Overview

“Journey to Inclusion” was the guiding principle established by the board and its executive committee for 2022/2023. With many of the board members returning to their roles for a second term, we were able to carry out initiatives started in the previous year. These initiatives promoted advertising, education, diversity & inclusion, and government outreach.

We established a Code of Conduct for all events. This Code enforces our committed to providing a safe, and welcoming environment for everyone, regardless of gender, sexual orientation, ability, physical appearance, age, race, or religion. *(Exhibit A)*

DIVERSITY & MULTICULTURALISM

This year AAF Austin continued its commitment to promoting and highlighting the importance and value of diversity in our industry. We expanded our focus to include disability and accessibility issues. This encompassed consideration of these issues in strategy, UX design, purchasing, and even venue consideration.

Inclusion Solutions: Coloring Outside the Margins

April 27, 2022 | Virtual Event

Kyla M. Jones, Associate Director of RAPP Diversity Strategy Practice

**Event Details:** A first in a series from AAF Austin, member agency GSD&M partnered with sister company RAPP (an Omnicom agency), to present a program designed to promote inclusion in strategy and thought leadership. “Mobility Solutions” have become more prominent in the market but consumers with disabilities argue there is still a huge gap in authentic market representation and equitable CX solutions. In commercial
efforts, brands almost always prioritize the experience of able-bodied consumers, while unconsciously marginalizing the experience of persons with disabilities. This program featured three individuals who participated in the study and recounted their experiences. Their stories were vulnerable, honest, and eye-opening, making this an impactful presentation.

**Target Audience:** Advertising professionals from up-and-comers to seasoned veterans. Entry fees for AAF members, inclusion activists, students, and young professionals were waived. All others were asked to make a $10 donation directly to Special Olympics of Texas.

**Method of Promotion:** Social media, emails, AAF Austin site *(Exhibit B)*

**Results:** 171 registrants. This program was recorded and can be found on our YouTube channel. The event included closed captioning as well as an ASL interpreter. *(Exhibit C)*

**Diverse Vendor Showcase**

December 6, 2022  |  Virtual & In-Person Event

**Event Details:** Diverse-owned vendors are frustrated by their lack of relationships with ad agencies, who they say often work with companies the agencies have an existing relationship with. This makes it harder for diverse-owned vendors to win business. According to a new study by Omnicom’s GSD&M, nearly three-quarters of diverse-owned vendors say this is the situation they regularly find themselves, with 46% of respondents also reporting their company does not have enough relationships with agencies.

AAF Austin and local agency GSD&M partnered to host small and diverse vendor partners, agencies and clients, encouraging introductions and interaction with the hope that agency and client contacts become more aware of available diverse vendor partners for inclusion in future bids. We showcased and celebrated their crafts, talents, creativity and work they produce. This three-day event was a mix of panels as well as 15-minute virtual 1:1 meetings with potential partners. We were thrilled with the improved ratio of buyers to vendors.

Registrants have continued access to vendor reels. *(Exhibit D)*

**Target Audience:** Diverse Vendors, Austin AND National Advertising Community

**Method of Promotion:** Promoted through AAF Austin social channels and GSD&M and Omnicom internal channels. Expanded reach by including The Omnicom Advertising Collective as a sponsor. *(Exhibit E)*

**Results:** Day 1: 68 virtual attendees. 68 in-person attendees. Days 2 & 3: 51 buyers registered. 58 vendors registered. 81 meetings set. *(Exhibit F)*

We were thrilled with the ratio of vendors to buyers. The 1:1 format for the meetings provided a more robust
and worthwhile experience for all involved. We received positive feedback across the board. (Exhibit G)

The event received press from AdAge who attended the event in-person. (Exhibit H)

**Inclusion Solutions : Rethinking User Personas for Inclusion**

February 21, 2023  |  Virtual Event

Cindy Brummer, CEO & Creative Director at Standard Beagle Studio

**Event Details:** Designers need a new framework for creating user personas—one which emphasizes behaviors over demographics to be more inclusive and guard against biases. Brummer reviewed the common pitfalls of typical personas and why they fall short. She then walked through a better framework for creating personas and how designers can use this in their everyday work. Participants engaged in a lively Q&A session.

**Target Audience:** AAF Members & non-members, Ad 2 members & non-members, Advertising professionals & students

**Method of Promotion:** Social media, emails, AAF Austin site (Exhibit I)

**Results:** 81 registrants. (Exhibit J)

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**ADVERTISING EDUCATION**

AAF Austin continues its commitment to support the next generation of advertising professionals by encouraging our members to give back and help students in their journey towards careers in the industry.

**How to Get a Job**

November 9, 2022  |  Virtual Event (Exhibit K)

Chip Peck, Associate Director Talent Acquisition RPA

Jocelyn S. Lai, Global Head of Talent Acquisition Duolingo

Matt Berndt, Senior Manger Job Seeker Experience Indeed

**Event Details:** AAF Austin hosted a webinar event with a panel of experienced recruitment and talent attraction professionals who shared their tips and advice for college students considering careers in advertising and related fields.

**Target Audience:** A free webinar for advertising students in the Austin / Central Texas vicinity
Method of Promotion: AAF Texas State social media outlets, emails

Results: 53 students from Texas State and University of Texas attended the initial webinar. The recording was then shown to additional Texas State students increasing the viewership to 200+. *(Exhibit L)*

**AD2 Mentorship Program**

Ad 2 Austin, in conjunction with AAF Austin, hosts an annual program that pairs students with professionals in the Austin area. The goal is to provide students with a mentor to guide them as they start their career as well as provide supporting programs to drive additional value to students. Our team has a very close relationship with Texas State so we utilized that relationship with their advertising club to reach students looking for mentorship. In order to recruit mentors, we created a draft for our board members so that they could easily and directly reach out to their network via LinkedIn

Target Audience: Advertising students

Method of Promotion: Social media, emails, AAF Austin site *(Exhibit M)*

Results: The program kicked off in January 2023.

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**PROFESSIONAL DEVELOPMENT**

AAF Austin strives to have a component of professional development at the core of our program calendar. Over the course of the year, we hosted several in-person events as well as free webinars with valuable professional development content. In the spirit of inclusion, we were considerate in choosing venues that were accessible for all in-person events. We also continued to offer virtual events knowing they can offer more flexibility when it comes to accessibility. In addition to our AAF Austin events, the club also planned for Advent10n which will be hosted in Austin from April 12 - 15, 2023. *(Exhibit N)*

**Big Wigs**

October 14, 2022  |  In-Person Event

Event Details: Big Wigs is about paying homage to the talented professionals behind the scenes who aren’t typically recognized for their hard work and achievements. *(Exhibit O)* The Big Wig’s committee took lead from the board’s guiding principle for the year: “Journey to Inclusion”. For the event, the “journey” focused on the career path for our members. The event was held at Wanderlust and featured a live band after the awards
ceremony. This was the first time AAF Austin offered NFTS as a digital award to supplement the physical awards. This was an incredible innovation for the chapter. *(Exhibit P)* We received overwhelmingly positive feedback from attendees.

**Target Audience:** AAF Austin members & vendors  

**Method of Promotion:** Social media, emails, AAF Austin site *(Exhibit Q)*  

**Results:** 207 tickets sold. Gross sales of $10,612 and a Net Profit of $6,700. *(Exhibit R)*

**A New Era for TV Advertising**  

June 8, 2022  |  In-Person Event  

Lauren Fry, Chief Revenue Officer at Simulmedia  
Alicia Scherr, Senior Manager of Brand Media at The Zebra  
Dave Kersey, Chief Media Officer at GSD&M  
Bonnie Rohan, Creative Director at Material  

**Event Details:** AAF Austin gathered an all-star panel of media industry leaders to explore how streaming platforms have changed TV creative, the rise of alternative ad measurements, how economic headwinds will impact TV advertising, whether TikTok makes sense for brands, and much more. Lively conversation and valuable insights on what’s new and what’s next for television advertising.

**Target Audience:** AAF Members & non-members, Ad 2 members & non-members, Advertising professionals  

**Method of Promotion:** Social media, emails *(Exhibit S)*  

**Results:** 36 tickets sold. *(Exhibit T)*

**Navigating the Metaverse**  

February 27, 2023  |  In-Person Event  

Noor Naseer, VP of Media Innovations and Technology at Basis Technologies  

**Event Details:** A new evolution of the web is impending, big tech platforms and global businesses are investing billions to help define a new world, the Metaverse, that promises emerging capabilities beyond current physical and digital experiences.

**Target Audience:** AAF Members & non-members, Ad 2 members & non-members, Advertising professionals  

**Method of Promotion:** Social media, emails *(Exhibit U)*  

**Results:** 60 registrants / 35 attendees *(Exhibit V)*
AAF Austin + UK AEG “Branding Arms” Take-Over at SXSW UK House

March 11, 2023 | In-Person Event

**Event Details:** “AAF Austin is dedicated to building community and collaboration between our members and further. This event is an exciting opportunity for creatives in Austin to connect with a global network,” says Cindy Brummer, AAF Austin Co-President.

Second-year board member and Big Wigs Chair Kat Thay, a British expat, has spearheaded a SXSW collaboration with Brit House and UK Advertising Export Group (UK AEG), elevating AAF Austin to the national stage. *(Exhibit W)* She coordinated with Steve Pacheco, President/CEO AAF, and Dawn Reeves, EVP Member Services and Programs, at AAF National. They were excited to hear about this opportunity and have been supportive of this effort. Pacheco promoted the event to AAF National Board Members and Corporate Members who attended SXSW. We’re excited about the success of this inaugural event and hope to make it an annual occurrence. *(Exhibit X)*

**Target Audience:** AAF & Ad 2 club members & non-members

**Method of Promotion:** Social media, emails *(Exhibit Y)*

**Results:** We’re excited about kicking off this inaugural event and hope to make it an annual occurrence. Thus far, the connections established with UK AEG and AAF National have spotlighted AAF Austin on the national and global stage.

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**GOVERNMENT RELATIONS**

AAF Austin continues to foster relationships with Texas legislators to promote awareness and advocate for pro-advertising legislation. Our newly relaunched website also includes a dedicated page that highlights how AAF Austin actively works on behalf of our members to impact legislation that governs the advertising industry and directly affects member livelihoods. *(Exhibit Z)*

**Day at the Capitol**

March 1, 2023 | Virtual Event

**Event Details:** This is the 3rd annual Day at the Capitol, this year including all of District 10. Stephanie Price, the D10 Immediate Past Governor, led the D10 Government Relations team in expanding the AAF Austin
The need for advocacy and our grassroots effort were on display more than ever this year with the proposal of two privacy bills that are highly supported by the Texas Speaker of the House, Dade Phelan. HB4 focuses on how companies collect and monetize personal data. HB18 gives parents more control over their children’s online activity. Our Texas chapters worked closely with AAF National to distribute talking points to legislators. *(Exhibit AA)* AAF Austin, along with seven other Texas AAF chapters, signed a letter to legislators regarding HB4.

This event featured the AAF District 10 Government State Representatives providing an overview of how each state legislature works and pertinent legislation under consideration. Clark Rector, EVP of Government Affairs for AAF National, discussed important issues of taxation and privacy. GSD&M CEO Duff Stewart talked about how agencies and brands must stay involved in issues affecting our communities and industry. D10 Executive Director Kevin Dobbs generously reached out for district sponsorship to cover expenses for Texas Day at the Capitol.

**Target Audience:** Texas & District 10 membership of AAF and Ad 2 clubs

**Method of Promotion:** Social media, emails, AAF Austin site *(Exhibit BB)*

**Results:** Texas Day at the Capitol had 70 registered attendees from across Texas, Arkansas, Louisiana, and Oklahoma. Members met with legislators or staffers from over a dozen offices. *(Exhibit CC)* AAF Austin signed onto AAF National legislator letter which is a shining example of our grassroots mission. *(Exhibit DD)*

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**AMERICAN ADVERTISING AWARDS**

February 17, 2023 | In-Person Event *(Exhibit EE)*

**Event Details:** Austin thrives on creativity and AAF Austin absolutely loves recognizing and honoring that creativity. A match this perfect deserves to be celebrated. Every year, we put our heart and soul into an awards show that celebrates the creative pulse that keeps our local ad industry alive.

This year’s theme played off of the board’s guiding principle for the year: “Journey to Inclusion”. The “journey” was the arrival to the elevated “Platinum Experience” that was the award show. Venue selection was extremely important this year, as we wanted to elevate the experience without the hefty price tag. We landed on the Bullock Texas History Museum. The Museum offered a nice balance of a theater with excellent show capabilities as well as an elegant setting for a cocktail and social gathering, which reduced our need to spend a lot for decor. We had multiple red carpet and picture opportunities for winners to celebrate their success and
share their excitement. Taking our lead from their popularity at this year’s Big Wigs, AAF Austin used NFTs as a digital supplement to the physical awards. *(Exhibit FF)*

Our goal was to keep pricing affordable, particularly for students, while keeping it line with the rising costs reflected by higher vendor and venue fees. We raised ticket prices by $5 over last year’s pricing:

- Members $105
- Non-Members $120
- Student Members $55
- Non-Student Members $60

In addition, to keep costs in line, we opted for an elegant array of hors d’oeuvres to eliminate the need for a more expensive catered dinner. Instead of selling VIP tables, we created a VIP section within the theater for the awards program, selling seats in the first 3 rows in blocks of 4 at a higher premium ($450-$500). We sold the extra VIP seats in Rows 2 and 3 that did not fall within the 4-block framework for $115-$120 per seat. The exact price was dependent on the exact location of the seat.

**Target Audience:** Advertising professionals & students in Austin & vicinity

**Method of Promotion:** Social media, emails, AAF Austin site *(Exhibit GG)*

**Results:** With a returning chair for the American Advertising Awards, better governance over expenses, and leveraging in-kind sponsorships, we were able to improve profits vs. last year. While cash sponsorships and professional and student entries were down, our members have an improved appetite for in-person events. Attendance increased from 158 last year to 217 this year. In turn, tickets sales were the saving grace for our profitability goals. *(Exhibit HH)*

<table>
<thead>
<tr>
<th>Professional Entries : 280</th>
<th>Total Revenue from Professional Entries : $36,607.64</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Entries : 52</td>
<td>Total Revenue from Student Entries : $3,115.00</td>
</tr>
<tr>
<td>Tickets Sold : 217</td>
<td>Total Revenue from Tickets (Net) : $29,019.48</td>
</tr>
</tbody>
</table>

Comments from attendees included: “Great venue, it was elegant and just the right size for our group”, “Loved the free parking, so easy!”, “The sound was great, I could hear everything!” *(Exhibit II)*

In all of our cornerstone initiatives, AAF Austin strives to find balance and serve our membership, and continue our grassroots mission focused on the health of our industry. AAF Austin provides a mix of virtual and in-person events to build and keep connections, foster a sense of community, and increase inclusivity.
Exhibit A  Code of Conduct
Inclusion Solutions
“Coloring Outside the Margins”
April 27th, 2022 | 12PM - 1PM CST
Kyla M. Jones
Associate Director, RAPP Diversity Strategy Practice

Register Today

About this event
“Equal opportunity” used to mean diversity and inclusion in the workplace; however, as we move towards a more diverse and inclusive environment, companies are realizing the importance of creating a culture where everyone feels valued and heard. This webinar, “Coloring Outside the Margins,” explores the intersection of diversity and inclusion in the workplace. In this webinar, we will discuss the importance of creating a culture where everyone feels valued and heard, and how companies can achieve this goal.

Join us for this free webinar to learn how to

RAPP | GSD&M

March 24, 2022

Like by helenaexx and 7 others
aafauslin Help be the change for inclusion!
Register for this free webinar to learn how you... more
aafauslin Link in Bio

March 24, 2022
Exhibit C  Inclusion Solutions // Results

Inclusion Solutions
"Coloring Outside the Wings"  
April 17th, 2022 | 1:30PM - 9:00 PM CST  
Kyle M. Jones  
Register Today  

Your Event Sales Recap  
Inclusion Solutions, ended on April 27, 2022.

You did it! The doors are closed and your attendees are headed home. You can finally take a deep breath and celebrate all you’ve accomplished. As you start thinking about your next event, check out your event recap – and a few tips from us on how to make your next event even better than the last.

Ticket sales: 171

41% through Inclusion Channels, 59% through Eventbrite channels, including ticket buyers, mobile app, and desktop/website.

Eventbrite channels: Channels provided by Eventbrite to drive incremental ticket sales, like our event discovery partners, mobile app, and desktop partner.

Your top cities for ticket buyers:
1. Austin
2. Dallas
3. Los Angeles

Organizers saw ticket sales by importing their more engaged audiences. Next time, consider boosting your marketing efforts in these top cities.

Tips to help you grow your next event:

1. How to use Eventbrite Analytics tool  
2. Event Overview Insights: How to Cash in on Event Insight That Sells  
3. Boost Sales at Every Stage of the Event Marketing Funnel

Want to learn more about your event to help you improve for next time?
  
Review Full Recap

Dashboard

Inclusion Solutions  
171 tickets  
2022-04-17 1:30PM - 9:00PM CST  

Share

Event URL  
https://www.eventbrite.com/eticket?user_id=1234567890

Sales by ticket type

Inclusion Solutions
Exhibit D  Diverse Partner Summit // Vendor Reels
Exhibit E  Diverse Partner Summit // Promotion

AGENDA
11:30 AM - 12:30 PM: Roundtable Discussion with Key Speakers
12:30 PM - 1:30 PM: Lunch and Networking

Sign up for virtual meetings
Wednesday, December 7, and Thursday, December 8
https://mtbma.app/event/diversepartnersummit

Thank you to our sponsors!
Exhibit F  Diverse Partner Summit // Virtual & In-Person Attendees

Statistics

<table>
<thead>
<tr>
<th></th>
<th>Pre-event</th>
<th>During Event</th>
<th>Post Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>81</strong> Meetings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>51/51</strong></td>
<td><strong>Buyer</strong></td>
<td></td>
<td><strong>Vendor</strong></td>
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<tr>
<td></td>
<td>(Brand/Agency)</td>
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</table>

Subject: SPPVP0003 Stats

Here are stats from yesterday:

Attached is the MBM stats image:
51 buyers registered
58 vendors registered
81 meetings set
117 registered to attend in-person
68 actual — signed in

Approx. 40 actual [varied throughout the afternoon]
From: Amy Silverman <amy.silverman@synergem.com>
Sent: Wednesday, December 7, 2022 3:00 PM
To: Max Rutherford (GD&M) <Max.Rutherford@gd&m.com>
Subject: Thank you, Max

Hi Max,

It has been a while since we last spoke (it feels like many years) and I just wanted to thank you very much for including us in the Diverse Partner Summit today.

I had a really good meeting with Helena Abing and I’m hoping to open up some doors again for Synergem and GD&M.

Also this summit was so well executed virtually. The ability to request a meeting was really great along with the interactive interface and software for the meetings. I also really appreciate all the communications and reminders as well.

So thank you again Max! It was great.

Happy Holidays,

Amy

Max, hello there!

Well, I made it back to Dallas and didn’t want the day to escape without me saying a big THANKS to you and your team. This was a wonderful event (as usual) but somehow this one felt really special. I love the idea of the one-on-one meetings afterwards. I had my first one today but have scheduled a bunch for tomorrow. That was such a good idea!

I hope you have Friday off work and that you’ve got something relaxing scheduled.

Wishing you and your team a wonderful holiday season, and I’ll look forward to seeing you again in 2023.

Warm regards--

Julie
Exhibit I  Inclusion Solutions // Event Details & Promotion

Inclusion Solutions
"Rethinking User Personas for Inclusion"
February 21 | 5:30-7:30 PM CST
Cindy Brummer
CEO | Creative Director
Standard Design Studio
President | AAF Austin

Register Today

Don’t miss this Inclusion Solutions program!
Cindy Brummer, CEO & Creative Director of
Standard Design Studio will go over the common pitfalls of
traditional personas and why they fall short. Attendees will
be introduced to a better framework for creating personas and
how designers can use this in their everyday work.

Whether you’re a seasoned professional or you’re getting
up and coming, you can create a positive impact and make a
difference.

EVENT DATE & TIME
Tuesday, February 21
5:30-7:00 PM CST

LOCATION
Virtual. A link will be provided in advance of the event.

TICKETS
Members & Students: FREE
Non-Members: $15

Exhibit J  Inclusion Solutions // Registrants
Exhibit K  How to Get a Job // Event Details

Exhibit L  How to Get a Job // Attendees
Ad 2 Austin Mentorship Program

Exhibit M
Exhibit N  AAF Austin Hosted 14 Events

Planning for Advent10n in Austin (April 2023)
Exhibit O  Big Wigs // Event Details

About Big Wigs

Creative work isn’t possible without a lot of amazing people. Each fall, AAF Austin hosts its annual Big Wigs awards ceremony to recognize the most innovative, talented, and hardworking members of the creative community in Austin. The event honours and celebrates the best work in advertising, marketing, and public relations. The ceremony is a night to remember, where everyone can network, share ideas, and enjoy live music and performances.

Categories

- Best New Business/Brand/Developer
- Best Account Manager
- Best Creative Director
- Best Digital Strategist
- Best Social Media Strategist
- Best Film
- Best Print
- Best Video
- Best Integrated Campaign
- Best Interactive/Digital
- Best Event
- Best Writing
- Best Art Director
- Best Junior Creative
- Best Photographer
- Best Designer
- Best Illustrator
- Best Motion
- Best Film
- Best Print
- Best Video
- Best Integrated Campaign
- Best Interactive/Digital
- Best Event
- Best Writing
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- Best Photographer
- Best Designe

Exhibit P  Big Wigs // NFTs

AAF Austin- Big Wigs

Victoria Garcia

AAF Austin

Big Wigs Awards 2022

Shay Brown

AAF Austin

Big Wigs Awards 2022

Blake Marable

AAF Austin

Big Wigs Awards 2022
Exhibit Q  Big Wigs // Email & Social Promotion

Do you have a new sense of wonderment for the world at your feet and fresh air? A new appreciation for stopping out the front door for more than checking the mail or taking the trash out? Come wander with us on The Journey toward this year’s Big Wigs celebration!

The first step on the itinerary is nominating your colleagues, co-workers, teachers, mentors, and friends for a Big Wig award. Share the joy of the journey as much as the final destination by nominating them now.

NOMINATE NOW

New to AAP Austin or Ad 2 Austin?

Big Wigs Awards is a yearly ceremony that celebrates the talented crew members that bring Austin’s creative work to light. Big Wigs honors local professionals in every category and recognizes their contributions to our Industry. Unlike the American Advertising Awards, this is not about the end product or the creative, this is about those indispensable colleagues it takes to get it out the door and into the world.

Extra Limited Time Offer: Apply code EARLYBIRD at checkout and you will receive an additional 20% discount!

Big Wigs is for you too! • Vote now open

Get in Early

Voting Now Open

BIG WIGS 2022

WANDERLUST EAST 2022

Get your week started right, and grab your earlybird ticket!


Lived by Helenbest and 13 others

2022 BIG WIGS WINNERS

Best Content Writer
Salle Carine, EastSter

Best Blog Writer
David Borchardt, EastSter

Best Talent Agency
Tony Larson, GSA Talent

Best Creative Staffing Agency/Shop
Brand新的dea

Best New Business/Business Development
Laurin Stoll, Tricentis

Lived by Helenbest and 10 others

2022 BIG WIGS WINNERS

Best Outdoor/Cinema Rep
Paulo Filho, Rhetorik Media

Best Newspaper Rep
Juli Kaminski, Colorado Statesman

Best TV Rep
Don Williams, TVX Media

Best Company under 100 Employees
Hollister

Lived by Helenbest and 10 others

2022 BIG WIGS WINNERS

Best Content Writer
Salle Carine, EastSter

Best Blog Writer
David Borchardt, EastSter

Best Talent Agency
Tony Larson, GSA Talent

Best Creative Staffing Agency/Shop
Brand new ideas

Best New Business/Business Development
Laurin Stoll, Tricentis

Lived by Helenbest and 10 others
Re: Addy stats coming this afternoon!

Jake Hay <jake@popshorts.com>

Hi All,

I have the following as it relates to who was in-kind vs paid and what size of ad they received. Some in-kind sponsorships were worth considerably more than the ad size but I'm not sure what those quotes would have been otherwise. Stacy or Jeanine might have more insight on what our costs would have been without the in-kind.

**$1500+ level**

Full-page ads:
- PopShorts (In-kind - ~$4,000 value for the reel)
- Plaid Pony Productions (in kind)
- GSD&M (paid)
- API (in kind)
- Clampitt (in kind)
- Minero (in kind)
- Integ (in kind)

**$1000 level**

Half-page ads:
- Xtreme Xhibits (in kind)
- Workbook (paid)
- Infillion (paid)
- Lookthinkmake (paid)

**$500 level**

Quarter page ads:
- ATD Partners (paid)
- Rachel (in kind)
- Rob (in kind)
- 10 Pillar (paid)
- KORTX (paid)
A New Era for TV Advertising

June 08, 2022

Media Industry Leaders Explore a New Era for TV Advertising

Exhibit S  A New Era of TV Advertising // Promotion

Exhibit T  A New Era of TV Advertising // Results
Welcome to the Metaverse

A new evolution of the web is emerging. Big tech platforms and global businesses are investing billions to help define a new world, the Metaverse, that promises emerging capabilities beyond current physical and digital experiences.

During this session we’ll discuss:

- What is the metaverse?
- How the metaverse is being built and for what purposes.
- Which audiences are early adopters, and which ones are next.
- What are branded experiences and how to prepare for advertising in the Metaverse.

Enjoy 2 complimentary drinks from Basis Technologies as well as networking with fellow local advertising professionals.

EVENT DATE & TIME
Monday, February 27
5:30-7:30PM CST

LOCATION
Rebel Hostel
807 4th Street
Austin, TX 78702

TICKETS
Members: FREE
Students: $10
Non-Members: $35
Register Here

Meet Noor Naseer, VP of Media Innovations and Technology at Basis Technologies

Noor Naseer leads custom client education and innovative strategy sessions for Basis Technologies’ strategic accounts. She guides clients on how to improve and evolve media plans to accommodate emerging consumer and industry trends. She provides guidance on emerging inventory, target options, ad formats, data types and partnerships.

Noor has written for and been cited in industry outlets including Adweek, Mediavest, Advertising Week and MultiTrends.
**BRANDING ARMS**

SUNDAY 12TH MARCH
5pm – 7pm – The Branding Arms UK House take-over (Courtyard ideally)
UkAEG & the American Advertising Federation present the only meet-up for SXSW attendees working in content creation/branding.

**Invites Email**

FKM, KCC, AAF, AAF London.

**Invites Email**

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**TABLE 1 BRAND Name LINKEDIN PROFILE Email CONFIRMED? NOTES**

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<thead>
<tr>
<th>MODERATOR</th>
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<td>Rupert Daniels</td>
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**RNDABLE Questions**

**COMMS FOR VIP INVITE**

SAT 11TH – 17:00 – 19:00
UK/USA Roundtable
UkAEG & AAF Roundtable looking at the business challenges for agency leaders
(in association with Austin Chamber of Commerce)
Industry guests to be curated by both associations.

**how many people to invite? 28 from the URL**

**TABLE CAPACITY**

**Owner of VIP list**
FOR IMMEDIATE RELEASE

AUSTIN, TX, February 10, 2023 — The American Advertising Federation and UK Advertising represented by The UK Advertising Export Group announce the first ever “Branding Arms” activation event on Sunday, March 5-7pm, at UK House at SXSW, 208, W 4th Street, Austin.

Guest speaker: Efe Obada, NFL, defensive end for the Washington Commanders.

In the spirit of friendship, creativity and culture, The AAF and UKAEG are uniting global brands and the advertising community, from the UK and the USA, for conversation, networking and relationship building.

More opportunity for networking is needed during SXSW, in particular between friends and allies in the industry, potential clients and those with a shared interest in advertising, strategy, and global growth.

The AAF and UKAEG (UK Advertising) are coming together at SXSW to host a roundtable discussion to explore how marketers can drive creativity, growth, and collaboration.

We would be delighted to host you and have you participate in this conversation. Please see below some notes to guide you through the session — Don’t hesitate to get in touch if you have any questions or require any further information.

EXHIBIT X

AAF Austin + Brit House
SXSW Collaboration // AAF National Support

EXHIBIT Y

AAF Austin + Brit House
SXSW Collaboration // Promotion

AF & UK ADVERTISING ROUNDTABLE – PARTICIPANT BRIEF

CREATIVITY, COLLABORATION, AND GROWTH: THE FUTURE OF THE CREATIVE ECONOMY AND WHAT THAT MEANS FOR BRANDS.

The AAF and UKAEG (UK Advertising) are coming together at SXSW to host a roundtable discussion to explore how marketers can drive creativity, growth, and collaboration.

We would be delighted to host you and have you participate in this conversation. Please see below some notes to guide you through the session — Don’t hesitate to get in touch if you have any questions or require any further information.

KEY DETAILS

Date – Saturday, March 11th

Venue – UK House at SXSW, 208, W 4th Street, Austin, SXSW

Timings:

9.15 am – Arrive for introductions
9.30 am – Take seat and welcome speech for UK Government
9.45 am – Moderator opens the roundtable
10.45 am – Moderator summary presented
11.20 am – 11.45 am – Vox Pox recordings for social and PR coverage
11.55 am – UK House sessions begin – Full details can be found here

Contact:
Kat Thay
kat@katandcarter.com
512-708-0218
Grassroots Advocacy

Protecting a Vital Industry

Advertising helps generate $323.8 billion in ad spend of the nation’s total spend on advertising supports 1.8 million jobs.

One in eight Texans is employed in Advertising. This includes media buyers, inside sales and inside salespeople, program managers, vacationers planning, and other professionals.

Issues that Affect the Advertising Industry

Texas Day at the Capitol

Join Us in Meeting Texas Legislators

Each year, AAF Austin goes with our local members and members to work with legislators and educate them on the advertising industry’s challenges and its contributions.

Become a Member

Join now to show your support for the advertising industry's challenges and its contributions.

Follow us on social media
Texas consumers and businesses alike need clear, reasonable rules of the road for privacy. Texans deserve meaningful privacy protections. As we work in good faith to comply with new privacy requirements across the several states, clear standards in Texas will support those efforts while also clarifying clear expectations for consumers. Reasonable standards that permit routine, well-accepted data practices, such as data-driven advertising, will create impactful privacy protections for Texans and preserve the benefits of responsible data use that accrue to consumers, businesses, and the entire Texas economy.

Reasonable data-driven advertising practices deliver more than $30,000 in value to consumers per year. A recent study shows that companies’ data-driven advertising practices provided a subsidy of $30,000 per year in free and discounted entertainment, information, and other services to consumers. Texas should not create a new $30,000 tax on consumers by impeding data-driven advertising—the engine that drives that value.

Texas should prioritize harmonization with other state privacy laws. Given Texas’s interest in building on Virginia’s privacy law (VCDPA), HB 4 contains several opportunities to harmonize its provisions with those in Virginia. Seeking more uniformity with Virginia will limit confusion for businesses and meaningfully enhance privacy protections for Texans. Uniform privacy rights and requirements across states reduce compliance costs and ensure that consumers have the same privacy rights no matter where they live. HB 4 should be updated to better align with the VCDPA.

HB 4’s should align its definitions with those of the VCDPA. To help ensure Texas businesses are not overburdened with the costs of compliance related to new privacy requirements, HB 4’s definitions should be harmonized with the VCDPA. For example, HB 4’s definition of “sale of personal data” should be “the exchange of personal data for monetary consideration,” rather than “the exchange of personal data for monetary or other valuable consideration.” About uniformity across definitions, HB 4 will harm Texas businesses without providing commensurate benefits to Texas consumers.

Certain demographic data serves important purposes and should not be subject to opt-in consent requirements. Certain demographic data would be characterized as sensitive data under HB 4. This data includes race and ethnicity data and religious affiliation data that can be used to reach consumers for a plethora of beneficial reasons. For example, the bill’s opt-in consent requirements for sensitive data processing could affect religious organizations looking for donations from those who express interest in causes related to a particular religious affiliation. Because the sensitive data opt-in requirement would inhibit companies from accessing vital information to benefit Texans, it should be removed from HB 4.

Day At The Capitol

Wednesday: March 1st, 2023 | 11:00a - 2:00p

Day At The Capitol is our chance to impact legislation that governs the advertising industry, directly affecting each of our livelihoods. “Government Relations” is not the most sexy topic of the AAF & Ad 2 but it truly is important and part of the organization’s grassroots. Hear from the AAF District 10 Government State Representatives, AAF National team, as well as special guests on the important topics we face as marketers.

Join us to learn and learn how this impacts what we do in our day-to-day jobs, brands and as business owners.

REGISTER NOW

DO A FAVOR FOR THE FUTURE OF THE ADVERTISING INDUSTRY. HELP MAKE OUR VOICES HEARD.

What to Expect:

- Hear from AAF National Government Relations Lead, Clark Rector
- AAF Government State Reps from Arkansas, Louisiana, Oklahoma & Texas will share state specific updates.
- Corporate Speaker for how the Government relates to the advertising industry.
- Learn how to talk with your Legislative Representative.
- From 1-2pm CST, meet with your local Legislator.

But wait, there’s more...

We will also have an opportunity to virtually meet with legislators to discuss topics like taxes and privacy policies.

All are welcome! This is a great Board Member & membership benefit so please plan to attend. A shortened schedule will be provided one day prior to the event so please register in advance.

REGISTER NOW

Texas Day at the Capitol

2023 Day at the Capitol

Do a favor for the future of the advertising industry. Help make our voices heard.

What to expect:

- Hear from AAF National Government Relations Lead, Clark Rector
- AAF Government State Reps from Arkansas, Louisiana, Oklahoma & Texas will share state specific updates.
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REGISTER NOW
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<thead>
<tr>
<th>Name</th>
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<td>Kevin Dobbs</td>
<td><a href="mailto:kdobbs@3bremc.com">kdobbs@3bremc.com</a></td>
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<tr>
<td>Crystal Frenschik</td>
<td><a href="mailto:cfrenschik@3bremc.com">cfrenschik@3bremc.com</a></td>
<td>South District</td>
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<td>Lauren Mattson</td>
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<td>Northeast Arkansas</td>
</tr>
<tr>
<td>Sean Price</td>
<td><a href="mailto:sprice@3bremc.com">sprice@3bremc.com</a></td>
<td>Oklahoma City</td>
</tr>
<tr>
<td>Rex Osborne</td>
<td><a href="mailto:rosborne@3bremc.com">rosborne@3bremc.com</a></td>
<td>Oklahoma City</td>
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<tr>
<td>Mark Thomas</td>
<td><a href="mailto:markthomas@3bremc.com">markthomas@3bremc.com</a></td>
<td>Oklahoma City</td>
</tr>
<tr>
<td>Marye Thompson</td>
<td><a href="mailto:maryethompson@3bremc.com">maryethompson@3bremc.com</a></td>
<td>Oklahoma City</td>
</tr>
</tbody>
</table>
March 2, 2023

Representative Giovanni Capriglione
EXT E1. 506 Texas House of Representatives
P.O. Box 2910
Austin, TX 78768

Representative Oscar Longoria
Chair of the Texas House Committee on Business & Industry
CAP A3R4 Texas House of Representatives
P.O. Box 2910
Austin, TX 78768

Representative Cody Vasut
Vice Chair of the Texas House Committee on Business & Industry
EXT E2.712 Texas House of Representatives
P.O. Box 2910
Austin, TX 78768

RE: Texas HB 4 – Oppose

Dear Representative Capriglione, Representative Longoria, and Representative Vasut:

On behalf of the advertising industry, we provide suggested changes to Texas HB 4.1 We and the companies we represent, many of whom do substantial business in Texas, strongly believe consumers deserve meaningful privacy protections supported by reasonable government policies. However, we are concerned that state efforts to pass privacy laws will only add to the increasingly complex privacy landscape for both consumers and businesses throughout the country. We and our members therefore support a national standard for data privacy at the federal level. As presently drafted, HB 4 contains provisions that are out-of-step with privacy laws in other states. We therefore


AAF Texas Lobbyists:

There is still time to sign on to this important letter to Texas Legislators.

So far, we have agreement from

- AAF – San Antonio
- AAF – Austin
- AAF – East Texas
- AAF – Houston
- AAF – Amarillo

Thank you to those club leaders for their prompt responses. If you want your club to sign this letter, please send me your logo by 2pm Central/Eastern.

Thank you,

[Signatures]

clark rector
corp. government affairs

Exhibit DD  Day at the Capitol // Legislator Letter
Exhibit EE  American Advertising Awards //
Event Details

American Advertising Awards

Each year, AAF Austin recognizes outstanding work by creative professionals in their field. The American Advertising Awards honor the creative spirit alive and well in Central Texas.

2023 American Advertising Awards

Join us for the 2023 American Advertising Awards celebration! This year’s event will take place in-person at the Bob Bullock Texas State History Museum, 1900 Congress Avenue, Austin, TX, 78701.

The Event

Friday, February 10
6:00pm Oustide Cocktail Hour
7:00pm Dinner & Awards
8:00pm After Party

SPECIAL NOTE: Guests will board the AAF TROLLEY at 7:00pm at the garage parking lot. Please arrive at 6:30pm to allow for boarding time. Entry to the event will be from the garage parking lot.

Not sure if you’re a member?
Check the list of current oosmembers or contact membership@oosmc.org for membership status.

Entry Fees

Professional Entry Fees
$150 per entry for professional members
$250 per entry for professional non-members
$50 per entry for student members

Student Entry Fees
$100 per entry for student members

Please stay home if you are sick or have a fever or have recently come into contact with someone who has tested positive for COVID. We will have plenty of masks and hand sanitizer available for those who wish to use them. We recommend that all attendees follow COVID guidelines.

No one attending the event will be at your expense.

Exhibit FF  American Advertising Awards //
NFTs
Exhibit GG  American Advertising Awards // Promotion

Jessica,

AAF Austin is inviting sponsors to help us celebrate this year's American Advertising Awards Show's Platinum Experience.

The American Advertising Awards is the advertising industry’s largest and most representative competition, attracting over 40,000 entries every year in local AAF Club (AA Club) competitions. AAF Austin is your point of departure, and we want to make it an unforgettable experience by putting your brand front and center.

We have opportunities for admission at a variety of levels to suit your specific needs, with benefits spanning from tickets and shout-outs to branded dinners, suckering, and premier logo placements. Contact Jake Hay today to find out more.

Hi Jessica,

It's almost time to depart for our platinum experience, and you won't want to be left behind! Make sure your work is submitted for the chance to win an award at this year's American Advertising Awards ceremony.

Entries will be accepted until 11:59 p.m. on January 5th. The clock is ticking, so act fast to enter.

**PROFESSIONAL ENTRY FEES:**
- $125 per Entry for Professional Members
- $85 per Entry for Professional Non-Members

**STUDENT ENTRY FEES:**
- $60 per Entry for Student Members
- $70 per Entry for Student Non-Members

**IF YOU ARE A MEMBER?** Join now.

**DON'T MISS OUT! JOIN US IN A NIGHT OF CELEBRATION!**

Bob Bullock Texas State History Museum
1800 Congress Ave.
Austin, TX 78701

6:00pm: Doors Open/ Red Carpet/ Happy Hour
7:00pm: Dinner/ Mingled
8:00pm: Showtime
9:00pm: After Party
10:00pm: Wrap

**SPECIAL BONUS:**
Guests will be able to PARK FOR FREE OVERNIGHT at the Bullock Museum after the garage gates open at 5:00am! Make your after After Party plans now!

**MAKE YOUR ENTRANCE**
Only a few days left; buy your tickets now!

**JOIN THE VIP LIST**
Get your tickets now.

**IT'S ALMOST SHOWTIME**
ADDYs are TODAY! buy your ticket now!

**Follow us:**
Facebook - Twitter - Instagram

**5 Stars:**
Lived by:fections and 14 others

**16 Likes:**
Lived by:fections and 14 others
Exhibit HH  American Advertising Awards // Results

REVENUE

Entries 35,124.48
Tickets (Eventbrite) 22,960.58
Cash Sponsorships* 7,000.00
65,083.06

EXPENSES

Venue (Bullock) 4,780.00
Catering (Sterling) 10,162.27
DJ (KC Nikalari) 650.00
Lighting (ATX Event Systems) 1,957.00
Addy Awards (Halo) 7,041.09
Student Gold Awards (Crown) 340.99
BDS Awards (Trophylogy) 4,099.05
Event Management Honorarium (Jeanine Moton) 500.00
Winners Book Design (Melissa Zepeda) 1,860.00
Judge Gift Cards (Amazon) 1,800.00
Forward Gold Wins to District 2,700.00
Misc (General Supplies, Wristbands, Candles, Postage) 175.18
36,065.58

TOTAL PROFIT 29,019.48

Sales by ticket type

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<td>Non-Member</td>
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