



ANNUAL REPORT 2025

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Photographs by Akintayo Adewole, Erica Blake, Jeff Harrison, Kolin Mendez, and Dawn Reeves.



MESSAGE FROM THE PRESIDENT & CEO

Each year teaches us new things, and this year we learned about resiliency and resourcefulness. As I look back at 2025, I am so proud of how the AAF adapted to the many changes within our dynamic industry and how we adopted new and innovative ways to serve our Members and Supporters. And while 2025 was a challenging year for support of our long-standing Diversity, Equity & Inclusion programs, we remained focused on our mission to promote diverse perspectives and backgrounds through our signature events and initiatives.

In 2025, the advertising sector eliminated approximately 17,000 jobs, a 15% increase over calendar year 2024.

While many job cuts were attributed to “restructuring,” AI became a dominant theme with Forrester analysis suggesting that overall agency headcounts fell by 8% in 2025. The future outlook is similar—analysts have upgraded estimates, predicting that AI and automation could lead to a total 15% reduction in the U.S. advertising workforce by the end of 2026.

And yet, against this backdrop, and all these challenges, the AAF was still able to add 12 all new Corporate Members to its roster in 2025.

We now have every major agency holding company on our Corporate Partner list as well as a record number of brands and advertisers. We’ve also added social media agencies and two of the largest Hispanic/Latino-focused media networks. Having this varied and diverse group of Corporate Partners ensures that we are truly representing all facets of American society and remain “The Unifying Voice for Advertising.”

Our Board continues to be committed to guiding the AAF through these uncertain times. They give me great confidence in our ability to sustain our efforts to best represent this amazing business.

The AAF Staff (“The Best in the Business”), benefited from culture training throughout the year on topics such as the intersectionality, thriving in a multigenerational workplace, and navigating microaggressions. We even received an AI level-setting session by none other than renown business advisor, Shelly Palmer.

As will be highlighted in this year’s Annual Report, 2025 was a standout year for the AAF.

Steve Pacheco
President & CEO
American Advertising Federation

ECONOMIC IMPACT OF ADVERTISING IN THE U.S.

A study commissioned by the AAF-supported Advertising Coalition and conducted by S&P Global Market Intelligence has quantified the extraordinary impact of advertising on US jobs and growth.

“Those of us in the industry have always been aware of the importance of advertising. What is remarkable about the study is how it demonstrates advertising’s importance, not just in major markets, but in every state and every market in the country. Advertising is a vital communication tool for global marketers, small businesses, and everyone in between.”

—Steve Pacheco
President & CEO, AAF

ADVERTISING DRIVES 20% OF U.S. ECONOMY

TOTAL ADVERTISING SPEND AND STIMULATED SALES ACTIVITY TOTALED \$10.4 TRILLION LAST YEAR, OR 21.9% OF THE \$47.5 TRILLION IN TOTAL OUTPUT FROM THE US ECONOMY

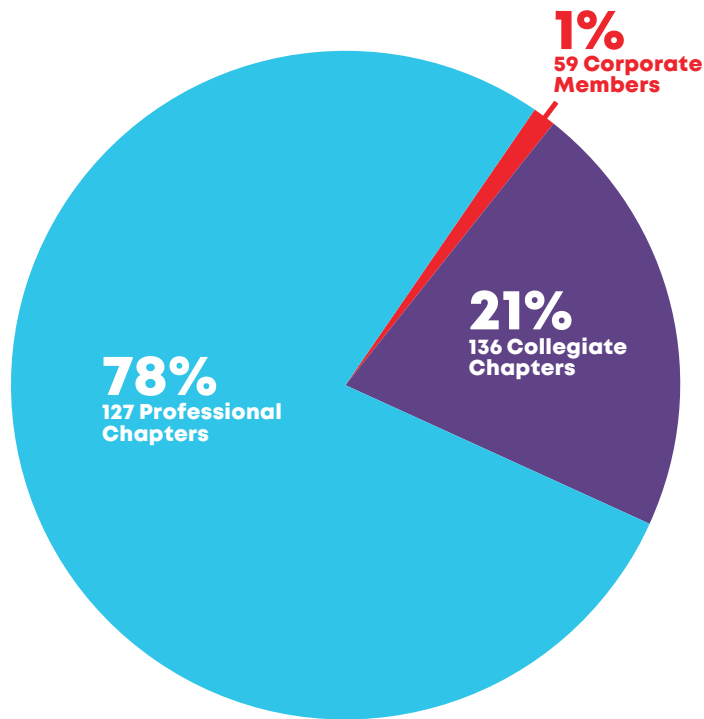
SUPPORTS NEARLY 1 IN 5 U.S. JOBS

ADVERTISING SUPPORTED A SIGNIFICANT PERCENTAGE OF ALL JOBS IN ALL 50 STATES AND EVERY MILLION DOLLARS SPENT ON ADVERTISING SUPPORTED 59 AMERICAN JOBS ACROSS A BROAD RANGE OF INDUSTRIES

Source: S&P Global Market Intelligence. (2025). *The Economic Impact of Advertising on the US Economy, 2024–2029. The Advertising Coalition.* https://theadcoalition.com/wp-content/uploads/2025/08/TAC_SP-Global-Final-Report_August-2025.pdf.

2025 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.



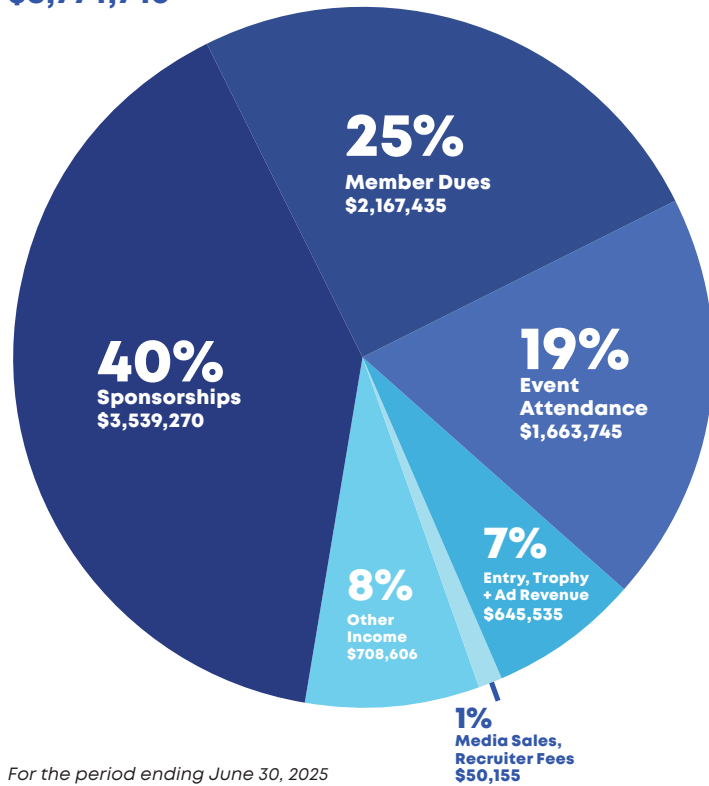
NEW MEMBERS

- AMERICAN AIRLINES
- AMERICAN FAMILY INSURANCE
- CANVA
- HP INC
- MEDIACO
- NFL
- ST. JUDE CHILDREN'S RESEARCH HOSPITAL
- STAGWELL
- TELEVISA UNIVISION
- VIRAL NATION
- WHALAR

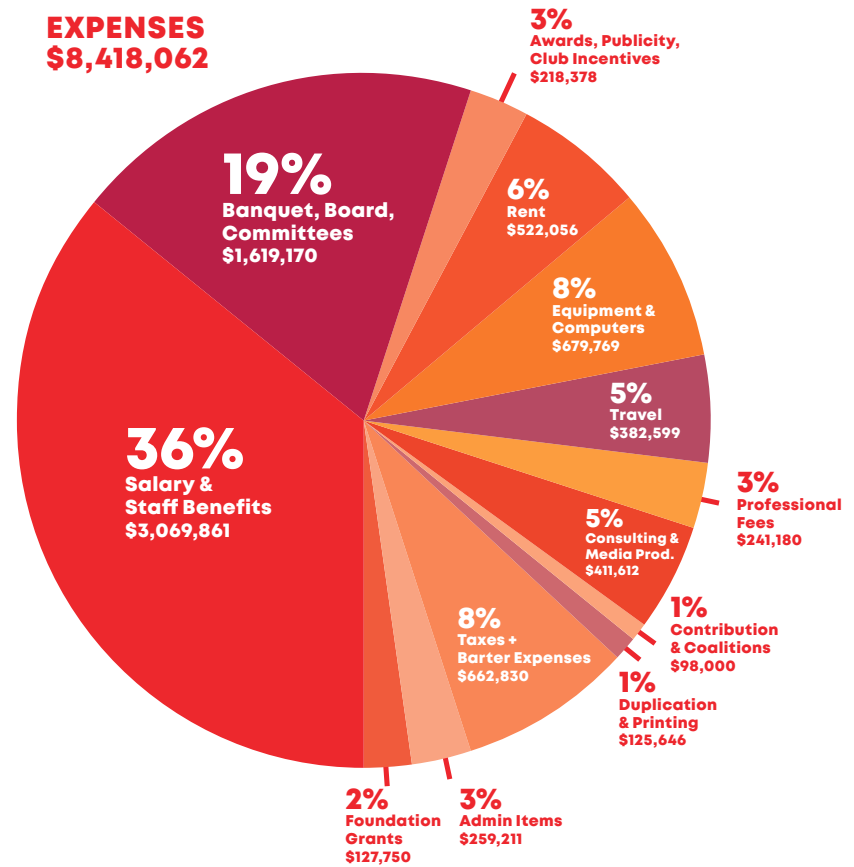
2025 OUTCOMES: FINANCES

Against a very challenging year for fund raising, the AAF was able to deliver strong financial results in FY2025. Among our core programs, 44% surpassed forecast budgeted profit margins and 56% were below forecast budgeted projections. We continue to focus on managing controllable expenses to actual revenue.

REVENUE \$8,774,746

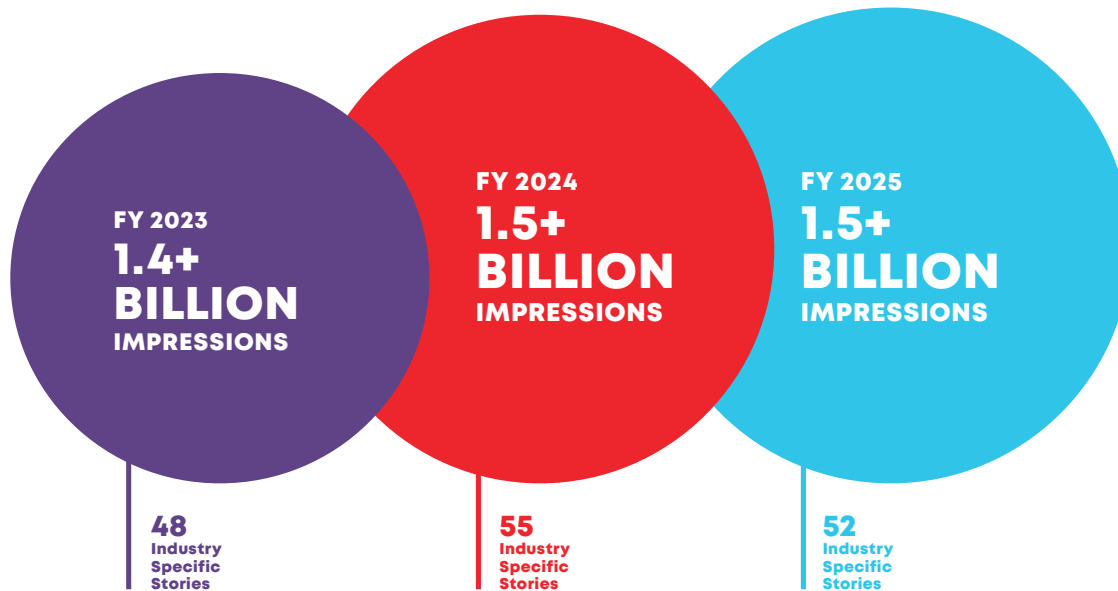


EXPENSES \$8,418,062



2025 OUTCOMES: MEDIA COVERAGE

Over the past year, via a steady stream of news, AAF’s media outreach efforts were able to generate an estimated 1.5 billion media impressions and 25,000 “hits,” averaging approximately one story per week in industry press—levels in line with the year before. Importantly, the quality of this coverage improved, as the association was able to secure interest globally, as well as in select/targeted geographic markets.



MEDIA OUTLETS

- ADVERTISING AGE
- ADWEEK
- ASSOCIATED PRESS
- BENZINGA
- BLACK ENTERPRISE
- BUSINESS JOURNAL NETWORK
- CAMPAIGN BRIEF
- CAMPAIGN US
- CLEAR CHANNEL OUTDOOR
- CMO PODCAST
- FORBES
- FOX
- IHEARTMEDIA
- KTLA-TV: LOS ANGELES
- LITTLE BLACK BOOK
- LINKEDIN
- MARKETWATCH
- MEDIAPOST
- MORNINGSTAR
- NEW YORK TIMES
- PITTSBURGH BUSINESS TIMES
- REEL360
- SCREEN
- SHOOT
- WGN-TV: CHICAGO
- WPIX-TV: NEW YORK
- YAHOO! FINANCE



MESSAGE FROM THE BOARD CHAIR

I am delighted to serve as Chair of the American Advertising Federation (AAF) Board of Directors at a critical time where unity, collaboration and adaptability have never been more important in our industry. The AAF has been a consistent advocate in the industry and the grassroots force for good.

Our Board includes the best and most respected professionals in the industry. It is an honor to lead, lock arms, and learn from them as we navigate this transformative time. Collaborating with them for the betterment of our industry affirms my belief in our ability to create jobs and contribute to the economy.

And the AAF staff are among the best in the business with a caring and supportive spirit that shines through in each program and platform they produce. They genuinely care about the work they do and the positive impact they create for generations to come.

AAF's National Student Advertising Competition (NASC) remains a highlight for me. Through this experience, we get to meet the most talented, poised, and passionate students who want to contribute to the future of the advertising industry. It is a privilege to give them this platform to start their careers and allow the industry to meet them and roll out the red carpet.

I am grateful to the AAF and all they do to strengthen the industry.

Jacki Kelley

Chair, AAF Board of Directors

EVP, Chief Client & Business Officer, Omnicom

**MOST PROMISING
WAS HANDS DOWN
ONE OF THE BEST
EXPERIENCES I'VE
EVER GOTTEN
TO PARTAKE IN.
AS A YOUNG,
MULTICULTURAL
STUDENT ENTERING
THE INDUSTRY,
MPS REALLY
ALLOWED ME TO SEE
OPPORTUNITIES THAT
I DIDN'T THINK WERE
AVAILABLE TO ME.**

—Christina Nguyen
University of Oregon
2025 Most Promising Student



MOST PROMISING STUDENTS PROGRAM

In February, AAF Most Promising inductees arrived in New York City excited to embrace the advertising industry and the opportunities that awaited them. From workshops and industry networking to immersive site visits, a pitch competition, and recruitment engagement, this group of exceptional students were met with great enthusiasm.

This year's class received tremendous support from the industry. Dentsu returned with their annual pitch competition, featuring an opportunity for students to focus on the Adobe-presented challenge. Energy BBDO hosted a pre-event webinar, and The Trade Desk, Wieden+Kennedy, Sony Music Group, Omnicom Group, FCB, IPG, and Mediabrands all opened their doors to the 2025 Most Promising Class while in New York City.

In addition to their on-site immersions, the above companies joined AMC, VCU Brandcenter, Publicis Creative, RPA, and Arc Worldwide for the Recruiter Expo.

Students shared their appreciation for the entire event beginning with their cohort assignments, interaction with alumni mentors prior to arrival, and the on-site experience.

DETAILS

DATE: February 23-28, 2025

LOCATION: New York City

INDUCTEES: 50

SCHOOLS REPRESENTED: 29

NEW FOR 2025:

The Most Promising Symposium, was a one-day summit designed to bring together the 2025 class, Most Promising alumni and passionate brands seeking to provide thought-provoking discussions around the future of advertising and inclusion.



VIEW THE RECAP VIDEO

CORPORATE MEMBER HIGHLIGHT



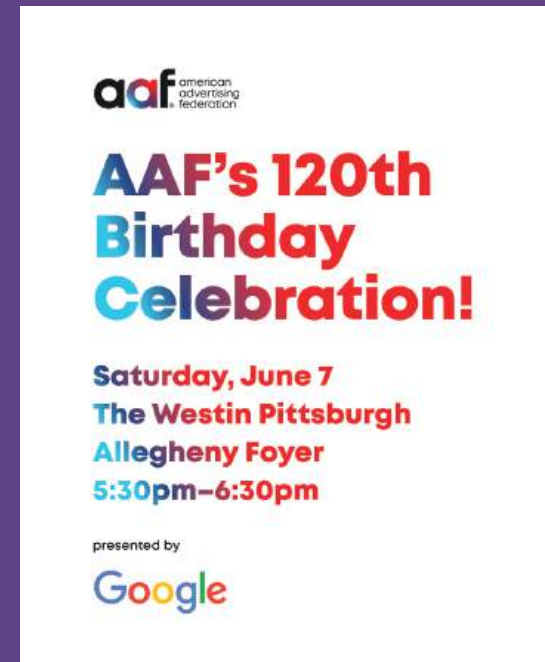
Advertising Hall of Fame: Susan Wojcicki, the CEO emeritus of YouTube (a Google subsidiary), was named as one of eight executives to be inducted into the 2025 Advertising Hall of Fame, a top honor presented by the AAF.

Educational Endorsement: The Google Digital Marketing & E-commerce Certificate program, offered through Grow with Google, continues to be endorsed by the AAF and the American Association of Advertising Agencies (4A's). This signifies AAF's recognition of the certificate as a valuable credential for those entering the advertising field.

Creative Awards: A Google Pixel campaign titled "Javier in Frame," created with Gut Miami and Google Creative Lab, was selected as one of "The Mosaic 10" for 2025 by the AAF. The Mosaic awards recognize companies and campaigns that demonstrate a commitment to diversity, equity, and inclusion.

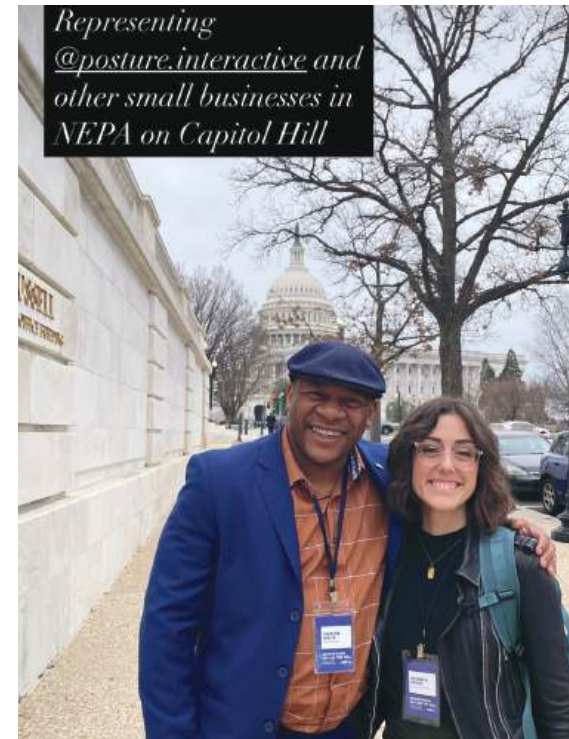
Industry Events & Leadership: Google is listed as a corporate member of the AAF, a status reserved for businesses that want to connect with and support all aspects of the advertising industry. The AAF held various events throughout 2025, including the American Advertising Awards and the Advertising Hall of Achievement induction ceremonies, which involved major industry sponsors like Amazon Ads, TikTok, and Disney. Google was a Platinum level sponsor of the 2025 ADMERICA National Conference and was the presenting Sponsor of the AAF's 120th Birthday Celebration on June 7 at a special cocktail reception with live music, drinks and cake!

Additionally, Google hosted our important Fall Board Meeting at their NYC Headquarters and attendees got to hear more about the history of the building from AAF Board Member, Marie Guilin-Mare and were treated to a post Board Meeting reception overlooking Hudson Yards.



AAF GOVERNMENT AFFAIRS HAD A BUSY 2025. AT LEAST 43 STATES CONSIDERED SOME TYPE OF PRIVACY/ DATA SECURITY OR DIGITAL OR BROADER AD TAX LEGISLATION. IN RESPONSE, AAF FILED MORE THAN 60 COMMENTS WITH LEGISLATORS AND REGULATORS OFFERING OUR VIEWS.

—Clark Rector
EVP, Government Affairs
American Advertising Federation



ADVOCACY & LEGISLATION

As in recent years, in 2025 privacy and data security remained the dominant issue. On the national level, we continue our work with Privacy for America to encourage Congress to enact a single national privacy law. We know that the responsible use of data by businesses convey great benefits to consumers, including supporting the free and open Internet and the delivery of more useful interest-based advertising. At the same time, they have expectations of reasonable privacy and data protections. Unfortunately, many states, having grown tired of Congressional inaction, have passed their own privacy laws. While well-meaning, differing laws result in an inconsistent patchwork that makes it difficult for multi-state businesses to comply, harming the businesses and confusing consumers. AAF does not support these laws but has continued our practice of submitting comments to lawmakers offering suggestions as to how their proposals can be more closely aligned with other existing laws across the country.

The other major issue is ad taxes, sometimes broad-based, sometimes with a focus on digital advertising. For example, eight local chapters and AAF's Western Region joined AAF in successfully opposing a California proposal to tax social media advertising. The issue is local also, AAF Tucson helped convince the Tucson City Council not to adopt a proposed local advertising tax.

DETAILS

EVENT: Advertising Day on the Hill

DATE: March 13, 2025

LOCATION: Washington DC

ATTENDEES: 70

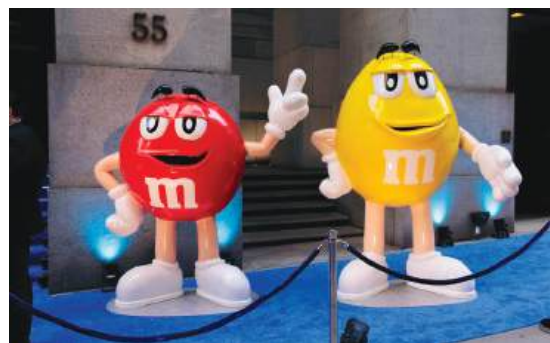
STATES REPRESENTED: 25

HILL OFFICES VISITED: 75+

In March, AAF was the Unified Grassroots Voice for Advertising in Washington, DC. Approximately 70 AAF corporate and chapter members from 25 states attended Advertising Day on the Hill. After being educated by experts on the issues impacting advertising—including an outstanding panel with representatives from Google, Meta and TikTok—the attendees headed to the Hill to spread the good news about advertising in over 75 House and Senate offices.

WHEN YOU THINK ABOUT A HALL OF FAME, YOU THINK OF A GROUP OF PEOPLE WHO NOT ONLY REPRESENT THE VERY BEST MINDS OUR INDUSTRY HAS TO OFFER, BUT ALSO PEOPLE WHO HAVE MEANINGFULLY ELEVATED THE LARGER BUSINESS THROUGH THEIR EFFORTS.

—Kim Kelleher
Chief Commercial Officer, AMC Networks
Chair, Advertising Hall of Fame



ADVERTISING HALL OF FAME

The Advertising Hall of Fame (AHOF) year began with a celebration of the 2025 Class at the New York Stock Exchange (NYSE) Closing Bell, underscoring the Hall's stature across both business and culture.

Momentum continued into the spring with the 74th Annual Advertising Hall of Fame Induction Gala at Cipriani Wall Street. Branded as "The Biggest Night in Advertising," the Gala sold out four weeks in advance and set a new revenue record under Chair Kim Kelleher (AMC Networks) and Vice Chair Ross Martin (Known). A highlight of the evening was recognizing Mars, Incorporated as the 2025 Corporate Inductee, which elevated the guest experience through immersive activations showcasing Mars' legacy of creative excellence and cultural impact.

In September, the 2026 AHOF Council of Judges, led by Chair Ross Martin and Vice Chair Rita Ferro (Disney Advertising), convened to elect the next Class, officially launching the 75th Anniversary year. Public awareness began in October with the announcement of two President's Award recipients, Barry Manilow and Marlo Thomas.

This coincided with Advertising Week New York, where AAF hosted the opening panel, "The Power of Purpose: How Advertising is the Ultimate Tool for Doing Good," moderated by JuJu Chang, co-anchor of ABC News' Nightline. The discussion featured Ross Martin, Rita Ferro, and Marlo Thomas, and explored the intersection of creativity, cultural influence, leadership, and the power of storytelling to drive meaningful impact. Marlo was met with a standing ovation, reflecting deep admiration for her extraordinary contributions and legacy.

Through record-breaking attendance, increased media engagement, and elevated storytelling, AAF enters its historic 75th Anniversary year with unprecedented momentum.

DETAILS

DATE: April 24, 2025

LOCATION: New York City

ATTENDEES: 822

COMPANIES REPRESENTED: 200

2025 CLASS:

Linda Boff
Said Differently/GE

John Hayes
American Express

David Lubars
BBDO Worldwide & North America

Alex López Negrete
Lopez Negrete Communications.

Raja Rajamannar
Mastercard

Lisa Sherman
The Ad Council

Rishad Tobaccowala
Publicis Groupe

Susan Wojcicki
YouTube

Mars, Incorporated
Corporate Inductee



VIEW THE RECAP VIDEO

**THIS PAST YEAR
WAS AN AMAZING
BACKDROP FOR SO
MANY OUTSTANDING
ACCOMPLISHMENTS
FOR THE AAF. I AM
SO EXCITED TO
HAVE BEEN ABLE
TO CELEBRATE THE
PEOPLE AND THEIR
ACHIEVEMENTS
IN-PERSON AT
ADMERICA.**

—Steve Pacheco
President & CEO
American Advertising Federation



ADMERICA

ADMERICA is the convergence of advertising industry enthusiasts from all stages of one's career journey. The annual conference is home to AAF collegiate, Ad 2 and professional chapter members as well as corporate members coming together in the spirit of furthering industry support and recognition, heightened education, and connectivity.

ADMERICA host cities must provide authentic American flair. The perfect fit boasts national landmarks, museums, history, entertainment, diversity and more. In keeping with the overlying theme of connection, Pittsburgh provided the perfect backdrop. With more than 445 bridges connecting visitors to areas and interest, the city offered a variety of opportunities. From the Opening Reception at the Andy Warhol Museum to the Smithsonian Museum next door, ADMERICA 2025 was set to succeed.

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, ADMERICA is a can't miss AAF event.

DETAILS

DATE: June 5-8, 2025

LOCATION: Pittsburgh

ATTENDEES: 460

SPEAKERS: 39

SESSIONS: 48

STATES REPRESENTED:
42 plus, DC + Carribean

CHAPTERS REPRESENTED:
67 Professional + Ad 2 Chapters
23 Collegiate Chapters

CHAPTER ACHIEVEMENT

The AAF recognizes professional and collegiate chapters for their achievement in categories such as Club Operations, Cornerstone Initiatives & Events, Membership Development & Communications, Programs, and Public Service. In addition, the AAF acknowledges individual members who dedicate their time, talent and creativity to make the mission of our chapters and national federation a reality.

2025 CHAPTER ACHIEVEMENT WINNERS

Division 1

AAF Austin
1st Place
Club Operations

2nd Place
Cornerstone
Initiatives & Events

2nd Place
Membership
Development &
Communications

1st Place
Programs

1st Place
Public Service

AAF Dallas
2nd Place
Club Operations

1st Place
Cornerstone
Initiatives & Events

1st Place
Membership
Development &
Communications

2nd Place
Programs

2nd Place
Public Service

Division 2

AdFed Minnesota
1st Place
Club Operations

2nd Place
Cornerstone
Initiatives & Events

2nd Place
Programs

AAF Houston
2nd Place
Club Operations

1st Place
Cornerstone
Initiatives & Events

1st Place
Membership
Development &
Communications

1st Place
Programs

Division 3

AAF Baton Rouge
3rd Place
Club Operations

3rd Place
Cornerstone
Initiatives & Events

2nd Place
Membership
Development &
Communications

1st Place
Programs

1st Place
Public Service

AAF Buffalo
1st Place
Club Operations

1st Place
Membership
Development &
Communications

2nd Place
Programs

2nd Place
Public Service

AAF Nebraska
2nd Place
Club Operations

1st Place
Cornerstone
Initiatives & Events

3rd Place
Membership
Development &
Communications

3rd Place
Programs

3rd Place
Public Service

AAF Orlando
2nd Place
Cornerstone
Initiatives & Events

Division 4

AAF Amarillo
3rd Place
Public Service

AAF Akron
2nd Place
Cornerstone
Initiatives & Events

DETAILS

2025 CHAPTERS & PRESIDENTS OF THE YEAR:

Division 1

AAF Dallas
Elisa Silva

Division 2

AdFed Minnesota
Hana Chughtai

Division 3

AAF Nebraska
Chris LaCroix

Division 4

AAF Roanoke
Ryan McBurney

Division 5

Ad 2 Amarillo
Christopher Torrez

AAF Cleveland
2nd Place
Club Operations

AAF Hawai'i
1st Place
Club Operations

1st Place
Membership
Development &
Communications

3rd Place
Programs

AAF Dothan
2nd Place
Programs

AAF Mississippi Gulf Coast
2nd Place
Public Service

CHAPTER ACHIEVEMENT

AAF Montgomery 3rd Place Club Operations	1st Place Programs	Division 5	2nd Place Programs	Ad 2 Reno 3rd Place Club Operations
AAF North	2nd Place Public Service	Ad 2 Amarillo 1st Place Membership Development & Communications	1st Place Public Service	Ad 2 Austin 3rd Place Cornerstone Initiatives & Events
Alabama 3rd Place Club Operations	AAF Tuscaloosa 1st Place Cornerstone Initiatives & Events	3rd Place Programs	Ad 2 Minnesota 1st Place Club Operations	
3rd Place Programs	3rd Place Membership Development & Communications	Ad 2 Hawai'i 2nd Place Club Operations	1st Place Programs	
AAF Roanoke 3rd Place Cornerstone Initiatives & Events	2nd Place Programs	2nd Place Cornerstone Initiatives & Events	3rd Place Public Service	
2nd Place Membership Development & Communications	1st Place Public Service	2nd Place Membership Development & Communications	Ad 2 Orlando 1st Place Cornerstone Initiatives & Events	
			2nd Place Public Service	

2025 COLLEGE CHAPTER AWARD WINNERS

Largest Growth

California State
University, Fresno

Largest Membership

University of
Illinois at Urbana-
Champaign

DETAILS

2025 MEMBER AWARDS

Governor of the Year

Bethany Beaman
AAF District 5

**Barton A. Cummings
Gold Medal Award**

Scott Hamula
Ithaca College

**Betty Riehl Excellence
in Service Award**

Lisa Thibodaux
AAF Baton Rouge

Chic Davis Memorial Award

Angelique DuPhene
AAF Lansing

**Lee-Douthit-Levine
Perseverance Award**

Jay Hagins
AAF Houston

**Pat Martin Excellence in
District Leadership Award**

Angelo Antoline
AAF District 10

**Distinguished Advertising
Educator Award**

Debbie Yount
University of Oklahoma

CORPORATE MEMBER HIGHLIGHT



Once again, **Meta** was a prominent participant and a continuing sponsor of the AAF's 2025 events, with a Meta Executive representative serving on the Advertising Hall of Achievement Council of Judges.

Key AAF events and Meta's involvement in 2025 included:

ADMERICA 2025: The AAF's annual National Conference took place from June 5-8, 2025, at The Westin Pittsburgh. The event included workshops, industry insights, the National Student Advertising Competition (NSAC) finals, and the American Advertising Awards Gala. Meta demonstrated their newest technology there.

American Advertising Awards: The national gala was held on June 6, 2025, in Pittsburgh, following local and district competitions throughout early 2025.

Advertising Hall of Achievement: The induction ceremony was held on November 20, 2025, in New York City. The awards honored rising stars under 40 who are reshaping the industry.

Council of Judges: Hande Aksoy, a representative from Meta, served on the Council of Judges for the 2026 Advertising Hall of Fame. Jason Dailey and Christy Cooper were among the Meta representatives on the 2025 Advertising Hall of Achievement Council of Judges.

Event Sponsorship: Meta presented a breakout session during the ADMERICA 2025 agenda (recapped in this report).



I'M LITERALLY IN AWE OF THE WORK PRESENTED BY THESE STUDENTS. TRULY. CAN WE CREATE A FEW ADDITIONAL AWARDS TO GIVE? THERE'S JUST TOO MANY GREAT THINGS HAPPENING HERE TO NOT GIVE ADDITIONAL RECOGNITION.

—Valerie Vargas
SVP Content Creation & Advertising, AT&T
2025 NSAC Partner



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 2025 NSAC client was AT&T. With a focus on “Connecting Changes Everything,” 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 2025, 96 colleges and universities from across the country competed for the title. Judges representing the brand awarded top honors to the Texas State University.

DETAILS

CLIENT: AT&T

DATE: August 2024-June 2025

LOCATION: Nationwide

PARTICIPATING TEAMS: 96

PARTICIPATING STUDENTS: 1,000+

WINNING TEAMS:

1st Place

Texas State University

2nd Place

University of Minnesota

3rd Place

University of North Carolina
at Chapel Hill

COMPETITION IN THE [AMERICAN ADVERTISING AWARDS] GIVES US A CHANCE TO SEE HOW WE STACK UP AGAINST THE BEST IN THE BUSINESS. IT'S EXCITING TO LEARN FROM WHAT OTHERS ARE DOING. IT PUSHES US ALL TO ELEVATE OUR GAME.

—Chris Beresford-Hill
Worldwide Chief Creative Officer, BBDO
Chair, American Advertising Awards



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 Westin Pittsburgh. From the reception to Gala with celebrity host Nina Parker and post celebrations, the game-changing work of this year's honorees was the focus of conversation for weeks to come as the American Advertising Awards often serves as an early indicator of winning international work.

With more than 22,000 entries submitted in upwards 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 privilege. 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 2024-May 2025

LOCATION: Nationwide

PROFESSIONAL ENTRIES: 17,194

PROFESSIONAL ENTRANTS: 2,607

STUDENT ENTRIES: 5,517

STUDENT ENTRANTS: 1,454

STATES REPRESENTED:

45 States, plus DC + Caribbean

SPECIAL AWARDS PROFESSIONAL:

3 National Judges Choice Awards

3 National Mosaic ADDY

1 National Best of Show

SPECIAL AWARDS STUDENT:

5 National Judges Choice Awards

1 National Mosaic ADDY

1 Best of Show

THE MOSAIC 10

The Mosaic 10, a consumer-selected “Top 10” list, showcasing impactful multicultural advertising, marketing, and media moments. This program 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 efforts to promote authentic representation of multicultural communities within the industry. The Mosaic 10 is unveiled and presented by a panel of industry professionals during AAF’s annual conference.



DETAILS

THE MOSAIC 10 OF 2025

1. **“Javier in Frame”**
Google Pixel + Gut Miami and Google Creative Lab
2. **“Traditions Shared”**
Panda Express + The Many
3. **“Limitless Possibilities”**
Barbie + 72andSunny
4. **“Chicago Can Beat Anything”**
The Greater Chicago Food Depository + fluent360
5. **“The Rituals We Share”**
Huntsman Mental Health Institute and The Ad Council + Walton Isaacson
6. **“The Race to McDonald’s”**
McDonald’s + Wieden+Kennedy
7. **“We Are Legends”**
Puma + Paramount Brand Studio
8. **“The Party”**
Junior Achievement of Southern California + Team One
9. **“Dream in Black”**
AT&T + Translation
10. **“The Wait Is Over”**
Popeyes + McKinney

STUDENT ADVERTISING CAREER CONFERENCE

AAF students took New York City by storm. Students from across the country gathered in New York City to interact with one another and industry professionals representing a wide array of agencies, media companies and brands. The conference serves to further prepare students for the expectations of the advertising industry, better understand their options, and seek out their career path.

This year, the event kicked off at Paramount Advertising with an opening reception overlooking Times Square. From there, students were greeted in the halls of FCB NY, Peacock, Publicis Health, Known, Magnolia Bakery, PepsiCo, WPP Media, JPMorganChase, Ogilvy, Mischief, and Sony Music Group. During the conference attendees took part in a creative challenge presented by Magnolia Bakery, and participated in Learning Labs offered by Paramount, Google, The Trade Desk, Indeed, and Known. They were able to meet with recruiters from these companies as well as portfolio schools, VCU Brandcenter and book180.

DETAILS

DATE: November 12-15, 2025

LOCATION: New York City

ATTENDEES: 175

SPEAKERS: 32

SCHOOLS REPRESENTED: 21

SESSIONS: 28 + Recruiters Expo

PARTICIPATING COMPANIES: 18



TALENT DEVELOPMENT: AAF FOUNDATION SCHOLARSHIPS

With nearly 113 students nationwide vying for the two AAF Foundation scholarships, this year's applicant submissions proved great minds are on the rise for the advertising industry. This year's recipients represent not only a commitment to their craft and excellent academic performance, but also demonstrate critical thinking, excellent problem-solving skills and a desire to impact positive change. Their futures are bright and ours is the better for supporting them.



FUNDING FROM THE SCHOLARSHIP GAVE ME THE FINANCIAL SUPPORT TO RETURN TO PENN STATE TO PURSUE A MASTERS DEGREE, SOMETHING THAT WAS GOING TO BE CHALLENGING TO AFFORD BEFOREHAND.

—Ethan Bell
Penn State University
2025 Recipient of the Sean Finnegan
Memorial Scholarship



RECEIVING THE SCHOLARSHIP WAS LIKE OPENING A BIG DOOR. FOR ME, IT MEANT SO MUCH MORE THAN FINANCIAL SUPPORT—IT REMINDED ME THAT MY STORY MATTERS AND THAT PEOPLE BELIEVE IN MY POTENTIAL.

—Nathalia Gadea
Lynn University
2025 Recipient of the
Mosaic Scholarship

THIS YEAR'S CLASS EMBODIES GROWTH—IN THEIR WORK AND IN HOW THEY UPLIFT OTHERS. THE AAF ADVERTISING HALL OF ACHIEVEMENT STANDS OUT FOR ITS LASTING IMPACT ON THE INDUSTRY, AND NOVEMBER 20TH WILL BE THE MOST INSPIRING NIGHT IN ADVERTISING.

—Christena Pyle Kalonaros
Chief Community & Engagement Officer
Dentsu
Chair, Advertising Hall of Achievement



ADVERTISING HALL OF ACHIEVEMENT

November's Advertising Hall of Achievement (AHOA) Induction Ceremonies & Dinner was one of the most remarkable celebrations in the program's 33-year history. TikTok returned as the Presenting Sponsor, providing branded activations that encouraged attendees to capture the moment.

The ceremony emcee was TikTok creator Eric Sedeño, known online as @ricotaquito, who has a personal connection to the AAF through the Most Promising Students program. Beyond his humor and wit, Eric delivered a powerful message about the impact of the AAF community and the importance of fostering belonging and opportunity across the industry.

The tradition of the Cultural Force Award continued, a recognition honoring a public figure for their impact on advertising and culture. This year's recipient was Supermodel, Entrepreneur, and body-positivity advocate Ashley Graham, whose presence underscored the growing prestige and significance of this AAF recognition.

Another milestone for 2025 was AHOA's new trademarked slogan, "The Most Inspiring Night in Advertising." Now in just its third year as a dinner, the event delivered record-breaking revenue and further established AHOA as a marquee industry event.

Tim Natividad (TelevisaUnivision) and Christena Pyle Kalonaros (Dentsu; Class of 2021) returned as Co-Chairs, leading the Committee through an extensive nominations and selection process to ensure an outstanding Class of inductees and reinforcing the importance of spotlighting individuals who are making a positive impact on the industry.

DETAILS

DATE: November 20, 2025

LOCATION: New York City

ATTENDEES: 456

COMPANIES REPRESENTED: 107

2025 CLASS:

Ashley Graham
Supermodel & Entrepreneur

Orlando Baeza
Chime

Abi Evans
Dentsu Creative

Alison Levin
NBCUniversal

Amie Owen
IPG Mediabrands

Paolo Provinciali
LinkedIn

Jason Schulweis
Formerly of The Female Quotient

Charlotte Tansill
Ogilvy North America



VIEW THE RECAP VIDEO

CORPORATE MEMBER HIGHLIGHT



In 2025, the relationship between long-time Corporate Member **TikTok** and the AAF focused around educating AAF Members—primarily advertisers about TikTok’s massive user engagement versus its evolving ad revenue, with AAF members seeking strategies to effectively tap into the platform’s trends, creators, and short-form video format, bridging platforms and talent for impactful campaigns.

Key Themes in 2025:

Creator Economy Focus: AAF events likely highlighted the power of TikTok creators and trends, guiding brands on authentic storytelling and leveraging user-generated content.

Education & Strategy: The AAF would provide forums (like events with partners) to teach members how to navigate TikTok’s unique algorithm, ad tools, and cultural nuances.

Essentially, the AAF served as a vital bridge for marketers to understand and capitalize on TikTok’s booming cultural relevance and evolving ad potential in 2025.

This past fall, TikTok took it up a notch at this year’s Advertising Hall of Achievement by adding one of their top creators— Eric Sedeño, (@ricotaquito), who served as the host for the AAF’s 33rd Annual Advertising Hall of Achievement Induction Ceremonies in New York City.

The Experience: Eric Sedeño is a popular content creator with over 1.3 million followers on TikTok, known for his comedic content and, more recently, his *Wild Wild Web* podcast. He brought his “signature energy” to the event, which honors advertising leaders aged 40 and younger.

Presenting Sponsor: TikTok was the presenting sponsor for the 2025 Advertising Hall of Achievement.

Event Details: The ceremony, now referred to as “The Most Inspiring Night in Advertising,” was held at Pier Sixty in New York City.



FUTURE LEGENDS OF ADVERTISING

The AAF continued its strong partnership with iHeartMedia and Known Originals with the Season Three release of the *Future Legends of Advertising* podcast. This year, the release schedule was strategically shifted to serve as a bridge between the November Advertising Hall of Achievement Induction Ceremonies and the April Advertising Hall of Fame Induction Gala, keeping both events and honorees topical and relevant to the listeners.

The year concluded with a confirmed renewal for Season Four and an early jump-start in production for another January launch, with plans to feature the Advertising Hall of Achievement Cultural Force Award recipient, as well as the Advertising Hall of Fame President’s Award recipients.

Episodes from all seasons of *Future Legends of Advertising* are available on the AAF website and on major platforms including iHeartRadio, Spotify, and Apple Podcasts.



DETAILS

LISTENER BEHAVIOR:

A larger-than-average number of FLOA listeners listen on the iHeart website player. So any promo that is pushing to that link is working great! We have a diverse audience, with listeners in India, Mexico, Australia, and Brazil! The vast majority of our listeners (82.5%) listen on mobile devices, while on the go!

LIFETIME DOWNLOADS: 6,800

TOP EPISODES:

“Michael Kassan + Bing Chen”

“Sanja Komljenovic +
Linda Kaplan Thaler”

“Aaron Walton + God-is Rivera”

“Andrew Robertson +
Tammy Henault”

“Chris Paul Fills His Cup”



LISTEN TO THE PODCAST

ADDITIONAL INFORMATION

NATIONAL BOARD OF DIRECTORS 2025–2026

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.

EXECUTIVE COMMITTEE

Chair

Jacki Kelley
Omnicom

Vice Chair

Carmen Graf
Indeed

Treasurer

Andy Narrai
Reinhart Boerner Van Deuren s.c.

Assistant Treasurer

Laurel Rossi
Infillion

Secretary

Brandon Cooke
Formerly of FCB

Assistant Secretary

John Boiler
Constellation Group

Immediate Past Chair

Jack Bamberger

President & CEO

Steve Pacheco

Corporate Committee Chair

Marcus Harper
The Trade Desk

Corporate Committee Vice Chair (East)

Ross Martin
Known

Corporate Committee Vice Chair (West)

Aaron Walton
Walton Isaacson

Corporate Committee Vice Chair (Central)

Soche Picard
Arc North America

Government Affairs Chair

Carla Michelotti
Carla R Michelotti, LLC

National Education Executive Council Chair

Jeff Sheets
Brigham Young University

American Advertising Awards Chair

David Campbell
Chernoff Newman

Ad 2 National Chair

Erika Rodriguez
Medium Giant

Council of Governors Chair

Lenza Jolley
South Carolina Restaurant &
Lodging Association

Eastern Region Chair

G. Williams
Grova Creative

Central Region Chair

Bill Richmond
Weinerschnitzel

Western Region Chair

Julie Hackett
Cumulus Media

At-Large Members

Chrissie Hanson
OMD USA

Steven Kritzman
SXM Media

Bob McCuin
Clear Channel Outdoors Americas

Elizabeth Paul
The Martin Agency

NATIONAL BOARD OF DIRECTORS 2025–2026

CORPORATE BOARD MEMBERS

Evan Adlman
AMC Networks
Alex Ames
The Coca-Cola Company
Danielle Austen
fluent360
Chris Beresford-Hill
BBDO
Brian Berner
Spotify
Christian Borges
UrbanAdvertainment
Andrea Brimmer
Ally Financial
Heidi Browning Pearson
NHL
Caroline Clayton
American Airlines
Christy Cooper
Meta
Chris Crawford
Elite Media
Jo Cronk
Whalar
Abbie De la Campa
Spotify
Steven Ellis
Paramount

Rita Ferro
The Walt Disney Company
Brian Fisher
MediaCo
Danny Fishman
The Room
Emily Freed
TikTok
Emily Graham
Omnicom
Marie Gulin-Merle
Google
Bill Hagelstein
RPA
Ty Heath
LinkedIn
Sarah looss
Amazon Advertising
Greg James
Havas
Meghan Johnson
Mondelez
Michael Kassan
Michael Kassan LLC
Andrea Kerr Redniss
MediaLink
JiYoung Kim
WPP Media
Ryan Linder
Stagwell

Antonio Lucio
HP Inc.
Matthew Lumb
P&G
Samantha Maltin
St. Jude Children's Reach Hospital
Sheila Marmon
Mirror Digital
Mick McCabe
Ogilvy
Ajit Mohan
Snap Inc.
Tim Natividad
TelevisaUnivision
Christena Pyle
Dentsu
Trina Roffino
The Marketing Arm
Sherina Smith
American Family Insurance
Aaron Sobol
Unilever
Nicholas Spiro
Viral Nation
Valerie Vargas
AT&T
Paul Woolmington
Canvas Worldwide

COUNCIL OF GOVERNORS 2025–2026

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.

Chair

Lenza Jolley
South Carolina Restaurant
& Lodging Association

District 6
John Addis
District 7
Adriane Van Kirk

Vice Chair

Kurt Thigpen
Ace Studios

District 8
Bill Lempe
District 9
Jen Landis

Secretary-Treasurer

Joseph Mayernik
Brandtatorship

District 10
Austin Sandy
District 11
Martin McGee

Immediate Past Chair

Stephanie Price
Historic Hotels of America

District 12
Elizabeth Zupkow

Governors

District 2
Kathryn Bondi

District 13
Paul Lam

District 3
Carrie Cousins

District 14
Annie Switzer-Balliet

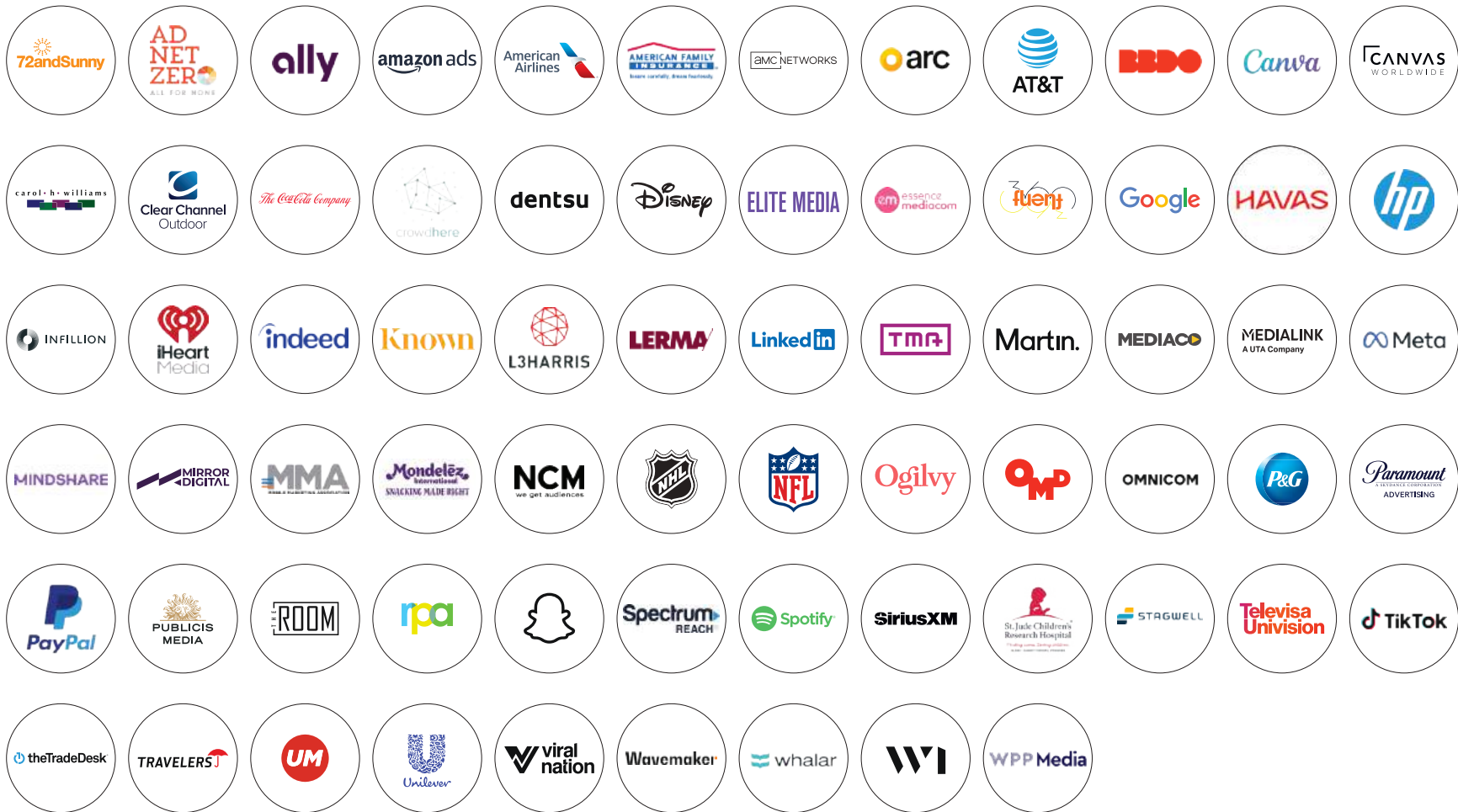
District 4
Stephanie Byrd

District 15
Mandi Witkower

District 5
Bethany Beaman

CORPORATE MEMBERS

We have 60+ corporate members from the nation's leading brands, agencies, and media companies that partner with the AAF. Our corporate memberships are reserved for businesses that want to connect with and support all aspects of the advertising industry.



PROFESSIONAL & COLLEGIATE CHAPTERS

DISTRICT 1

Connecticut

Quinnipiac University
Sacred Heart University
University of Hartford

Rhode Island

Johnson & Wales University—Providence
Roger Williams University

Massachusetts

Babson College
Emerson College
Gordon College

DISTRICT 2

Maryland

AAF Baltimore

New Jersey

Rowan University

New York

AAF Buffalo
AAF Greater Rochester
Capital Region Advertising Federation
Hofstra University
Ithaca College
Marist University
Pace University, New York
Rochester Institute of Technology
St. Bonaventure University
St. John's University
Syracuse University
The City College of New York
Wagner College

Pennsylvania

AAF Greater Lehigh Valley
AAF Northeast Pennsylvania
AAF Pittsburgh
Ad 2 Pittsburgh

Lincoln University
Penn State University
Slippery Rock University
Temple University
University of Pittsburgh, Johnstown
University of Scranton

Washington DC

AAF DC
Ad 2 DC

DISTRICT 3

North Carolina

AAF Charlotte
AAF Triangle
AAF Charlotte
AAF Greenville
Appalachian State University
University of North Carolina—Chapel Hill
University of North Carolina—Charlotte

South Carolina

AAF Charleston
AAF Greenville
AAF Midlands
Bob Jones University
Clemson University
University of South Carolina

Virginia

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

DISTRICT 4

Florida

AAF Broward & Palm Beach
AAF Daytona Beach
AAF Jacksonville
AAF Miami
AAF North Central Florida
AAF Orlando
AAF Pensacola
AAF Southwest Florida
AAF Space Coast
AAF Suncoast
AAF Tampa Bay
Ad 2 Orlando
Ad 2 Tampa Bay
Flagler College
Florida A&M University
Florida State University -Tallahassee
Lynn University
Nova Southeastern University
University of South Florida
University of West Florida
Valencia College

US Virgin Islands

Caribbean Advertising Federation

DISTRICT 5

Kentucky

AAF Lexington
AAF Louisville
Ad 2 Louisville
Murray State University
University of Kentucky
Western Kentucky University

Ohio

AAF Akron
AAF Cincinnati
AAF Cleveland
AAF Columbus
AAF Dayton

PROFESSIONAL & COLLEGIATE CHAPTERS

AAF Toledo
Kent State University
Ohio University
The Modern College of Design

West Virginia

West Virginia University

DISTRICT 6

Illinois

AAF Southern Illinois
Chicago Advertising Federation
Augustana College
Columbia College Chicago
DePaul University AdVentors
Southern Illinois University Carbondale
University of Illinois At Urbana Champaign

Indiana

AAF Fort Wayne
AAF Greater Evansville
Ball State University
Indiana University—Bloomington
University of Southern Indiana

Michigan

AAF Greater Flint
AAF Lansing
AAF Northern Michigan
AAF West Michigan
Grand Valley State University
Michigan State University—East Lansing
Northwood University MI
University of Michigan Ann Arbor
Western Michigan University

DISTRICT 7

Alabama

AAF Birmingham
AAF Dothan
AAF Mobile Bay

AAF Montgomery
AAF North Alabama
AAF Tuscaloosa
Alabama A&M University
University of Alabama

Georgia

AAF Atlanta
AAF Augusta
Albany State University
Morehouse College
University of Georgia

Louisiana

AAF Baton Rouge
AAF New Orleans
Louisiana State University
Loyola University New Orleans

Mississippi

AAF Mississippi Gulf Coast
Alcorn State University
University of Mississippi

Tennessee

AAF Chattanooga
AAF Knoxville
AAF Memphis
AAF Nashville
AAF Northeast Tennessee
AAF West Tennessee
East Tennessee State University
Middle Tennessee State University
Southern Adventist University
Tennessee State University
University of Memphis
University of Tennessee Knoxville

DISTRICT 8

Minnesota

AAF Central Minnesota
Advertising Federation of Minnesota
Ad 2 Minnesota

Alexandria Technical and Community College
University of Minnesota Twin Cities
Winona State University

North Dakota

AAF North Dakota

South Dakota

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

Wisconsin

AAF Wisconsin (Fox River)

DISTRICT 9

Iowa

AAF Cedar Valley
AAF Des Moines
AAF Dubuque
Clarke University
University of Iowa
University of Northern Iowa
Wartburg College

Kansas

AAF Topeka
University of Kansas

Missouri

AAF Heartland
AAF Kansas City
AAF St Louis
Harris Stowe State University
Lindenwood University
Missouri State University
Saint Louis University
University of Missouri-Columbia
University of Missouri-Kansas City

Nebraska

AAF Nebraska
Creighton University
University of Nebraska—Lincoln

PROFESSIONAL & COLLEGIATE CHAPTERS

DISTRICT 10

Arkansas

AAF Northeast Arkansas
Arkansas State University

Louisiana

AAF Shreveport-Bossier

Oklahoma

AAF Oklahoma City
Oklahoma State University
Oral Roberts University
University of Central Oklahoma
University of Oklahoma

Texas

AAF Amarillo
AAF Austin
AAF Coastal Bend
AAF Dallas
AAF East Texas
AAF Fort Worth
AAF Houston
AAF Lubbock
AAF Rio Grande Valley
AAF San Antonio
Ad 2 Amarillo
Ad 2 Austin
Ad 2 Dallas
Ad 2 Fort Worth
Ad 2 Houston
Southern Methodist University
Stephen F. Austin State University
Texas Christian University
Texas State University
Texas Tech University
University of Houston
University of North Texas
University of Texas At Arlington
University of Texas At Austin
University of Texas At El Paso

University of Texas At Rio Grande Valley
University of Texas At San Antonio

DISTRICT 11

Idaho

Boise Advertising Federation
IAF At-Large Members
Idaho Falls Advertising Federation
Pocatello Advertising Federation
Boise State University
Idaho State University
University of Idaho

Oregon

George Fox University
University of Oregon

Washington

AAF Seattle
AAF Spokane
AAF Tri-Cities
Gonzaga University
Washington State University

DISTRICT 12

Arizona

AAF Phoenix
AAF Tucson
Arizona State University
Grand Canyon University
University of Arizona

Colorado

AAF Colorado
University of Colorado-Boulder

New Mexico

AAF New Mexico

Utah

AAF Utah
Brigham Young University-Utah

DISTRICT 13

Hawaii

AAF Hawai'i
Ad 2 Hawai'i

DISTRICT 14

California

AAF Fresno
AAF Sacramento
AAF SF Bay Area
AAF Silicon Valley
California State University—Fresno
San Jose State University
University of California—Berkeley
University of San Francisco

Nevada

AAF Reno
Ad 2 Reno
University of Nevada, Reno

DISTRICT 15

California

AAF Inland Empire
AAF Los Angeles
AAF Orange County
AAF San Diego
Desert AdFed
Ad 2 SoCal
California State University, Northridge
Chapman University
Mount St. Mary's University
San Diego State University
University of California Los Angeles
University of California, San Diego

Nevada

AAF Las Vegas
Ad 2 Las Vegas
University of Nevada—Las Vegas

GOALS & OBJECTIVES FOR 2026 AND BEYOND

The AAF is currently developing a five-year long-range Strategic Plan in collaboration with AAF Staff, different member groups, and the National Board of Directors including the Executive Committee and Past Board Chairs. This pathway to 2030 will focus on three important areas to help guide the AAF in its role as “The Unifying Voice for Advertising”:

GROWTH

LEADERSHIP

MEMBER VALUE

The following are preliminary themes that have evolved through early focus groups and interviews with stakeholders:

- 1. AAF serves as a trusted, values-driven convener, particularly during a period of industry disruption.**
- 2. AAF needs to define what “The Unifying Voice for Advertising” means and how it’s accomplished in practice.**
- 3. AAF should provide leadership, inspiration, and stewardship during this pivotal time in the industry.**
- 4. AAF has created high-perceived value by investing in talent development and early-career pathways.**
- 5. AAF should develop clearer national-to-local alignment and a more consistent member value narrative.**

We are fortunate to be working with Sequence Consulting, led by Chris and Lisa Vaughan. They bring 25 years of experience with membership-based organizations, advising twelve of the top 20 trade associations. They have been a valuable business partner in this important work.

AAF NATIONAL STAFF

EXECUTIVE LEADERSHIP

Steve Pacheco

President & CEO

MEMBER SERVICES

Dawn Reeves

EVP, Member Services & Programs

Amanda Dehart

Director, Member Services & Programs

Trenton Jones

Communications Manager, Member Services & Programs

Terri Coogler

Project Coordinator, Member Services & Programs

CORPORATE PARTNERSHIPS & EVENTS

Lisa Rubin

EVP, Corporate Partnerships & Events

Beatrice Santacroce

Director, Corporate Engagement & Events

Emily Gaddy

Manager, Corporate Partnerships & Events

Andrea Figueroa-Guerrero

Strategic Project Manager, Corporate Partnerships & Events

GOVERNMENT AFFAIRS

Clark Rector

EVP, Government Affairs

CREATIVE SERVICES

Adrienne Lipscomb

VP, Creative Services

OPERATIONS

Kate Rondelli

VP, Finance & Operations

Amitie Sandoval

Director, People & Culture

ADMINISTRATIVE SERVICES

Linda Moore

Manager, Corporate Projects/
Senior Executive Assistant



THE UNIFYING VOICE FOR ADVERTISING

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Washington DC 20005
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