

73RD ANNUAL

**ADVERTISING
HALL OF FAME**

THE BIGGEST NIGHT
IN ADVERTISING

AAF american
advertising
federation

Who Said What?

Match the quote to the Advertising Hall of Fame inductee

“I look for things that no one I know, even myself, would ever come up with. If your solution is something that your friends or family might come up with, throw it away.”

1

“Great ideas with heart move the business.”

2

“The key to innovation is not to look at what’s been done, but to imagine what could be done.”

3

“There is power in asking the question.”

4

“The greatest Brand value I can deliver is to show that our Brands have values.”

5

“Marketing is about storytelling. It’s about creating the right narrative that resonates with your audience.”

6

“Consumers aren’t just seeking value, they’re seeking values.”

7

a



Jerri DeVard
Black Executive
CMO Alliance (BECA)

b



Olivier Francois
Stellantis

c



Jeff Goodby
Goodby Silverstein & Partners

d



Bill Imada
IW Group

e



Marc Pritchard
P&G
David Bell Award for Industry Service

f



Donna Weinheim
Cliff Freeman & Partners;
BBDO

g



AT&T
Corporate Inductee

Answers: 1c, 2f, 3g, 4a, 5b, 6d, 7e



Congrats to all of this year’s AAF Hall of Fame inductees from everyone at FCB.

WELCOME

Welcome to “The Biggest Night in Advertising”—the American Advertising Federation’s 73rd Annual Advertising Hall of Fame Induction Ceremonies & Gala Dinner.

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

This very special 73rd Class of the AAF Advertising Hall of Fame includes: **Jerri DeVard**, CEO and Founder, Black Executive CMO Alliance (BECA); **Olivier François**, Global Chief Marketing Officer, Stellantis; **Jeff Goodby**, Co-Chairman, Goodby Silverstein & Partners; **Bill Imada**, Co-Founder, Chairman and Chief Connectivity Officer, IW Group; **Marc Pritchard**, Chief Brand Officer, P&G; **Donna Weinheim**, Former Partner, Cliff Freeman & Partners; Former Executive Creative Director, BBDO.

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

We are also honored to salute **AT&T** as this year’s corporate inductee. AT&T is the world’s most enduring and largest connectivity company, with a storied history of expertise and innovation. From Alexander Graham Bell’s first phone call to the first 5G call made over satellite, AT&T has a legacy of scaling technology vital to communities across the U.S., while developing the next generation in parallel. Most recently, AT&T introduced the first-ever 5G-connected helmet designed for Deaf and hard of hearing athletes, using technology to make sports more inclusive. It was a powerful example of how “Connecting Changes Everything.” AT&T’s creative platform inspired by the company’s renewed purpose: to connect people to greater possibility. AT&T boasts many outstanding and award-winning creative advertising campaigns that have had a lasting impact on American culture, further underscoring its importance to the advertising, marketing and media industries, and its influence around the world.

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

Congratulations to all tonight’s inductees. You make Advertising (and the World) better.



STEVE PACHECO
President & CEO
American Advertising Federation



HELEN LIN
Chair, AAF Board of Directors;
Chief Digital Officer,
Publicis Groupe



SUSAN CREDLE
Chair, AAF Advertising Hall
of Fame Council of Judges;
Global Chief Creative Officer,
FCB Global; Advertising Hall of
Achievement Class of 2004



KIM KELLEHER
Vice Chair, AAF Advertising Hall
of Fame Council of Judges;
Chief Commercial Officer,
AMC Networks; Advertising Hall of
Achievement Class of 2007

TODAY'S LEGENDS INFLUENCE TOMORROW'S LEGACY

Leaders are remembered for the

*INSPIRATION
INNOVATION
IMAGINATION*

they leave behind that sets
the next generation up for success.

CONGRATULATIONS TO THIS YEAR'S
**ADVERTISING HALL OF
FAME HONOREES**

Disney

PROGRAM

WELCOME

Steve Pacheco, President & CEO, American Advertising Federation

Helen Lin, Chair, AAF Board of Directors; Chief Digital Officer, Publicis Groupe

Susan Credle, Chair, Advertising Hall of Fame Council of Judges;
Chair and Chief Creative Officer, FCB Global; Advertising Hall of Achievement Class of 2004

Kim Kelleher, Vice Chair, Advertising Hall of Fame Council of Judges;
Chief Commercial Officer, AMC Networks; Advertising Hall of Achievement Class of 2007

INDUCTEES

Jerri DeVard 16

CEO and Founder, Black Executive CMO Alliance (BECA)

Award presented by Laurence Boschetto, Former CEO and President, Draftfcb

Olivier François 24

Global Chief Marketing Officer, Stellantis

Award presented by Dr. Orville "Shaggy" Burrell CD, Grammy Award-Winning Jamaican Recording Artist and Producer

Jeff Goodby 34

Co-Chairman, Goodby Silverstein & Partners

Award presented by Rich Silverstein, Co-Chairman, Goodby, Silverstein & Partners

Bill Imada 40

Co-Founder, Chairman and Chief Connectivity Officer, IW Group

Award presented by Philippe Krakowsky, Chief Executive Officer, Interpublic Group; Advertising Hall of Achievement Class of 1999

Marc Pritchard 50

Chief Brand Officer, P&G

Recipient of the David Bell Award for Industry Service

Award presented by David Bell, Former Chairman, Interpublic Group; Managing Partner, Belwether Advisors; Advertising Hall of Fame Class of 2007 and Debby Reiner, Co-Founder and CEO, Futura Collective

Donna Weinheim 62

Former Partner, Cliff Freeman & Partners; Former Executive Creative Director, BBDO

Award presented by Gerry Graf, Co-Founder, Chief Creative Officer, SlapGlobal

AT&T 72

Award accepted by Kellyn Kenny, Chief Marketing and Growth Officer, AT&T

Award presented by Andrew Robertson, President and CEO, BBDO Worldwide; Advertising Hall of Fame Class of 2022

BLUE ROOM LOUNGE AFTER PARTY ON THE MEZZANINE HOSTED BY AT&T

Congratulations

2024 Advertising Hall of Fame Inductees

Jerri DeVard

Black Executive CMO Alliance (BECA)

Olivier Francois

Stellantis

Jeff Goodby

Goodby Silverstein & Partners

Bill Imada

IW Group

Marc Pritchard

P&G

Donna Weinheim

Cliff Freeman & Partners; BBDO

AT&T

Corporate Inductee

AMC NETWORKS

SPONSORS

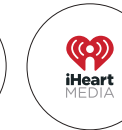
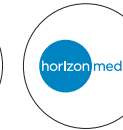
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TRADE SPONSORS



BRONZE SPONSORS



as of 4/8/24



Congratulations!

Your contributions to
the world of advertising are
truly **unforgettable.**

Marc Pritchard

Olivier Francois

Jeff Goodby

Bill Imada

Jerri DeVard

Donna Weinheim

AT&T



Google

COMMITTEE

CHAIR

Susan Credle, FCB Global

VICE CHAIR

Kim Kelleher, AMC Networks

COUNCIL OF JUDGES

Danielle Austen, fluent360

Jack Bamberger+, TikTok

David Bell+, Interpublic Group*

Cathie Black, Madison Park Ventures; Hearst*

John Boiler+, Stagwell Constellation

Gordon Bowen, dentsuMB

Devika Bulchandani+, Ogilvy

John Campbell+, Disney Advertising Sales

Louis Carr, BET*

Christine Cook, Bloomberg Media

Christy Cooper, Meta

Casey DePalma+, Unilever

Kimberly Doebereiner+, P&G

Carolyn Everson+, Boston Consulting Group

Daisy Expósito-Ulla+, d expósito & Partners*

Carmen Graf+, Indeed

Emily Graham+, Omnicom Group

Bill Hagelstein, RPA

Wenda Harris Millard+, MediaLink*

Ty Heath, LinkedIn

Michael Kassin+, MediaLink*

Bill Koenigsberg, Horizon Media*

Tara Levy+, YouTube

Lynn Lewis, IPG Mediabrands

Helen Lin+, Publicis Groupe

Ross Martin+, Known

Renetta McCann, Publicis Groupe*

Bob McCuin, Clear Channel Outdoor

David Messinger, Trailer Park Group

Tim Natividad, Tik Tok

John B. Osborn+, Ad Net Zero

Soche Picard, Arc Worldwide

Bob Pittman+, iHeartMedia*

Nancy Rabstejnek Nichols+, Interpublic Group

Amanda Richman+, Microsoft Advertising

Andrew Robertson, BBDO Worldwide*

Albert Rodriguez, Spanish Broadcasting System

Andrew Swinand, Publicis Groupe Creative

Aaron Walton, Walton Isaacson*

Tiffany R. Warren+, Sony Music Group; ADCOLOR

Robert Wheeler, GroupM

Carol H. Williams+, Carol H. Williams Advertising*

*Executive Committee

+Advertising Hall of Fame Member

Congratulations to the 2024 Advertising Hall of Fame Inductees!

Jerri DeVard
Olivier Francois
Jeff Goodby
Bill Imada
Marc Pritchard
Donna Weinheim
AT&T

GroupM is proud to support the
American Advertising Federation.

HISTORY & CRITERIA

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

Since its inception, only 282 individuals and 12 iconic global companies have been elected to the Advertising Hall of Fame.

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

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

INDIVIDUAL INDUCTION CRITERIA

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

CORPORATE INDUCTION CRITERIA

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

The organization must meet the following criteria:

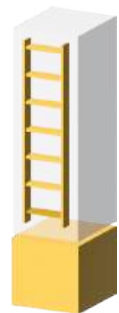
- Operational for at least 25 years or a pioneer in their area of business.
- Advanced the advertising industry through the execution of innovative strategies.
- Adhered to the AAF Advertising Ethics and Principles as adopted by the AAF Board of Directors, March 2, 1984.
- Promoted diversity and multiculturalism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

THE DAVID BELL AWARD FOR INDUSTRY SERVICE CRITERIA

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

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

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



Here's to the Trailblazers Making Themselves Heard

iHeartMedia Congratulates
Advertising Hall of Fame
2024 Honorees

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



iHeart
MEDIA

MEMBERS

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

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

†Recipient of the David Bell Award for Industry Service

Bloomberg Media congratulates the 2024 AAF Hall of Fame inductees.



Context changes everything.

Bloomberg Media

ABOUT THE AMERICAN ADVERTISING FEDERATION

WE ARE THE “UNIFYING VOICE FOR ADVERTISING.”

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

Headquartered in Washington, DC, the AAF has more than 150+ local clubs across the U.S. representing nearly 35,000 advertising professionals, connecting, and leading the industry. We help more than 4,000 student members kickstart their careers within a 140+ college chapter network with an array of student programs. And, we have more than 60+ corporate members who are supportive of our ongoing efforts.

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

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

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

OUR MISSION

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

OUR GOALS

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

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

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

2024 INDUCTEE

Q&A with Jerri DeVard

Laurence Boschetto, Former CEO and President, Draftfcb:
Who is the most influential person in your life?

DeVard:
My mother, Dr. Jean DeVard-Kemp. She never sat me down and said, “Now I’m going to teach you an important life lesson”, but she did so in all of her actions. After divorcing my father and taking on the responsibility of raising me and my brother John, she put herself through college and went on to get two more degrees, her doctorate degree—M.Ed.—and her PhD. Watching her ordered steps taught me that when you’re smart, organized and have the right support, you can do whatever you want to do. She taught me to center my life around family, how to be confident yet humble and also gave me her fabulous sense of style. Oh, and she also picked my husband for me... long story!

Boschetto:
What song best represents your anthem?

DeVard:
Jill Scott’s “Golden” because I have been blessed to live a truly golden life in all aspects. Work, home, family, friends, health...love! I celebrate my life and am keenly aware of how fortunate I am to be where I am and have many moments where I feel I need to pinch myself to make sure it’s real. To be clear, the words of Langston Hughes ring true for me “Life for me ain’t been no crystal stair” but through the grace of God and my strong ride or die village, I have thrived.

Boschetto:
What is your most significant Life Lesson that you wish to share with the next generation of marketing leaders?

DeVard:
I believe that my success was driven by learning to overcoming adversity. There were many times when the unplanned and unforeseen showed up in ways that could have derailed me and made me a victim of circumstances. Talent is not enough and you must have the confidence to ask for help; you can’t win alone. I had the right people in my life to help me navigate the rough seas, which is exactly the reason why the Black Executive CMO Alliance was created.



JERRI DEVARD

CEO AND FOUNDER BLACK EXECUTIVE CMO ALLIANCE (BECA)

Jerri DeVard is the Founder and CEO of the Black Executive CMO Alliance (BECA), an alliance designed to champion corporate diversity and help build the next generation of C-suite marketing executives. As a former EVP and Chief Customer Officer of Office Depot, Inc., Jerri was responsible for the eCommerce P&L, Customer Service, all Marketing functions, Data & Analytics, Communications, Community Investment and Events, having previously served as its Chief Marketing Officer. Jerri was awarded the 2023 ADCOLOR Lifetime Achievement Award, given to an industry icon whose longtime professional and personal success exemplify ADCOLOR's mission. The editors of *Advertising Age* awarded Jerri with the 2021 Vanguard Award for her role in inspiring and mentoring others in the industry and her impact on blazing trails for other women.

Jerri has extensive marketing and leadership experience at large global brands. Prior to Office Depot, she served as the Chief Marketing Officer of The ADT Corporation. Prior to that, Jerri served as EVP and CMO for Nokia

based in Helsinki and London. Additionally, she held senior marketing roles as SVP-Verizon, CMO-Citibank, VP-Revlon, VP-Harrah's Entertainment. Jerri worked for the NFL and started her career at General Mills, formerly the Pillsbury Company. She is an Economics graduate of Spelman College and served as a member of the Board of Trustees for 9 years. She received her MBA from Clark Atlanta University Graduate School of Business.

She currently serves as a director on the boards of Dow, Under Armour Inc., Cars.com, and Root Insurance. Previously, she served on the boards of ServiceMaster, Belk, Gurwitch Products, Tommy Hilfiger and the advisory board of PepsiCo. Jerri has been selected by *Black Enterprise* as one of the 75 Most Powerful Blacks in Corporate America and 50 Most Powerful Women in Business, named by *Advertising Age* as a Rockstar CMO and Power Player and 50 Women to Watch by the *Wall Street Journal*.

Jerri and her husband Gregg Smith are the proud parents of Brooke DeVard Ozaydinli and Alexander DeVard Smith, and grandson Mavi Ozaydinli.

“Recognition of Jerri DeVard’s worth as an advertising and marketing expert is proven by the list of consumer brands that recruited her to join their corporate boards. One needs only to look at Jerri’s board experiences, past and present, to conclude that her overall business acumen and specific marketing communications expertise is highly regarded.”

BRUCE S. GORDON
BOARD CHAIR, NEWPORT FESTIVALS FOUNDATION
ADVERTISING HALL OF FAME CLASS OF 2007

The Executive Leadership Council (ELC)
proudly congratulates

ELC MEMBER JERRI DEVARD

on her induction into the
AAF Advertising Hall of Fame.

The ELC's mission is to increase the number of successful Black executives - both domestically and internationally - by adding value to their development, leadership, and philanthropic endeavors throughout the lifecycle of their careers, thereby resulting in the strengthening of their companies, organizations and communities.



THE EXECUTIVE LEADERSHIP COUNCIL
The Power of Inclusive Leadership

CONGRATS

JERRI DEVARD



Congratulations

Jerri!

**ADVERTISING HALL
OF FAME INDUCTEE,
CLASS OF 2024**

From all of us at
Cars Commerce, thank
you for championing
change, paying it forward,
and inspiring us all.



Jerri DeVard

Board of Directors, Cars Commerce
Diversity & Equity Champion
Industry Legend
AAF Hall of Fame, Class of 2024



Jerri DeVard

Dow Inc. Board of Directors

Dow congratulates Jerri DeVard on being elected to the American Advertising Federation's Advertising Hall of Fame, the highest award bestowed within the advertising industry. This is a well-deserved honor. We are fortunate to have your expertise and perspective represented on our board.

Communicator.
Dealmaker.
Trailblazer.
Thought leader.
Supporter.
Connector.
Mentor.
Pioneer.
Founder.
Mother.
Champion.
Data analyzer.
Commerce driver.
Boundary breaker.

Tonight, we add

Hall of famer.

Congratulations from all
of us at Root Insurance.

Jerri DeVard

We're proud to have you
on our Board of Directors.

Root Insurance



*Inspirational,
Authentic,
Generous*

We salute our founder
Jerri DeVard on her
induction into the
Advertising Hall of Fame

And congratulations to all of
the 2024 Hall of Fame inductees.



2024 INDUCTEE

Q&A with Olivier François

Dr. Orville "Shaggy" Burrell CD, Grammy Award-Winning
Jamaican Recording Artist and Producer:

*What outside of advertising inspires you
at this stage of your life?*

François:

I have to say that the sea has a particular hold on me more than ever these days. My wife Arianna, sons and I are on a boat whenever we can all find time to be together. Arianna will inevitably be singing, as music is her muse, and when I'm not piloting the boat, I've recently taken up trying to improve my barbeque skills (as you, my friend, Shaggy, have gone on-record that I may need a bit of assistance in that area). If you didn't carve out a career in the automotive industry, where else might you have landed?

Shaggy:

If you didn't carve out a career in the automotive industry, where else might you have landed?

François:

As a former music producer, I suppose I would say somewhere in the music industry. I also the directing aspect of our little commercials/films, so I suspect that might have been an area I might have explored further if I didn't find my calling in the automotive industry. I also enjoy writing. So really, who knows what the future holds...there is always time for a second, or would it be my third or fourth (!) act, isn't there?

Shaggy:

What does winning mean to you?

François:

Winning to me, as you've by now heard me say, is finding the magic. Winning is, at the end of the journey, finding inspiration through the people that I've met along the way. It's my wife Arianna, my four sons, my family, my friends and colleagues. Look, there are no metrics for that. But these connections have absolutely shaped me into the person I am today.

OLIVIER FRANÇOIS

GLOBAL CHIEF MARKETING OFFICER STELLANTIS

Olivier François, who has dedicated a lifetime to, for all practical purposes, selling cars, has also dedicated himself to fostering another form of mobility: Moving the human condition from challenged to challenger. He has used his connections, positions and budgets to simultaneously lift sales and spirits.

François has always sought to go beyond the status-quo, with a remarkable talent for pairing the commercial with a genuine sensibility for socially responsible causes and environmental ethics. He has somehow reached remarkable sales figures and global brand recognition by enlisting distinguished world leaders, cultural icons from across the film, television and music industries, and world-renowned environmentalists.

He found a way to place the Dalai Lama in a Lancia and the Pope in a FIAT by simply practicing what he preaches. To fight for human rights in Tibet utilizing Richard Gere during the Opening Ceremonies of the Beijing Olympics. To get Nobel Laureates' Mikhael Gorbachev, Lech Walesa, and Nelson Mandela to appear in a spot to support free elections in Myanmar. To create with Sean Penn, virtually overnight, the campaign to support the Haitian Relief Organization and deploy an army of Jeep vehicles to distribute food and water. To stand up for Detroit in the midst of The Great Recession with bold music from Eminem and a brave message "Imported from Detroit" in the first-ever two-minute Super Bowl spot in the history of the Big Game. Lifting an industry, a city and a nation.

He teamed with Bono's RED organization to use FIAT, the brand that François has been running as CEO since 2011, to commit millions to fight AIDS and COVID. Then, in the midst of the most divisive election in our nation's history,

he sought common ground by teaming with none other than Bruce Springsteen to take a stand for "The Middle." The forgotten middle was not forgotten.

In his boldest move yet, François is using his role as CEO of FIAT Automobiles to make the all-new Fiat 500 all-electric (and only electric): For Francois, passion for an ethical approach runs deeper than marketing, it actually affects vehicle production. In a personal lunch with Leonardo DiCaprio, he convinced the elusive environmentalist to stand alongside Francois as he strives to convert the most popular mass-market city car to all-electric to shape the future of urban mobility worldwide.

Beyond marketing, François has extensive work experience in business operations, and sales through his leadership roles over the last three decades. He assumed leadership roles at Citroën before joining FIAT in 2005. François was the lead executive for Lancia S.p.A. and then Chrysler brand (2009) after the Chrysler Group and FIAT merger, and CEO of FIAT Automobiles since 2011. Concurrently, François has held the CMO role since 2008, retaining this position over two decades and three mergers. Although the company has evolved and reformed three times—from the Chrysler Group, to FCA to now Stellantis (in 2021), a group of 14 brands—François' role as CMO has been a constant.

François and his team garnered a Primetime Emmy for "Outstanding Commercial" for the "Imported from Detroit" Super Bowl campaign in 2012 and was nominated again in the "Outstanding Commercial" category in 2020 for the "Groundhog Day" Super Bowl commercial starring the elusive Bill Murray.

François holds a degree in economy, finance and marketing from Dauphine University (Paris) and a diploma from the IEP (Institute des Sciences Politiques) (Paris).

“In every moment working with Olivier, his sense of conviction was palpable; he wanted to create something that mattered.”

LEONARDO DICAPRIO



50

HYDRO

HYDROGEN

HYUNDAI MOTOR COMPANY
HYUNDAI MOTOR AMERICA, INC.
1000 HYUNDAI DRIVE
IRVING, TX 75039
© 2007 HYUNDAI MOTOR COMPANY
ALL RIGHTS RESERVED

On a night when the stars of marketing
are recognized, thank you for honoring one
who has directed their energy to illuminating
our constellation of Brands.

Congratulations, Olivier, on your induction
into the Advertising Hall of Fame.

STELLANTIS



CONGRATULATIONS

to the 2024 Advertising Hall of Fame Inductees



**Jerri
Devard**

Black Executive
CMO Alliance



**Olivier
Francois**

Stellantis



**Jeff
Goodby**

Goodby Silverstein
& Partners



**Bill
Imada**

IW Group



**Donna
Weintein**

Cliff Freeman
& Partners; BBDO



**Marc
Pritchard**

P&G



AT&T

Corporate Inductee

**We celebrate your inspiring
innovation in the industry**

From your friends at Unilever



Congratulations, Olivier François,

from GSD&M

and the biggest names in your contacts.



Congratulations

Congratulations

Congratulations

Congratulations

Congratulations

**Advertising Hall
of Fame honorees!**

Cheers to unveiling
new possibilities in the
world of advertising.

amazon ads

**CONGRATS
TO THE 2024
AAF HONOREES**

JERRI DEVARD

OLIVIER FRANCOIS

JEFF GOODBY

BILL IMADA

MARC PRITCHARD

DONNA WEINHEIM

AT&T

Keep making
missions
count

CHEERS TO YOU

Raising a glass (of whatever you're having) to your well-deserved induction into the Advertising Hall of Fame – a true testament to your dedication and enduring impact on our industry.

JERRI  **DEVARD**

OLIVIER  **FRANCOIS**

JEFF  **GOODBY**

BILL  **IMADA**

MARC  **PRITCHARD**

DONNA  **WEINHEIM**

AT&T 

From your friends at  horizon media

Known
CONGRATULATES

Advertising Hall of Fame 2024

AT&T
Jerri DeVard
Olivier Francois
Jeff Goodby
Bill Imada
Marc Pritchard
Donna Weinheim

Thank you for inspiring us all.

2024 INDUCTEE

Q&A with Jeff Goodby

Rich Silverstein, Co-Chairman,
Goodby, Silverstein & Partners:
Why is your name first?

Goodby:
Rich, you said the logo looked better with your name last. Besides, I had Joanna Thompson, the receptionist at Hal Riney & Partners, answer the phone several different ways, and she liked my name first best.

Silverstein:
What is your favorite print ad from, say, me?

Goodby:
This is not fair because we've done so many together, but the Porsche "Kills Bugs Fast" series comes to mind. Wait, I forgot the "hp invent" series. And the "got milk?" outdoor. We are lucky to have so many. It's been 40 years.

Silverstein:
What is the difference between being a great writer and just writing down the stuff we think up together?

Goodby:
He who writes it down gets credit for writing it ...sorry.

JEFF GOODBY

CO-CHAIRMAN GOODBY SILVERSTEIN & PARTNERS

Jeff Goodby has brought humanity and grace to the questionable art of advertising, overseeing dozens of influential and widely imitated campaigns and creating a culture that has spawned an unmatched number of award-winning agencies, production companies, TV writers, artists and musicians.

For 40 years, his work has consistently treated people with respect, giving his audiences credit for intelligence and a sense of humor, and striving for the highest common denominators.

Goodby's partnership with Rich Silverstein, which began in 1980 under Ogilvy & Mather's legendary creative director Hal Riney, has led to "got milk?," HP's "Invent," the Budweiser lizards, the E*TRADE monkey, the NBA's "I Love This Game," the Sega scream, the Doritos "For the Bold" campaign and enduring campaigns for Porsche, Chevrolet, Nike, Hyundai, Norwegian Cruise Line, the New Yorker and many others. In 2019, Goodby and Silverstein were awarded the Lion of St. Mark at the Cannes festival, which honors lifetime achievement. That same year, they recorded an 18-part online course for MasterClass.

Goodby has often said that he was inspired by a spirit of "vandalism" acquired as a boy smashing pumpkins: "I love the feeling of unleashing something totally unexpected on the world, the sense of anticipation—'Wait till they see this!'—that all great advertising should have." In a day and age that seems to treasure advertising that is seen or appreciated only by the advertising industry itself, he has championed things so influential "that the cab driver knows your work."

A background in journalism has made both Goodby and Silverstein sensitive to creating messages people actually care about and even seek out. Goodby grew up in Rhode Island and graduated from Harvard, where he wrote for the *Harvard Lampoon*. He worked as a newspaper reporter in Boston, and his illustrations have been published in *TIME*, *Mother Jones* and *Harvard Magazine*.

This background has also led Goodby to create a culture of makers. Goodby Silverstein & Partners (GS&P) has consistently pioneered in-house production, film, editing, coding, digital experiences and now AI. He has directed commercials himself, including three films that were selected by *Adweek* as the best of the 20th century.

One of Goodby's proudest achievements has been the ongoing open portfolio review he founded with Jimmy Smith entitled "Where Are All the Black People?" People of color today represent 40% of GS&P staff, a 45% increase since 2019, and 50% of GS&P's new hires.

GS&P has also become an industry front-runner in narrowing advertising's gender gap in leadership. Today 57% of GS&P's partners and 61% of its department heads are women.

He continues to believe that his success is a happy confluence of his mother (a painter), his father (a Wharton graduate) and the rest of his family, who have always been a constant reminder of irony and humility.

He lives in Oakland, California, with a dog, a cat, three horses and probably some other things he doesn't know about.

"Jeff has been a catalyst for change in our industry, always among the first to call for diversity, support equal pay, advocate for racial justice, and more. He knows his influence as a leader and uses it."

JOHN WREN
CHAIRMAN & CEO, OMNICOM GROUP
ADVERTISING HALL OF FAME CLASS OF 2023

"This ad could be funnier."

—*Jeff Goodby*

"This ad cost \$75 grand!"

—*John Wren*

Seriously, Jeff. Thanks for creating 40 years of the industry's highest standards.

Omnicom



CONGRATS, JEFF

and all the inductees.

*Jerri DeVard
Olivier Francois
Bill Imada
Marc Pritchard
Donna Weinheim
AT&T*

From all of us at the Collective—powered by Omnicom

Advertising Hall of Fame?
That's one shell of an honor.

That joke was terrible, even for you.



Congratulations, Jeff.

And thank you for 19 years of iconic partnership.
Which is, like, 2 years in turtle time.

Your friends at Comcast and The Slowskys



2024 INDUCTEE

Q&A with Bill Imada

Philippe Krakowsky, Chief Executive Officer,
Interpublic Group:

IW Group has relationships that literally go back decades with companies like AB InBev, Edison International, McDonald's, and Walt Disney, to name only a few. What's the secret to that longevity?

Imada:

We're dedicated to keeping them relevant in an ever-changing world. We also don't sit on the sidelines when we see an opportunity to advance our clients and their interests—we act on it.

Krakowsky:

When you were finishing college, you set your sights on working for McCann, but didn't get the job. Fast forward and today McCann has a seat on your agency's board of directors. How does that make you feel and what does it say about changes in our industry and society as a whole?

Imada:

When McCann Erickson didn't hire me, it motivated me to explore other career paths. I was determined to succeed even after failing, and I made a promise to myself to excel in every position afforded to me. It became a short-term goal to find my way into advertising and marketing. I was exhilarated to eventually have a pathway back to McCann. However, I am constantly reminded that as advertising and marketing professionals, we can never just wait for change to happen; rather, we must continue creating it.

Krakowsky:

You've made mentorship a priority and always lived up to that commitment. Why is that so important to you?

Imada:

Although my long-time mentor never accepts credit for mentoring me, something he said remains with me even after two decades have passed. He said, "If you want to thank me for being one of your mentors, help 100 others." For me, helping 100 others was not enough to repay someone for more than a decade of mentorship. To pay it forward, I decided to help more than a million people. I'm still working on this goal, but I am determined to complete this mission before I retire.



BILL IMADA

CO-FOUNDER, CHAIRMAN AND CHIEF CONNECTIVITY OFFICER IW GROUP

Bill Imada is Co-Founder, Chairman and Chief Connectivity Officer of IW Group, an advertising and public relations agency specializing in the multicultural markets within the U.S. For more than three decades, Bill and his team have played a critical role in engaging the growing Asian American and Pacific Islander communities. Today, his agency has expanded its reach to include other diverse consumers, including Hispanics/Latinos, Black and African Americans, LGBTQIA individuals, and more.

IW Group's client partners include Apple TV+, AARP, Bank of the West, BeamSuntory, Centers for Disease Control and Prevention, City of Hope, CVS Health, Edison International/Southern California Edison, Jack Daniels, Janssen, Lexus, Love Bonito, MARVEL, McDonald's, NBCUniversal, Nielsen, Northwestern Mutual, On Lok, Sony Pictures Entertainment, Walmart, Walt Disney, Warner Bros. Pictures Entertainment, Wells Fargo, and many others.

Bill serves on the boards of the ANA Educational Foundation, Coalition for Asian Pacifics in Entertainment, Institute for Public Relations, LAGRANT Foundation, National ACE, PBS Southern California, and the Plank Center for Leadership in Public Relations.

Bill believes in supporting post-secondary education and serves on several marketing, public relations, and advertising advisory councils for universities such as California State University-Northridge, the University of Southern California, the University of Florida, the University of Oregon, the University of Southern Mississippi, and Western Connecticut State University.

At ADCOLOR 2016, Bill received a Lifetime Achievement Award, and in 2022, Bill was inducted into the *PR Week* Hall of Fame. His agency has also received dozens of prestigious industry awards, which includes being named Multicultural Agency of the Year by *Advertising Age* in 2022.

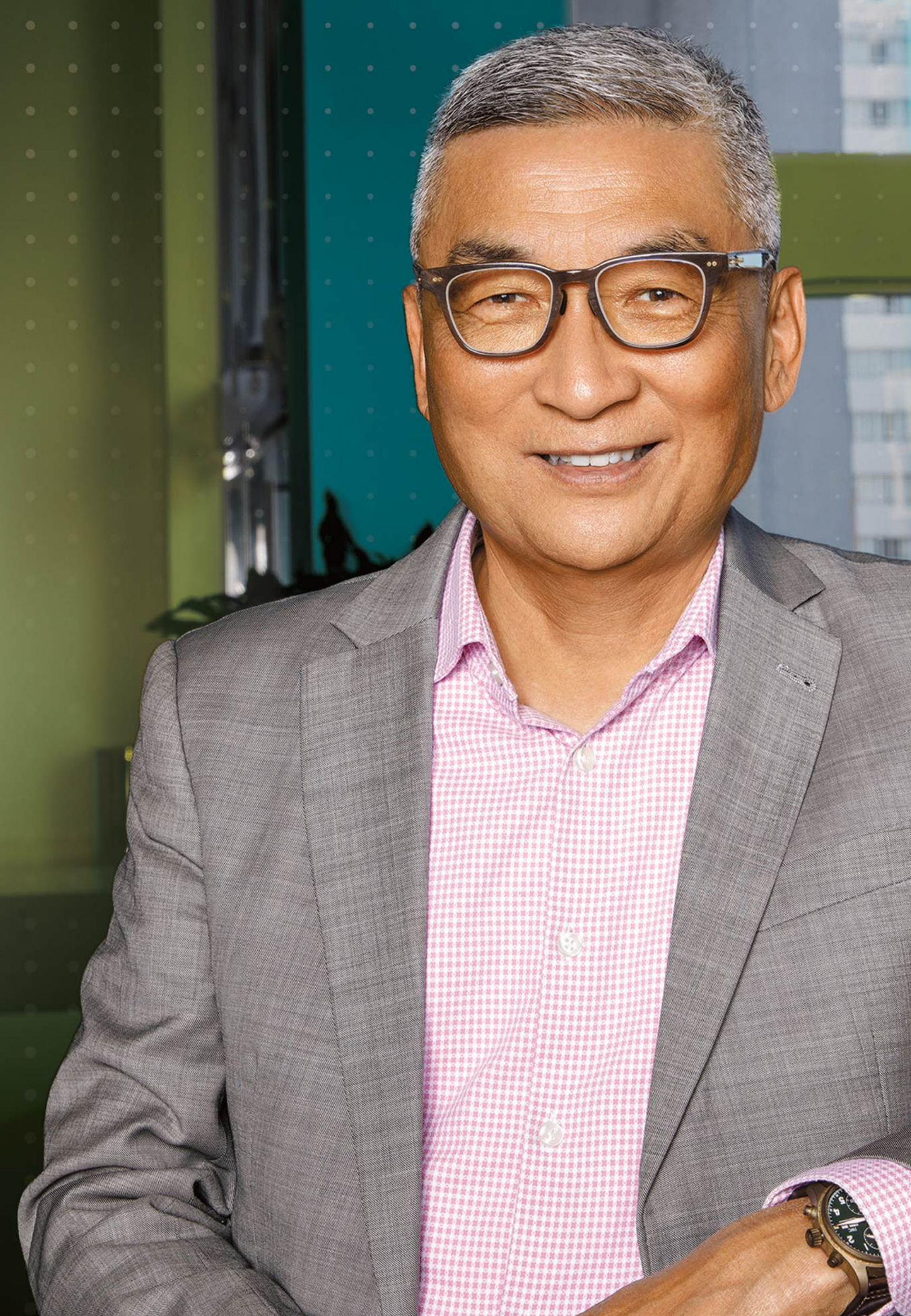
In his spare time, Bill has co-authored *You Got This!*, a career skills book published by Wiley. He also serves on the Innovation Committee for the Association to Advance Collegiate Schools of Business (AACSB), a global organization which accredits more than 1,000 business schools. Additionally, he has founded or co-founded six national organizations, including the Asian/Pacific Islander Chamber of Commerce & Entrepreneurship (National ACE), ACE NextGen, APIA Scholars, AAPI DEI Leaders, the National Millennial and GenZ Community, and VOICES for AAPIs in Communications.

IW Group has been a proud partner of Interpublic Group (IPG) for more than two decades. The agency also is a member of Worldcom Group, a global network of independent marketing and public relations agency.

Bill credits his success to the Anheuser-Busch Companies, who awarded him his very first contract before 1990. He also wishes to thank and acknowledge the agency's many clients, staff, media partners, civic leaders, and suppliers for their unwavering support. And finally, to the executives and senior leadership at Interpublic Group (IPG) and Worldcom.

“Bill is a pioneer in the true sense of the word who has combined his personal passions and community commitments with his talents to run a successful, values-based business.”

MICHAEL I. ROTH
FORMER CHAIRMAN & CEO, INTERPUBLIC GROUP
ADVERTISING HALL OF FAME CLASS OF 2022



ALWAYS **CURIOUS**
ALWAYS **CONNECTING**
ALWAYS **GIVING BACK**

And now the ad community is returning the favor.

Congratulations to our founder and leader, **Bill Imada**,
for being inducted into the Advertising Hall of Fame.





To the man who dedicates himself wholeheartedly to his work, his people and his community.

Bill, this is your moment.

Congratulations to you and all the honorees from your friends at IPG and McCann Worldgroup.

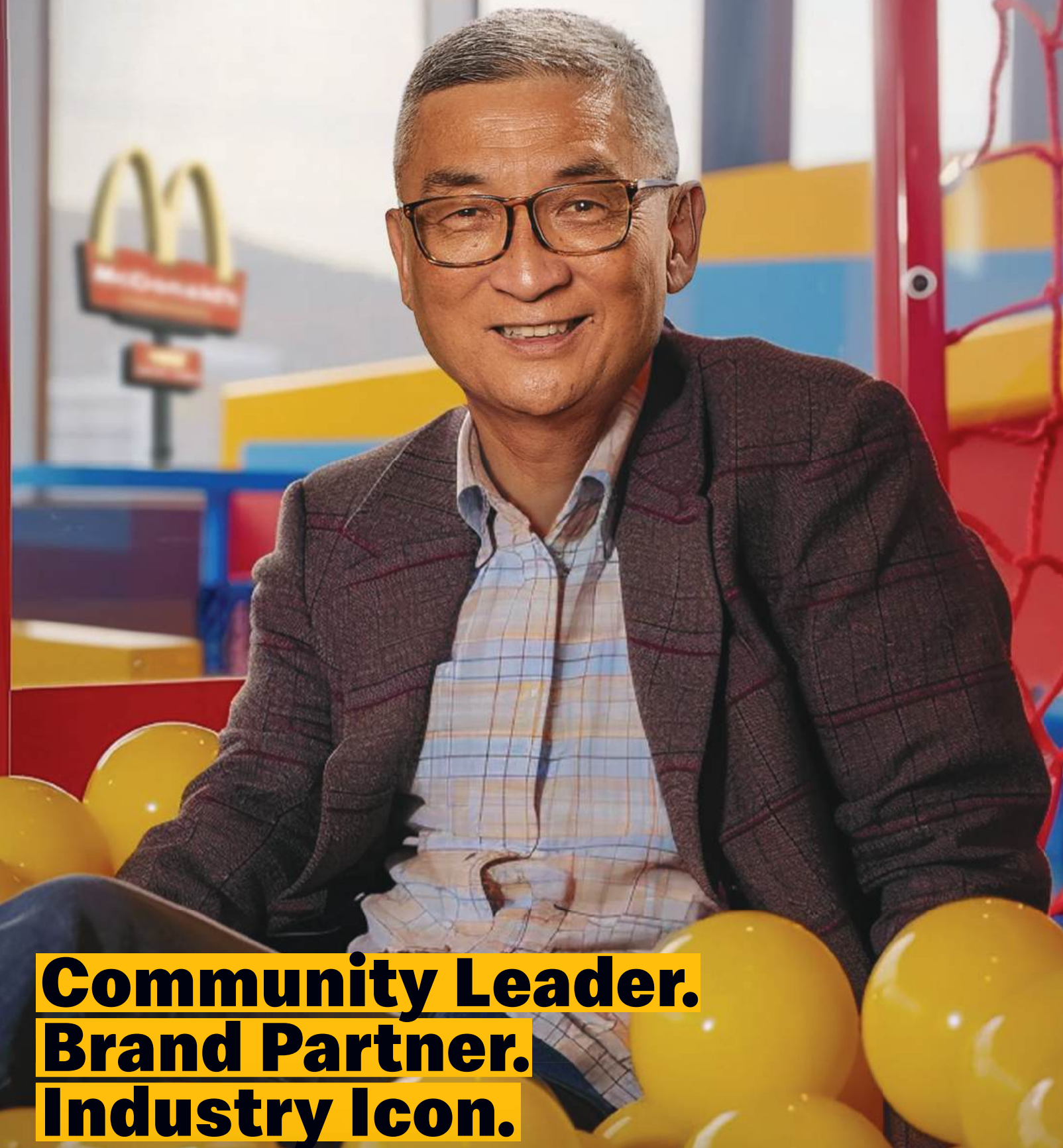
CONGRATULATIONS, BILL IMADA.



Thank you, Bill Imada, for your fearless leadership in forging new and exciting paths for generations to come. Welcome to the Advertising Hall of Fame.



Thanks For Making Things Fun



Community Leader.
Brand Partner.
Industry Icon.

For 25 years Bill Imada has worked tirelessly to uplift our community and elevate our business. The Asian McDonald's Operators Association congratulates him on his induction into the Advertising Hall of Fame.



Always Outside The Box



Congrats, Bill Imada

Thank you and IW Group for making sure the Golden Arches always shine bright. Welcome to the Advertising Hall of Fame.



Jerri

Marc

Donna

Jeff

Olivier

AT&T

IPG Mediabrands celebrates

Bill Imada

and the entire **Advertising Hall of Fame class of 2024**.
Tonight, we honor your steadfast commitment to
mentorship, community and all you have achieved
over the course of your remarkable careers.

JERRI BILL MARC



Jerri DeVard
2023 ADCOLOR
Lifetime Achievement Honoree



Bill Imada
2016 ADCOLOR
Lifetime Achievement
Honoree



Marc Pritchard
2021 ADCOLOR
Catalyst
Honoree

And now
**ADVERTISING
HALL OF FAME
INDUCTEES**

Congratulations!



ADCOLOR

2024 INDUCTEE

Q&A with Marc Pritchard

Debby Reiner, Co-Founder and CEO, Futura Collective:
You're known for reacting to campaign ideas instinctively. What was your most memorable 'tingle' moment in a creative presentation?

Pritchard:

They had me at "Easy, Breezy, Beautiful Cover Girl"! With that idea, the brand and the whole world of beauty suddenly made sense. I could just feel that we were on to something transformational and magical.

Reiner:

What advice would you give young Marc at the beginning of his career, back when you were starting in Finance at the Mehoopany Paper Plant?

Pritchard:

Being useful in every endeavor and to whomever I engage could have an exponential impact, and that would be meaningful. Being useful matters.

Reiner:

What's the most important thing that we as an industry aren't thinking & talking about enough?

Pritchard:

Market Growth. It's the highest-order ambition—creating business versus taking business, making the size of the pie bigger. It contributes to broader economic growth and inclusion which is good for business and good for society.



RECIPIENT OF THE DAVID BELL AWARD FOR INDUSTRY SERVICE

MARC PRITCHARD

**CHIEF BRAND OFFICER
P&G**

Marc Pritchard has been with P&G for over four decades, serving as the Chief Brand Officer for the last 16 years. Pritchard began his journey at the company far away from brand-building, as a cost analyst at P&G's Mehoopany, Pennsylvania, paper plant in 1982. Six years later, he got his introduction to marketing as an Assistant Brand Manager working on the legendary "Raise your hand if you're Sure" campaign; this experience was foundational in igniting his passion for the transformational power of iconic advertising.

By 1996, Pritchard became VP/General Manager of Global Cosmetics & Fragrances, where he broadened his brand-building expertise in categories where functional performance was second to emotional connection and cultural relevance. Over the next 10 years, he expanded his portfolio, becoming President, Global Cosmetics, Personal Care, Deodorants, and Hair Color.

In a pivot from the beauty business in 2006, Pritchard became the President of Global Strategy, where he focused on expanding productivity to drive P&G growth. In 2008, he was named Global Marketing Officer of P&G. A year later, he determined that the title should be changed to Chief Brand Officer reflecting that P&G is, at its core, a company of brands.

This multi-disciplinary journey gave Pritchard exposure to the widest possible swath of business dynamics and the myriad needs of the diverse consumers that P&G serves. It informed his ability to approach challenges with full consideration of unexpected and divergent points of view, reinforcing the need to listen, learn, and look around corners to anticipate what's coming next.

It also solidified his mission: to be useful, applying his varied experience to serve and support by consistently and humbly seeking to understand what's needed to win...for P&G, the industry, consumers, and communities.

Pritchard has a long list of industry honors. Some of the most recent include 2020 Global Marketer of the Year by the World Federation of Advertisers. In 2022, the American Marketing Association Hall of Fame, *Forbes* CMO Hall of Fame, the Association of National Advertiser's Education Foundation Lifetime Achievement Award, and Media Post Executive of the Year. He has served as the Chairman of the Board of the National Association of Advertisers since 2016.

Pritchard received a BS in Finance from Indiana University. He is happily married to Betsy. Together they have three beautiful daughters, Natalie, Alison, and Caroline, a son-in-law George, and one grandson, Little George.

“Marc has a unique ability to understand and connect with audiences on a personal level, and his campaigns have consistently been thoughtful, empathetic, as well as successful artistically and ironic. He is quick to stand up and lead by example. He understands the power of advertising to impact lives, and his work has made a true positive difference in the world.”

**ALMA HAR'EL
DIRECTOR & FOUNDER
FREE THE WORK**

**MARC,
YOU'RE WHAT HAPPENS
WHEN A FORCE FOR GOOD
MEETS A FORCE OF NATURE.**



Your vision and compassion are truly second to none. Congratulations to Marc Pritchard and the rest of this year's inductees on this legendary achievement.





P&G



Congratulations, Marc

Thank you for showing us all what it means to be a leader –
INCLUSIVE • USEFUL • EMPATHETIC
VISIONARY • GROWTH-ORIENTED

“Inclusion creates the ability to draw the best out of everybody and get different points of view”

– Marc Pritchard

CONGRATULATIONS

MARC
PRITCHARD

And to All of The Inductees of The 73rd Class Of
AAF Hall Of Fame

NAB  B

NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS





THE ADVERTISING HALL OF FAME JUST GOT BETTER.

MARC PRITCHARD

CONGRATULATIONS FROM ALL OF YOUR FRIENDS AT



DEMONSTRATES THE
EXTRAORDINARY
ACCOMPLISHMENTS AND UNIQUE
CONTRIBUTIONS THAT ARE
HALLMARK TO THE HALL OF FAME.
REFLECTS AN EXCEPTIONAL
AND SPECIAL COMMITMENT
TO SERVE AND BETTER THE
ADVERTISING COMMUNITY
AND INDUSTRY AS A WHOLE.



Inspired doesn't even begin to cover it.
Congratulations **Marc Pritchard**
on your nomination for the
David Bell Award for Industry Services.

Hats off to all of this year's AAF honorees.

From the team at **CARAT**

Marc,

**Cheers to P&G's
force for growth
& force for good!**

-Your Vayner Friends

VAYNERMEDIA

vaynermedia.com



building
brands.
driving
growth.

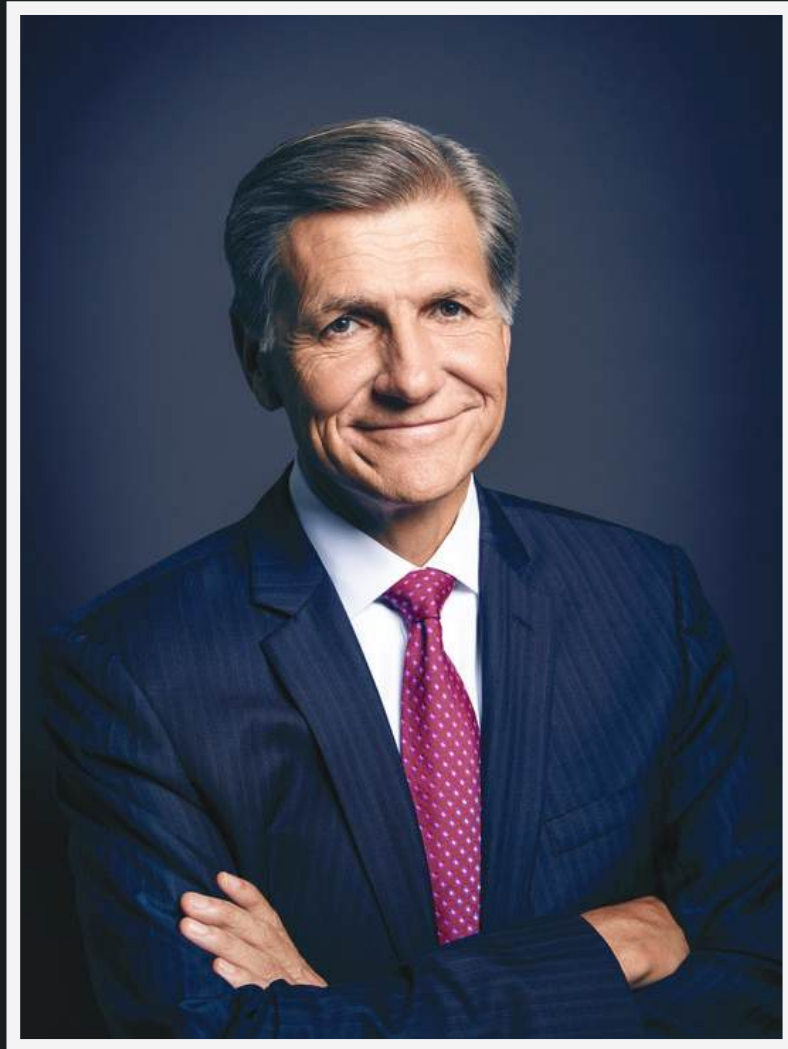
congratulations

**MARC
PRITCHARD**

on this well-deserved
honor.

GREY

**A LEADER. A WAYMAKER.
A CHAMPION FOR GROWTH AND GOOD.**



**THANK YOU FOR ALWAYS BEING A
WAYMAKER
FOR THE BET FAMILY.**



MEDIA GROUP

WHERE BLACK DREAMS FLOURISH

AdAge

Jerri DeVard

**CEO and Founder, Black Executive
CMO Alliance (BECA)**

Olivier Francois

Global Chief Marketing Officer, Stellantis

Jeff Goodby

**Co-Chairman,
Goodby Silverstein & Partners**

Bill Imada

**Co-Founder, Chairman and
Chief Connectivity Officer, IW Group**

Marc Pritchard

Chief Brand Officer, P&G

Donna Weinheim

**Former Partner, Cliff Freeman & Partners;
Former Executive Creative Director, BBDO**

AT&T

Corporate Inductee

The 2024 Advertising Hall of Fame Honorees

We are proud to toast your achievements.

Thank you, Marc.

For taking risks.

For always following your heart and
your head when it comes to the work.

For helping young men navigate the
seas of manship and for being
a Proud Sponsor of Moms.

For always pushing us to collectively rethink
every aspect of creativity in every way.

For championing equality and
inclusion at every turn.

And for believing one of the hardest
jobs in the world could be one of the
most meaningful jobs in the world.

Thank you, Marc Pritchard...

for being Marc Pritchard.

Congratulations on your induction to the
Advertising Hall of Fame from all of us
at Wieden+Kennedy.

Wieden
Kennedy⁺

2024 INDUCTEE

Q&A with Donna Weinheim

Gerry Graf, Co-Founder, Chief Creative Officer,
SlapGlobal:

*What did General Tso use to wash down his
delicious chicken?*

Weinheim:

*Of course, General Tso only drank Pepsi, as Coca Cola
gave him heartburn and terrible stomach viruses; and
caused him to fall asleep over his food.*

My answer would have to be Pepsi.

Graf:

Have you ever owned a talking scale?

Weinheim:

*I did own a talking scale many years ago and was one
of the first to get one! The problem with it was not
only did it have the voice of Rodney Dangerfield, but
it would also switch voices to Richard Simmons and
Richard Pryor. And the comments were snide: "Not
in that caftan, honey!" or "What, did you inhale the
whole buffet?" Not great for my self-esteem.*

Graf:

Where was the secret bar at BBDO? They never told me.

Weinheim:

*The bar at BBDO was a clandestine op. When Allen
Rosenshine left for the day we would sneak into the
office, slide his bookcase over, and there was a hidden
door. We would carefully make our way down wooden
stairs to somewhere in a secret storage room, where
every time there was a party going on!*

*The regulars were John Osborn, Michael Patty, and
Marianne Besch, to name a few.*

*I guess that includes me. Hey, is that why you asked me?
Figuring I would know where the bar was?!*



DONNA WEINHEIM

**FORMER PARTNER, CLIFF FREEMAN & PARTNERS
FORMER EXECUTIVE CREATIVE DIRECTOR, BBDO**

Donna Weinheim was born in Sunnyside, Queens which she credits for giving her such a positive outlook on life. After graduating from the Rochester Institute of Technology with a BFA in Graphic Design, she landed a paste up job in the studio at Ogilvy & Mather.

Her talent and determination brought her to Dancer, Fitzgerald, Sample. Executive creative director Stan Becker hired Donna as an art director, later promoting her to creative director and teamed Donna up with Cliff Freeman. The rest is history. Her campaigns for Wendy's, "Hamburger A. Hamburger B.", "Russian Fashion Show", and the legendary "Where's the Beef?" propelled the regional Ohio hamburger restaurant to #3 in the nation, won every industry award, and became part of pop culture. According to *New York Magazine*, "Where's the Beef?" has the "highest recall of any TV spot in the 20th century".

She then became the only female partner and creative director at Cliff Freeman & Partners, the most highly awarded agency of its time. There, she set the benchmark for humor that our industry still uses to this day. At CF&P, Donna was asked to lead the agency's top account, Little Caesars Pizza. She set out to make some of the funniest (and most copied) commercials in advertising history. The regional Detroit pizza chain rose to the third largest pizza company in the world. Donna's campaign "Laugh it off with the Comedy Channel" launched the cable channel that would later become Comedy Central. Her passion for animals and her compassion for anyone in need led her to create the

award-winning campaign for the ASPCA "If you want to talk about adopting a pet, we're all ears".

Donna was then asked to join BBDO as ECD in the exclusive Pepsi group. The agency had just won "Agency of the Year" at Cannes and it held the reputation as a global creative powerhouse. Donna would raise that reputation, while at the same time devoting herself to being a mentor and inspiration for the diverse, unheard voices in the agency. In her first year she won 5 Cannes Lions and Donna's Pepsi "Innertube" spot was voted the number one Super Bowl commercial on the *USA Today* "AdMeter". Twenty years later, "Innertube" was named the "Highest rated Super Bowl ad of all time". Her Pepsi "Goldfish" campaign, FedEx "Wizard of Oz", and HBO's "Roach Motel" can also be found on the lists of greatest Super Bowl ads. Donna had once again proven her belief that "great ideas with heart move the business".

After retiring in Southampton, NY, Donna continues to use her creative gifts to give back, working as a volunteer at the Bridgehampton library's writers workshop. This led to her meeting Amelia Green, a blind, 82 year old African-American woman who needed assistance in writing her memoirs about overcoming racism and segregation. Donna worked with Ms. Green and eventually co-directed the documentary short *Amelia* about this incredible woman's life.

Donna's success despite the odds against her is due to her understanding that great ideas are neither male nor female. The only way to get over every hurdle thrown at her was simply to have better ideas than anyone else.

"Could I rise to the top and lead an agency known for its breakthrough ideas? Yes. Why? Well, for one, I had it in me. And two, I saw Donna do it."

**MARGARET JOHNSON
CHIEF CREATIVE OFFICER
GOODBY SILVERSTEIN & PARTNERS**



*CONGRATULATIONS
TO THIS YEAR'S AAF
ADVERTISING HALL
OF FAME INDUCTEES.*

Deloitte.
Digital

So, where is the beef?

The beef is making the most iconic commercial of all time. It's creating the best 4 out of 5 Super Bowl ads, a record still standing.

It's 21 Clios.
12 Cannes Lions.
10 One Show Pencils.
14 Andy's.
8 London International Awards.
The list goes on.

The beef is being an ad icon who turned late nights and Sunday afternoons into belly laughs.

My mentor who taught me that, to overcome hurdles, all you have to do is have better ideas than everybody else.

To be creative, and do it all with grace and kindness, because that's how you truly win.

Congratulations Donna, the most deserving. I'm honored to have worked alongside you and to call you an icon, a mentor, a friend.

Love,
Marianne

**WHERE'S
THE BEEF?!**



CONGRATULATIONS
CONGRATULATIONS
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To all of the 2024 inductees into the AAF Advertising Hall of Fame.

 **Brandcenter**

NEW YORK TIMES ADVERTISING SALUTES THE 2024 AAF ADVERTISING HALL OF FAME INDUCTEES

JERRI DEVARD

CEO and Founder, Black Executive CMO Alliance (BECA)

OLIVIER FRANCOIS

Global Chief Marketing Officer, Stellantis

JEFF GOOBY

Co-Chairman, Goodby Silverstein & Partners

BILL IMADA

Co-Founder, Chairman & Chief Connectivity Officer, IW Group

MARC PRITCHARD

Chief Brand Officer, P&G

DONNA WEINHEIM

Former Partner, Cliff Freeman & Partners;
Former Executive Creative Director, BBDO

AT&T

Corporate Inductee

The New York Times

ADVERTISING

We love you to the first call to the moon and back.

Congratulations to AT&T on being inducted into the
Advertising Hall of Fame. From your friends at BBDO.

BBDO

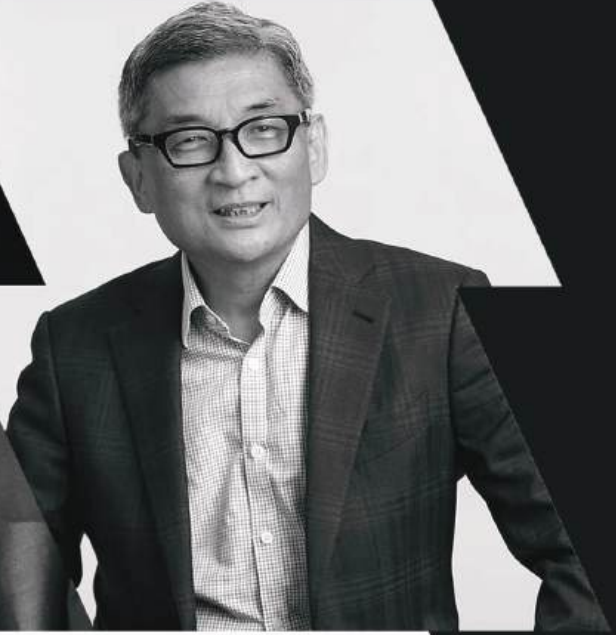
In 1993, we were lucky enough to make
a connection that changed everything.

Congratulations, tonight is yours.



OmnicomGroup





**CONGRATULATIONS
TO THIS YEAR'S
HALL OF FAME
INDUCTEES!**

YOUR REMARKABLE ACHIEVEMENTS
INSPIRE GREATER POSSIBILITIES
FOR US ALL TO SHAPE A MORE
INCLUSIVE FUTURE OF ADVERTISING.



AT&T



HATS OFF TO AT&T AAF HALL OF FAMERS

We celebrate your commitment to impact, innovation,
and collaboration – which has proved time and again
that connecting does change everything.

It's an honor to be part of this journey with you.

Your proud partners,

translation

United
Masters



The Connecting Thread



"I believe in the future, wires will unite the head offices of telephone companies in different cities, and a man in one part of the country may communicate by word of mouth with another in a distant place."

— Alexander Graham Bell, 1878

That's where the thread started for AT&T. With a visionary ahead of his time. When Alexander Graham Bell made the first phone call in 1876, he made a connection that changed the world. And from there, the connecting thread just kept going.

That trailblazing spirit has never left us. From being the first to transmit voice over a wire, to connecting billions of people in 2024, AT&T has woven together a rich history of firsts. And shared many memorable advertising campaigns with America.

Connecting
Changes
Everything™



1876

Connecting Changes Communication

Alexander Graham Bell is the first to transmit voice over a wire: "Watson, come here. I want to see you."



1878

A Vision for the Future

Bell lays out his vision: "I believe in the future, wires will unite the head offices of telephone companies in different cities, and a man in one part of the country may communicate by word of mouth with another in a distant place."



1889



1900

1908

One Policy, One System, One Company

We unite U.S. phones under "One Policy, One System, Universal Service."



1914

Inspired to Serve

A rapidly growing AT&T assures customers that no matter how big we get, we are animated by the spirit of service.



1925

Connecting Changes Filmmaking

The Vitaphone Projector synchronizes sound with moving pictures.



1920

1926

Sound on the Silver Screen

Don Juan is the first feature film to use Vitaphone sound-on-disc technology.



1936

Connecting Changes Relationships

The telephone book brings together "friendships and homes and families."



1940

The Future with a Smile

We introduce the nation to "The Voice with a Smile."



1944

Connecting Changes Families

We encourage people to keep the phone lines open to make sure calls from our overseas military will get through.



1956

Call Across the Pond

Thanks to our new transatlantic cable, long-distance calls across the Atlantic are clear as day.



1962

Telstar Guides the Future

Our Telstar satellite is the first in the world to transmit phone calls and TV pictures.



1939

1964

A More Human Connection

At the World's Fair, we introduce the Picturephone to humanize telephone service.



1979

Connecting Changes Distance

The "Reach Out and Touch Someone" campaign announces that, finally, long-distance calls can be simple.



1997

The Future Within Reach

While the world of communication is changing, we show that we are looking to the future with the "It's All Within Your Reach" campaign.



2007

Connection. Delivered.

We bring greater connection to the world with the campaign "Your World. Delivered."



1966

One Number Changes Everything

Any questions? Dial "0" for help.



1993

Connecting Changes the Future

In a series of prescient predictions, our "You Will" campaign tells the world how they'll be communicating in a few years.



2006

The Future Is Everywhere

Everywhere you look, there are "More Bars in More Places."



2010

Rethink the Future

We've never stopped imagining what's possible, and "Rethink Possible" shows that.



1969

Our Future Looks Bright

Saul Bass reimagines the visual identity of "Ma Bell."



2007

The Phone That Changed Everything

The only wireless carrier to launch the iPhone, reinforces our eye for the future of connection.



2010

It Can Wait

Sometimes, connection has to wait.



1994

A Banner Year for Innovation

We change the game with the first digital banner ad.



1964



1969



1984



1999



2005

2013

Change Uncomplicated

"It's Not Complicated" for us to stay connected and keep looking forward.



2013

A Spokesperson for Change

Lily launches and teaches people what the future of mobility looks like.



2014

Legends of Connection (and College Sports)

AT&T enters a new arena with March Madness and college football sponsorships.



2016

The Power of Change

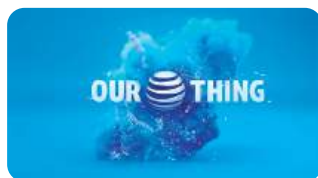
We aren't just looking toward the future of personal connection; we're also connecting businesses to the future, as represented in our campaign, "The Power of &."



2018

More Connection, That's Our Thing

As the world becomes more personalized, so do AT&T's services.



2019

Never Settling

AT&T shows the standards for connection are more than "Just OK."



2022

Who Wants to Be a G/Gillionaire?

Because the future of connection deserves its own word.



2023

Next Level Innovation

AT&T has been the company to consistently bring "Next Level Network" connection to its customers.



2023

Connecting Changes Sports

AT&T's 5G Helmet levels the playing field for deaf and hard-of-hearing athletes.

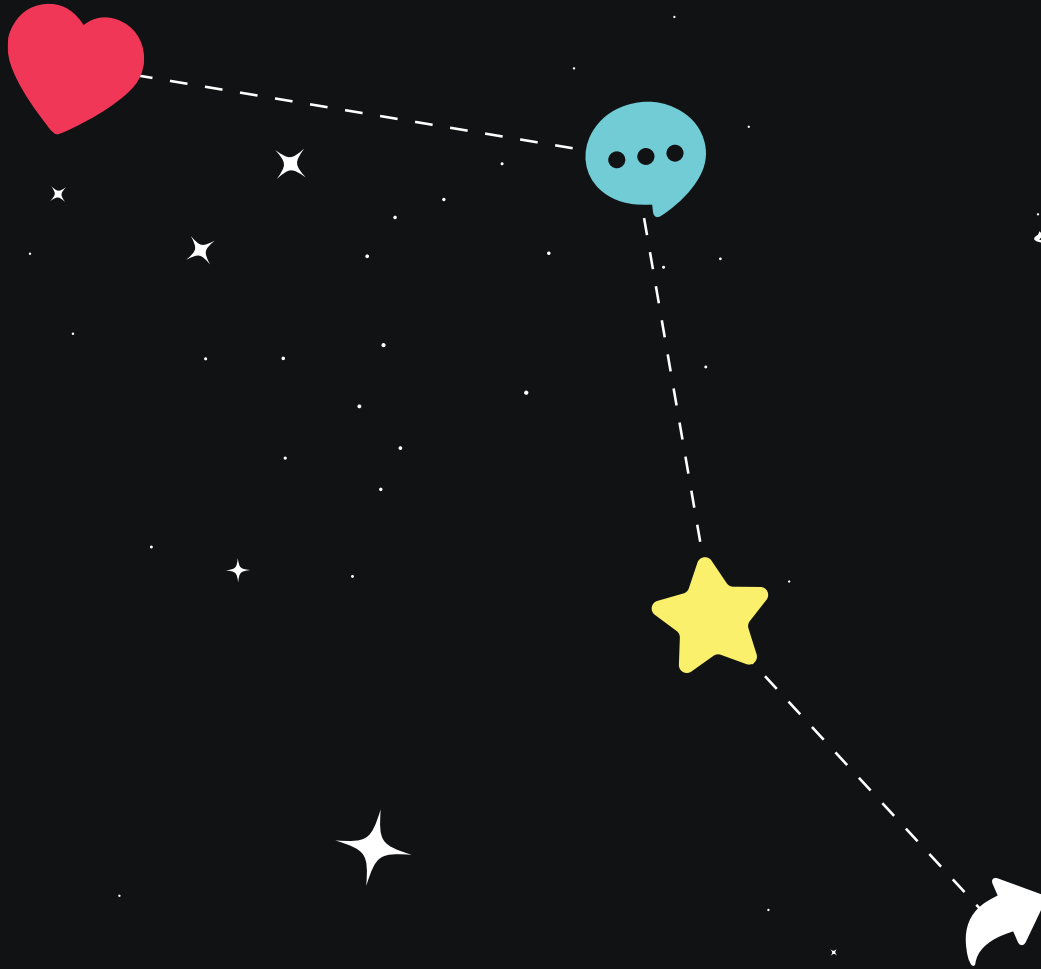


2023

Connecting Changes Everything

In a purpose-driven campaign, we show how we're pushing the future forward for people around the world.





Congratulations to this year's AAF Hall of Fame honorees. Your tremendous contributions to our industry are an inspiration to us all.

Raising a toast #ForYou.

Your friends at
TikTok

META.COM

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

 Meta

Thank you to the AAF, and to tonight's honorees for setting a high bar for all of us.

Congratulations.



INFILLION

Elevating media for the best brands in the world

TRUEX NEXT INSTADIUM MEDIAMATH

SAVE THE DATE

**THE BIGGEST NIGHT
IN ADVERTISING**

**ADVERTISING
HALL OF FAME**

**INDUCTION CEREMONIES
& GALA DINNER**

APRIL 24, 2025

CIPRIANI WALL STREET

ADVERTISINGHALL.ORG



SUBMIT BY
MAY 20, 2024


CALL FOR ENTRIES

SUBMIT CREATIVE WORK,
ADVOCACY INITIATIVES,
AND BUSINESS STRATEGIES
THAT SUPPORT DIVERSITY,
EQUITY, AND INCLUSION IN
THE ADVERTISING INDUSTRY

[BIT.LY/AAFMOAICAWARDS](https://bit.ly/aafmosaicawards)

mosaic
awards
2024

aaf american
advertising
foundation



INDUCTION
CEREMONIES
AND DINNER
NOVEMBER 21 2024
PIER SIXTY
NEW YORK CITY
AAF.ORG/AHOA

ADVERTISING HALL
OF ACHIEVEMENT

AAF american advertising federation

aaf upcoming events

For more information about AAF's events and programs, visit aaf.org.

MAY 13, 2024 | [AAF.ORG/AHOA](https://aaf.org/AHOA)

ADVERTISING HALL OF ACHIEVEMENT NOMINATION DEADLINE

Now accepting nominations for the 2024 Advertising Hall of Achievement which honors individuals age 40 and under who have made a significant impact on our industry.

MAY 30-JUNE 2, 2024 | THE GRAND AMERICA HOTEL | SALT LAKE CITY

ADMERICA

The AAF's annual conference met to enhance enthusiasm for the advertising industry and the leadership skills of our grass roots network.

AMERICAN ADVERTISING AWARDS GALA

The industry's largest creative competition recognizing excellence in advertising, marketing, and media.

NATIONAL STUDENT ADVERTISING COMPETITION

The premier college advertising competition that provides students the real-world experience of creating a strategic campaign for a corporate client.

THE MOSAIC 10 PANEL DISCUSSION

A discussion of the consumer-selected "Top 10" list of the multicultural advertising, marketing, and media moments that made an impact in 2023.

JULY 12, 2024 | [AAF.ORG/AHOF](https://aaf.org/AHOF)

ADVERTISING HALL OF FAME NOMINATION DEADLINE

Now accepting nominations for the 2025 Advertising Hall of Fame—"The Biggest Night in Advertising" honoring the legends who have raised the standard for advertising excellence.

SEPTEMBER 26, 2024 | GUASTAVINO'S | NEW YORK CITY

MOSAIC AWARDS CEREMONY & DINNER

Honoring the companies and individuals who have display their commitment to diversity, equity, and inclusion through creative work, advocacy, and company-wide initiatives.

NOVEMBER 13-16, 2024 | NEW YORK CITY

STUDENT ADVERTISING CAREER CONFERENCE

A three-day event where students learn about the field of advertising and network with knowledgeable industry professionals.

NOVEMBER 21, 2024 | PIER SIXTY | NEW YORK CITY

ADVERTISING HALL OF ACHIEVEMENT INDUCTION CEREMONIES & DINNER

The Advertising Hall of Achievement is the premier event recognizing top young thought leaders making a significant impact on our industry and their communities.

FEBRUARY 2025 | NEW YORK CITY

MOST PROMISING MULTICULTURAL STUDENTS PROGRAM

The Most Promising Multicultural Students program connects the advertising industry with the nation's top multicultural college seniors.

APRIL 24, 2025 | CIPRIANI WALL STREET | NEW YORK CITY

ADVERTISING HALL OF FAME INDUCTION CEREMONIES & DINNER

The Advertising Hall of Fame celebrates industry legends who have distinguished themselves with outstanding, globally-recognized achievements.



Congratulates the Advertising Hall of Fame Inductees



Jerri DeVard
Black Executive
CMO Alliance (BECA)



Olivier Francois
Stellantis



Jeff Goodby
Goodby Silverstein
& Partners



Bill Imada
IW Group



Marc Pritchard
P&G



Donna Weinheim
Cliff Freeman
& Partners; BBDO



AT&T
Corporate Inductee





AT&T would like to thank the American Advertising Federation for this honor, and congratulate the other inductees to the Advertising Hall of Fame.

Here's to many more impactful innovations, great stories, and greater possibilities.

Connecting
Changes
Everything™

