

## 2019-2020 National Club Achievement Competition

*Category of Entry: Programs*

### INTRODUCTION

The 2019-2020 year, for Ad 2 Dallas, is focused on engaging and growing our membership, as well as increasing profits and attendance numbers by 10 percent. We plan to elevate our events by providing new venues, a larger audience, and more relevant topics to attract a more diverse audience.

Our Goals for 2019 will be executed through the following annual and special events:

- Special Event: 32 Under 32 - Increase event attendance to help fill the elevated venue by pushing to increase nominee entries to exceed 100.
- Annual Event: Level Up Your Digital Marketing - Increase the attendance of our events by making them more inclusive for all Dallas marketing experts.
- Annual Event: No Filter: Unfolding Workplace Bias - Increase the diversity of our events by making them more inclusive for all Dallas marketing experts.
- Annual Event: Government Relations State “Day on the Hill” - To ensure we are advocating on behalf of the Dallas market on the state level bringing awareness back of legislative changes

### Special Event: 32 Under 32

**Event Details:** In the third year of our 32 Under 32 event, Ad 2 Dallas secured the House of Blues as the venue, which allowed for more tables and general admission sales, as well as sponsorships. We promoted heavily on social media using the same branding from prior years to achieve a cohesive look. We also increased our nominations (exhibit 1&2) and then selected a diverse group of winners, which allowed us to increase attendance and gain more corporate sponsors and members.

**Target Audience:** The target audience of 32 Under 32 was advertising professionals under the age of 32 in all disciplines of advertising. This year we engaged more industries by branching out to local public relations and marketing agencies, with a focus on outreach to our corporate sponsorships/members. Our

nominees and selected recipients came from small and large-sized agencies and corporations such as Pizza Hut and Pandora (Exhibit 3). We noticed a substantial increase in attendance/nominations by promoting on social media and by having members and previous nominees spread the word. We also received nominations for people across roles in the advertising world such as human resources/recruiting, account services, art directors, designers, social media, and traditional and digital marketing.

**Method of Promotion:** We promoted 32 Under 32 through a variety of channels by expanding on our marketing communications team's creative assets. We posted on Facebook 11 times over twelve weeks for an overall engagement rate of 9% (Exhibit 4). We sent 13 total emails utilizing Ad 2 Dallas's and AAF Dallas's email lists reaching an all-time high of members. On Instagram, we posted 9 times and created multiple stories to increase engagement and reach more followers. We also had board members share on their personal social media accounts and had them reach out to others to share and submit nominations. We utilized our strong AAF chapter to share on their social accounts which helped us to extend our reach to an audience that isn't Ad 2 members but would know great people in the advertising community to nominate. This led to a 167% increase in nominations (Exhibits 1&2) which allowed us to sell out our larger venue and increase sales and sponsorships overall.

**Attendance:** Over the last three years, we have steadily increased attendance and popularity of the event which allowed us to rent a bigger event venue this year - The House of Blues. Due to increased promotion, we sold out the tables that were allocated for the space. Due to the bigger event venue we had 248 total attendees which was a 29% increase from year one.

**Results:** Our 2019 32 Under 32 event led to an all-time high profit of \$14,258.06 which was a 450% increase from year one allowing us to surpass our goal of an increase in profits and attendance (Exhibit 2). Once nominees were selected we reached out to their employers to have them sponsor tables which allowed us to secure more corporate and agency sponsors than ever before. We exceeded the nomination goal we set for ourselves at the beginning of planning by 36% which led to an increase in nominations by

167% from year one to year three (Exhibits 1&2). 32 Under 32 was a highly successful event for Ad 2 Dallas and was the best out of the three years of the event so far. We sold 32 tables, 29 sponsorships and secured corporate sponsors for drinks and music. We received 136 nominations (Exhibit 1) which increased our nomination numbers by 167% from year one to year three (Exhibit 1&2s) due to increased/more frequent/on time social media and word of mouth. We even got to award one of our Executive Board members, Kendall Mason, with an 32 Under 32 award (Exhibit 5).

Overall, our strong promotion helped us to increase nominations which lead to higher sponsorship and table sales to fill our larger venue and to increase profits year over year.

### **Annual Event: Level Up Your Digital Marketing**

**Event Details:** Level Up Your Digital marketing educated the public about how digital marketing can elevate the brands they work on and provided ideas to innovate brands with digital forward-thinking. We brought Richard Lerma's client, Avocados from Mexico, to highlight this goal. The topic of discussion was "Level Up your Digital Marketing with Avocados from Mexico", from keynote speaker, Ivonne Kinser: Senior Director, Head of Digital Marketing at Avocados from Mexico (Exhibit 7). We brought light to the great work that Richards Lerma has done for Avocados from Mexico and how they have paved the way for digital advertising in the general and Hispanic markets.

**Target Audience:** Professionals and Students hoping to learn more about the digital marketing space.

**Strategy:** For promotion, we pushed posts throughout our social channels to draw in recent grads and professionals (Exhibit 6). We sent out an Ad 2 email blast as well to our own personal networks. We were able to get SMU to sponsor our event which drew in a lot of younger students.

**Results:** We secured a venue at Moroch Partners, one of our corporate membership partners, which decreased our venue expenses to zero. Raising Cane's Chicken Fingers donated food and drinks to the event which decreased our food and drink expenses for the event (Exhibit 8). 69.5% of the attendees were

non-members and there were approximately 46 people in attendance (Exhibit 9). We decreased our expenses by approximately \$500. This decrease contributed to us not only hitting our profit goal but we also were able to profit \$905.54 which was 479.3% more profit than last year. (Exhibit 10)

Overall, securing a large venue with a top Dallas agency, bringing in respected digital marketers from the Dallas advertising community, and increasing our promotions on social media allowed us to put on a fun, relevant event, which led to an increase in attendance from previous Level Up events.

### **Annual Event: No Filter: Unfolding Workplace Bias**

**Event Details:** “No Filter: Unfolding Workplace Bias” gathered four speakers that spoke on topics such as age, gender, racial, and disability biases that occur in the workplace, as a follow-up to last year’s event.

The guest speakers (Exhibit 11) were chosen from agencies and well-known companies in the Dallas market such as Johnson & Sekin, Beauty Bio, TracyLocke, and BBB-NCTX. The event featured an unfiltered fireside-chat style discussion that was interactive between our panelists and audience. We sold 22 tickets overall, a 50% increase from last year. This increase was due in part to heightened social marketing and word of mouth. We also secured corporate sponsors (Exhibit 12) such as Texas Ale Project as well as Raising Cane's Chicken Fingers, who donated drinks and a raffle prize. Through the accountability of a diverse group of speakers, we had an increase of attendees as far as job backgrounds, ethnicity, and age groups.

**Target Audience:** Professionals and students of all groups and ages. (Exhibit 13)

**Strategy:** Upon exploring past Ad 2 Dallas events and tapping into our own professional experiences, we realized there was a need for uncovering bias that marginalized individuals face in the workplace. After reflecting on personal moments in which we could have benefitted from someone simply being an ally, we decided that our initiative would be a great way to educate others on how they can do just that. In order to promote this event, we posted flyers for the event to social media (Instagram, Facebook) with

pricing and a link to purchase tickets. We also highlighted each speaker (Exhibit 14) in separate posts leading up to the event, so our followers could get a taste of who they would be hearing at the event.

During the event itself, we highlighted past and upcoming events to garner more membership interest and actively recruit new members into the organization. We also were able to post on the story a live play by play of the night's events.

**Execution:** We were able to get four speakers that would speak on their own experiences regarding LGBTQ+, race, gender, and ability biases in the workplace. Moreover, the fireside chat-style really enabled us to delve deeper into the intersectionality of identities in relation to the biases discussed. For example, while Jordan Rhyne initially gave us his perspective on LGBTQ+ biases, as the conversation became more intimate, he was able to share how his race in combination with his sexual orientation is another factor that is often reflected in the way he navigates his work life. As for the location of our event, SPM Communications was gracious enough to let us use their offices as a venue. (Exhibit 15)

**Results:** Through this event, we provided education on prominent topics concerning the diversification of our industry in both a focused and intersectional perspective. Through a distributed survey, we report that 22 of the attendants found this forum enlightening and said that it broadened their perspective of bias in the workplace. We were able to generate a total audience of 22 and attracted representation from individuals who identified personally with at least one of the biases discussed. We also raised \$205 in revenue, resulting in \$105 in total profit.

Overall, we created an event that covered a new, but extremely relevant, topic for the Dallas advertising community, and through our promotion efforts, led to an increase in attendance.

### **Annual Event: State Day on the Hill**

**Overview:** Ad 2 Dallas has always had a goal to stay aware and ahead of

topics when elected officials want to take action, whether it is to benefit or hinder the advertising industry. Our focus is to provide education for all board members to establish the groundwork for future grassroots influence in the Dallas political arena. Ad 2 Dallas as a three-pronged approach to how we handle awareness of government policies that could affect our careers and members:

1. Advocate - By protecting and promoting all levels of government through grassroots activities at a state and federal level.
2. Build Awareness - By hosting events such as happy hours that promote government resources, Educational sessions with key AAF members that have been involved with local politics, creating partnerships with leading organizations focused on politics and the advertising, & providing beneficial information for board members to take action and encourage engagement with their own representatives based on zip codes.
3. Educate - By providing relevant information to elected officials about how self-regulation is more beneficial than government commissions interfering; as well as looping in members by providing easy to read and clear call-to-action communications that are parallel to Ad 2 Dallas' efforts.

**Event Details:** This year, 9 members of Ad 2 & AAF Texas chapters - 5 from Ad 2 & AAF Dallas-gathered at the Texas Broadcast Association to launch a grassroots initiative that encourages board members and industry leaders to participate in building relationships with our government officials. By educating board members on how accessible their state legislators are, Ad2 hopes to make an impact on all issues facing our industry. This was a change from previous years where we focused on a local event - Typically a happy hour - to promote overall awareness and encourage engagement with local representatives.

**Audience:** 14 Texas State Representatives and Senators serving on committees that address advertising legislation.

**Strategy:** Ad2 Dallas wants board members that have a stake in the industry through employment or ownership to advocate on their own behalf.

**Execution:** Our activists introduced members who educated legislators and their staffs on how advertising generates sales and jobs in Texas. Ad2 Dallas explained how advertising is essential to the U.S. economy and should remain a deductible business cost. Our activists also introduced the American Advertising Federation as the unified voice of the advertising industry nationwide. Members also demonstrated how AAF supports national privacy standards.

**Results:** Ad2 Dallas and other chapters developed key contacts with state legislative offices. Our efforts laid the groundwork for a second State Day on the Hill to take place during the 2021 legislative session. This event will feature lawmakers, regulators, and industry partners working to develop policies that reflect the interests of consumers and innovators.

**Conclusion:**

The 2019 - 2020 year was a highly successful program year for the Dallas Ad 2 chapter. We achieved our goal of increasing attendance and profits by 10%. We put on our 3rd annual 32 Under 32 event which was our best yet - increasing profits by 450% and selling out our largest venue to date. We put on an education and diversity event that focused on relevant topics in the Dallas market which helped to increase attendance and attract new members.

Exhibit 1: 32 Under 32 nomination numbers

	Nominee's Name					
	B	C	D	E	F	G
1	Nominee's Name	Nominee's Email	Nominee's Phone Nun	Nominee Number	Nominee's Title	Nominee's Employer
127	Erika Long	elong352@gmail.com	832-513-8399	28	Account Executive	Belo & Co
128	Erika Long	erika.long@beloandco.com	(832) 5138399	28	Account Manager	Belo & Co
129	Jimmy Asa	jimmyasa@nctx.bbb.org	214-740-0303	38	Director of Ad Review	BBB NCTX
130	Jimmy Asa	JimmyAsa@nctx.bbb.org	214-803-8463	38	Director of Ad Review	BBB
131	Jimmy Asa	JimmyAsa@nctx.bbb.org	+1 (214) 803-8463	38	Director of Ad Review	BBB
132	Chris Collins	chris.collins@atkpin.com	214-250-8928	20	Editor	ATK PLN
133	Aaron Howard	aaron@aaronhowardmedia.com	239-298-6050	1	Owner	Aaron Howard Media
134	Katie Wilson	katie.wilson@9thwonder.com	214-828-6122	45	Account Director	9thWonder
135	Mari Cobb	mcobb@270b.com	870-995-3891	55	Account Director	270B

Exhibit 2: 32 Under 32 Nominations and Profit increase

<b>Nominations</b>				
			Exceeded Nominations goal by:	36
2017/2018 to 2018/2019	49.02%			36.00%
2018/2019 to 2019/2020	78.95%			
2017/2018 to 2019/2020	166.67%			
<b>Profit</b>				
2017/2018 to 2018/2019	65.18%			
2018/2019 to 2019/2020	233.28%			
2017/2018 to 2019/2020	450.50%			

Exhibit 3: Pizza Hut Award Winner and team



Exhibit 4: 32 under 32 social metrics

SOCIAL METRICS								
Post:	Date Posted:	People Reached:	Engagement:	Engagement Rate:	Likes:	Comments:	Shares:	Screenshot:
Event - Facebook	08/15/2019	147	3	2.04%		5	0	0
1st Call Nominations - Facebook	08/15/2019	1117	106	9.49%		11	0	7
Honorees Announcement - Facebook	09/11/2019	14537	4129	28.40%		115	34	61
Last Call Nominations - Facebook	09/06/2019	813	37	4.55%		6	0	4
2nd Call Nominations - Facebook	09/03/2019	559	36	6.44%		5	0	4
Nomination Companies - Facebook	08/27/2019	661	63	9.53%		18	0	4
Shia GIF - Facebook	08/23/2019	499	44	8.82%		6	0	3
Sponsorships - Facebook	09/12/2019	273	11	4.03%		3	0	1
				<b>9.16%</b>				

Exhibit 5: Ad 2 Dallas Executive Board at 32 Under 32



Exhibit 6: Ivonne Kinser



<https://www.linkedin.com/in/ivonnekinser/>

Exhibit 7: Level Up Facebook Event

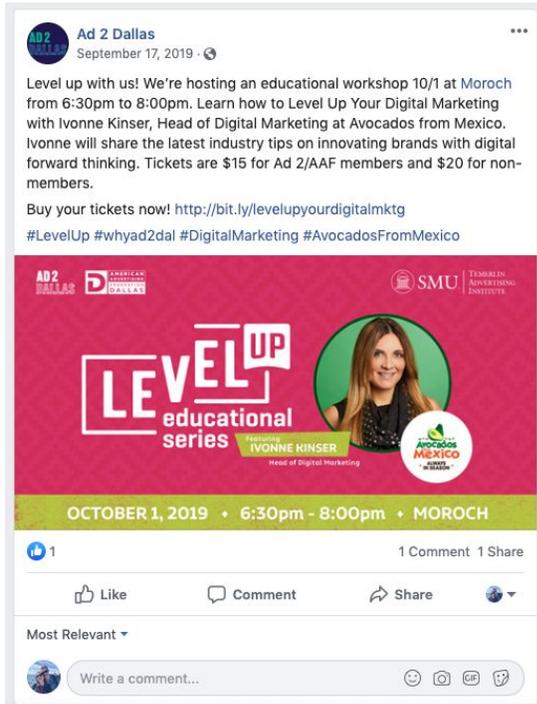


Exhibit 8: Raising Canes Food



Exhibit 9: Level Up picture from the event



Exhibit 10: Level Up ticket sales

### Event Dashboard 2018

Find Attendees →

<p>Completed Congratulations on completing your event!</p>	<p>40 Tickets Sold / 200</p> <p>20%</p> <p>■ Paid   ■ Free</p>	
<p>Net sales</p> <p>No sales in the last 30 days <a href="#">View all data</a></p>	<p>Net sales ⓘ <b>\$188.93</b></p> <p>Tickets sold <b>40</b></p> <p>Add-ons sold <b>0</b></p> <p>Page views <b>438</b></p>	<p>Your payout <b>\$0.00</b></p> <p>Your payout will be issued 5 days after the event is over.</p> <p>EFT: AAF Dallas, Chase, XXXXX6235 (USD, United States)</p> <p><a href="#">Update your payout settings</a></p> <p>You're collecting payments with: Eventbrite Payment Processing</p>

Exhibit 11: No Filter Panelists



Exhibit 12: Food/Drink for No Filter



Exhibit 13:



Exhibit 14:



Exhibit 15:

