



AAF Hawaii: 2021-2022 Membership Development & Communications

Introduction

The 2021-2022 year has been very similar to last year due to the ongoing pandemic and restrictions here in Hawaii. Hawaii was faced with gathering restraints, large event space closures and strict social distancing measures both indoors and outdoors. Taking this into consideration, we really had to think creatively when it came to recruitment, retention and involvement with our membership, making sure the benefits were worthwhile to all.

Our goals for the 2021-2022 year were:

1. Maintain our membership count by focusing on building our corporate membership
2. Create valuable virtual and in-person events (when possible) to retain 75% of members
3. Communicate all programs to members and survey our membership for engagement and involvement

Goal 1: Maintain our membership count by focusing on building our corporate membership.

Program 1: Discount Program

Overview: Last year from May 1, 2020 - April 30, 2021 all of our membership price levels were half-off. An individual member went from \$150 to \$75, a Gold corporate member went from \$1,000 to \$500, Silver from \$500 to \$250, and Bronze from \$350 to \$175. We did not continue with it after April because everything was opening back up and people were feeling more comfortable in-person. However, things took a turn quickly and Hawaii was right back where we started with restrictions in place once again starting July 1, 2021 when our new fiscal year began. We then made the decision to bring the discount program back, and whoever had become a member during the two months that we did not have it, were given a refund.

Objective: Continue to create an incentive to potential members given the economic situation.

Program 2: Refresh and update our Corporate Membership packages (Exhibit 5, 6)

Overview: Due to the inability to hold in-person events, we created new benefits to the AAF Hawaii membership. We did so by 1) recognizing all levels of our corporate members on our website and emails by having the logos of the Gold and Bronze members and the silver members, their name only categorized by their membership level. This provided exposure of our corporate members to our advertising community. 2) Gold members were given the opportunity to be a sponsor of an event of choice. 3) All corporate members were given one free Ad 2 Hawaii membership, which AAF Hawaii paid for to support our sister club and to perpetuate Hawaii's strong culture of cultivating our young advertising professionals. 4) Provided free entrees to our Pele Awards (Gold members - 3, Bronze members - 2, Silver members - 1).

Communications: This year our membership had a 3-person team where each of us had a role in communications. James Sereno took the lead in pitching to local advertising agencies using the new graphic flier we created which incorporated our discount program and new benefits. The membership team also decided to purchase special AAF Hawaii tote bags as an added incentive to bring to agency pitches, so we are kept top of mind (Exhibit 8). Alysha Komenaka was in charge of communicating with the agency contact once the agency had signed up - making sure all individuals' contact information was received to be input in our database for benefits purposes. YongChae Song did a great job ensuring our corporate members were receiving the benefits they were promised throughout the year, such as being a "sponsor" for an event and getting their logo on communications and collateral (Exhibit 7).

Goal 1 Results: At the beginning of the fiscal year we started with 58 members, 13 being a part of a corporate membership. We ended up with 78 members, 12 being a part of a corporate membership, increasing our overall membership by 34%. We included the number of employees able to receive benefits under one corporate membership in our final membership total.

Although we did not retain all of our previous corporate memberships, we did gain new ones. We were able to obtain one of Hawaii's largest advertising agencies as a corporate member - MVNP, who hasn't been a member in the last couple years. Also, because of the continued discount and added benefits for corporate

members, we were able to upsell and upgrade 2 corporate memberships from a lower to higher level - Kinetic Productions went from Bronze to Gold and Wall to Wall went from Bronze to Silver.

Goal 2: Create valuable virtual and in-person events (when possible) to retain 75% of members.

Program 1: Mulligan's Island Golf Clinic Event (Exhibit 15)

Overview: AAF Hawaii held its first and only in-person event on October 9, 2021 where golfers of all skill levels could join and network with like-minded industry leaders. At the event, AAF Hawaii partnered with First Tee Hawaii, a prominent non-profit organization in Hawaii whose goal is to help develop young golfer's skill and love of golf. Steven Small from First Tee Hawaii facilitated putting, chipping and iron swing tips clinics. Then, attendees were able to put into play what they learned with a game of 9-hole at the Royal Kunia Golf Club. We also added an element of excitement by doing a raffle prize drawing for a chance to win restaurant certificates donated by Pacific Media Group, a local radio station company.

Objective: To create an outdoor, in-person networking event to re-energize our current membership and build excitement around the association, despite the restrictions the pandemic has brought.

Communications: the following communication channels were used to promote the event

- RSVP eblast: 500 recipients, 38% opens, 8% clicks
- Reminder eblast: 501 recipients, 36% opens, 7% clicks
- Social media: 199 accounts reached, 22 profile clicks, 23 content engagements (likes, shares, saves)

Program 2: A Creative Convo with Jeremy Wirth Event (Exhibit 17)

Overview: This educational program was held on November 17, 2021 over Zoom. The world is ever changing and evolving...what does that mean to our industry? The creative convo with Jeremy Wirth, Group Creative Director at Anomaly LA offered insights and perspective on advertising. Jeremy was named one of Ad Week's Creative 100 and has experience working on some of the biggest brands in the world like Apple, Nat Geo, Sonos and Call of Duty.

Objective: Because everything in Hawaii has become virtual during this time, we wanted to create a valuable, unique virtual event that our current members would be interested in with someone big in the

industry that they could “meet.” One pro to having Zoom events is that we were able to connect with a speaker not just from Hawaii, which is what we’ve always wanted to do, pre-pandemic.

Communications: the following communication channels were used to promote the event

- RSVP eblast: 491 recipients, 36% opens, 7% clicks
- Social media: 149 accounts reached, 3 profile clicks, 19 content engagements (likes, shares, saves)

Goal 2 Results: Overall, we ended up renewing 43 members this year which is 74% retention, just shy of 1% to our goal.

The Golf Clinic ended up having a total of 9 attendees. The Jeremy Wirth Zoom event had a total of 22 attendees consisting of 19 AAF Hawaii or Ad 2 Hawaii members and 3 non-members.

Goal 3: Communicate all programs to members and survey our membership for engagement and involvement.

Program 1: Effectively communicate the various virtual and in-person events held

Overview: This year, we continued offering a steady clip of mostly virtual events to keep members engaged and connected. Along with our signature annual events, we introduced a new in-person networking event when COVID limitations started lifting.

Objective: Promote AAF Hawaii events through various channels, communicating the benefits of membership and creating a space for the local advertising community to stay connected in a safe and fun way.

Communication: Our communications team was tasked with developing new graphics for most of our events and the email and social media campaigns to promote them.

Results: Our calendar of events show the schedule that we followed (Exhibit 1), including

- ABCs of JOBS (Exhibit 2) email campaign spanned two different messages. The first save the date email was delivered to 448 recipients with a 29% open rate. The second email with an RSVP call to action was delivered to 468 recipients with a 32% open rate. On Instagram, we introduced our panel participants via dedicated posts that featured mini bios to pique interest. The series of posts reached

at most 335 people and achieved at most 46 engagements. Our event announcement on Facebook had 5 engagements.

- AdMonth (Exhibit 3) included an email campaign that spanned across 9 messages promoting the month of events and dedicated emails for each.
 - Calendar of Events (Exhibit 3) email reached 468 recipients with a 28% open rate. Instagram reached 217 accounts and received 16 engagements.
 - SAG Influencer Agreement (Exhibit 3A) email reached 486 recipients with a 32% open rate. Instagram reached 210 accounts and garnered 25 engagements and 27 profile clicks.
 - Baker-E (Exhibit 3B) email reached 468 recipients with a 33% open rate. A reminder email received a 30% open rate. Instagram reached 226 accounts and achieved 22 engagements and 5 profile clicks.
 - Anthology 99 Problems but a drink ain't one (Exhibit 3C) email reached 467 recipients with a 31% open rate. Instagram reached 278 accounts and received 27 engagements with 17 profile clicks.
 - Wall-to-Wall "Wall of Fortune" email (Exhibit 3E) was delivered to 463 recipients with a 28% open rate. A reminder email received a 26% open rate. Instagram reached 202 accounts with 24 engagements and 11 profile clicks.
 - Meet the Pele Judges (Exhibit 3G) email reached 463 recipients with a 30% open rate. Instagram reached 287 accounts with 20 engagements.
- Shining Star & Professional Scholarship (Exhibit 9) Our annual Shining Star Scholarship and Professional Scholarship recipients via email and social media. The announcement email was delivered to 463 recipients with a 35% open rate. On Instagram, we announced the recipients through three dedicated posts at most reaching 429 accounts and receiving 58 engagements and 19 profile clicks.
- EAT for AAF (exhibit 11) now in its second year of partnering with a local restaurant with a portion of sales benefitting AAF was sent to 459 recipients and garnered a 30% open rate. On Instagram we announced the fundraiser with an initial post that reached 312 accounts and received 33 engagements

plus 9 profile clicks. As reminders, we asked board members to post stories of them and their families taking part in the fundraiser and enjoying the delicious food which we shared via the AAF account.

- A Brave New Production World (Exhibit 12) email reached 509 recipients and achieved a 59% open rate. A reminder email received a 45% open rate. The Instagram post reached 393 recipients, receiving 49 engagements and 13 profile clicks.
- New Board Installation (Exhibit 13) was shared on Instagram, reaching 494 accounts and garnering 81 engagements and 13 profile clicks.
- Best of the West Media Awards (Exhibit 14) call for entries was communicated through three emails: 507 recipients, 34% open rate; 502 recipients, 36% open rate; and 500 recipients, 36% open rate. We posted two Instagram posts at most reaching 249 accounts, 20 engagements and 4 profile clicks.
- Mulligan's Island (Exhibit 15) in-person networking event was announced via email to 503 recipients and a 38% open rate. A reminder email received a 36% open rate. On Instagram, the announcement post reached 199 accounts and received 23 engagements and 22 profile clicks. The post-event Instagram post included photos from the event along with a video announcing the raffle winner. The post reached 417 accounts with 44 engagements and 11 profile clicks.
- Brand Bash (Exhibit 16) Along with branded save the date Instagram posts, we wanted to generate buzz by posting a photo from last year's event showing that costumes can still be fun in a virtual setting. The series of Instagram posts reached at most 202 accounts and received 30 engagements and 3 profile clicks. Our email campaign included two messages delivered to nearly 500 recipients with a 46% and 34% open rate.
- Professional Scholarship (Exhibit 10) call for entries was announced via email to 499 recipients with a 32% open rate. Our Instagram post reached 229 accounts, received 128 video views, 22 engagements and 1 profile click. To make the scholarship more approachable, both emails and the social post included a video testimony of the previous year's recipient explaining how she was able to use the scholarship funds to attend an AI Marketing course from Cornell University.

- A Creative Convo with Jeremy Wirth (Exhibit 17) was promoted via email to 495 recipients and a 36% open rate. The Instagram post reached 149 accounts and received 19 engagements and 3 profile clicks.
- Member Survey (Exhibit 4) This year, we wanted to gauge members' interest in the types of events they hoped to see from AAF, especially as we started to emerge from the pandemic and could consider in-person events. We asked members to take a short survey via an email to 492 recipients and a 53% open rate. The Instagram post reached 140 accounts and received 10 engagements and 1 profile click.
- Holiday Hui Fundraiser (Exhibit 18) Our holiday fundraiser email was sent to 491 recipients and received a 40% open rate. On Instagram, we reached 114 accounts, and received 13 engagements and 2 profile clicks.
- Very Merry Kahala Mall Ticket Fundraiser (Exhibit 19) This was the first year we participated in Kahala Mall's Very Merry Ticket fundraiser. We sold tickets to be used for shopping and dining discounts via an email that went to 490 recipients and received a 55% open rate.
- Virtual AdMania (Exhibit 21) was announced via email to 489 recipients with a 41% open rate. We sent a second reminder email to 487 recipients and a 41% open rate. The Instagram post reached 144 accounts with 10 engagements and 7 profile clicks.
- The Quarterly Brief Newsletter (Exhibit 22) received a fresh, new look and was sent to 484 recipients and achieved a 37% open rate.

Program 2: Membership Survey (Exhibit 4)

Overview: The membership survey was given out to our email database of current and potential members.

Objective: We wanted to see what kind of programs, especially virtual ones, would interest our membership during these times, what kind of in-person events people would feel comfortable attending, what time of day events would be best held, favorite event from 2020-2021, what we can do improve membership experiences, what members like most and least about their current membership, if the membership fee is reasonable and if they would recommend AAF Hawaii to someone.

Communication: Members were asked to complete the Member Survey through a Mailchimp email campaign and social media.

Results:

- Eblast: 492 recipients; 53% open rate, 5% clicks
- Social media: 140 accounts reached, 1 profile click and 10 engagements (likes, shares, saves)

Program 3: Quarterly Newsletter - The Quarterly Brief (Exhibit 22)

Overview: This year the newsletter was redesigned to align with the new AAF national branding and to simplify its overall format, making it easier for members to stay up-to-date with AAF Hawaii and local industry news. The simplified format also allowed for more members of the Communications Committee to produce each newsletter, creating efficiencies and setting the team up to successfully manage future sends.

Objective: The goal of the *Quarterly Brief* is to keep members updated on the latest information regarding the organization, our events, their fellow members, participating agency members and local industry news.

Communication: Our *Quarterly Brief* is sent to our distribution list via MailChimp. Content from the *Quarterly Brief* is shared through our other owned channels including our social media profiles and website.

Results: The Quarterly Brief was sent out in February 2022 to 484 recipients and achieved an open rate of 37% and Click Rate of 2%.

Conclusion: Our goal this year was to maintain our membership count. However, we are happy to say that we ended up increasing our membership by 34% due to the upgraded benefits to our corporate membership packages and including all employees under one corporate membership as part of our final count. Although we did not hit our 75% retention goal, we were just shy by 1%, leaving us at 74%. We feel that the Jeremy Wirth event was definitely a hit in showing we can still provide valuable events even if virtual. Our membership survey findings and utilization of all digital communication channels helped us to keep our membership involved and happy, which we too are ultimately satisfied with how this past year ended up, despite the strict regulations here in Hawaii.



EXHIBIT 1: Master Calendar

AAF Hawaii Events 3/10/21 to 4/1/22			
DATE	EVENT NAME	Description	Eventbrite/ Attendance
April 15, 2021	ABC's of JOBS	Panel for college students, how to get that first job	57
May 1, 2021	May is AD MONTH!	Advertising workshops and special events all month-long	149
July 17, 2021	AAF Hawaii Board Installation	New board installation event held at JPG Hawaii	--
July 25, 2021	AAF Hawaii - Board Retreat	Meet new board members, review & planning for the year	--
Sept 15, 2021	Brave New (Production) World	Panel discussion on broadcast production during the pandemic	31
Oct 9, 2021	Mulligan's Island: A Golf Clinic	Step away from advertising, have fun, learn to golf	9
Oct 14-16, 2021	Western Regional Conference (Las Vegas)	Noah attended for AAF Hawaii. Event was streamed via social.	--
Oct 27, 2021	Brand Bash (Virtual)	Ad-themed Halloween costume event (cancelled, low response)	0
Nov 17, 2021	A Creative Conversation with Jeremy Wirth	Creative director special guest speaker via zoom	22
Dec 1, 2021	Holiday Hui (AAF, Ad 2, PRSA, AMA, AIGA, SME)	Multi-club fundraiser for AccessSurf (Hui means group)	--
Jan 16, 2022	AAF Hawaii - Mid-year Retreat	Board regroup, insights, evaluations, succession planning	--
Feb 9, 2022	AdMania Trivia Night (Virtual)	Advertising trivia team competition with Jail/Bail	5 teams
March 1, 2022	Pele Awards + Ad Person of the Year Nominations	Send out communications to our members	--
March 31, 2022	Shining Star / Professional Scholarships	Applications accepted through 3/31/22 extension	--



AAF HAWAII

EVENTS JOBS CONTACT

SAVE THE DATE

ABCs of JOBS

AAF HAWAII & AIGA HNL PROUDLY PRESENT

CALLING ALL STUDENTS & RECENT GRADS

Mark your calendars for a special online event featuring guest panelists from our local advertising and design industries.

This annual event is presented by AAF Hawaii and AIGA Honolulu to assist graduating college students with tips and insights on how to land their first job in advertising and design during these unprecedented times.

This is one of our most popular annual events, so be sure to keep an eye out for the RSVP link when we release it. We'll also be announcing our panelists in the coming weeks, so follow us on Instagram, @aafhawaii.

Save the date. This is an event you won't want to miss.

ABCs of JOBS

THU, APR 15, 2021 | 6:00 PM | FREE ONLINE EVENT

FOLLOW US

AAF HAWAII

EVENTS JOBS CONTACT

RSVP NOW

ABCs of JOBS

AAF HAWAII & AIGA HNL PROUDLY PRESENT

THU, APR 15, 2021 | 6:00 PM | FREE & ONLINE

GET YOUR TICKETS TO ABCs of JOBS NOW!

Don't sleep on this special online event featuring guest panelists from our local advertising and design industries. We're talking to you college upperclassmen and recent grads!

2021 ABCs of JOBS Panelists

Malcolm Bailey
MVNR, Senior Copywriter

Jess Kusunoki
ER Marketing, VP of Client Strategy

Noah Tom
Kernel by Spectrum Reach, Regional Production Director

Alissa Masutani
Wall-to-Wall Studios, Designer

Michael Choe
Hawaiian Electric, Digital Communications & Social Media Specialist

This annual event is presented by AAF Hawaii and AIGA Honolulu to assist graduating college students with tips and insights on how to land their first job in advertising and design during these unprecedented times.

This is one of our most popular annual events, so be sure to secure your ticket ASAP. Want to learn more about our panelists? Follow us on Instagram, @aafhawaii, we'll be sharing more about them there.

What are you waiting for? RSVP now!

RSVP

SAVE THE DATE

ABCs of JOBs

AAF HAWAII & AIGA HNL PROUDLY PRESENT

THU, APR 15, 2021 | 6:00 PM | FREE & ONLINE

	AAF HAWAII x AIGA HONOLULU	
ABCs of JOBs		RSVP NOW
	THU, APR 15, 2021 STARTS AT 6:00 PM FREE & ONLINE	

ABCs
of
JOBs

Alissa M.
DESIGNER AT WALL-TO-WALL STUDIOS

ABCs
of
JOBs

Jess K.
VP OF CLIENT SERVICES AT ER MARKETING

ABCs
of
JOBs

Malcolm B.
SENIOR COPYWRITER AT MVNP

ABCs
of
JOBs

Michael C.
DIGITAL COMMUNICATIONS & SOCIAL MEDIA
SPECIALIST AT HAWAIIAN ELECTRIC

ABCs
of
JOBs

Noah T.
REGIONAL PRODUCTION DIRECTOR
AT KERNEL BY SPECTRUM REACH







EVENTS JOBS CONTACT

WED MAY 12 / 5:30PM / VIRTUAL

From Concept to Execution with Baker-E

Greyson Lum and Abe Quibin,
Former Disney Imagineers

Obsessed with design processes?
We've got just the event for you.

Join us for our second 2021 AdMonth event, From Concept to Execution with Baker-E!

Former Disney Imagineers, Greyson Lum and Abe Quibin, turned "Bakers" take a deep dive into the creative processes behind experiential design and activations.

During this AdMonth event, you'll learn how their current design company, Baker-E, applies its breadth of knowledge toward design development, and execution. And even a Q&A to

RSVP



MAY



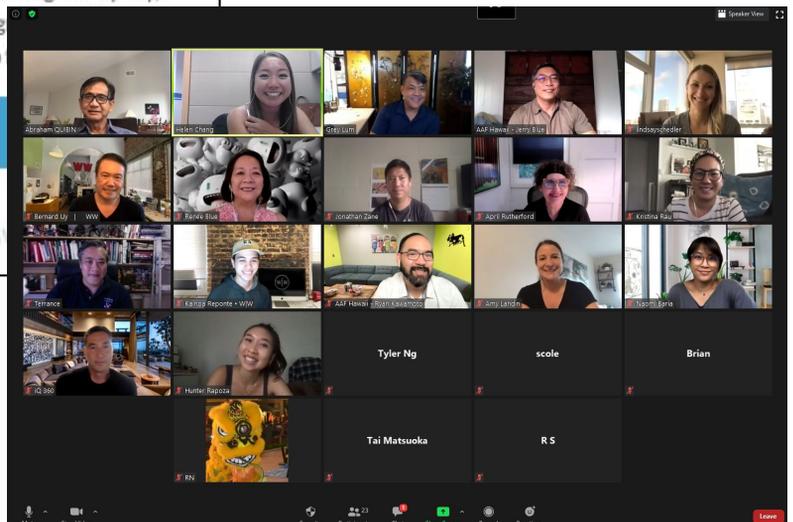
AdMonth

WED MAY 12 / 5:30PM / VIRTUAL

From Concept to Execution with Baker-E

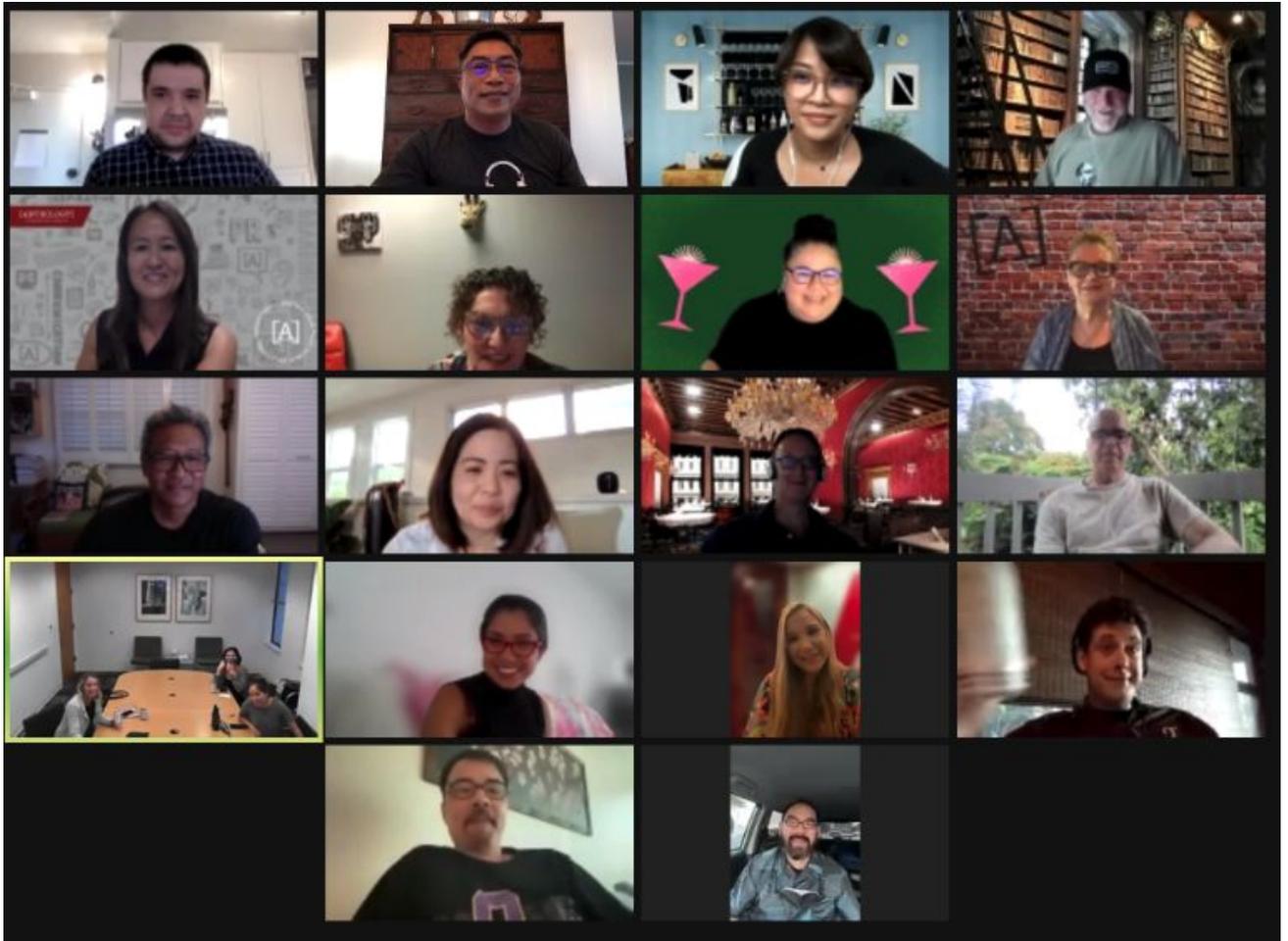
Greyson Lum and Abe Quibin,
Former Disney Imagineers

2021



The screenshot shows a website event page. At the top, the AAF HAWAII logo is centered, with navigation links for 'EVENTS', 'JOBS', and 'CONTACT'. Below this is a dark red banner with the text 'THU MAY 20 / 5:30PM / VIRTUAL' and the event title '99 Problems, but a drink ain't one' in large white font. A martini glass icon is partially obscured by a red circle with a diagonal line through it. Below the title is '[ANTHOLOGY] MARKETING GROUP'. On the left side of the banner, there is a vertical green bar with the text 'AdMonth '21 Advertising Event Series'. Below the banner, the main content area has a white background with the following text: 'Got an UH-OH moment you want to share? We've got just the event for you.' followed by 'Join us for our third 2021 AdMonth event, 99 Problems, but a drink ain't one hosted by Anthology Marketing Group!'. Below that is a paragraph: 'We all know our business is full of challenges known and unknown. But we HAVE to overcome! Join Anthology and special guest panelists to hear some of their horror stories.' followed by 'And if you're up for it, share YOUR biggest UH-OH moments and how you've triumphed.' and 'Come prepared to laugh and learn... and DRINK! (BYOBeverage!)'. The final line reads 'Oh, and we mention there'll be PRIZES?! There will be prizes.' At the bottom, there is a large red button with the text 'RSVP'.

The screenshot shows a social media event poster. At the top left is the 'aaf hawaii' logo and the text 'aafhawaii'. The background is dark red with the word 'MAY' in large, outlined letters at the top. The AAF HAWAII logo is in the top right. The event title 'AdMonth 99 Problems, but a drink ain't one' is prominently displayed in white and red text. Below the title is '[ANTHOLOGY] MARKETING GROUP' and the event details 'TUES. MAY 25 / 5:30PM VIRTUAL EVENT'. At the bottom, the year '2021' is written in large, outlined letters. A martini glass icon is partially obscured by a red circle with a diagonal line through it.



AAF HAWAII

EVENTS JOBS CONTACT

AdMonth '21
Advertising Event Series

Wall of Fortune

w/w TUES. MAY 25 / 5:30PM
VIRTUAL EVENT

Step right up! It's time for Wall of Fortune!

Join us for our fourth 2021 AdMonth event, Wall of Fortune by [Wall to Wall Studios!](#)

Part live game show, part virtual agency meet-and-greet, part (BYOB) happy hour, all spectacular! 🍷

If you're interested in learning a little more about Wall-to-Wall Studios, you won't want to miss this event. Their fun and interactive game show has been made virtual just for this year's AdMonth!

So get your snazzy game show outfit and tasty drink and meet Wall-to-Wall on Zoom, Tuesday, May 25 at 5:30 PM!

RSVP

aaf hawaii aafhawaii

MAY

AdMonth

Wall of Fortune

w/w TUES. MAY 25 / 5:30PM
VIRTUAL EVENT

2021



FINAL ROUND

<p>LIANA Here Accidentally, Recent EOC Grad, State Student</p> <p style="font-size: 2em;">1100</p> <p>Contestant #1</p>	<p>EVERY Had Ice Cream for Breakfast</p> <p style="font-size: 2em;">300</p> <p>Contestant #2</p>	<p>ZAIDA Recent UHM Grad and Entrepreneur, Unemployed</p> <p style="font-size: 2em;">100</p> <p>Contestant #3</p>
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The desktop version of the landing page features a white header with the AAF HAWAII logo and navigation links for EVENTS, JOBS, and CONTACT. The main content area has a red background with a sunburst graphic. It includes a vertical list of judge names (AMY HOOD, JEREMY WIRTH, ROZ ROMNEY) on the left, a central event title 'MEET THE 2021 PELE JUDGES' with the date 'THURSDAY, MAY 27, 2021' and time '5PM - 6PM HST'. Below this is a call to action 'CLICK HERE FOR MORE INFORMATION OR TO RSVP NOW' and a blue 'RSVP' button. The 'ABOUT THE JUDGES' section follows, with individual bios for Amy Hood, Jeremy Wirth, and Roz Romney.

The mobile version of the landing page has a white header with the AAF HAWAII logo and a hamburger menu icon. The main content area has a red background with a sunburst graphic. It features the event title 'MEET THE 2021 PELE JUDGES' and date 'THURSDAY, MAY 27, 2021' with time '5PM - 6PM HST'. Below this is a call to action 'CLICK HERE FOR MORE INFORMATION OR TO RSVP NOW'. The judges' names (AMY HOOD, JEREMY WIRTH, ROZ ROMNEY) are listed above circular portrait photos of each judge.

AMY HOOD

Co-Founder & Principal, Hoodzpah
Orange County, California

Amy Hood is a designer and co-founder of Hoodzpah, Inc, a brand identity studio in Southern California that has worked with companies like Disney, 20th Century, Nike, The Lakers, Target, and Red Bull. Amy's logo and identity work centers around customer lettering solutions.

She is the font designer behind Palm Canyon Drive, Beale, and Beverly Drive. Amy co-authored the book "Freelance, and Business, and Stuff: A Guide for Creatives" (and it's related online course) with her sister Jennifer based on the Professional Practices class they taught at Laguna College of Art & Design.

JEREMY WIRTH

Senior Creative Director for Apple
TBWA/Media Arts Lab
Los Angeles, California

My name is Jeremy, pronounced Jér my with a French accent. That's because I was born and raised in the South of France (Marseille to be exact). I grew up eating brioche, staying up late to watch Celtics games and dreaming of living in the States. I currently live in LA and work for TBWA/Media Arts Lab as a Senior Creative Director for Apple. Lately, I've worked on the launch of the iPhone12, the Privacy campaign for iPhone, Behind the Mac, Apple's Holiday campaign, etc.

ROZ ROMNEY

Freelance Art Director & Creative Director
San Francisco, California

Roz has been freelancing forever and has worked with many agencies like BBDO, DDB, Ogilvy, Argonaut, 72andSunny, Goodby Silverstein & Partners, Butler Shine -- to name a few. She's also consulted directly with companies like Amazon and Nest.

The constant variety of clients, projects, subject matter, talented collaborators and creative challenges is something Rox really enjoys. She does not, however, enjoy writing about herself in the third person.



EXHIBIT 4: Member Survey



We asked members to take a short survey via an email to 492 recipients and a 53% open rate.

The Instagram post reached 140 accounts and received 10 engagements and 1 profile click.



Corporate Memberships

BRONZE

\$175

valued at \$330/year

One year membership
For teams less than 10

Two AAF Hawaii members
One AD2 Hawaii member

Access to event member rates

Corporate profile
on AAF Hawaii website

Sponsored social post
and web and email recognition

1 free Pele Awards entry

BEST VALUE

GOLD

\$500

valued at \$830/year

One year membership based on payment date

Recommended for teams larger than 20

Six employees receive AAF Hawaii benefits
One employee receives AD2 Hawaii benefits

Access to event member rates

Corporate profile on AAF Hawaii website

Sponsored social post, website and email
recognition and a choice of one sponsored event

3 free Pele Awards entries

SILVER

\$250

valued at \$530/year

One year membership
For teams more than 10

Four AAF Hawaii members
One AD2 Hawaii member

Access to event member rates

Corporate profile
on AAF Hawaii website

Sponsored social post
and web and email recognition

2 free Pele Awards entries

JOIN

- ONLINE MEMBER APPLICATION
- PDF MEMBER APPLICATION
- RENEWAL
- MEMBER INQUIRY

QUICK LINKS

- ABOUT US
- CALENDAR OF EVENTS

JOIN



Corporate Memberships

BRONZE	BEST VALUE GOLD	SILVER
<p>\$175 <small>valued at \$350/year</small></p> <p>One year membership For teams less than 10 Two AAF Hawaii members One AD2 Hawaii member</p> <p>Access to event member rates</p> <p>Corporate profile on AAF Hawaii website Sponsored social post 1 free Pele Awards entry</p>	<p>\$500 <small>valued at \$830/year</small></p> <p>One year membership based on payment date Recommended for teams larger than 20 Six employees receive AAF Hawaii benefits One employee receives AD2 Hawaii benefits</p> <p>Access to event member rates</p> <p>Corporate profile on AAF Hawaii website Sponsored social post, website and email recognition and a choice of one sponsored event 3 free Pele Awards entries</p>	<p>\$250 <small>valued at \$500/year</small></p> <p>One year membership For teams more than 10 Four AAF Hawaii members One AD2 Hawaii member</p> <p>Access to event member rates</p> <p>Corporate profile on AAF Hawaii website Sponsored social post 2 free Pele Awards entries</p>

JOIN. BELONG. CONNECT.

As an AAF Hawaii member, you get:

- A gathering place for Hawaii's ad community
- Reduced fees for the Pele Awards entries
- Camaraderie with people who get you
- New ways to give back to your community
- Industry news
- A tangible way to develop professional skills and knowledge
- Awesome networking opportunities
- Discounts to AAF Hawaii programs and events
- To volunteer and work with some of Hawaii's best
- AAF National member discounts and services

AAF Hawaii is the hub for talented people like you who care deeply about our community and the ad industry that helps support it. Join us.

mahalo for reading,

the quarterly brief



hawaii's unifying
voice for advertising



The mission of AAF-Hawaii is to promote the business of advertising and communications through professional education, recognition of excellence, government relations, self-regulation and public service. Most importantly, AAF-Hawaii provides an arena by which all members of the advertising community can work together for the common goal of creating a stronger industry.

Our Corporate Members

GOLD



[ANTHOLOGY]
MARKETING GROUP



HONBLUE

nmg
NETWORK

SILVER

 Bank of Hawaii

 WALL-TO-WALL STUDIOS

JPG 
DESIGN • PRINT • ADVERTISE

BRONZE

Shift Creative

Holoholo Media

The Avocado Group

FCH Enterprises

Montaj9

Island Film Group

Weekday Studio

Element 8

Oahu Publishing

Food Guru Digi-Vortex

Media Buy Paul, LLC

Want to see your agency here?
Become one of our corporate sponsors!

[JOIN NOW](#)





EVENTS JOBS CONTACT

**Congratulations to all of
our 2021 scholarship
winners!**



*1st place winner:
Cale Guillermo*

"The AAF Hawaii Shining Star Scholarship recipient to me is an individual who is heavily involved in advertising activities in our local economy. Ultimately, their work in the community results in creating a stronger business industry here in Hawaii. Advertisers are the storytellers in the business world. I would like to personally thank the AAF Hawaii team for selecting me as a Shining Star Scholarship recipient!"

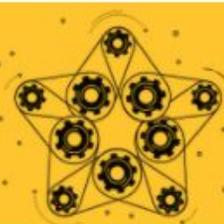
*Runner-Up Recipient:
Alisha Churma*

"I am very grateful and excited to be receiving this scholarship. This scholarship will support me in my pathway towards completing my degrees, and help me to pursue my goals to study abroad. Thank you so much to AAF Hawaii for this wonderful opportunity!"



*Professional
Scholarship Winner:
Jessica Kusunoki*

"I am very grateful that AAF Hawaii has created this program that not only supports those who seek additional experiences to grow, but encourages it. In an industry that evolves in a blink of an eye, it's almost essential to pursue some form of continued education to benefit your clients and your own position in the industry. Receiving this scholarship will allow me to seek and gain credible knowledge in the field of ANI (Artificial Narrow Intelligence) in the Marketing/Advertising industry. Thank you, AAF Hawaii for this opportunity!"



**AAF HAWAII
PROFESSIONAL
SCHOLARSHIP**

Helping you sharpen the tools in your toolbox

Professional development provides excellent opportunities to further your career and develop new skills, but it can also be pricey. That's why we created our Professional Scholarship! Working professional club members who apply could receive up to \$1000 that can be used towards professional learning opportunities.*

How it works:

AAF Hawaii will set aside funds annually with a rolling application process from July 1 and will be distributed up until May 31 or until the fund is exhausted. Awards to be determined by the AAF Hawaii board and will be distributed based on the quality and completeness of the application and the nature of the learning opportunity.

*Subject to eligibility. The learning opportunity (e.g. course, seminar, software, etc.) must be legitimate and verifiable.

[LEARN MORE](#)



2021 Professional Scholarship
Applications due December 20, 2021

AAF Hawaii is proud to once again offer our professional scholarship! Meant for working professional club members to further their careers, develop their skills, and perpetuate lifelong learning!

How it works:
We have set aside funds with a rolling application process from now until December 20 or the fund is exhausted (whichever comes first). Awards to be determined by the AAF Hawaii board and will be distributed based on the quality and completeness of the [application](#) and the nature of the learning opportunity. The scholarship amount will be up to \$1000!

Find out more about the Professional Scholarship and apply [here](#)

[Learn More](#)

PROFESSIONAL SCHOLARSHIP
APPLICATIONS DUE DECEMBER 20, 2021

PROFESSIONAL SCHOLARSHIP
APPLICATIONS DUE MARCH 31, 2022

[MEMBER AREA LOGIN](#) [HOME PAGE](#)

Please click below to be taken to the Member Login screen.

Not a member yet? [CLICK HERE TO JOIN](#) [ALOHA!](#)

The past year has been extremely challenging for all of us, yet we've found ways to regroup and carry on. We discovered that, working together, we could persevere and accomplish great things. Thanks to the dedication of our Board of Directors and the support of our members, AAF Hawaii remains strong.

Special promotional video featuring our recipient

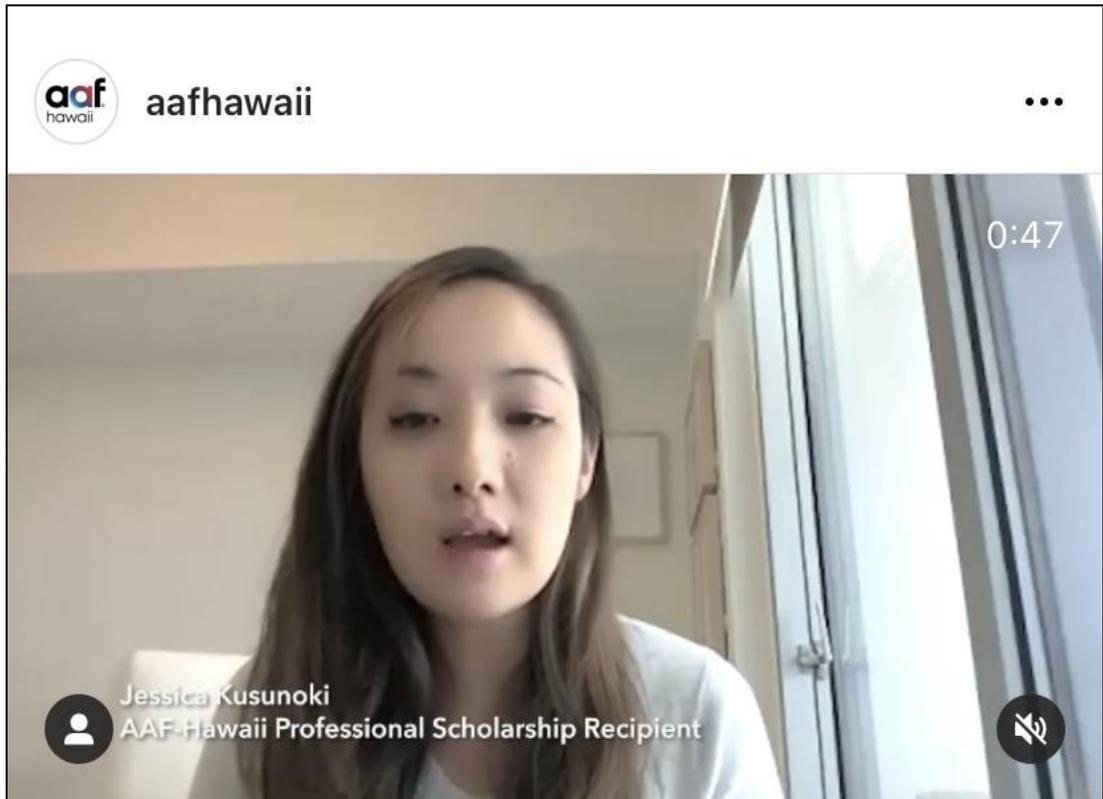




EXHIBIT 10C: Shining Star & Professional Scholarship



2022 APPLICATION DEADLINE: MARCH 31, 2022 - 5PM HAWAII STANDARD TIME

CALL FOR APPLICANTS

The American Advertising Federation Hawaii "Shining Star" Scholarship is open to current full-time enrollees of a Hawaii college or university and majoring in Advertising or an Advertising-related field such as Graphic or Web design, Marketing, Journalism, Communications, etc.

SCHOLARSHIP AMOUNT:

First Place: A one time amount of \$2000 to be used towards school-related expenses.
Second Place: A one time amount of \$500 to be used towards school-related expenses.

ELIGIBILITY:

College undergraduates who are currently enrolled as full-time students at an accredited college or university in Hawaii.

QUALIFICATIONS:

- Applicants must be majoring in (or for high school seniors, declaring a major in) an communications related field, including but not limited to advertising, graphic or web design, broadcasting, communications, film, video production, journalism, marketing, new media or public relations.
- Applicants must have an overall GPA of 3.0 or higher (must submit a copy of their current college transcript and provide verification that they are currently enrolled in an accredited college or university in the state of Hawaii).
- Short essay (250 words or less): "Why should you be the recipient of the AAF Hawaii Shining Star Scholarship?"
- A brief interview with members of AAF Hawaii's Board of Directors

SELECTION PROCESS:

The AAF Hawaii Board will select the winners. Scholarship recipients will be selected on the basis of academic achievement, need, demonstrated leadership, participation in school and community service activities, honors and other awards or recognition, work experience and statement of goals and aspirations, and unusual personal and/or family circumstances.

DATES TO REMEMBER:

Thursday, March 31, 2022, 5:00pm HST: Application Deadline
March 31 - April 14, 2022: Review of applications, video teleconference interviews of finalists
April 18, 2022: Winner(s) notified, then recognized on social media (presented award certificate / check mailed separately in April).
May 28, 2022: Winner(s) recognized at the Pele Awards.

The following items must be submitted to scholarships@aafhawaii.com by March 31, 2022, 5:00pm HST:

- Your fully completed 2022 Shining Star Scholarship Application
- Your essay on why you should receive the AAF Hawaii Shining Star Scholarship.
- A valid official or unofficial transcript from your accredited college or university in the state of Hawaii
- Verification that you are currently enrolled as a full time student at an accredited college or university in the state of Hawaii. This could include a current tuition receipt, course registration, or an official letter from an administrator at your school.

When submitting your application, please make sure the subject line of your email entry reads: "2022 Shining Star Scholarship - (your name)." Failure to thoroughly and accurately provide the required application items will result in the disqualification of the applicant in the selection process.

Questions? Contact us at scholarships@aafhawaii.com



APPLICATION DEADLINE: ROLLING APPLICATIONS ACCEPTED FOR THE 2021-2022 AAF HAWAII CLUB YEAR NOW THROUGH DECEMBER 20, 2021.

CALL FOR APPLICANTS

AAF Hawaii is pleased to announce the creation of its first ever professional scholarship. The purpose of the scholarship is to support its professional members in their efforts to further their careers, develop their skills, and perpetuate lifelong learning amongst those in the Hawaii advertising and design community.

HOW IT WORKS:

AAF Hawaii will set aside funds annually (for each club year) to provide to eligible applicants. The application process will be rolling from October 15 and will be distributed up until December 20 of the current club year or until the fund is exhausted (whichever comes first). The AAF Hawaii Board of Directors will distribute awards based on the quality and completeness of the application and the nature of the learning opportunity. Specifically, we will ask ourselves if the opportunity can truly enhance the applicant's professional development and enable the applicant to enhance their value as a member of our local industry. The amount of awards will be up to \$1000 per award request and will be determined at the discretion of the AAF Hawaii Board of Directors. The amount awarded will not exceed the cost of the course or learning event for which the applicant will apply funds.

APPLICANT ELIGIBILITY:

Those eligible to apply for the AAF Hawaii Professional Scholarship must be:

- Full time residents age 18 and over of the state of Hawaii
- Current members of AAF Hawaii in good standing (meaning their annual dues are paid in full). Individual members, Gold and Silver
- Corporate members are eligible to apply. If part of a Gold or Silver Corporate membership, the corporation or entity member must confirm that the applicant is fully employed at their organization.
- Professionals working in advertising, design, communications, marketing, website development, production, media, printing, or education (teaching or advising in a subject matter related to one of the described industries).
- Applicants may be independent contractors or part or full time employees of an organization.
- Full time college students are not eligible for the professional scholarship and may apply for the Shining Star Scholarship.

PROJECT ELIGIBILITY:

Applicants must submit a description of a course, seminar, event, or conference that they wish to use application funds towards. The learning opportunity (e.g. course, seminar, event, conference) must be legitimate and verifiable

APPLICATION PROCESS:

- A completed application form submitted by the application deadline.
- A letter of recommendation from an employer or colleague
- A full description of the learning opportunity to which funds will be applied, including reference materials such as a website or official course/conference description.
- An essay describing how the learning opportunity will help to further the applicants career or professional growth.

AWARD PROCESS:

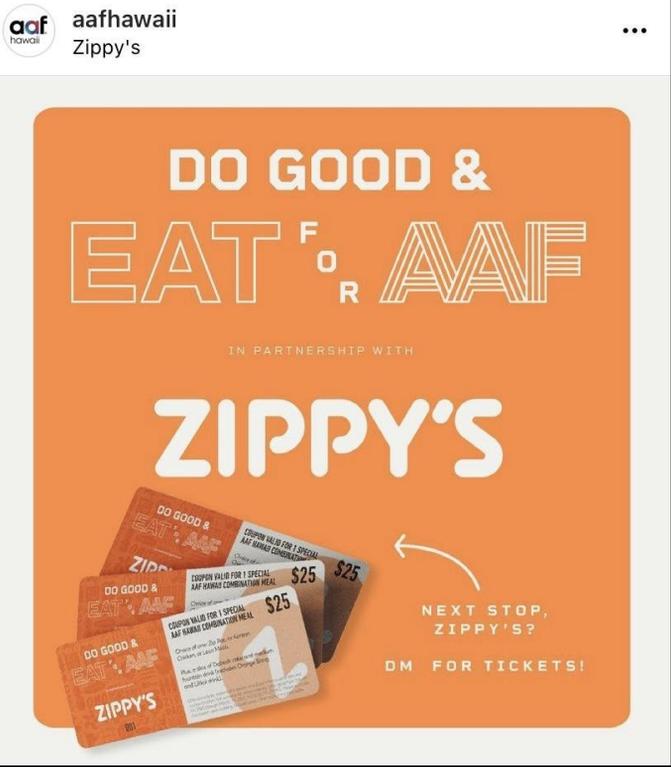
Each selected applicant will be asked to submit final receipts and will be reimbursed up to the total scholarship amount awarded to him/her. Scholarship awardees will need to wait a full calendar year before applying for another AAF Professional Scholarship. Applicants who are not awarded scholarship funds may reapply during the next application period.

PLEASE ALLOW 3-4 WEEKS FOR PROCESSING OF YOUR APPLICATION AND NOTIFICATION.

For Spring 2022 - Application Deadlines Extended to 3/31/22



EXHIBIT 11A: EAT for AAF Fundraiser



EVENTS JOBS CONTACT



You're invited to EAT for AAF Hawaii!

We're continuing our EAT for AAF Hawaii campaign with everyone's favorite diner, Zippy's! For just \$25 you have a choice of a popular local entree, dobash cake for dessert, and medium drink! A portion of the sale will help fund our Shining Star and Professional scholarships.

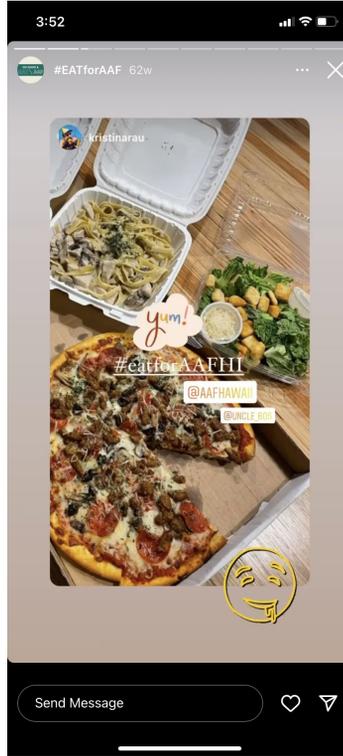
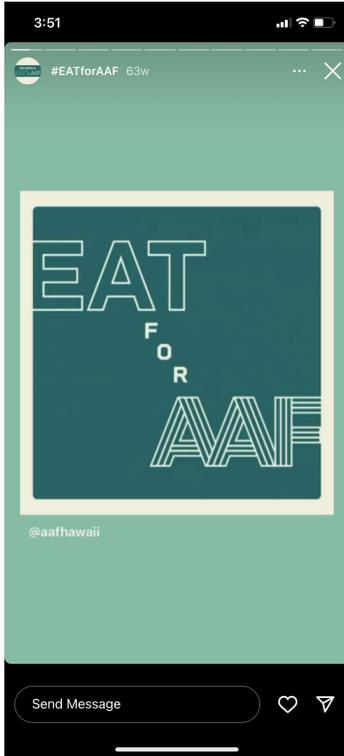
Purchase your tickets through an AAF Hawaii Board Member. Valid through July 15 at all Zippy's locations, take-out counter.

[SEE THE BOARD MEMBER LIST](#)



Show your love on social!

Don't forget to post your 'ono grinds on social and tag @aafhawaii and #eatforaafi. Mahalo for supporting AAF Hawaii's educational programs!



AAF HAWAII PRESENTS

Brave New (Production) World

WEDNESDAY 9/15 5:30PM

Covid-19 rules and restrictions have changed the production and post-production game.

Join us virtually for a fun and informative talk about navigating this brave, new (production) world. Our panelists will share their learnings and experiences from working through the past 18 months and will provide tips for managing production jobs going forward.

Panelists:
 Mel Matsuoka, Senior Colorist & Finishing Editor, Montaj9
 Deborah Miller, Editor & Motion Graphics Artist, Montaj9
 James Sereno, Director/Producer, Kinetic Productions
 Fé Vásquez, Producer/Director, Kinetic Productions

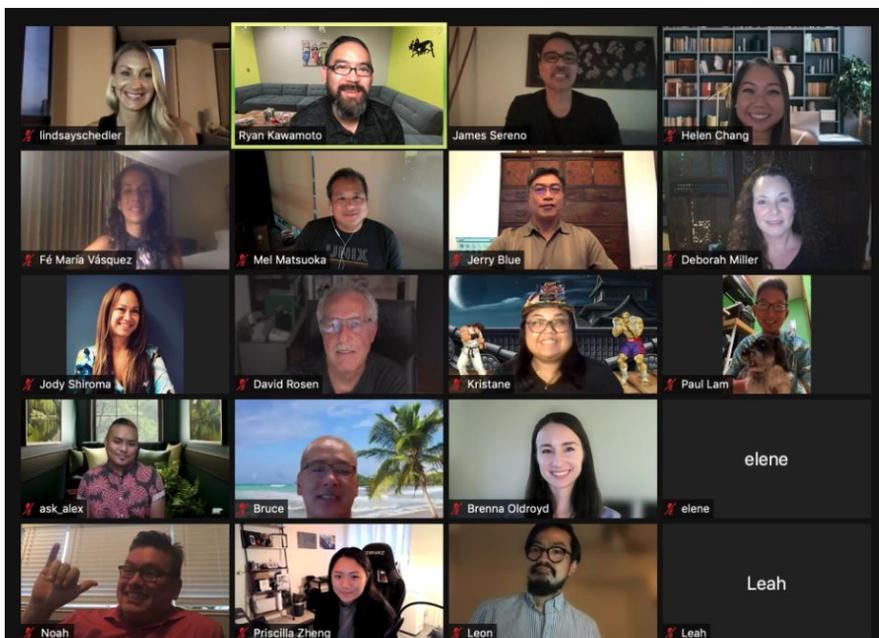
Following the discussion, there will be a Q&A session and a chance to network with our panelists and attendees!

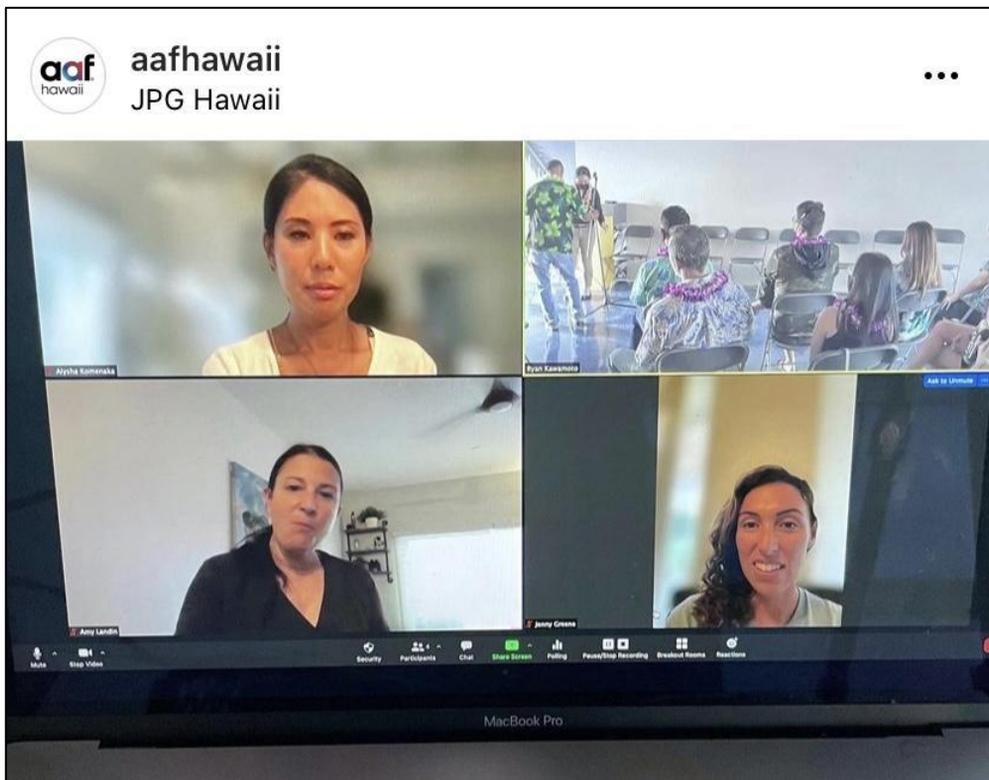
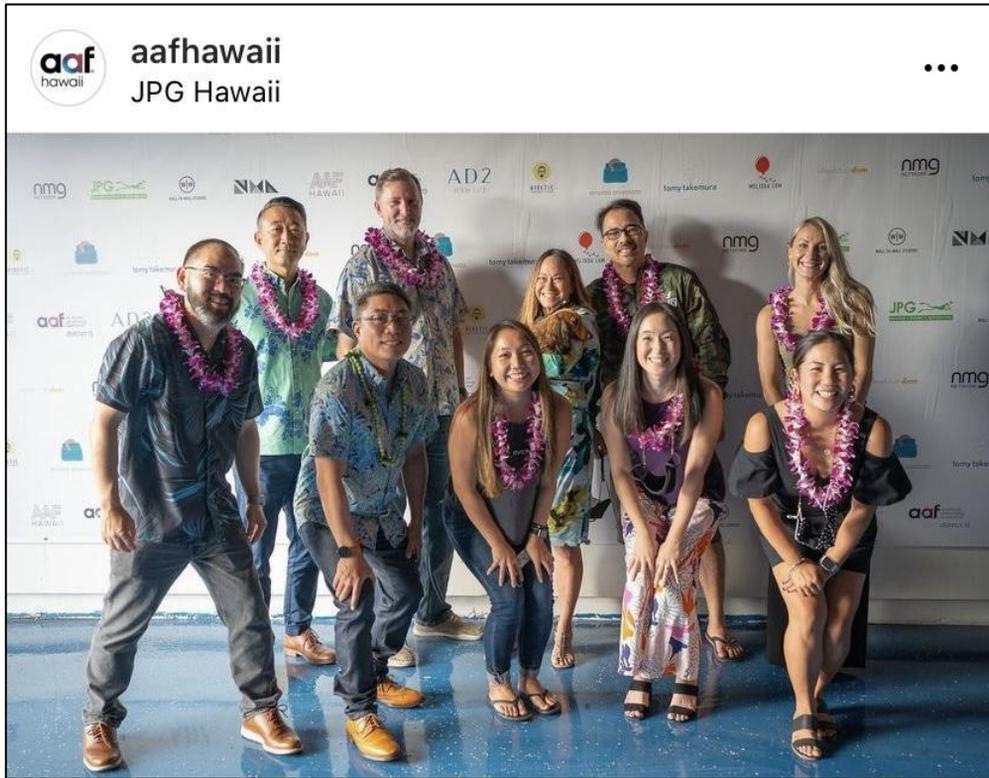
[RSVP](#)

AAF HAWAII PRESENTS

Brave New (Production) World

WEDNESDAY 9/15 5:30PM









EVENTS JOBS CONTACT



Calling all our local Hawaii media companies!

The American Advertising Federation Western Region is now accepting nominations for their first ever "Best of the West Media Awards". The purpose of these awards is to recognize companies, individuals, and students that have shown media excellence and service to the community.

You may nominate yourself, or any company, or individual that is worthy of being recognized!

Some of the award categories include:

- Radio / Television Broadcaster of the Year
- Newspaper / Magazine of the Year
- Website of the Year
- Blog / Podcast of the Year
- Outdoor Company of the Year
- Advertising / Media Agency of the Year
- Locally-Produced Radio or Television Show of the Year
- Public Service Campaign or Event of the Year
- Best Coverage of a Local New Story of the Year
- Media Talent of the Year
- Best Student Media Representative of the Year
- Best College Website / Blog of the Year

Costs: \$45 per entry / \$35 per entry for students

Key Dates:
 Nominations Open: now through October 8
 Judging Period: October 11 - 24
 Finalists Announced: November 1
 Awards Presentation (online): November 18

Please visit the website for full list of award categories. All nomination entries to be submitted online.

[Learn More | Nominate](#)



Q&A Webinar
Best of the West Media Awards
 Monday, October 11 at 10 a.m. HST on Zoom

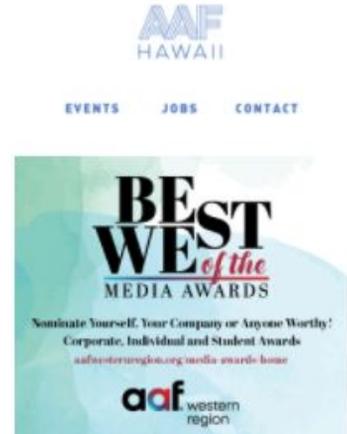
The American Advertising Federation Western Region will be hosting a webinar for their first ever "Best of the West Media Awards". The purpose of these awards is to recognize companies, individuals, and students that have shown **media excellence and service to the community**.

Get all your questions about these awards answered, including:

- Types of work this competition is rewarding
- Categories for media companies
- Categories for agencies
- Categories for individuals
- Categories for students
- How to enter
- Deadlines

REGISTER

After registering, you will receive a confirmation email about joining the meeting.



Calling all our local Hawaii media companies!
Nominations due October 22

The American Advertising Federation Western Region is now accepting nominations for their first ever "Best of the West Media Awards". The purpose of these awards is to recognize companies, individuals, and students that have shown **media excellence and service to the community**.

You may nominate yourself, or any company, or individual that is worthy of being recognized!

View a Q&A webinar that answers questions about the awards [here](#).

Some of the award categories include:

- Radio / Television Broadcaster of the Year
- Newspaper / Magazine of the Year
- Website of the Year
- Blog / Podcast of the Year
- Outdoor Company of the Year
- Advertising / Media Agency of the Year
- Locally-Produced Radio or Television Show of the Year
- Public Service Campaign or Event of the Year
- Best Coverage of a Local New Story of the Year
- Media Talent of the Year
- Best Student Media Representative of the Year
- Best College Website / Blog of the Year

Costs: \$45 per entry / \$35 per entry for students

Please visit the website for full list of award categories. All nomination entries to be submitted online.

Nominate by October 22



Join AAF Hawaii and First Tee for an afternoon of golf and networking!

The advertising industry would not be complete without business-talk over a few rounds of golf. Whether you're a complete newbie or looking to hone your skills, join us for an afternoon golf clinic hosted and led by **Stephen Small, PGA associate from First Tee Hawaii**. Following the clinic, you'll get a chance to play a round of 9 holes!

Tickets are also available for experienced members who just want to play 9 holes.

About Coach Steve

Steve played college golf and caddied professionally on what is now the Korn Ferry Tour. With a simple and informed approach, Coach Steve has given over 500 golf lessons, helping local golfers get better at their game.

Ticket Prices

- AAF Hawaii Member - clinic + 9 holes: \$65
- AAF Hawaii Member - 9 holes only: \$40
- Non-member - clinic + 9 holes: \$70
- Non-member - 9 holes only: \$45

[Register Now!](#)

To keep this a safe and happy event, capacity will be limited to 32 registrations (16 with clinic, 16 without clinic) to accommodate gathering restrictions.





aaf hawaii
EVENTS | JOBS | CONTACT

SAVE THE DATE
OCT 27

BRAND BASH | 2021

6:30 PM ON ZOOM

A VIRTUAL BRAND COSTUME PARTY WITH ACTIVITIES AND PRIZES

SAVE THE DATE
2021 Virtual Brand Bash
Wednesday, October 27 at 6:30 p.m. HST on Zoom

Your favorite brand costume party is back! To keep everyone safe, this year's event will be completely virtual again. Our programs team is hard at work to add a few new fun elements to the evening, so in the meantime: mark those calendars 📅 and start brainstorming ideas for your costume! 😊

Need some inspiration?
We gotcha. Check out these photo albums from all of our past events to jumpstart your creativity! Brand Bash photos from [2019](#), [2018](#), [2017](#)!

Be sure to follow us on social media to get the latest updates on all AAF Hawaii events!

[Follow Us](#)

aaf hawaii

RSVP TODAY
OCT 27

BRAND BASH | 2021

6:30 PM ON ZOOM

A VIRTUAL BRAND COSTUME PARTY WITH ACTIVITIES AND PRIZES

aaf hawaii

RSVP TODAY
OCT 27

BRAND COSTUME CONTEST

BRAND BASH | 2021

The banner features a grid of nine Zoom video thumbnails showing participants in various costumes. The thumbnails include: a person in a white cat mask, a person in a 'DUMMIES' costume, a person in a green owl mask, a person in a blue and white costume, a person in a black and white costume, a person in a red and white costume, a person in a blue and white costume, a person in a blue and white costume, and a person in a blue and white costume. The grid is set against a green background with white line art of various costumes and accessories.



YOU'RE INVITED TO:
2021 Virtual Brand Bash
Wednesday, October 27 at 6:30 p.m. HST on Zoom

Lysol, Netflix, Dogecoin, and Lululemon -- what do these brands have in common? They THRIVED in quarantine. Likewise, AAF Hawaii knows how to keep the party going (virtually), and we're bringing Brand Bash back to you with a slew of good prizes, good people, and good conversations.

RSVP NOW

All cash proceeds from this event benefit scholarship funds for students and professionals in the fields of advertising, marketing, and design.

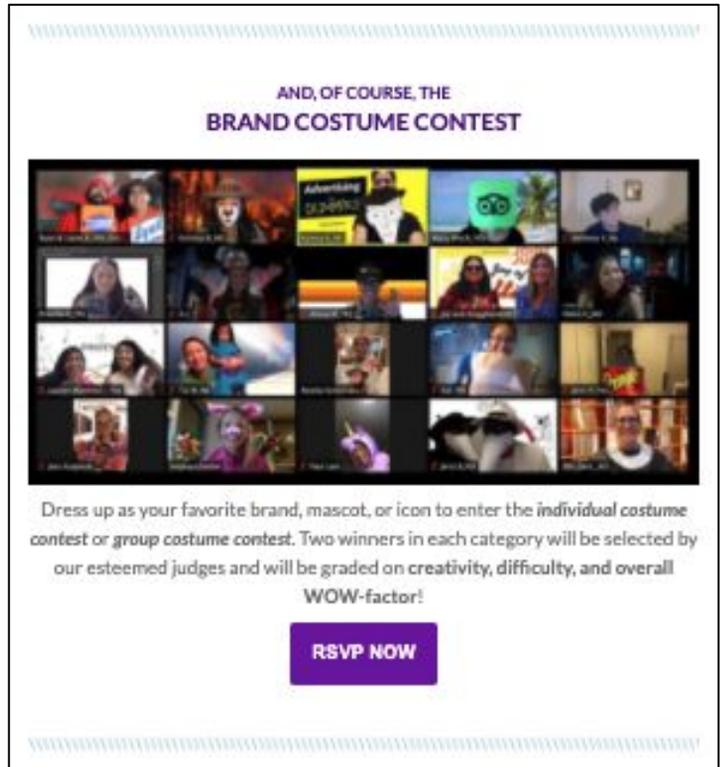
FEELING ARTSY?
Pumpkin Carving Contest



Submit your Jack-o-lantern photos to us via Instagram by tagging #aafhawaiibrandbash and @aafhawaii in post or story! (Make sure we're either following you or you're open to public so we see it.)

Alternately, you can DM us your photos or email them to aafhawaii@gmail.com. One talented winner will be selected by our attendees in each of these categories: *funniest, scariest, and favorite-ist.*

RSVP NOW



aaf hawaii
EVENTS JOBS CONTACT

A Creative Convo with Jeremy Wirth

GROUP CREATIVE DIRECTOR
at ANOMALY LA, previously
at TBWA\MEDIA ARTS LAB

11:17 6PM
ZOOM

A Creative Convo with
Jeremy Wirth, Group Creative Director
Wednesday, November 17 at 6:00 p.m. HST on Zoom

The world is ever-changing and evolving... so what does that mean for our industry?

Join us for a creative convo with [Jeremy Wirth](#), Group Creative Director at [Anomaly LA](#), previously at [TBWA\Media Arts Lab](#). Jeremy was named one of [Adweek's 2021 Creative 100](#) and has experience working on some of the biggest brands in the world, like Apple, Nat Geo, Sonos, and Call of Duty.

[RSVP NOW](#)

WHAT WILL THIS TALK COVER?

This talk story event will offer insights and perspectives on some of your burning advertising questions:

- Why ad agencies need to do things differently – and how to accomplish that.
- How the ad world is changing and how to lead that change.
- Advertising in today's day and age... and beyond.
- How can you help your clients visualize the possibilities along the process and learn to take risks.
- How can an agency make up for the budget shortfall when the budget look like \$\$\$.
- How can I get better insight into my smaller client's needs for better creative solutions?

And more importantly, how do creatives and agencies stay motivated more!

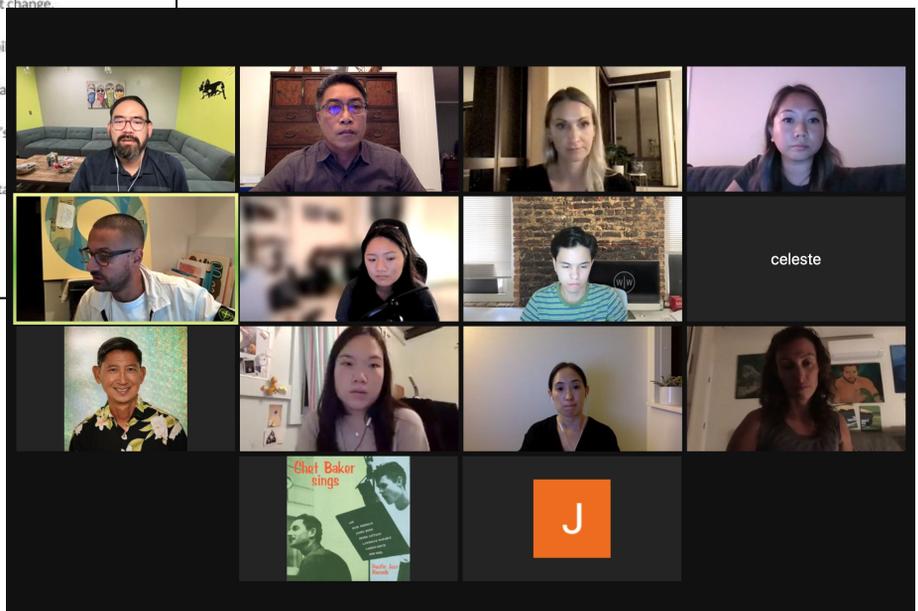
[RSVP NOW](#)

aaf hawaii

A Creative Convo with Jeremy Wirth

GROUP CREATIVE DIRECTOR
at ANOMALY LA, previously
at TBWA\MEDIA ARTS LAB

11:17 6PM
ZOOM



2021 HOLIDAY HUI FUNDRAISER
Gift an Ocean of Possibilities

This holiday season, #AAFHawaii is proud to be supporting AccesSurf, a Hawai'i non-profit dedicated to building an inclusive community by providing accessible beach and adaptive water sports programs for anyone with a disability.

Along with our friends at PRSA, AMA, Ad2, and AIGA, we would love for AccesSurf to be able to continue offering accessible ocean experiences for their participants with disabilities for years to come.

Please help [gift an ocean of possibilities](#) by [donating](#) to our Holiday Hui: an online fundraiser where all proceeds go directly to AccesSurf's Hawaii programs! 🎁

DONATE NOW

AccesSurf
HOLIDAY HUI
Gift An Ocean Of Possibilities

AM > Hawaii aaf hawaii ad 2 hawaii Honolulu PRSA



EVENTS JOBS CONTACT



**Purchase a \$5 Ticket to Kahala Mall's Very Merry Event
and support AAF Hawaii's scholarship funds!**

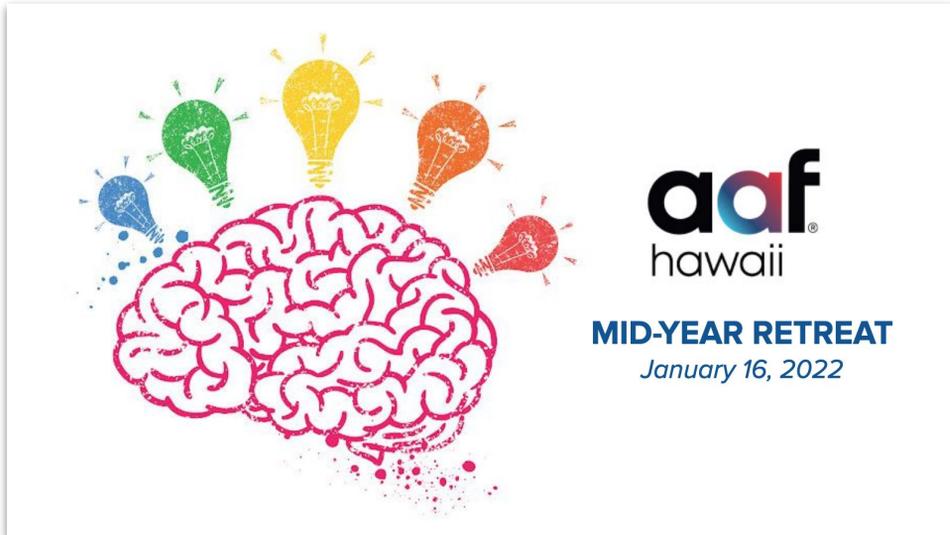
Kahala Mall's Very Merry Event is a weekend filled with exclusive in-store specials and giveaways, happening December 10-12.
[See participating stores & restaurants.](#)

By purchasing a Very Merry Event ticket, you'll also receive an entry to win 1 night at The Kahala Hotel & Resort and breakfast for 2 at the Plumeria Beach House! 10 lucky winners will also receive a \$100 Kahala Mall gift card!

Purchase a ticket by emailing info@aafhawaii.com. An invoice will be sent by email and tickets will be mailed the week of December 6. Proceeds go towards AAF Hawaii's Professional and Shining Star Scholarships.

Purchase Ticket

////////////////////////////////////



WELCOME!

- ▶ Welcome
- ▶ Ice Breaker: Emojis
- ▶ Review Mission Statement
- ▶ Glows and Grows
- ▶ Board Succession Planning
- ▶ Adjourn

“Glows and Grows”

Roundtable talk about the Glows and Grows of their year.

Positive highlights and what we can do better.

- A) AAF HAWAII
- B) HAWAII'S ADVERTISING INDUSTRY
- C) BOARD MEMBER GROWTH
- D) COMMITTEES



EXHIBIT 21A: Virtual AdMania





EVENTS JOBS CONTACT



Gather your most competitive ad-nerds and form your team (10 or less) for this year's virtual event!

Wednesday, February 9
6pm - 7:30pm
See you on Zoom

Test your trivia knowledge on all platforms of media advertising while networking with industry professionals in a fast-paced, highly competitive (and fun!) evening.

Build your team of friends, coworkers, or fellow club members. You can sign up as a team of up to 10 people, or sign up individually and we'll help you assemble a team.

We're looking for 10 teams to compete. During the course of the evening, each team has opportunities to send rival contestants to jail and bail their own team members out.

The winning team will receive a trophy, prizes, and bragging rights!

Registration Options
Team of 10 or less: \$40
Individual - AAF Hawaii & Ad2 Hawaii: \$5 each
Individual - Non-member: \$10 each
Jail/Bail Cards Pre-Sale: 5 cards for \$20

[Purchase Ticket](#)

NOTICE TO PLAYERS: We are utilizing the Crowdpuir app. Please make sure all of your team members have a fully powered smartphone or tablet that will serve as your game tool to answer trivia questions. A tutorial will take place at 6:00pm on game night, so don't be late! All team members will play and answer questions at the same time. Wrong and right answers affect the overall team's score.

[View a sample video of how Crowd Puir works.](#)

AAF Hawaii - Admania 2022

Scan to join

The trivia game will begin shortly.

To play, go to crowd.live & enter code **4BRX8**

Noah Tom

Rank	Team Name	Score
1st.	Wallabies (Wall)	5747
2nd.	Advergers (Adz Haw)	4267
3rd.	Pacific Media Group	4509
4.	Anthologists	4183
5.	Steady Working and Cable Operators	3149

From Anthologists, Steph to Every...
We should've been jailing Sallie!

Rank	Player Name	Score
1st.	salli anne	7260
2nd.	Mark A Anthology	7143
3.	Allie	6992
4.	Mike	6326
5.	Mike	6204
6.	Sara	6137
7.	Austi	5934
8.	Kristin Hester	5728
9.	Kadee	5714
10.	Anthologists	5135
11.	Steady	5113
12.	Kadee	4836

The Advergers... Pacific Media G... Anthologists ~... pacific media g... Pacific Media G...

The Advergers... The Advergers... noah's watching Anthologists M... Pacific Media G...

From Anthologists, Steph to Every...
We should've been jailing Sallie!



aaf hawaii EVENTS JOBS CONTACT

the quarterly brief

2022 - Q1 • February 3, 2022

upcoming events



Test Your Ad Knowledge

Wed, Feb 9, 6 PM, Zoom

Test your trivia knowledge on all platforms of media advertising while networking with industry professionals in a fast-paced, highly competitive (and fun) evening. As always, the winning team will receive a trophy, prizes, and bragging rights!

Spots are filling up, gather your team and grab your tickets and jill hat cards today. The deadline to register your team is **Monday, February 7, 2022.**

RSVP NOW



Call for Entries

Entries due March 15, 2022

It takes a creative community - copywriters, art directors, designers, photographers, illustrators, account planners and other creators - all working together to create a Pele-worthy piece of advertising. We motivate each other, teach each other, inspire each other. And when we unite our talents, ideas take shape, sparks of ingenuity fly and creativity is forged. We are all members of one tribe, united in our pursuit to create what has never been created before.

Submission Reminders: 100% Online Entry Submissions Only • No Physical Entry and/or Official Entry Envelope needs to be turned in • Buy 2, Get 1 Free Entry Promotion for all Professional and College Entrants • No Late Fees

ENTER NOW



Call for Applicants

Applications due March 31, 2022

Eyeing an online class, certification, or workshop but want some help with funding it? That's where we come in. AAF Hawaii wants to help you achieve your professional goals! The purpose of the scholarship is to support its professional members in their efforts to further their careers, develop their skills, and perpetuate lifelong learning amongst those in the Hawaii advertising and design community.

APPLY NOW

member spotlight



Brian Watanabe
CREATIVE DIRECTOR @ 28KEYS CREATIVE

Q1. What is the elevator pitch for 28KeysCreative - what does the name mean?

28 Keys Creative provides our clients with multimedia copywriting, brand storytelling, and commercial directing. "28 Keys" represents the 28 letters of the alphabet on a keyboard. These simple letters are the keys that unlock engaging stories, creative solutions, a little bit of magic, and the answering of many, many, many emails.

Q2. What's one new thing you're learning now and why?

I always try to keep on top of what's next so I'm dabbling in cryptocurrency, NFTs, and learning about the Metaverse. And by dabbling I mean being messy.

Q3. What's the best advice you were ever given? Who was it from?

I got to see legendary screenwriter William Goldman (THE PRINCESS BRIDE) speak once. He said, "Give them what they want, but not what they expect." I find this not only applies to storytelling but also to advertising. I always strive to give my clients exactly what they want but deliver it in an unexpected, emotional, and creative way.

Q4. What's your go-to productivity trick?

Sometimes I get so fired and overwhelmed I need to reboot. So I take a moment to meditate - for even as little as 10 minutes. Afterward, I feel refreshed, and I can power through the day. Actually, they're more like power naps. Okay, they're naps. I take naps.

Q5. Tell us about one of your favorite projects.

I worked at MTVN for about two years as a senior copywriter and associate creative director. Part of the reason why I left was to challenge myself to try new things. That included stepping out of my comfort zone and exploring commercial directing and writing in different mediums. For Consolidated Theatre's 100th anniversary I worked with designer Leslie Carliga (co-founder, Redbury Creative) to create three SHOW PAVILION commemorative booklets that celebrated Consolidated's 100-year history in Hawaii. We never created a booklet before, so it was a daunting task.



Our new Show Pavilion was based on a magazine Consolidated published in the 1930s and 40s called "The Show Parade of All Hawaii." I have fond memories of going to the movies at theaters like the Cinema and Walk-In, so with the help of marketing director Lindsey Chao-Hui, I had the pleasure of digging through boxes of old photos and memorabilia to capture Consolidated's impressive history. I also got to work with Matt and Suzanne Orita of Wooden Waves to create an analog network for the cinema. This was one of the first projects where I found myself writing and creative directing without the rest of falling back on my prior experience. But I had so much fun making it, it didn't feel like work. Our modern take on Hawaii's cinema history was recognized at Pele Awards and the AIGA S+G Awards as one of the top 50 design pieces of 2016-2020.

in case you missed it,



A Creative Convo with Jeremy Wirth
Feb 11 2022 - 10:00 AM

A talk story event that covered insights and Jeremy's perspectives on some of the industry's most relevant advertising questions. Welcome to all who joined us.



Holiday Hut Fundraiser
Feb 14 2022 - 10:00 AM

An online fundraiser during December where all proceeds went directly to AAF Hawaii's programs.

mahalo for reading,

the quarterly brief

aaf hawaii

hawaii's unifying voice for advertising



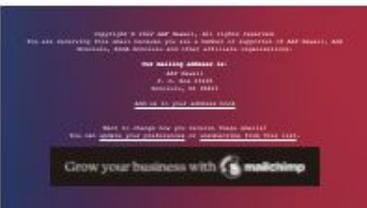
The mission of AAF Hawaii is to promote the business of advertising and communication through professional education, regional or national government relations, self-regulation and public service. Our operations are designed to provide an arena by which all members of the advertising community can work together for the advancement of a growing advertising industry.

Our Corporate Members



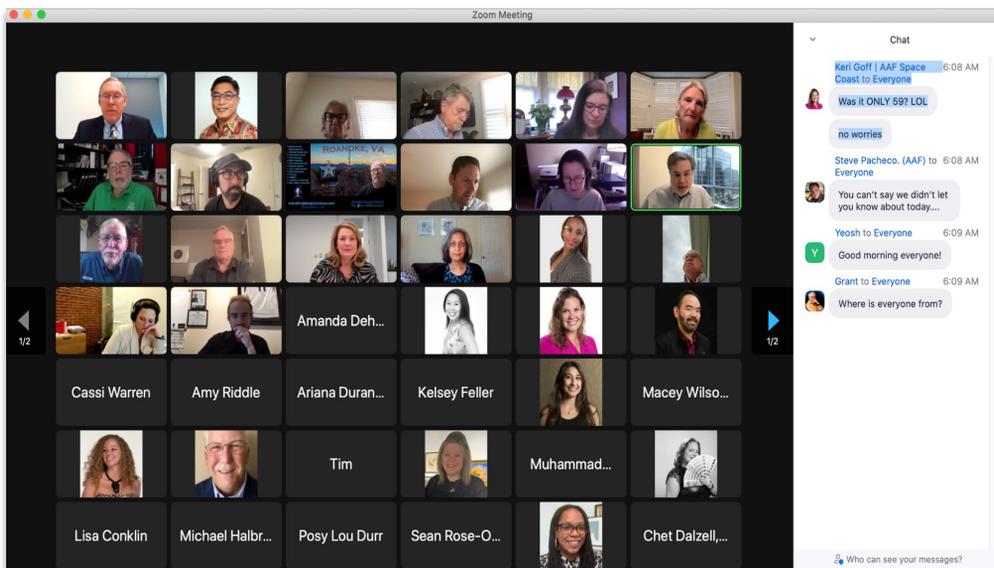
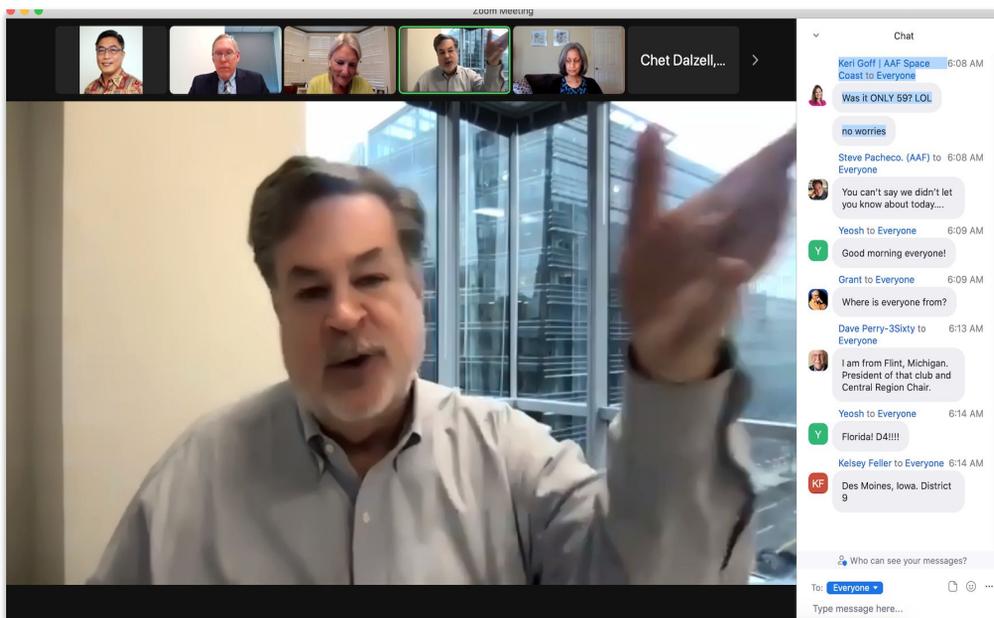
Want to see your agency here?
Become one of our corporate sponsors!

JOIN NOW





Jerry Blue and Ryan Kawamoto represented AAF Hawaii. The AAF Hawaii Board will collaborate with District 13 and Keith DeMello (AAF Treasurer and former PRSA President) on a local action plan locally targeting our representatives.



peleawards

DON'T MISS OUT

2022 PELE ENTRIES DUE MARCH 15TH

peleawards

2022 PELE AWARDS SHOW
CALENDAR OF EVENTS

2022 FACEBOOK LIVE VIRTUAL AWARDS SHOW

- Web Posting of Winners

Friday, May 20, 2022 • 6p-7:30p

2022 CELEBRATION

- Reveal of Best of Show & Judge's Award Winners
- 2022 Ad Persons Awards Recognition
- Awards Pick Up & Picture Taking

Saturday, May 21, 2022
5p-9p
Ho'okupu Center
1125 Ala Moana Blvd.; #F
Honolulu, Hawaii 96813

peleawards

"The Pele Awards taught me to create work I genuinely love and work that I am proud of."

- Jillian Ped

San Diego State University - Class of 2024
Maui High School - Class of 2020
NMG Network Scholarship Winner

2019 Best of Show - High School Winner
Logo Design
"Foxy Fresh"

Teacher: Rondy Arquero

peleawards

PELE AWARDS 2022

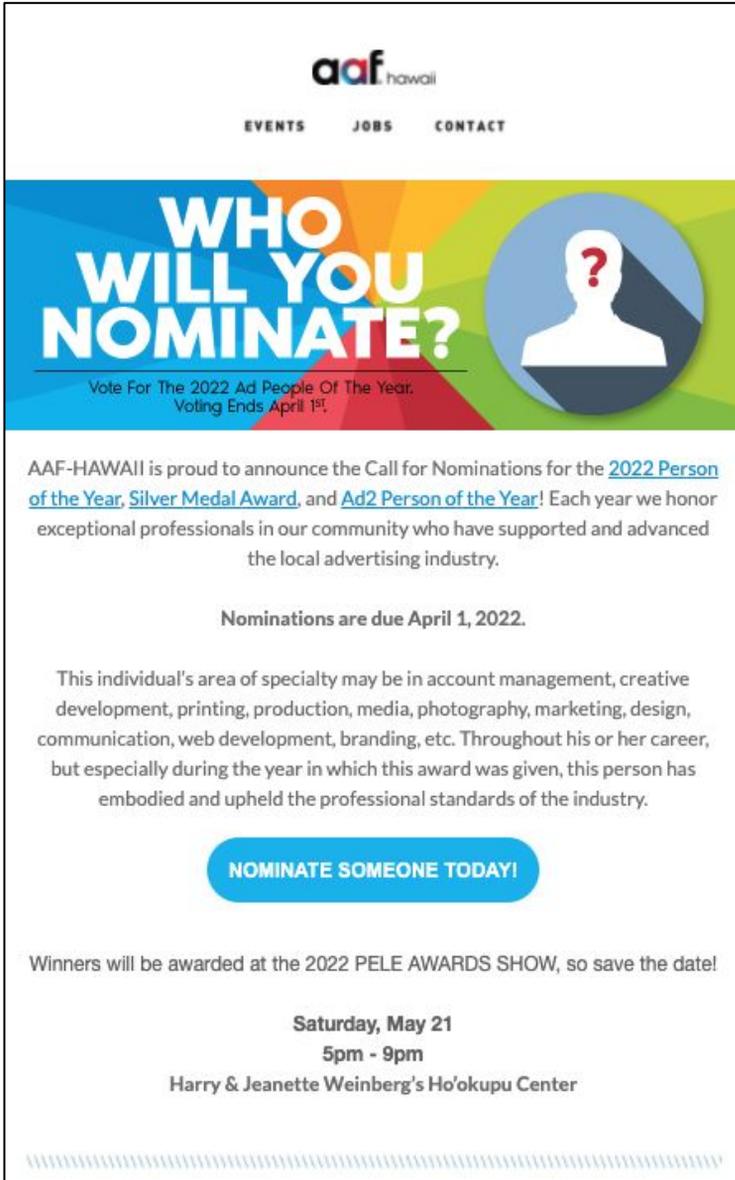
MEET PELE JUDGE NUMBER 2

DAVE HANNEKEN

Partner,
Executive Creative Director
Hoffman York, Milwaukee

Adjunct Professor
Marquette University
Diederich College of Communication, Milwaukee

Call For Entries Till March 15, 2022





[EVENTS](#) [JOBS](#) [CONTACT](#)

WHO WILL YOU NOMINATE?

Vote For The 2022 Ad People Of The Year.
Voting Ends April 1ST.

AAF-HAWAII is proud to announce the Call for Nominations for the [2022 Person of the Year](#), [Silver Medal Award](#), and [Ad2 Person of the Year](#)! Each year we honor exceptional professionals in our community who have supported and advanced the local advertising industry.

Nominations are due April 1, 2022.

This individual's area of specialty may be in account management, creative development, printing, production, media, photography, marketing, design, communication, web development, branding, etc. Throughout his or her career, but especially during the year in which this award was given, this person has embodied and upheld the professional standards of the industry.

NOMINATE SOMEONE TODAY!

Winners will be awarded at the 2022 PELE AWARDS SHOW, so save the date!

Saturday, May 21
5pm - 9pm
 Harry & Jeanette Weinberg's Ho'okupu Center




 aafhawaii

WHO WILL YOU NOMINATE?

Vote For The 2022 Ad People Of The Year.
Voting Ends April 1ST.

WHO DO YOU LIKE?
Nominate The 2022 Ad People Of The Year. Ends April 1st.

Don't Forget: Nominations are due April 1, 2022.

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MEMBER AREA LOGIN HOME PAGE

Please click below to be taken to the Member Login screen. ALOHA!

Not a member yet? [CLICK HERE TO JOIN](#)

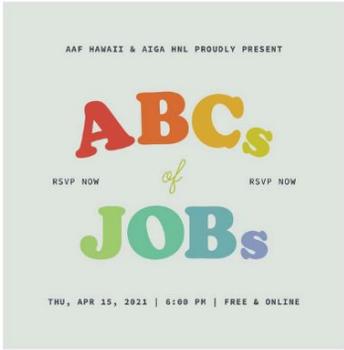
The past year has been extremely challenging for all of us, yet we've found ways to regroup and carry on. We discovered that, working together, we could persevere and accomplish great things. Thanks to the dedication of our Board of Directors and the support of our members, AAF Hawaii remains strong.

About Careers Contact Education Events
Membership Pele Awards

@ f 🛒

We are Hawaii's unifying voice for advertising 👍

Our Upcoming Events



ABCs of JOBS

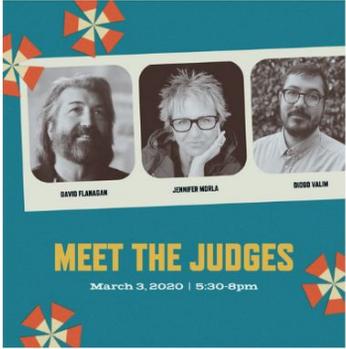
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RSVP NOW

Meet the Pele Judges

Event description Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet sem eget neque elementum blandit nec a nisi. Interdum et malesuada fames ac ante ipsum primis in faucibus. Mauris vitae sollicitudin tortor. Donec mollis ornare gravida. Maecenas eu tristique nibh, sit amet blandit sem.

RSVP NOW



See Past Events