



2020 - 2021 AAF AUSTIN CLUB ACHIEVEMENT: MEMBERSHIP DEVELOPMENT & COMMUNICATIONS

Overview

Transitioning to a virtual-first organization was no easy feat, but as a team, we have continued to engage with our members through the COVID-19 pandemic. With many individuals going through transitions of their own, we realized the most important offering we could provide our members was a sense of community. We quickly started discussing strategies for membership pricing, annual event execution, and membership benefits. Our Communications team recruited a young group, eager to learn and show their strengths, who worked across a broad scope to keep AAF Austin and our events widely seen and top of mind. We made thoughtful adjustments to our very popular Big Wigs Awards, which celebrate the people who support the Creative teams and help us appeal to a wider audience.

Some of our recurring network opportunities, like our monthly happy hours, were put on hold while we worked on making sure that our most important events and benefits were properly promoted. We wanted to continue to focus on our goal to connect the Austin advertising community, especially during a time where many may feel disconnected.

Membership

Katie Dickerson, Co-VP Membership Chair

Alyssa Gonzales, Co-VP Membership Chair

Over the last year, we have focused on the following 2020-2021 Goals:

1. Retention: Reengage and reestablish the benefits of being an AAF Austin member.
2. Recruitment: Elevate & promote our membership throughout our community.

3. Involvement: Increase and maintain membership engagement through virtual events.

Goal 1: Retention: We focused on two main initiatives to remind and re-engage our current members by showing them the benefits of being a member and the awesome stuff we are doing within the organization.

Method 1: Corporate Member Roadshow. We did personal outreach to our corporate members and set up meetings to connect with them on a virtual call. On these calls we wanted to review membership benefits, planned events, opportunities of recognition/visibility, and feedback to enhance their membership experience with AAF Austin. Our corporate members are extremely important to our organization and we wanted to make them a priority. *[Exhibit A]*

Method 2: Renewal email campaign. We sent renewal emails to renewing members thanking them for being a part of our organization, advising upcoming events, and reminding them of the benefits of their AAF Austin membership! This allowed us to show our appreciation and give them a contact within AAF Austin to reach out to with any questions, feedback, or needs. A personal touch goes a long way making sure members feel a part of a community not just another number.

Goal 2: Recruitment: Elevate & promote our membership throughout our community

Due to the Coronavirus and the extensive layoffs experienced within the industry, we recognized the importance of a thoughtful recruitment effort. In partnership with our Communication VP, we devised a plan to establish clear incentives for new members to join our organization.

We started by offering a \$25 discount for Ad 2 Austin, AAF Austin Individual, and Educator/Non-Profit annual memberships. This promotion went live on September 17, 2020 and ran until December 31, 2020 and was promoted via email and social (LinkedIn, Facebook, and Instagram).

[Exhibit B]

Within our promotion we highlighted local benefits: discount on ADDY entries and discounts on program tickets for our annual programs and more. Due to a high demand in work-from-home office supplies and pet insurance for our pet-loving Austin community, we also emphasized national benefits from affiliates: Office Depot, Hertz, and ASPCA Pet Health Insurance. *[Exhibit C]*

Results: We ended December at 1,439 members, an 18% increase in our membership base from 1,220 members in July 2020.

Goal 3: Involvement: Successfully move from and in-person events to virtual without losing membership participation.

Method 1: Initiating virtual thought leadership events outside of Addys and BigWigs around topics that were relevant to current events this year and industry hot topics.

Membership gratitude event! Topic: Virtual Digital Thought Leadership: Trivia Style. We explored the past, present, and future of digital advertising with a data spotlight on Roundel, Target's in-house media company that pairs proprietary, addressable audiences with a premium, curated inventory.

[Exhibit D]

Mid-Summer membership kick-off event. Topic: An Irrational Approach to a Chaotic World. AAF Austin hosted a lunch virtual speaking event featuring Ben Gaddis with T3 and Anna Akbari. We explored the limitations of incremental innovation and made the case for why every company needs a Zero Revenue Plan. We discussed how this pivotal moment in our world could also be a time of unprecedented hope and opportunity. *[Exhibit E]*

AAF Austin hosted a three-part panel series "Meaningful Action", with thoughtful conversations, tools and resources to encourage diversity in the ad industry. *[Exhibit F]*

AAF Austin worked across District 10 to present two workshops leading up to the first Virtual Day at the Texas Capitol - We educated our participants about how the legislature works and policies that affect the advertising industry, directly affecting each of our livelihoods. *[Exhibit G]*

Method 2: Engage and partner with Ad 2 Austin to welcome new members through communications, mentorship, and events.

Several of our members are involved in the Ad 2 mentorship program, preparing college seniors and early professionals for the workforce. Members meet with their mentees at minimum once a month to set goals and guide them to achieve them - whether finding an internship, reviewing their resume, creating

mock-interviews, or helping them network. This program engages membership on a deeper level and provides a way to give back. *[Exhibit H]*

Conclusion: With many factors being outside of our control this year, every effort to maintain and grow our member base was important. We were successful in slightly growing our base through quickly adapting to a virtual first world and building off the strong relationships that have been made within previous years. After a year of virtual efforts, we learned that being accommodating and nurturing our sense of community played a big role in the success of our organization. We will continue to ensure that our club offerings are aligning with the needs of our members as we navigate through more years of uncertainty so that we can continue to bring together the Austin advertising community.

Communications

Laura Canzano, VP, Communications

Overview

This year we've kept pushing to include new measures to increase our audience and membership. We've also had to drastically rethink ways to engage with our members due to the COVID-19 Pandemic. Faced with some of these challenges, we were able to instill new strategies that have streamlined our communication.

In 2020-21, building on last year's goals, we dedicated our time transitioning to this new normal. Some of the more ambitious projects had to be put on hold while making sure that our most important events were properly promoted and communicated. Through the following efforts and many others, we have remained focused on our core purpose: to promote the value of AAF membership and elevate our organization as the leading voice for Austin's advertising community. Over the last year, we have:

- Increased our mailing audience by 182 people almost reaching a total of 2,500 subscribers.
[Exhibit I]
- Maintained an average open rate of 18.9% (above the industry average of 17.4%, according to Mailchimp) and an average unsubscribe rate of 0.2% (consistent with the industry average)
- Promoted 11 plus events *[Exhibit J]*

- Drove more than 518 (and counting) ticket sales and generated more than \$7,800 in event revenue that's a 63% increase since last year. *[Exhibit K]*
- We've consistently increased our following in all our social media platforms. *[Exhibit L]*

Here are the core communication goals for this year:

1. Increase engagement and growth of our social media audiences for AAF Austin.
2. Solidify internal processes.
3. Successfully move from in-person events to virtual without losing membership participation.

Goal 1: Increase engagement and growth of our social media audiences for AAF Austin

Summary: In order to help our growth and engagement we strategized for each social media platform and consolidated all logos and names to bring consistency.

Method 1: In order to properly grow our engagement and audience in the goal to increase our memberships and also entice our nonmember audience we did an audit of all the social channels. We first made sure all our platform handles and profile pictures reflected AAF Austin and moved away from Austin Ad Fed— our previous club name. We made this change on LinkedIn, Twitter and Instagram.

Method 2: We wanted to make sure that the content diligently created by our team members would receive consistent amounts of eyeballs. We realized that previously we had not been using all the tools available to us on these platforms. Namely stories for Instagram, proper hashtags on Twitter and Instagram and finally making sure our board members helped spread the word by reposting on their personal channels.

Method 3: For LinkedIn and Facebook we decided to also reach out to the audience ourselves. We engaged with the Austin advertising community, inviting them to follow our page whether or not they were members. This resulted in a massive increase in audience and post engagement. Moreover we saw an increase in ticket sales and audience participation in some events.

Goal 2: Solidify internal processes

Summary: Last year the committee implemented several tools to increase internal processes such as using request forms and a Slack channel. Admittedly, our process is still clunky and it has been difficult to

get everyone to use those tools. We recognize that this has been more of a fail than a success story. However, we have created a project tracker sheet for our communication team to better project manage the requests.

Method 1: Use our board meetings and reports to strengthen the process. The form was designed to naturally create a sort of brief so it's easier for members of the other committees to get their events promoted and reported on.

Method 2: Re-introduce the Slack channel as the way to communicate internally within the communications committee but also with our board members. Some of our limitations have stemmed from work computers not allowing the user to download Slack and therefore is not a tool we have used. But we have come to a workaround of email + Microsoft Teams that will prove to make the rest of this year even more successful.

Goal 3: Successfully move from in-person events to virtual without losing membership participation.

Summary: 2020 has presented a unique challenge for all clubs to maintain engagement with their members while still providing places to celebrate our advertising community and network.

Method 1: Move all events to Eventbrite to consolidate all event tracking and shorten the consumer journey. As we continue to work on updating our website, one technique is to embed Eventbrite to our site to no longer duplicate events on our site and on Eventbrite. This is creating a single place for people to purchase tickets, find information about our events and even save to calendars. Because of this initiative we've had an increase in ticket sales revenue from last year. *[Exhibit M]*

Method 2: Again, our social media platforms played a crucial role in promoting events. Using it to directly send people to Eventbrite pages makes it easier for people to sign up or buy tickets.

Conclusion: The 2020-2021 AAF Communications Committee came beautifully set up from previous years but had to face a new reality as the world around us drastically changed. We were successful in adapting and building on the foundation that was previously there. Sometimes faltering, but mostly bringing in new thinking and new ways to achieve our main goal: bring in new members. We hope to continue in this positive trajectory taking on new challenges such as revamping our website with the new

AAF branding and consolidate the audit we did last year. We know things will take time and continuous effort but we're here for it. We also can't wait to be able to interact again with our members on a physical plane versus a virtual one.

Big Wigs

Victoria Huffines, VP, Big Wigs

Goals:

1. Unite, honor and celebrate the contributions of our Austin advertising community who are not typically recognized.
2. Raise money to benefit AAF Austin.

Details: Our Big Wigs event is one of our club's most attended, second to American Advertising Awards, that includes and unites our industry's ecosystem, including all groups within it: agencies, clients, vendors and suppliers. While it was a different event atmosphere than in previous years, Big Wigs took place online on October 29, 2020 and was AAF Austin's first ever virtual awards ceremony. We pre-recorded the ticketed awards ceremony and hosted it online through an Eventbrite and Zoom webinar. We revamped our categories this year, which resulted in a total of 36 categories, with 9 new categories and 5 categories that were either removed or consolidated. A few of the new categories include Best Emerging Talent, Best Account Manager and Best Strategist. We presented the special Silver Medal Award to Alejandro Ruelas at THIRD EAR with a pre-recorded introduction and his acceptance speech. We safely, recorded each of the nominees for the awards video via Zoom and featured the "unmasking" of each category winner as fun video clips during the ceremony. *[Exhibit N]*

Before the big event in October, we made some impactful changes to help streamline and structure the event for future years to come, including creating a Google account and AAF Big Wigs email address to manage any communication with nominees, sponsors, and vendors, as well as house all emails, creative files, timelines, and contracts. We completely updated all sponsorship contacts and added an additional 20 new agencies and companies for future consideration. Another significant change we

made was inputting the finalists into a Survey Monkey form for our selected Dallas AAF Board members to quickly and easily vote on the finalists. This new process change helped us reduce the voting and counting time by over a week and allow us to immediately know each winner. After the virtual awards ceremony, the Big Wigs team dropped off a thank you note and trophy via contactless drop off at their home. We requested winners to send us pictures of themselves with their trophy after the event.

[Exhibit O]

Promotion: We had 11 individual promotion emails and posts for Big Wigs. We heavily publicized each phase of the event across our own website and social media channels, including Facebook, LinkedIn, and Instagram. We encouraged attendees and finalists to celebrate in their PJs from home while they watched the ceremony and to use the #TheUnmasking, #WFHWarriors, and #BigWigs2020 across social platforms. *[Exhibit P]*

Attendance: We had 123 attendees for the virtual event, which is less than previous years; although we believe it was due to virtual event fatigue and the inability to be together in person. Even though we encountered never seen before challenges with COVID, we were still able to raise \$3,392 through the help of our sponsors and Eventbrite ticket sales.

Feedback: We sent a Survey Monkey survey to attendees after the event to better inform us for future online events. Results were very positive. 59% of people said that they always want to attend the event every year, everyone found the video entertaining, although some thought that it was too short, and 68% of attendees were able to remember at least two sponsors with over 27% of attendees remembering our three main sponsors.

Results: We delivered our first ever virtual awards ceremony for Big Wigs and were able to recognize individuals our Austin advertising community together online, while raising some funds for our club. We look forward to celebrating and being together in person again, but regardless of the COVID challenges we encountered we were able to unite and celebrate together!

Exhibit A Example of email for large corporate members

From: **Ana Leen** <ana.aafaustin@gmail.com>
Date: Tue, Sep 22, 2020 at 11:27 AM
Subject: AAF Austin x Dell Blue
To: <Seth_Perisho@dell.com>, <joel_R_davis@dell.com>

Hi Seth and Joel!

We met last year as we were leaving the ADDYs, but I am reaching out today to officially say hi as the new president of AAF Austin. I also want to ensure that you and your folks at Dell Blue are getting what you need from AAF. You guys always have a great showing at the ADDYs, and I'm sure that will continue to be the case. But I would love the opportunity to chat with you, so we can make sure we are providing value beyond awards.

As we all adjust to working in a virtual world and addressing new and unprecedented challenges for our clients, I want to make sure that AAF continues to be a resource and a platform for the advertising community in Austin.

Let me know if there is a good time in the next couple weeks that works best for you.
Thanks and look forward to connecting!

Ana

Ana Leen

President
AAF Austin
ana.aafaustin@gmail.com | 210.889.2079

Exhibit B Twitter discount membership message



Austin Ad Fed
September 16, 2020 · 🌐

What does it take to join AAF Austin? A deep love for our Austin advertising community (and a little bit of dough). That's it. We're offering \$25 off Ad 2 Austin, AAF Austin Individual and Educator / Non-Profit memberships because we want you to join our tribe of movers and makers. As part of our creative network, you'll receive free access to educational workshops, enjoy special discounts and get involved with a group of Austinites who promise to love and support you back.

Enter discount code "2020 Promo" at checkout here:
www.austinadfed.com/membership

[#aaf](#) [#aafaustin](#) [#membership](#) [#discount](#) [#membersonly](#) [#adclub](#)
[#advertisingclub](#) [#americanadvertisingfederation](#) [#promo](#)
[#jointheclub](#) [#memberbenefits](#)

		
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Austin Ad Fed
Advertising Agency



Exhibit C Carousel with AAF discount pet insurance

FRAME 1



FRAME 2



FRAME 3

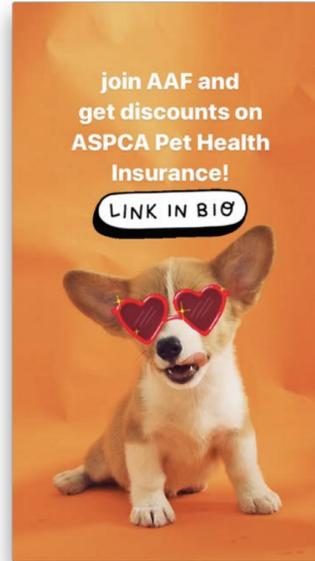


Exhibit D May 12, 2020 event email



Since we can't meet in person, we're bringing our speakers to you!

In this **FREE** webinar, we'll explore the past, present, and future of digital advertising with a data spotlight on **Roundel**, Target's in-house media company that pairs proprietary, addressable audiences with a premium, curated inventory.

Digital Thought Leadership: Trivia Style
Past, Present, & Future of Digital Advertising
Tuesday, May 12
4-5:30 p.m. CST

RSVP NOW

Exhibit E June 29, 2020 event email



Katie - P Dickerson <katied528@gmail.com>

Ben Gaddis + Anna Akbari on irrationality | June 29

1 message

Austin Ad Fed <info@austinadfed.com>
Reply-To: Austin Ad Fed <info@austinadfed.com>
To: katied528@gmail.com

Wed, Jun 24, 2020 at 9:14 AM



2020 did not come to play. For many, the future is uncertain. But could this pivotal moment also be a time of unprecedented hope and opportunity? Ben Gaddis, author of *Embracing Irrationality: How Crazy Thinking Can Save Your Career, Your Company, and Possibly the World*, in conversation with sociologist Anna Akbari, PhD, will discuss the current state of affairs, exploring how we got to today, and where we go from here.

An Irrational Approach to a Chaotic World
Monday, June 29
12 p.m. CST

RSVP NOW

Exhibit F Meaningful Action series



Meaningful Action Within the Work

MODERATOR:
Jeremy Wood

SPEAKERS:

Kim Ngyuen
Creative Director

Kari Thecker
Creative Diversity, Culture, Talent & Inclusion Advocate

Carmina Ortiz Drummond
Chief Culture Officer

Dominique Monet - Associate
Creative Director

@adfedustin
#AAFMeaningfulActionSeries





AAFAustin @adfedaustin · Jan 29
 Proud to present part two of our Meaningful Action series: "Within the Walls" focusing on the lack of diverse professionals in the ad industry. Join @thenichols of @allyshipaction and Aliah Berman, CDO @TBWA Friday, 2/12 at 12PM CST. buff.ly/3tb35zU #AAFAustin

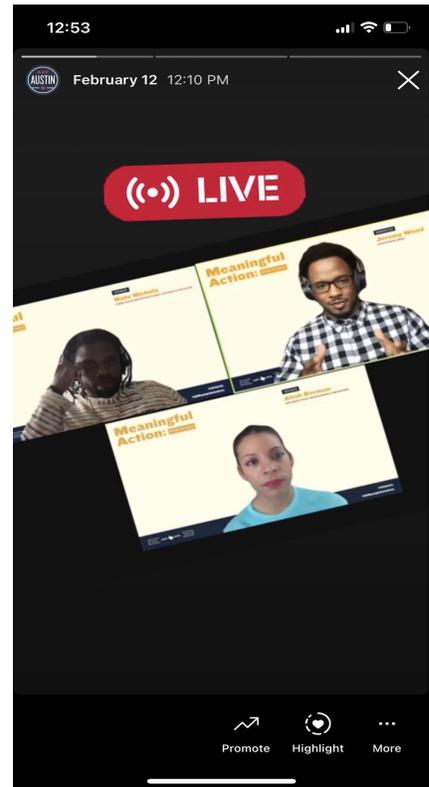


Exhibit G Government Relations social posts and collateral



AAF Austin @adfedaustin · Sep 30, 2020 ...

To impact Texas Ad Industry's future, we need to understand how the legislature works. Our first virtual workshop is Texas Lege 101. On Oct 20, Stephanie Chiarello will guide us through the maze of Texas Legislature. #TexasActivismFromHome
Register: buff.ly/2G3rPXt



AAF Austin @adfedaustin · Oct 9, 2020 ...

To impact Texas Ad Industry's future, we need to understand how the legislature works. Learn how to get involved at Texas Lege 101. Let's do a favor for our future! Register at link in bio. #TexasActivismFromHome
buff.ly/33JkRQf



AAF Austin @adfedaustin · Oct 12, 2020 ...

Early voting in Texas runs from Oct 13 - Oct 30, 2020. Grab your mask. Don't forget pants. And vote like our future depends on it! P.S. If you plan to vote by mail, request your mail-in ballot by Oct. 19! Check if you're eligible here: buff.ly/2PnD5y0



VIRTUAL WORKSHOP

**DAY
AT THE 
CAPITOL**

— PRESENTS —

**Pro Tips:
How to Talk with
Your Texas Legislator**

NOV. 12 @ 12PM CST



AAF  ATX



AAF Austin @adfedaustin · Feb 5

...

Make your voice heard this year, even with your mic muted. Join our online rally this Texas legislative session! We're facing a possible sales tax that'll devastate our industry, so sign up now at buff.ly/3tpZ2A9 to learn more about our [#DayAtTheCapitol](#) on March 2nd!

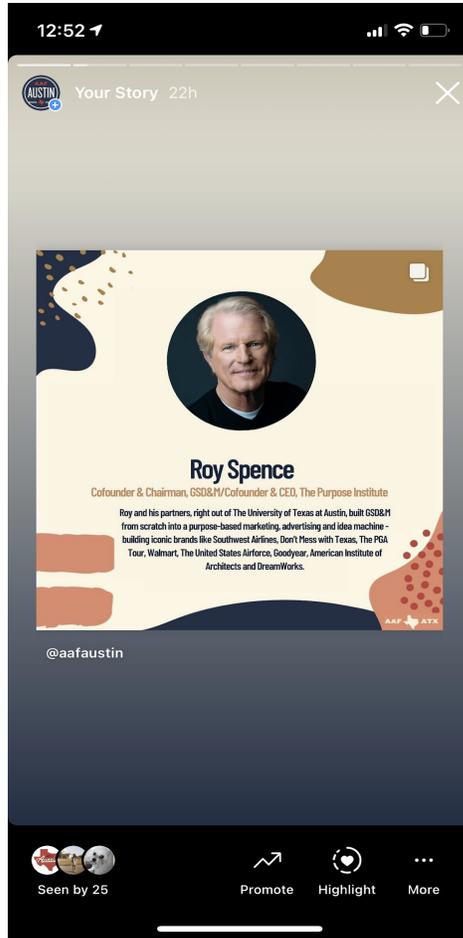
**DAY
AT THE 
CAPITOL**

A Favor for Our Future

MARCH 2, 2021 • 10AM-5PM • 100% VIRTUAL



AAF  ATX



DAY AT THE CAPITOL

A Favor for Our Future

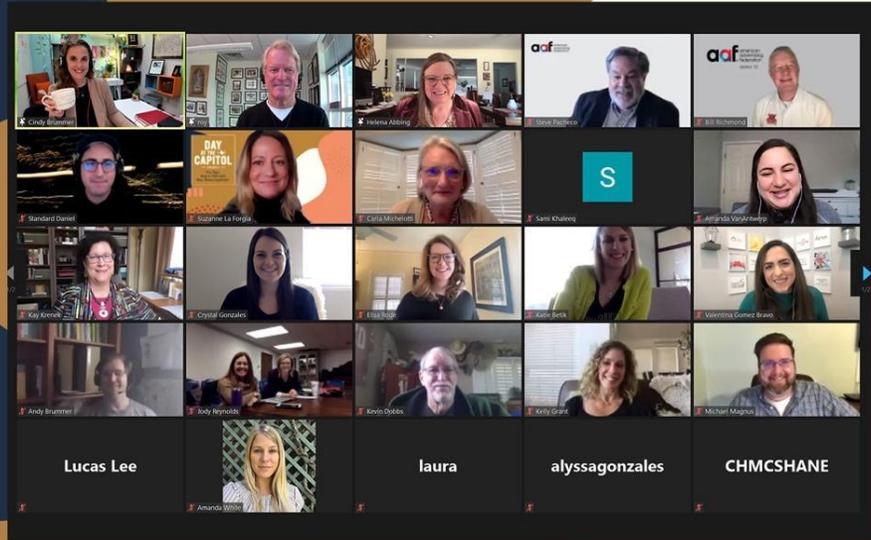


Exhibit H



Exhibit I

Audience <

- Audience dashboard
- All contacts
- Signup forms
- Tags
- Segments
- Surveys **New**
- Preferences center **New**
- Inbox **New**

Debra
Austin Ad Fed

Audience

Current audience

Master

View Contacts

Manage Audience

This audience has **2,581** contacts. **2,432** of them are subscribers.

Messages Inbox

You've received 0 messages in the last 30 days.

View Inbox

Recent growth

New contacts added to this audience in the last 30 days.

113

New Contacts

From Jan 28, 2021 to Feb 27, 2021

113

Subscribed

0

Non-Subscribed

Where your contacts came from:



97%

Feb 8th Import

Copy/Pasted File

3%

Feb 8th Import

Copy/Pasted File

1%

Hosted Signup Form

Tags

Your contacts, organized by your tags. [Learn more about tags](#)

2K

Member

587

Non-Member

99

ADDY Show Attendee

62

Student Fall 2020

61

Big Wigs 2019 nominators

View all tags >

Predicted demographics

Paid feature

Your contacts broken down by their predicted gender and age.

[Learn more about predicted demographics](#)



Know your people even better

Send targeted campaigns based on your contacts' demographics.

Upgrade Now

Engagement

Email marketing engagement

Your subscribers, broken down by how often they open and click your emails.

22%

Often

Your percentage of subscribers who are highly engaged and often open and click your emails.

7%

Sometimes

Your percentage of subscribers who are moderately engaged and sometimes open and click your emails.

66%

Rarely

Your percentage of subscribers who are not very engaged and rarely open and click your emails.

Top locations

Based on your contact's IP address when they interact with your [emails and signup forms](#).

1.

Austin, TX
USA

2.

Buda, TX
USA

3.

Houston, TX
USA

These locations look accurate to me. [Yes](#) or [No](#)

Exhibit J

MAY 12		Digital Thought Leadership: Trivia Style sponsored by Choozie Online event Tuesday, May 12, 2020 at 4:00 PM CDT	62 / 100	\$0.00	• Sales Ended	⋮
JUN 29		An Irrational Approach to a Chaotic World Online event Monday, June 29, 2020 at 12:00 PM CDT	7 / 200	\$90.99	• Sales Ended	⋮
AUG 25		Austin Ad Fed Meaningful Action Within the Work Panel Series Online event Tuesday, August 25, 2020 at 11:50AM CDT	0 / 2500	\$0.00	Draft	⋮
SEP 1		Meaningful Action: Within the Work Online event Tuesday, September 1, 2020 at 12:00 PM CDT	111 / 200	\$0.00	• Sales Ended	⋮
OCT 20		Join us for Texas Lege 101 Impact Our Future Online event Tuesday, October 20, 2020 at 12:00 PM CDT	22 / 404	\$151.42	• Sales Ended	⋮

Exhibit K

Home
My Network
Jobs
Messaging
Notifications
Me
Work
Reactivate Premium

AAF Austin
Super admin view
View as member

Home
Content
Analytics
Activity
New
Admin tools

Update analytics

All analytics dates and times are displayed in UTC Export

Update highlights

Data for the last 30 days 1/23/2021 - 2/1/2021

46 ▲ 283%

Reactions

1 ○ 0%

Comments

16 ▲ 433%

Shares

Update metrics

Time range: Feb 1, 2020 - Jan 31, 2021 Metric: Impressions

Aggregate organic and sponsored Off

Legend: ○ Organic ■ Sponsored

Update engagement

Time range: Feb 9, 2021 - Feb 23, 2021 Show: 10

Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares
Join AAF Austin and Current Forward for a live workshop on equity and inclusion ... All followers	Laura Canzano	2/15/2021	138	-	21	15.22%	13	0	7
We all love the taste of gold. Gold level sponsorship that is. Many thanks to our ... All followers	Laura Canzano	2/12/2021	219	43	7	3.2%	6	0	0

Messaging
ⓧ
⋮
↑

Exhibit L

eventbrite
Events
Orders
Email Campaigns
Help
AAAF Austin
Austin Ad Fed

To support our event creators, we've lowered fees on all [donation ticket types](#) and launched a [COVID-19 Safety Playbook for Events](#)

Events

Create Event

Event status
All

Organizer
All

Event	Sold	Gross	Status
<div style="display: flex; align-items: flex-start;"> <div style="text-align: center; margin-right: 10px;"> OCT 29 </div> <div> <p>Big Wigs 2020 - The Unmasking Online event Thursday, October 29, 2020 at 7:00 PM CDT</p> </div> </div>	122 / 700	\$1,744.48	• Sales Ended
<div style="display: flex; align-items: flex-start;"> <div style="text-align: center; margin-right: 10px;"> NOV 12 </div> <div> <p>Pro Tips: How to Talk with Your Texas Legislator Online event Thursday, November 12, 2020 at 12:00 PM CST</p> </div> </div>	16 / 400	\$116.34	• Sales Ended
<div style="display: flex; align-items: flex-start;"> <div style="text-align: center; margin-right: 10px;"> NOV 24 </div> <div> <p>AAF TESTING EVENT Online event Tuesday, November 24, 2020 at 7:00 PM CST</p> </div> </div>	0 / 0	\$0.00	Draft
<div style="display: flex; align-items: flex-start;"> <div style="text-align: center; margin-right: 10px;"> NOV 24 </div> <div> <p>Test Online event Tuesday, November 24, 2020 at 7:00 PM CST <small>Private</small></p> </div> </div>	1 / 200	\$0.00	• Sales Ended
<div style="display: flex; align-items: flex-start;"> <div style="text-align: center; margin-right: 10px;"> JAN 1 </div> <div> <p>Ad 2 Austin Mentorship Program 2021 Online event Friday, January 1, 2021 at 7:00 PM CST <small>Private</small></p> </div> </div>	0 / 100	\$0.00	• Sales Ended
<div style="display: flex; align-items: flex-start;"> <div style="text-align: center; margin-right: 10px;"> FEB 12 </div> <div> <p>Austin Ad Fed Presents Meaningful Action: Within the Walls Online event Friday, February 12, 2021 at 12:00 PM CST</p> </div> </div>	0 / 0	\$0.00	Draft
<div style="display: flex; align-items: flex-start;"> <div style="text-align: center; margin-right: 10px;"> FEB 12 </div> <div> <p>Meaningful Action: Within The Walls Online event Friday, February 12, 2021 at 12:00 PM CST</p> </div> </div>	59 / 500	\$0.00	• Sales Ended
<div style="display: flex; align-items: flex-start;"> <div style="text-align: center; margin-right: 10px;"> MAR 2 </div> <div> <p>Day at the Capitol Online event Tuesday, March 2, 2021 at 10:00 AM CST</p> </div> </div>	23 / 250	\$536.16	• On Sale
<div style="display: flex; align-items: flex-start;"> <div style="text-align: center; margin-right: 10px;"> MAR 4 </div> <div> <p>American Advertising Awards 2021 Austin Ad Fed Space to Create Online event Thursday, March 4, 2021 at 7:00 PM CST</p> </div> </div>	75 / 1900	\$1,714.06	• On Sale
<div style="display: flex; align-items: flex-start;"> <div style="text-align: center; margin-right: 10px;"> MAR 5 </div> <div> <p>Ad 2 Austin Mentorship Program 2021 Online event Friday, March 5, 2021 at 7:00 PM CST <small>Private</small></p> </div> </div>	23 / 100	\$870.00	• Sales Ended

< 1 2

[CSV Export](#)



Search



Reactivate Premium



AAF Austin

Super admin view

View as member

Home Content Analytics Activity

New Admin tools

Follower analytics

All analytics dates and times are displayed in UTC

Export

Follower highlights

517
Total followers

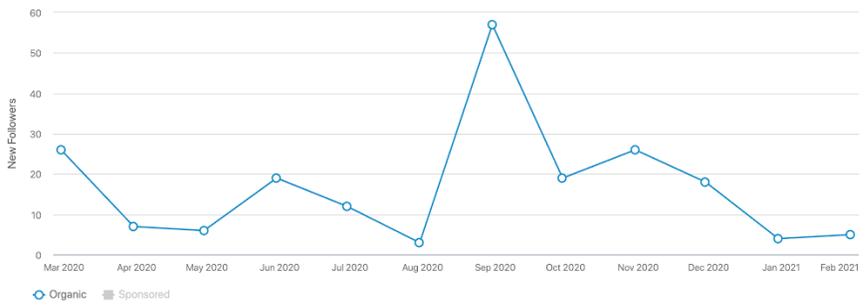
18 ▲350%
New followers in the last 30 days Jan 23, 2021 - Feb 22, 2021

Follower metrics

Time range: Feb 1, 2020 - Jan 31, 2021

Aggregate organic and sponsored

Off



All followers New

Excluded from report

Profile	Month followed
Rachel Trube - 2nd Analytics Director at McGarrah Jessee	February 2021
Candice Honaker - 2nd Director at Elizabeth Christian Public Relations	February 2021
Nick Carr - 2nd Brand Strategist at McGarrah Jessee	February 2021
Cameron Carr - 2nd Account Manager at BBDO Worldwide 2020 ADCOLOR® FUTURE Finalist 2020 Snapchat Creative Council Pitch Winner MAIP Coach 100 Roses From Concrete Mentor Founding Advisory Council Member of BBDO IDEA	February 2021
Chirag Khushalani • he.him.his - 2nd Founder at MyTrustedCircle.org - An initiative to tackle fear of COVID shame and help patients & contact tracers notify those potentially exposed Strategist BBH's GFBM 2020 Winner Ex Leo Burnett, FCB, DDB	February 2021

See all followers

Exhibit M

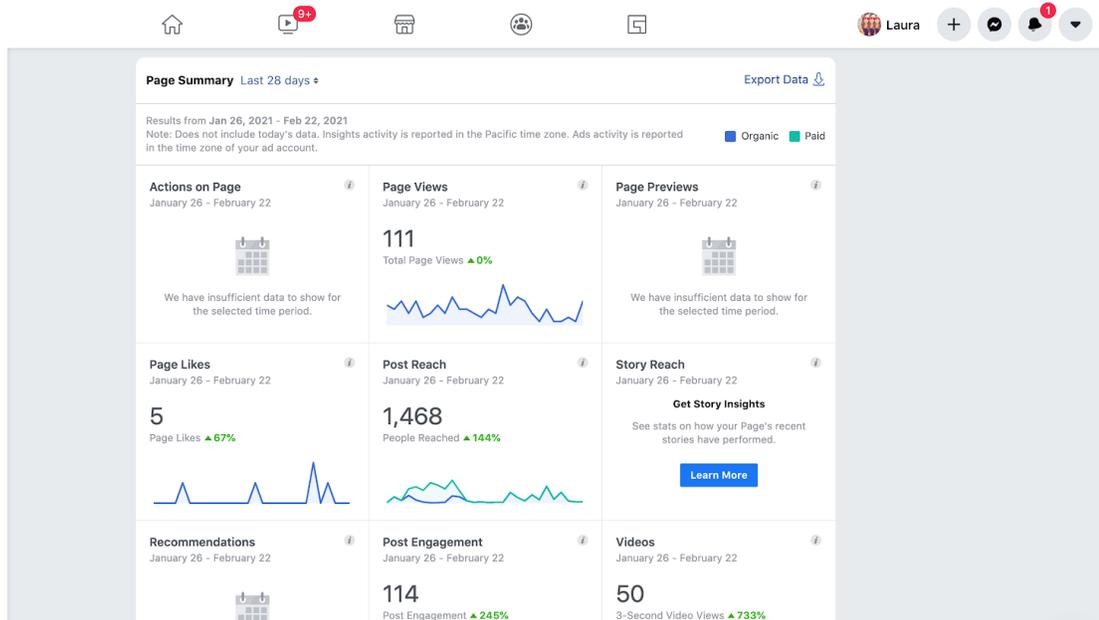


Exhibit N



Exhibit O



12:54



November 23, 2020 1:39 PM



crg "Gotta hit them angles" - Thank you @adfedAustin for giving me the honor of this year's Best Social Me...



Promote



Highlight



More

Exhibit P

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We're honoring our favorite WFH Warriors with our Big Wigs 2020 virtual pajama party! Nominate anyone in our advertising community who deserves special recognition. Nominations close Oct 1. Submit nominees here: <https://bit.ly/2Ely8ER>
#BigWig2020 #aafPJParty #NoPantsParty2020 #AAF #AAFAustin #TheUnmasking #PJParty #WFHWarriors #AustinAdvertising



8

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Austin Ad Fed
September 18, 2020 •

Save the Date! On Oct 29, 2020, don your finest pajamas and WFH attire as we celebrate a year of pantsless pitch meetings, creativity and chaos. We'll PJ party from home and award the best of the best in our advertising community. See you there!



2020 BIG WIGS | OCT 29

Austin Ad Fed
October 23, 2020 •

We're getting close to the pajama party of the year! On Oct 29, we'll unmask Austin's Biggest Wigs. Join us to cheer on the best of our local Advertising community, as we celebrate virtually together. Check out our list of Big Wig finalists, and buy your tickets here: <https://buff.ly/3obCnoq>
#BigWigs2020 #aafaustin

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Big Wigs 2020 - The Unmasking
Join us as we announce and celebrate th... Send Message



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 aafaustin We're honoring our favorite WFH Warriors with our Big Wigs 2020 virtual pajama party! 🥳 Nominate anyone in our advertising community who deserves special recognition.
 Submit your nominations at the link in our bio. 🙌
 Nominations close October 1. 📅



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 aafaustin Save the Date! 📅 On Oct 29, 2020, don your finest pajamas and WFH attire as we celebrate a year of pantsless pitch meetings, creativity and chaos. We'll PJ party from home and award the best of the best in our advertising community.
 See you there! 🥳



Austin Ad Fed
 November 12, 2020 · 🌐

Congratulations to all these WFH Heros! Please join us in celebrating this year's winners. #BigWigs2020

You, Laura Canzano and 4 others 1 Share

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