



aaf[®]
american
advertising
federation



**ANNUAL
REPORT
2024**

TABLE OF CONTENTS

MESSAGE FROM THE PRESIDENT & CEO3

ECONOMIC IMPACT OF ADVERTISING IN THE U.S.4

2024 OUTCOMES

 MEMBERSHIP5

 FINANCE6

 MEDIA COVERAGE.....7

MESSAGE FROM THE BOARD CHAIR..... 8

2024 EVENTS & PROGRAMS REVIEW

 MOST PROMISING PROGRAM10

 ADVERTISING HALL OF FAME 12

 ADVOCACY & LEGISLATION 14

 ADMERICA 16

 NATIONAL STUDENT ADVERTISING COMPETITION18

 AMERICAN ADVERTISING AWARDS 20

 MOSAIC AWARDS 22

 MOSAIC CENTER PROGRAMS 24

 STUDENT ADVERTISING CAREER CONFERENCE 26

 ADVERTISING HALL OF ACHIEVEMENT 28

2024 FOUNDATION OVERVIEW30

ADDITIONAL INFORMATION

 AAF BOARD OF DIRECTORS & COUNCIL OF GOVERNORS..... 33

 CORPORATE MEMBERS, PROFESSIONAL & COLLEGIATE CHAPTERS..... 36

 GOALS & OBJECTIVES FOR FISCAL YEAR 2025.....40

 AAF STAFF 41

*Photographs by Akintayo Adewole,
Peter Haraguchi, Jeff Harrison,
Trevor Houser, Kolin Mendez, and
Dawn Reeves.*



MESSAGE FROM THE PRESIDENT & CEO

This past year was an amazing backdrop for so many outstanding accomplishments for the AAF. I'm happy to recap some of them here in our 2024 Annual Report.

Our world-class programs serve the entire advertising, media, and marketing industries with inspiring events, exceptional professional development opportunities, and a robust support system that covers our extensive grass roots network across the United States.

Read on for more information on what we accomplished working collaboratively and how we leveraged your generous support to make a positive difference in the lives of so many.

We focus on four strategic pillars of focus:

- Developing Talent
- Recognizing and Honoring Leaders
- Leading with Belonging
- Advocating for the Industry

I want to note that we did all of this with a small—but deeply committed—professional staff of 17. This hard-working group has a combined 125+ collective years of experience working and serving the AAF and can always be counted on to come together for the greater good.

I'm pleased to be working in partnership with AAF Board Chair Jack Bamberger who came up through the AAF and competed in AAF's long-standing National Student Advertising Competition when he was a student at the University of Missouri. Jack's enthusiasm and desire to grow the AAF has been a significant asset for the AAF. And I am grateful for his service and leadership of our outstanding Board of Directors..

As we turn the corner in to 2025, we are reminded that this will be our 120th year of serving everyone in advertising with passion and dedication and commitment to bringing "The Unifying Voice of Advertising" to life each day!

Thank you for a standout 2024! We are very grateful for your support and encouragement, and we can't wait to see what the future holds!

Steve Pacheco
President & CEO
American Advertising Federation

ECONOMIC IMPACT OF ADVERTISING IN THE U.S. IN 2024

Advertising is the lifeblood of a modern economy. Every dollar spent on advertising has a multiplier effect on the economy, fueling sales, supplier purchasing, and increasing power for consumers.



5.7+ TRILLION DOLLARS

IN ECONOMIC ACTIVITY
GENERATED BY ADVERTISING



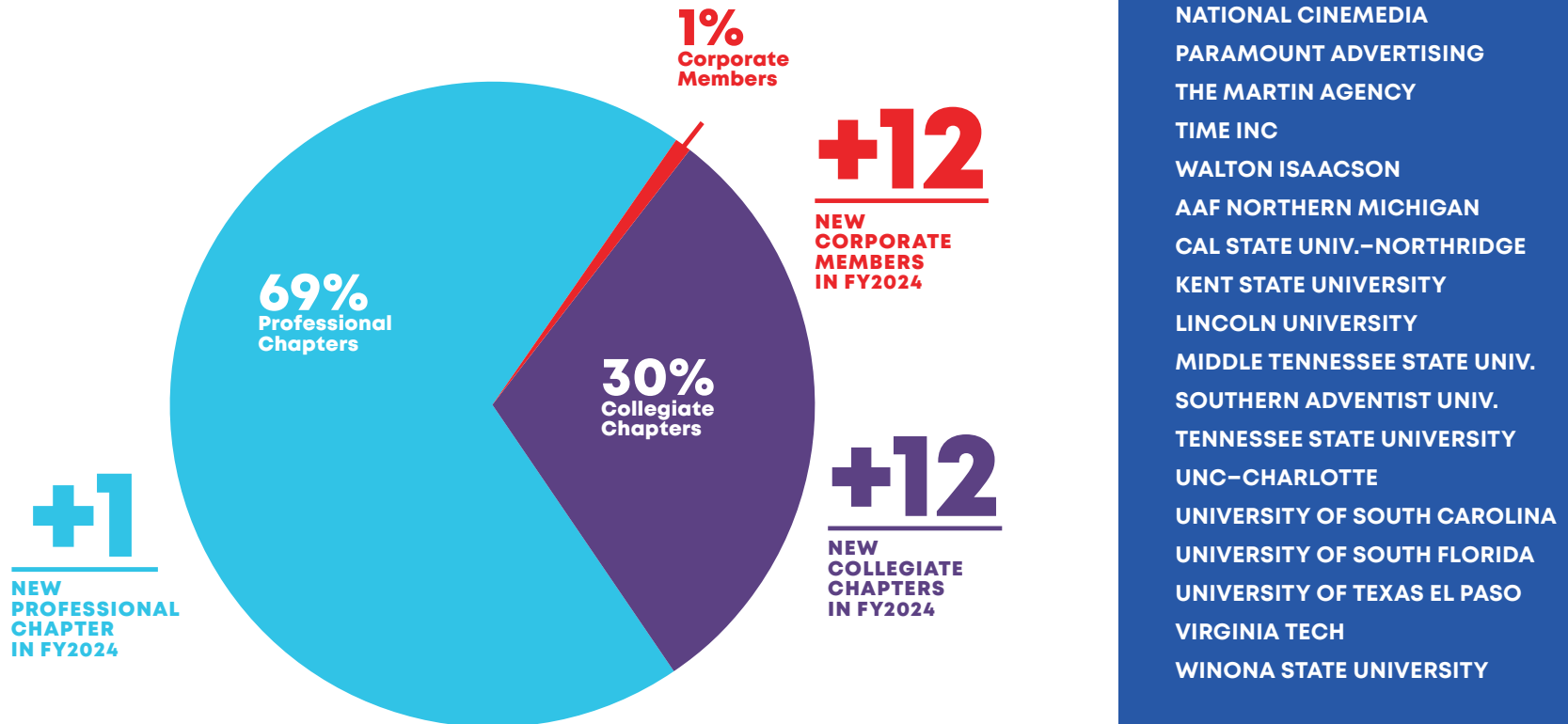
29 MILLION JOBS

SUPPORTED BY ADVERTISING
THAT'S 18.3% OF JOBS
ACCOUNTING FOR
\$2.7 TRILLION IN WAGES

Source: *The Economic Impact of Advertising on the US Economy, 2018-2026*, IHSMARKIT, November 2021.

2024 OUTCOMES: MEMBERSHIP

The American Advertising Federation is the only organization that includes members from across all disciplines and career levels in advertising. It is comprised of professional chapters whose members are connecting and leading the industry; collegiate chapters whose student members are kickstarting their careers in the industry; and corporate members representing brands, agencies, and media companies who support our ongoing efforts.



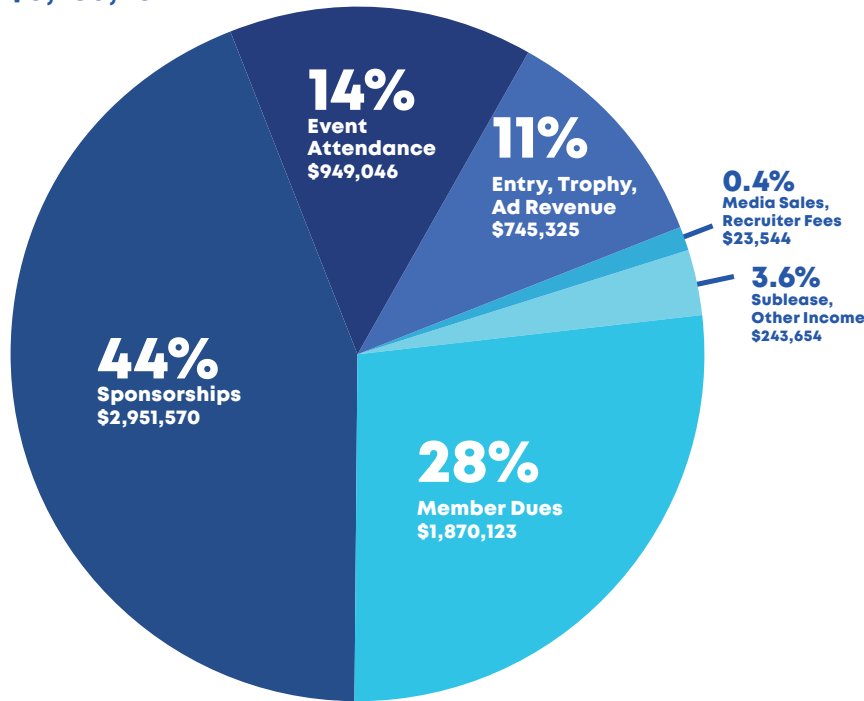
NEW MEMBERS

- ALLY FINANCIAL
- AT&T
- CANVAS WORLDWIDE
- ELITE MEDIA
- HAVAS MEDIA NETWORK
- L3 HARRIS TECHNOLOGIES
- MMA GLOBAL
- NATIONAL CINEMEDIA
- PARAMOUNT ADVERTISING
- THE MARTIN AGENCY
- TIME INC
- WALTON ISAACSON
- AAF NORTHERN MICHIGAN
- CAL STATE UNIV.–NORTHRIDGE
- KENT STATE UNIVERSITY
- LINCOLN UNIVERSITY
- MIDDLE TENNESSEE STATE UNIV.
- SOUTHERN ADVENTIST UNIV.
- TENNESSEE STATE UNIVERSITY
- UNC–CHARLOTTE
- UNIVERSITY OF SOUTH CAROLINA
- UNIVERSITY OF SOUTH FLORIDA
- UNIVERSITY OF TEXAS EL PASO
- VIRGINIA TECH
- WINONA STATE UNIVERSITY

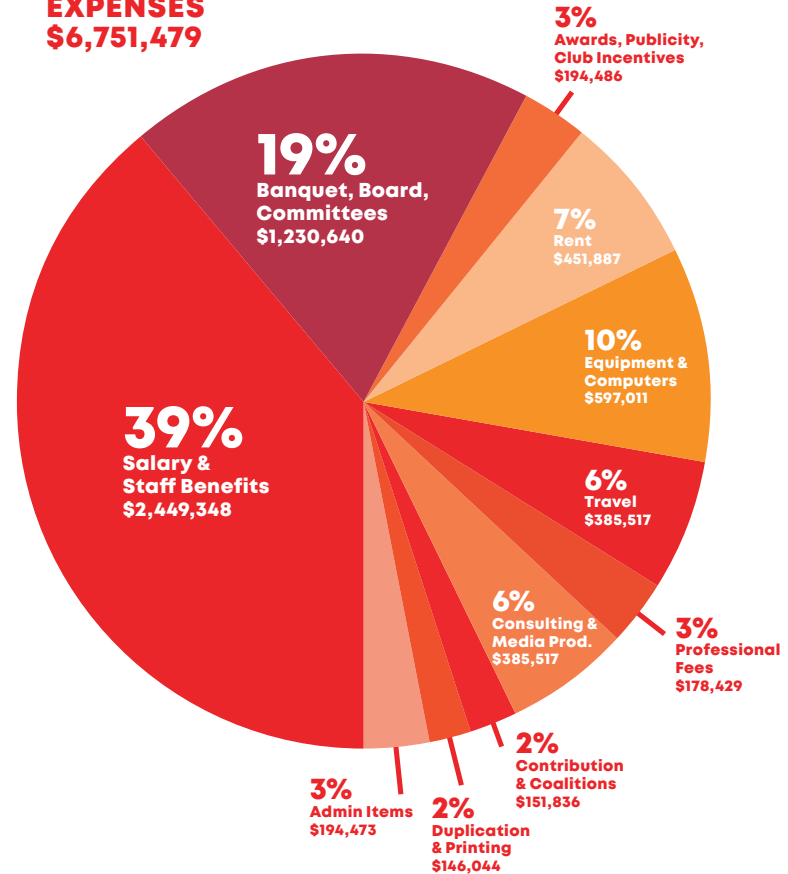
2024 OUTCOMES: FINANCES

Fiscal Year 2024 closed on a strong financial note. We forecast for a break-even year, and achieved a profit. Among our core programs, 33% surpassed forecast budgeted profit margins, 23% met our forecasts expectations, and 44% were below forecast budgeted projections. We continue to focus on managing controllable expenses to actual revenue.

REVENUE \$6,783,262



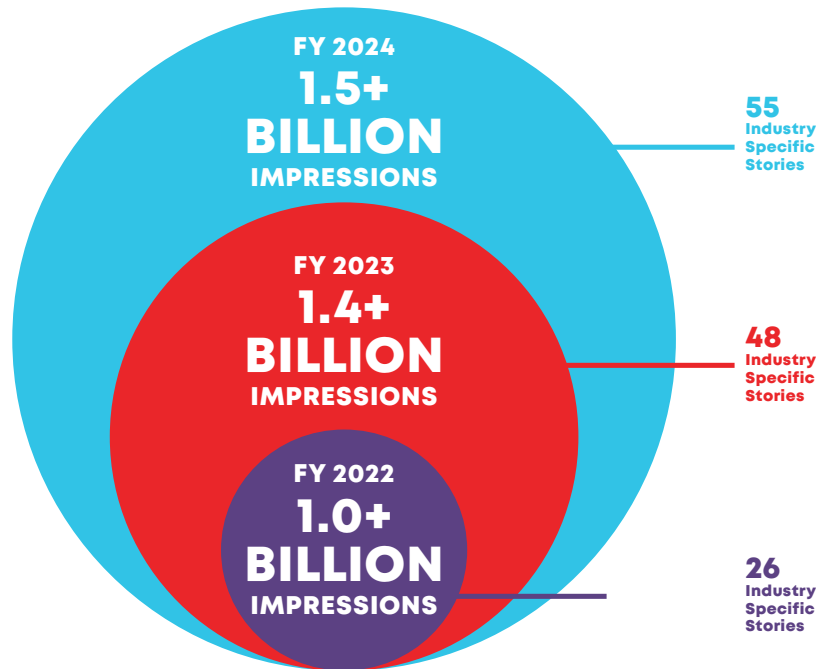
EXPENSES \$6,751,479



For the period ending June 30, 2024

2024 OUTCOMES: MEDIA COVERAGE

Over the past three years (2022-2024), the AAF’s media outreach efforts have generated close to 4 billion media impressions and 80,000 “hits”—1.5 billion and 25,000+, respectively, last year alone. Publicity has been generated via a combination of national and local print, broadcast and digital media, industry press, podcasts, and national wire releases, among other outlets, reaching an ever increasingly larger number of consumers, marketers, students, agency practitioners and more. The result has been a steady stream of news, yielding an average of one story per week, every week, over the past year.



MEDIA OUTLETS

- ADVERTISING AGE
- ADWEEK: AGENCY SPY
- ASSOCIATED PRESS
- BLACK ENTERPRISE
- BUSINESS RADIO
- CAMPAIGN US
- CLEAR CHANNEL OUTDOOR
- HERAGENDA
- HISPANICAD.COM
- IHEARTMEDIA
- KTLA-TV: LOS ANGELES
- LITTLE BLACK BOOK
- MEDIAPOST
- MULTICULTURAL MARKETING NEWS
- PRODU35
- REEL360
- SHOOT
- MARKETWATCH
- NEW YORK TIMES
- WGN-TV: CHICAGO
- WPIX-TV: NEW YORK
- YAHOO! FINANCE



MESSAGE FROM THE BOARD CHAIR

I have been involved with the AAF dating back to my days as a student at the University of Missouri, where I competed in the AAF's National Student Advertising Competition (NSAC) working on a coordinated marketing campaign for Burger King.

That experience, along with encouragement from my professor and faculty advisor, Jim Frost, got me started on my AAF journey. Participating in the NSAC was a pivotal moment that gave me the confidence I needed to steer me down the right path and launch my career in advertising.

Now, in a full-circle moment, I am serving as the Chair of the AAF's Board of Directors. Tasked with developing new ways to lead the organization into a successful future, my focus is to activate the Board members to maximize their experience and to utilize their skills to help strengthen all aspects of the AAF.

THE hope is that together, we can highlight the impact the AAF has on the industry, provide meaningful programming for the members, and develop future generations of advertising leaders.

The AAF has always stood for the power of community as the "Unifying Voice for Advertising," bringing the industry together in a unified mission to make advertising a force for good in people's lives.

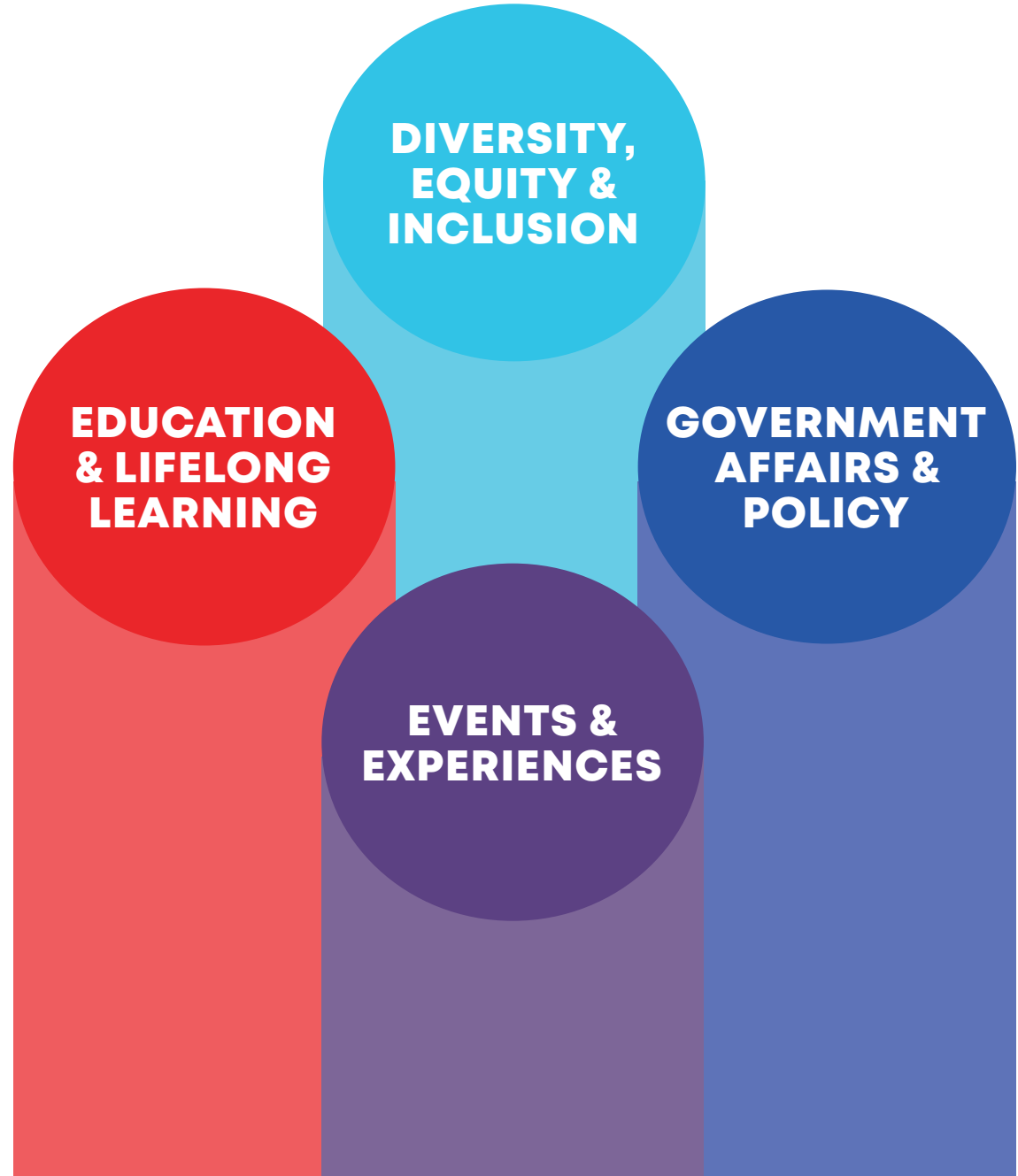
I'm proud of what we accomplished this past year and look forward to reaching more goals in the coming year.

Thank you for your support of the AAF!

Jack Bamberger
Chair
AAF Board of Directors

WHAT WE DO

The American Advertising Federation serves as the “Unifying Voice for Advertising” and works to protect and promote the well being of industry. We accomplish this through a host of events, programs and initiatives, including the Advertising Hall of Fame, the American Advertising Awards, the National Student Advertising Competition, the Mosaic Awards, HBCUs for Advertising, Day on the Hill and much more!



WITH AN UNWAVERING DETERMINATION AND A DEEP-ROOTED DESIRE TO MAKE A DIFFERENCE, THE MOST PROMISING INDUCTEES ARE READY TO REVOLUTIONIZE OUR INDUSTRY. IT IS IMPERATIVE THAT WE CULTIVATE ENVIRONMENTS AND PATHWAYS THAT EMPOWER THEM.

—Candace D. Queen
EVP, Mosaic Center, AAF



MOST PROMISING STUDENTS PROGRAM

In February, our Most Promising inductees arrived in New York City with hope, a tad bit of anxiousness and an open mind, ready for a rigorous week of workshops, industry conversations, agency tours, and an intensive pitch competition.

EnergyBBDO kicked-off our Most Promising program with a virtual session on resume enhancement and portfolio polishing, preparing students for the Recruiter's Expo.

The dentsu pitch competition was updated for 2024, incorporating a live presentation at the luncheon where the winning team, awarded Meta Quest 2 VR headsets, showcased their campaign idea to a broader industry audience.

LinkedIn provided all 50 students with Premium access, guiding them in using their platform to enhance their job searches, establish thought leadership, and build community.

Omnicom conducted an interactive workshop at the BBDO NY office, helping students articulate their career focus and personal purpose, culminating in students presenting their unique taglines at the luncheon.

TikTok, IPG, FCB, and The Trade Desk engaged in 1:1 mentorship and industry insight sessions, offering students a comprehensive view of the advertising and media landscape.

The week concluded at Sony, where the team hosted discussions on Sony's operations, potential career trajectories, and purposeful work, enriching the experience for the newest class of inductees.

DETAILS

DATE: February 4–9, 2024

LOCATION: New York City

INDUCTEES: 50

SCHOOLS REPRESENTED: 36

RECORD HIRING:

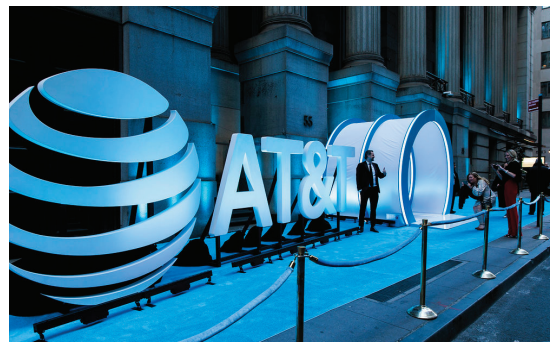
The Most Promising program now boasts an 88% hire rate over the past 3 years. We hope to see that percentage each year, within the first 3 months of the program going forward.



VIEW THE RECAP VIDEO

**THIS YEAR'S
INDUCTEES ARE NOT
ONLY IMPRESSIVE,
BUT INSPIRING.
THE DIVERSITY OF
INCREDIBLE TALENT
BEING HONORED IS
WHAT EXCITES ME
THE MOST—EACH
OF THEM HAS HAD
A TREMENDOUS
INFLUENCE ON OUR
INDUSTRY FOR THE
BETTER.**

—Susan Credle
Global Chair, FCB Global
Chair, Advertising Hall of Fame



ADVERTISING HALL OF FAME

The 73rd annual Advertising Hall of Fame Induction Ceremonies and Gala Dinner, held at Cipriani Wall Street in New York City on April 25, truly lived up to its tagline as “The Biggest Night in Advertising.” The event celebrated the achievements of industry legends, bringing together a distinguished audience of 750 industry executives for a memorable evening. Corporate honoree AT&T added a unique flair to the occasion, elevating the experience before, during, and after the ceremonies with innovative activations.

Guests were entertained by special honoree presentations by Grammy Award-winning artist Shaggy, and a surprise appearance by Queen Latifah, who was there to honor Marc Pritchard of P&G as the recipient of the David Bell Award for Industry Service.

In September, the AAF hosted a panel during Advertising Week New York featuring esteemed Hall of Famers Aaron Walton (Class of 2023), Antonio Lucio (Class of 2023), Shelly Lazarus (Class of 2015), and Richard Edelman (Class of 2022). The panel was expertly moderated by Hall of Achievement alum and 2025 Hall of Fame Chair Kim Kelleher of AMC Networks. The session offered unique and personal insights about reaching the pinnacle of your career and being inducted into the American Advertising Federation’s Advertising Hall of Fame and its impact on what comes next.

To close out the year, the Hall of Fame Council of Judges, led by Chair Kim Kelleher of AMC Networks and Vice Chair Ross Martin of Known, elected the Class of 2025 inductees, whose announcement in December capped off an eventful year. With these efforts, the Hall of Fame continues to recognize outstanding contributions that shape the advertising industry and inspire the next generation of innovators.

DETAILS

DATE: April 25, 2024

LOCATION: New York City

ATTENDEES: 750

COMPANIES REPRESENTED: 186

2024 CLASS:

Jerri DeVard

Black Executive CMO Alliance

Olivier François

Stellantis

Jeff Goodby

Goodby Silverstein & Partners

Bill Imada

IW Group

Marc Pritchard

P&G

Donna Weinheim

Cliff Freeman & Partners/BBDO

AT&T

Corporate Inductee



VIEW THE RECAP VIDEO

**FORMER
SPEAKER OF THE
U.S. HOUSE OF
REPRESENTATIVES
TIP O'NEILL OFTEN
SAID, "ALL POLITICS
IS LOCAL." FOR
THE ADVERTISING
INDUSTRY, NOTHING
EMBODIES LOCAL
LIKE THE 7,500
GRASSROOTS
MEMBERS ACROSS
THE COUNTRY IN
MARKETS LARGE
AND SMALL.**



ADVOCACY & LEGISLATION

Privacy and data security were once again the dominant issues in 2024. AAF agrees that consumers want and deserve reasonable privacy and data protections. Simultaneously they derive great benefits from the responsible use of data by businesses, such the free and open Internet and the delivery of useful interest-based advertising. We work with our partners in Privacy for America to advocate for a single national privacy law that works for consumers and businesses in every state in the Union. In the absence of Congressional action, many states have considered, and sometimes passed, their own privacy laws. The resulting patchwork of inconsistent standards makes it difficult, if not impossible for any multi-state business to comply, harming the businesses and confusing consumers. While AAF does not advocate for any of these laws, we have submitted numerous comments to lawmakers offering suggestions as to how they can be more closely aligned with other existing laws across the country.

The other big issue, of course, is ad taxes. No state better demonstrated the peril of the issue, or the effectiveness of AAF's grassroots than Nebraska, where Governor Jim Pillen (R) in 2024 proposed and fought for an tax. AAF Nebraska played a major role in fighting the ad tax. Over the course of the year chapter members testified before legislative hearings, conducted a Day Under the Dome in the state Capitol to meet with lawmakers and explain negative economic consequences of taxing advertising. The club organized a statewide grassroots response flooding lawmakers with messages urging them not to tax advertising. Ultimately the tax was rejected thanks to the effectiveness and leadership of the AAF grassroots as embodied by AAF Nebraska.

DETAILS

LEGISLATIVE/REGULATORY
COMMENTS FILED: 37

STATES FILED IN: 11

PARTICIPATING CHAPTERS: 17

**THERE'S NO OTHER
GRASSROOTS
PLACE WHERE
YOU HAVE PEOPLE
AT ALL LEVELS
OF ADVERTISING
SITTING TOGETHER,
AND THEN YOU ADD
STUDENTS TO THAT
- IT'S THE GREATEST
THING [ADMERICA]
IN THE WORLD.**

—Jenny Buschhorn
Associate Professor of Practice,
Texas State University
2024 Chair, National Education
Executive Council



ADMERICA

Often described as the American Advertising Federation’s family reunion, ADMERICA is the annual conference that brings together people representing every aspect of the industry. It serves to educate, enthuse and encourage each attendee to do better, be better and accomplish more together.

Each year, the conference moves to a uniquely American city. We work to identify a host city offering more than a simple hotel. We look for things such as national landmarks, museums, history, entertainment, diversity and more. In short, we look for places and opportunities that inspire. ADMERICA 2024 was hosted in Salt Lake City, Utah. A first for this location, the mountainous backdrop and cityscape were unrivaled, providing a perfect view of the West. Equally impressive were the 52 meetings and sessions held to accomplish the goals set forth by the event.

ADMERICA is home to professional development sessions, chapter leadership training, the American Advertising Awards National Gala, the National Student Advertising Competition Final 8, the Mosaic 10, Salute to Achievers and more. It is a packed three and a half days that leaves attendees already talking about the year to come.

DETAILS

DATE: May 30–June 2, 2024

LOCATION: Salt Lake City

ATTENDEES: 473

SPEAKERS: 33

SESSIONS: 52

STATES REPRESENTED: 34 + DC

CHAPTERS REPRESENTED:

74 Professional Chapters

44 Collegiate Chapters



VIEW THE RECAP VIDEO

**THE MOST LEARNING
COMES FROM
EXPERIENCE AND
THAT'S WHAT THIS
COMPETITION
GIVES US. TO BE
TREATED LIKE OUR
SUCCESS MATTERS
IS INCREDIBLE FOR A
COLLEGE STUDENT.
EVERY TEAM THAT
COMPETED, EVERY
STUDENT THAT
WORKS ON THIS,
WINS.**

—Texas Tech University
2024 NSAC Team



NATIONAL STUDENT ADVERTISING COMPETITION

The National Student Advertising Competition starts with one annual client and more than a thousand students eager to prove they are ready to enter the advertising industry. From case study to client pitch, the NSAC is a real-world experience like no other offered to AAF collegiate members.

The 2024 NSAC client was Tide. With a focus on harnessing the power of cold water, students spent 11 months working on a campaign which would encompass all considerations given in agencies each day. From brainstorming and concepting to strategy, proposed media buy, extensive research, creative and execution, teams brought their best ideas forward to the benefit of one brand. Research alone provided back to the client has an annual valuation in excess of \$2M.

A three-tier competition, the NSAC begins with 15 nation-wide, live district pitch competitions, a winner emerges from each to compete in the virtual round from which the final eight teams advance to the national competition. In 2024, 102 colleges and universities from across the country competed for the title. Judges representing the brand awarded top honors to the University of California, Berkeley.

DETAILS

CLIENT: Tide

DATE: August 2023-June 2024

LOCATION: Nationwide

PARTICIPATING TEAMS: 102

PARTICIPATING STUDENTS: 1,000+

WINNING TEAM: UC Berkeley



VIEW THE RECAP VIDEO

**IT'S THE BIGGEST
THING I'VE EVER
WON. THIS WIN IN
THE U.S. WITH THIS
MANY HIGH-CALIBER
JUDGES AND THESE
MANY ROUNDS, IT'S
SOMETHING UNIQUE.**

—Aldo Quevedo
CEO/Creative Chairman, Beautiful Beast
2024 American Advertising Awards
National Best of Show Recipient



AMERICAN ADVERTISING AWARDS

The American Advertising Awards is the largest creative competition in the United States. A three-tier competition created for the sole purpose of awarding creative excellence has become a hallmark recognition program not only for the American Advertising Federation but also for the industry.

The competition is home to both professional and student categories spanning every discipline within the creative process. We are grateful to our volunteers who assist with hosting the first two tiers of competition and work with the AAF Member Services team to uphold the integrity of the competition. This year's American Advertising Awards National Gala was held at The Grand America Hotel in Salt Lake City, Utah. Guests entered a celebratory environment and enjoyed the evening festivities led by Celebrity Host Loni Love. Honorees were treated to a private English-themed event following the ceremony complete with string quartet, typewriter poets, endless photo opportunities with trophies in hand and interviews.

With nearly 25,000 entrants competing in upward of 115 first-tier competitions and only a fraction of those advancing to the 15 second-tier jury selections, a National ADDY Award is statistically one of the most difficult creative honors to receive as only the winners from the second tier advance to the national level of competition. To be among the winners holding a Gold or Silver ADDY Award, a Mosaic ADDY Award and/or Special Judges ADDY Award is a rewarding experience. To emerge from such a vast pool of incredible work to be the National Best of Show is a professional feat any honoree is proud to boast and worthy of celebration.

DETAILS

DATE: October 2023-May 2024

LOCATION: Nationwide

PROFESSIONAL ENTRIES: 19,295

PROFESSIONAL ENTRANTS: 3,384

STUDENT ENTRIES: 5,166

STUDENT ENTRANTS: 1,357

STATES REPRESENTED:

44 States, plus DC + Caribbean

SPECIAL AWARDS PROFESSIONAL:

4 National Judges Choice Awards

1 National Mosaic ADDY

1 National Best of Show

SPECIAL AWARDS STUDENT:

3 National Judges Choice Awards

1 National Mosaic ADDY

1 Best of Show



[VIEW THE RECAP VIDEO](#)

THE MOSAIC AWARDS CONTINUE TO BE A PLATFORM FOR THE ADVERTISING COMMUNITY TO CELEBRATE THOSE WHO ADVANCE OUR UNDERSTANDING OF THE MULTICULTURAL MARKET AND CHAMPION DIVERSE AND INCLUSIVE PRACTICES.



MOSAIC AWARDS

The 2024 AAF Mosaic Awards, hosted by Crissle West, celebrated the outstanding achievements in diversity, equity, and inclusion within the advertising industry. The event underscored the industry’s commitment to inclusivity and the transformative impact of diverse perspectives in advertising.

Key Wins

- Increased Media Reach: Host Crissle West
- High representation of disability-centered work
- We will also honored one rising college student with a scholarship of \$10,000: Joseph Tilaye of Alabama A&M University
- Made a commitment to bringing on more diverse suppliers from our VOG to event production. This year, over 80% of our suppliers were diverse businesses.
- Honored Jeff Marshall as the Mosaic Center Guardian
- Honored Josh Loebner as Mosaic Awards Champion
- Honored Walton Isaacson as our first Agency of the Year

DETAILS

DATE: September 26, 2024

LOCATION: New York City

ATTENDEES: 289

2024 WINNERS:

“Banned Book Club”

“Reclaim Your Composition”

“More Than That with Gia Peppers”

“Dreamcaster”

“Check In On Your Friends”

“Honda Scenic Audio”

Ogilvy School of Creativity

Omnicom Health Group

Walton Isaacson

Josh Loebner, VML

Jeff Marshall, Marshall Media



VIEW THE RECAP VIDEO

THE MOSAIC 10

THE MOSAIC 10

The Mosaic 10, a consumer-selected “Top 10” list, showcases the most impactful multicultural advertising, marketing, and media moments. This initiative employs a unique and thoughtful methodology to spotlight inclusive content, providing valuable insights into audience perceptions of the media they consume.

After receiving submissions, a diverse panel of consumers evaluates and scores the content according to specific criteria to determine “The Mosaic 10”. These results play a crucial role in identifying key trends, guiding the Mosaic Center’s focus in its efforts to promote authentic representation of multicultural communities within the industry.



DETAILS

THE MOSAIC 10 OF 2024

1. Dance Into Confidence 2.0
2. Filmada con iPhone 14 Pro
3. Faces of Travel
4. Totalmente
5. Table Talk
6. Be One Of Many
7. Legacy in the Making: Alvin Ailey Dance Theater
8. Certified Care
9. Ridiculous Excuses Not To Be Inclusive
10. The First Ever Lexus TX: VVIPs



HBCUs FOR ADVERTISING

The AAF Mosaic Center created HBCUs for Advertising to support students in discovering the boundless possibilities of pursuing a career in advertising. To combat the financial, academic, and logistical barriers that may exist at often underfunded HBCUs, the program supports participating campuses in launching AAF student chapters and providing supplemental resources that are essential to their professional development.

Our partners develop in-person and virtual experiences to take students through the ecosystem of advertising, from brand side to agency, highlighting opportunities many would've never considered. Together, the Mosaic Center and our partners nurture our H4A Fellows, guiding them on how their talents and identities can shape this industry for the better.



DETAILS

PARTICIPATING SCHOOLS

- Alabama A&M University
- Albany State University
- Alcorn State University
- Bowie State University
- Delaware State University
- Florida A&M University
- Harris Stowe State University
- Howard University
- Lincoln University
- Morehouse College
- Morgan State University
- Tennessee State University
- Virginia State University

PARTICIPATING COMPANIES

- Amazon Ads
- The Trade Desk
- TikTok
- UM

**AAF AND THIS
CONFERENCE
HAS BEEN ONE
OF MY FAVORITE
PARTNERSHIPS.
I'M SO HAPPY TO
CONTINUE TO HELP
INSPIRE THE NEXT
GENERATION OF
TALENT.**

—Lori DePace
Program Manager, Publicis Health



STUDENT ADVERTISING CAREER CONFERENCE

Iron sharpens iron. This is exactly what the AAF Student Advertising Career Conference works to accomplish. Students nationwide gathered in New York City to interact with industry professionals representing an array of agencies, media companies and brands. The conference prepares students for industry expectations and offers insights into potential career paths.

Attendees met with BBDO creatives from across the globe, participated in a creative challenge presented by PepsiCo executives, learned about the latest international product launches from Magnolia Bakery, heard about National Cinema Media’s place in the ecosystem and witnessed the energy that fuels TMA. They met with research partners, walked the halls of Group M, Known, Publicis Health, Sony and more. Recruiters from General Mills, RPA, the OMD family, portfolio schools and more offered sound counsel while Home From College representatives uploaded their resumes and worked to help each gain exposure with hiring companies.

In addition to educational sessions, they learned to navigate the transit system, networked and managed their time in an incredibly busy environment, all skills necessary to survive in the workforce.

We know when a student is immersed in an interactive, educational environment, they are far more likely to retain what they learn in those settings. The immersion visits, speakers and recruiting opportunities are weighted equally by our attendees, all noting value in each. AAF returned to a live conference in 2023, further refined the conference in 2024 and are looking for further success in 2025.

DETAILS

DATE: November 13-16, 2024

LOCATION: New York City

ATTENDEES: 153

SPEAKERS: 26

SCHOOLS REPRESENTED: 24

SESSIONS: 15

RECRUITERS:

Book180
General Mills
Gray Media
IPG
Home From College
RPA
The Marketing Arm
VCU Brandcenter

NO ONE OPENS THE APERTURE OF ADVERTISING LIKE THE AAF WITH ITS RECOGNITION OF ACHIEVEMENT AND TALENT OF ALL KINDS. THIS CLASS STOOD OUT FOR THEIR FOCUS ON INNOVATION, BUT NOT AT THE EXPENSE OF IMPACT AND GIVING BACK.

—Christena Pyle
Chief Equity Officer, dentsu Americas
Chair, Advertising Hall of Achievement



ADVERTISING HALL OF ACHIEVEMENT

The 32nd annual Advertising Hall of Achievement Induction Ceremonies & Gala Dinner, held in November, marked another year of innovation and growth for the celebrated event. The ceremony continued its new evening format, welcoming a larger audience in an expanded venue—New York City’s Pier Sixty. This year’s festivities were enhanced by TikTok, the event’s first-ever Presenting Sponsor, which provided branded photo opportunities and featured popular TikTok creators as the host and after-party DJ.

We also continued the tradition of the Cultural Force Award, introduced in 2023 to recognize non-advertising individuals significantly influencing and impacting the industry. This year’s recipient was the renowned Producer, Actress, Writer, and Entrepreneur, Issa Rae.

Leading up to the event, the 2024 Hall of Achievement Class announcement in August underscored the program’s commitment to recognizing emerging talent. The AAF partnered with Campaign US, enhancing visibility and reach.

In October, Hall of Achievement members, along with the AAF Board and Committee, were invited to kick off Advertising Week New York at the Advertising Hall of Achievement Alumni and Friends Cocktail Party to meet the newest inductees of the Class of 2024. This was the third year for this private event of networking and mentorship hosted at the residence of Joe Marchese (Class of 2016).

With a focus on collaboration and strategic planning, the Advertising Hall of Achievement is poised for another year of celebrating excellence and fostering connections. The program continues to elevate the advertising industry by spotlighting its brightest rising stars.

DETAILS

DATE: November 21, 2024

LOCATION: New York City

ATTENDEES: 450

COMPANIES REPRESENTED: 94

2024 CLASS:

Issa Rae

Writer, Producer, Actress, Entrepreneur

Imani Ellis

The Creative Collective

Bianca Guimaraes

Mischief @ No Fixed Address

Sanja Komljenovic

ONA Creative

Danisha Lomax

Digitas

Karen Land Short

Accenture Song

Neil Waller

Whalar Group

Melanie L. Washington, Esq.

MediaLink

Marques E. Zak

American Express



VIEW THE RECAP VIDEO



THANK YOU TO EVERYONE WHO MADE THIS SCHOLARSHIP POSSIBLE. IT MEANS A LOT TO ME, AND I AM EXCITED TO CARRY FORWARD SEAN FINNEGAN'S LEGACY AND CONTRIBUTE TO THE FIELD OF ADVERTISING.

—Duda Formoso, Ithaca College
2024 Recipient of the AAF Foundation's Sean Finnegan Memorial Scholarship



BEING FROM A SMALL TOWN IN ALABAMA AND HAVING THE CHANCE TO BE IN ROOMS WITH TOP LEADERS IN THE INDUSTRY IS AN HONOR I DON'T TAKE LIGHTLY. THIS EXPERIENCE ONLY SOLIDIFIES MY COMMITMENT TO MAKING A MARK IN THIS FIELD.

—Joseph Tisfaye, Alabama A&M University
2024 Recipient of the AAF Foundation's Mosaic Scholarship

THE FOUNDATION

The American Advertising Foundation (501c3) was established in 2022 as the charitable service arm of the American Advertising Federation. It exists primarily to identify, nurture, prepare and advocate for diverse and inclusive talent for the advertising, media, and marketing industries.

The Foundation’s activities are conducted year-round by American Advertising Federation staff in collaboration with active and engaged volunteers and partners as well as an Advisory Board made up of industry leaders representing academia and the industry at-large.

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ADDITIONAL INFORMATION

NATIONAL BOARD OF DIRECTORS 2024–2025

The AAF operates under the leadership of a 50-person Board of Directors lead by a Chair and Vice Chair and supported by an Executive Committee, a Chair’s Advisory Council and working Committees and focus area leads. Our Board represents adtech, media, agencies, clients & brands, and creators. We are proud to collaborate with these leaders on work that positively impacts the industry.

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NATIONAL BOARD OF DIRECTORS 2024–2025

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The AAF Council of Governors is comprised of District Governors, the Ad 2 National Chair and Region Chairs. As the voices of their respective geographic areas (and Ad 2 chapters in the case of Ad 2), this group meets with the intention of strengthening the leadership skills of one another so each can better serve as a resource to the elected leaders in their areas. Per the AAF bylaws, these Council members also serve as members of the Board of Directors.

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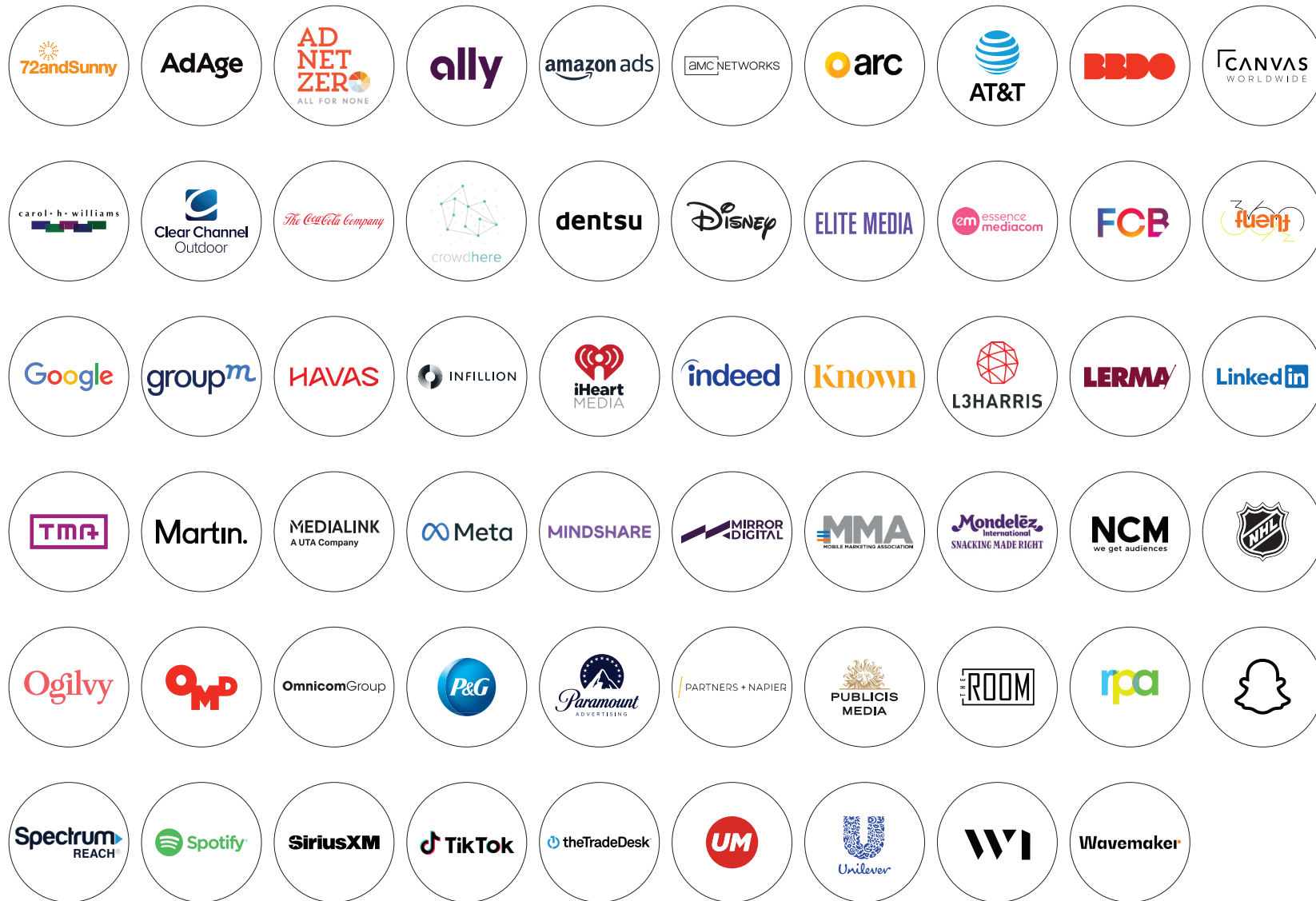
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Erika Rodriguez

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Johnson & Wales-Providence
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AAF Greater Rochester
Capital Region Advertising Federation
Baruch College
City College of New York
Ithaca College
Le Moyne College
Manhattan College
Pace University-New York
Rochester Institute of Technology
St. John's University
Syracuse University
Wagner College

New Jersey

Rowan University
Drew University

Pennsylvania

AAF Northeast Pennsylvania
AAF Pittsburgh
AAF Greater Lehigh Valley
Ad 2 Pittsburgh
Penn State University
Slippery Rock University
Temple University
University of Scranton

Maryland

AAF Baltimore
Towson University

Washington DC

AAF DC
Ad 2 DC
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Howard University

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AAF Roanoke
AAF Southwest Virginia
Ad 2 Roanoke
James Madison University
Liberty University
University of Virginia
Virginia Commonwealth University
Virginia State University
Washington and Lee University

North Carolina

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AAF Greenville
AAF Triangle
University of North Carolina-Chapel Hill

South Carolina

AAF Charleston
AAF Midlands
Bob Jones University

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AAF Daytona Beach
AAF Jacksonville

AAF Miami

AAF North Central Florida
AAF Orlando
AAF Pensacola
AAF Polk County
AAF SW Florida
AAF Space Coast
AAF Suncoast
AAF Tampa Bay
Ad 2 Orlando
Ad 2 Tampa Bay
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AAF Northern Michigan
AAF West Michigan
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AAF Fox River
Ad 2 Madison

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AdFed Minnesota
Ad 2 Minnesota
University of Minnesota-Twin Cities
St. Cloud Technical & Community College

North Dakota

AAF North Dakota
North Dakota State University

South Dakota

AAF South Dakota
AAF Black Hills
South Dakota State University
University of South Dakota

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University of Nebraska-Lincoln

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AAF Cedar Valley
AAF Dubuque
University of Northern Iowa
University of Iowa

Kansas

AAF Topeka
Kansas State University
University of Kansas

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AAF St. Louis
AAF Heartland
AAF Kansas City
Ad 2 St. Louis
Lindenwood University
Missouri State University
University of Missouri-Columbia

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AAF Oklahoma City

Ad 2 Oklahoma City

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Oklahoma State University

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University of Oklahoma

Louisiana

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Ad 2 Fort Worth

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Washington State University

Oregon

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AAF Utah

Brigham Young University

University of Utah

Colorado

AAF Colorado

University of Colorado-Boulder

Arizona

AAF Tucson

AAF Phoenix

Arizona State University

Grand Canyon University

University of Arizona

New Mexico

AAF New Mexico

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Hawaii

AAF Hawai'i

Ad 2 Hawai'i

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AAF Silicon Valley

AAF Sacramento

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San Jose State University

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DISTRICT 15

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California State University-Fullerton

Chapman University

Mount Saint Mary's-Los Angeles

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GOALS & OBJECTIVES FOR 2024-2025

**PROVIDE VALUE FOR AAF MEMBERSHIP
BY SERVING OUR MEMBERS**

**GENERATE AND STEWARD
OUR FINANCIAL RESOURCES**

**DEMONSTRATE & PROMOTE AAF'S
POSITIVE IMPACT ACROSS THE INDUSTRY**

**OPERATIONAL EXCELLENCE IN
HOW WE MANAGE THE AAF**

**RECRUIT, RETAIN, RECOGNIZE,
REWARD OUR PEOPLE**

**ADVOCATING FOR ADVERTISING
IN POLICY & REGULATIONS**

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Project Coordinator, Member Services & Programs

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Emily Gaddy

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Dawn Tullis

Coordinator, Database

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Senior Executive Assistant



THE UNIFYING VOICE FOR ADVERTISING

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