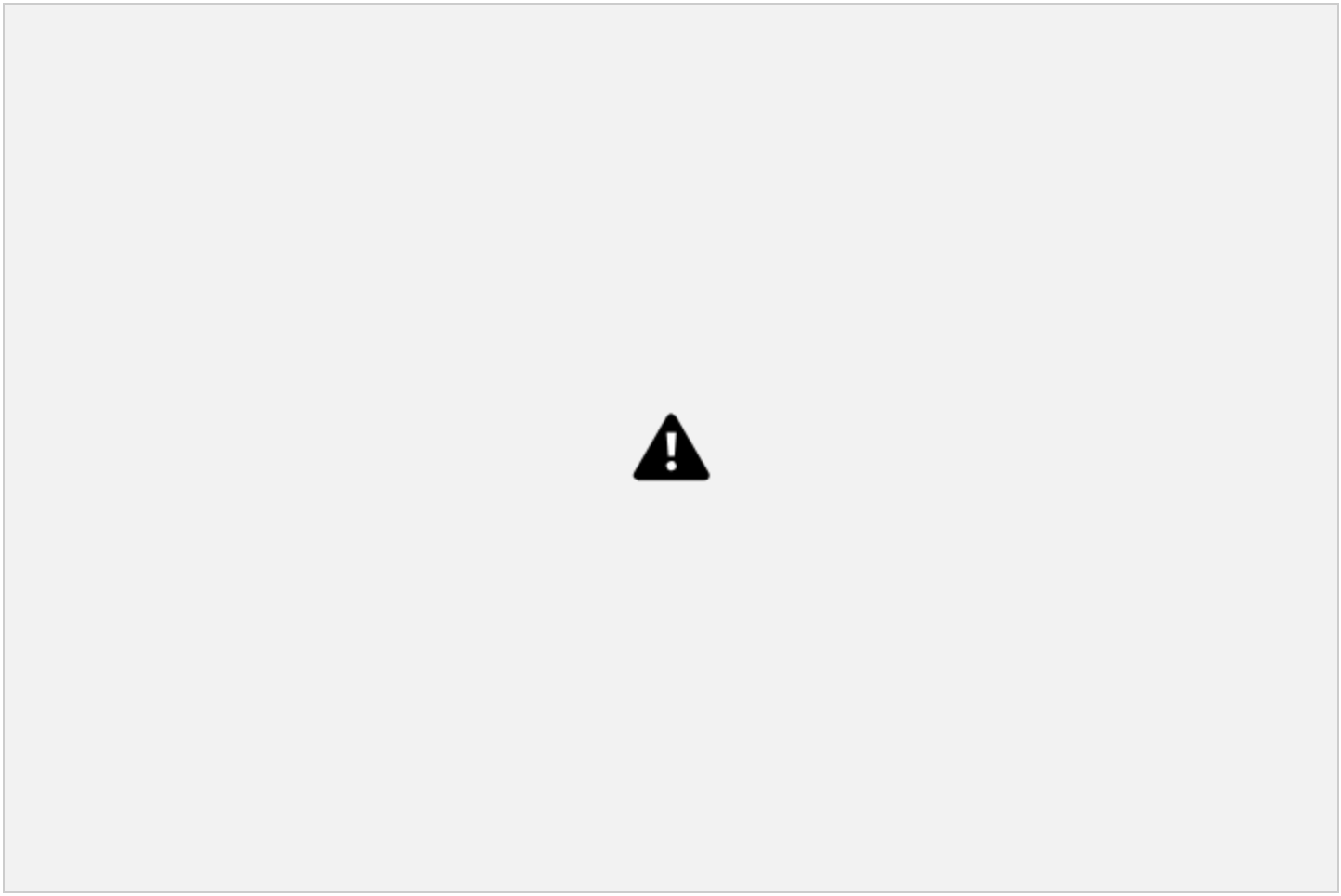
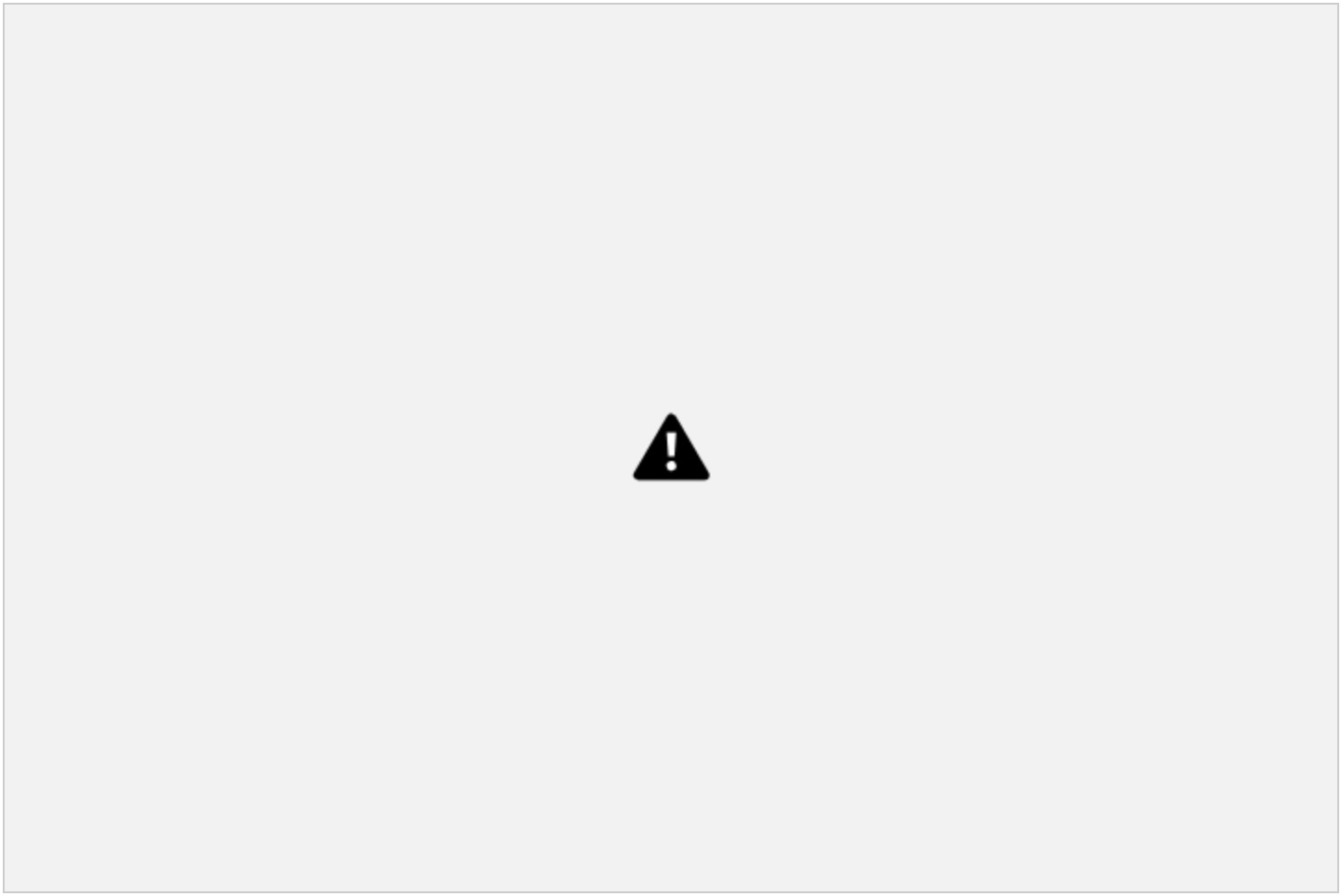
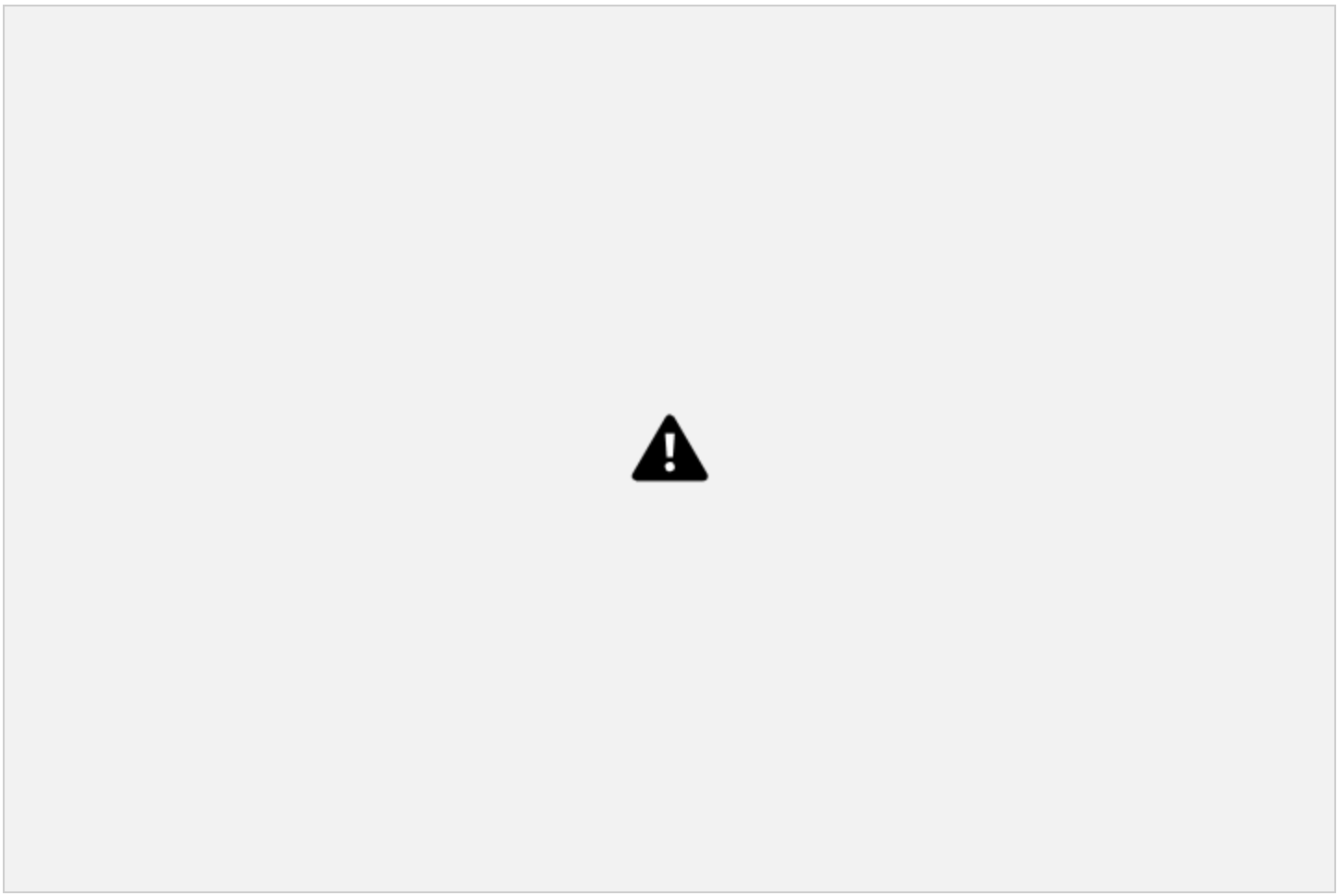
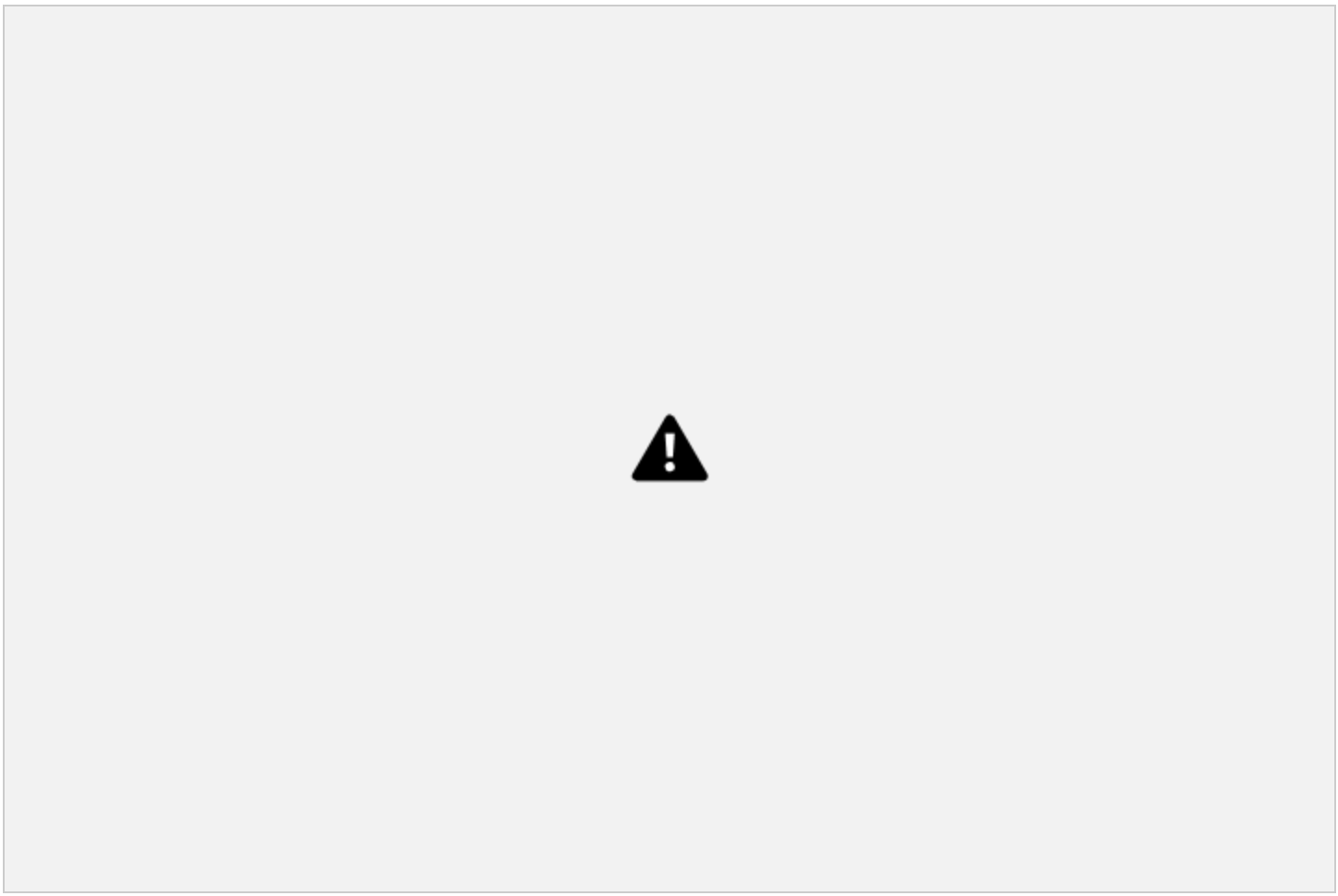


Exhibit 5.4:







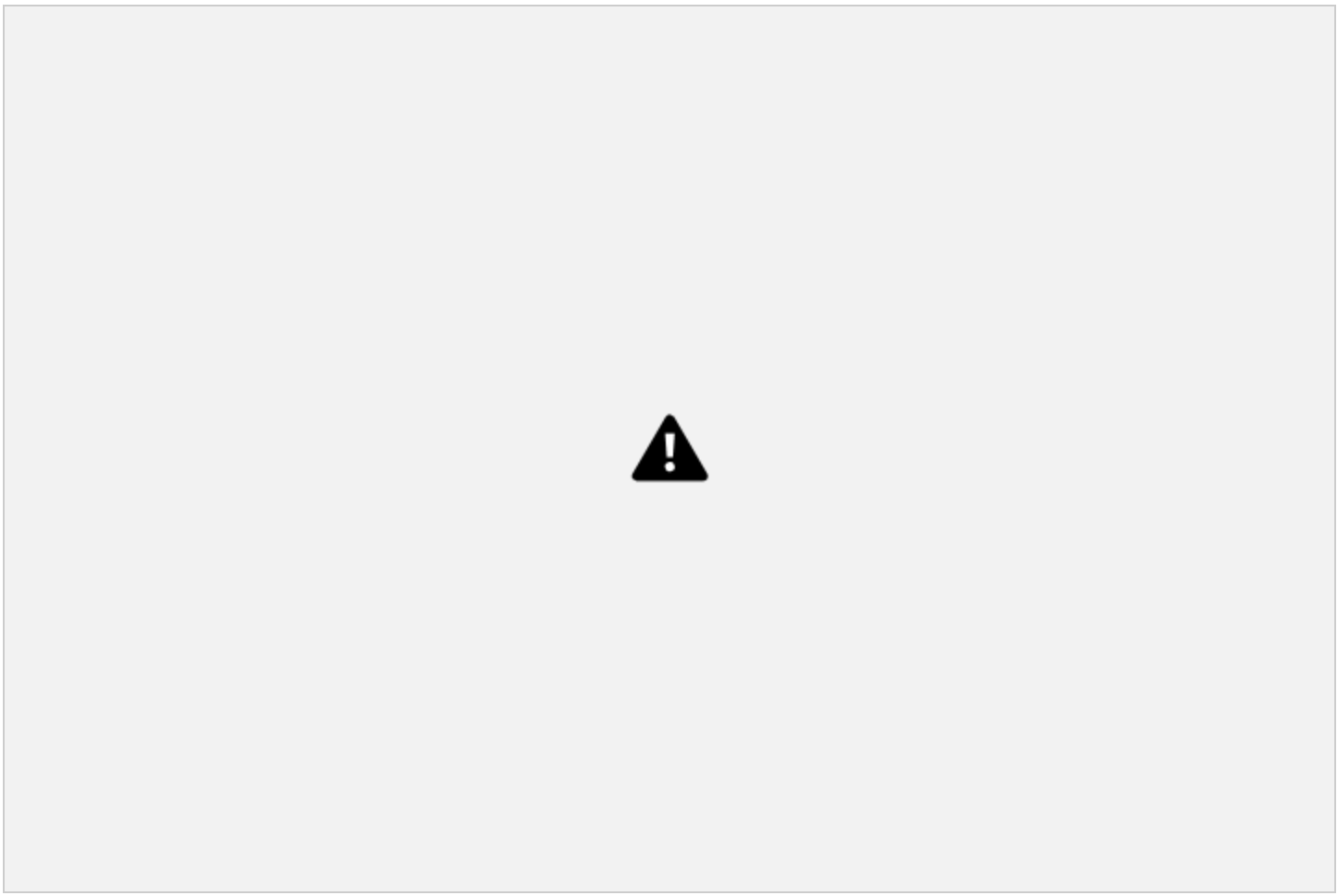


Exhibit 5.5:

Johnson & Sekin
2 hrs ·

Congratulations to CD Krista McCrimmon on being named to the 2019 class of AAF Dallas "Shining Stars" - recognizing the top women in Dallas advertising.

Hilary Watson, Allison Farris and 48 others 9 Comments

Like Comment Share

Spire Agency shared a post — with Kimberly Tyner.
April 12 at 8:41 AM ·

A huge congratulations to our Partner and Chief Creative Officer Kimberly Tyner on being named one of the 2019 AAF Dallas Shining Stars, honoring the Top 25 Women in Dallas Advertising!

Anyone who's worked with Kimberly knows her genuine passion and enthusiasm for elevating brands and her kind heart makes just about anything possible. The Spire Agency team couldn't be more proud of their creative chief.

AAF Dallas
Nonprofit Organization

Send Message

AAF Dallas
April 11 at 1:26 PM ·

Congratulations to the top 25 women in Dallas advertising! We'll be honoring the following women at our AAF Dallas Shining Stars presented by SMU Advertising on...
See More

AAF Dallas, Susan Adkins Gray, Dena Shehab and 20 others — 7 Comments 4 Shares

Like · Comment · Share

PRODU Publicidad
Just now ·

Like as Your Page

Paloma Fuentes de Richards/Lerma destaca en el top 25 mujeres en publicidad de la AAF Dallas 👏
👏

La confianza que tenga una compañía sobre el talento del personal es vital para promover una mayor participación femenina en puestos de liderazgo

http://ow.ly/PyTp30orhxm

See Translation

Like Comment Share