



### **ABOUT AAF DALLAS**

The Dallas chapter of the American Advertising Federation is the oldest civic, professional organization in Dallas. We are celebrating our 113<sup>th</sup> anniversary in 2021. We are the only association in Dallas that represents all facets of the advertising industry. AAF Dallas and Ad 2 Dallas membership comprise almost 1800 career-minded professionals interested in supporting the Dallas community.

Our mission is to provide thoughtful leadership by discussing the latest trends in technology, creativity & marketing; protect & promote advertising within all government levels; honor advertising excellence; support & grow future industry leaders via our educational Foundation; & promote diversity in advertising.

### **2020-2021 OVERALL PROGRAMS GOALS**

AAF Dallas believes our annual programs reflect who we are as an organization. They are an opportunity for us to promote our brand and showcase the American Advertising Federation's values. The AAF Dallas Programs team's overall goal is to provide high-level professional development from thought leaders and elevate our Dallas advertising industry. With COVID hitting at the beginning of our term, our goals shifted pretty dramatically. We focused on the following:

- Reduce the number of events and provide high-value content that fights Zoom fatigue (exhibit 1).
- Bring in diverse top talent, brands, agencies, and creatives to share expertise.
- Earn \$56,000 in American Advertising Awards entries to cover our Executive Director's salary.

### **Annual Event: In-Home Advertising Live**

**Event Details:** In this series, AAF Dallas provided content to our industry with LIVE intimate 1-on-1 conversations nearly every week for 23 weeks on social media. We had 19 speakers (exhibit 2) join the conversation and share how they adapted to COVID-19 and their industry expertise. The topics ranged from AR/VR, Social Media, Agency Management, Diversity/Equity/Inclusion within the industry, navigating the social unrest as professionals and brands, production, media, etc. (exhibit 3)

Our incoming president was our host. We selected him as the face of this series to give our industry in Dallas a chance to get to know him and get familiar with his face. We chose a diverse range of speakers to pick their brains. To prepare each speaker, we would have a prep call to determine what they would like to discuss and be sure we had a good rhythm for the discussion. Afterward, we'd provide an informal run-of-show so our speakers would feel prepared to answer anything that came their way. (exhibit 4).

**Target Audience:** Advertisers and marketers in Dallas.

**Method of Promotion:** To promote the event, we had a templated social card with the interview details, a headshot of the speaker, and a short video to tease the interview (exhibit 5). We created a recurring event on Facebook (exhibit 6) and used templated posts on Facebook, Instagram, and LinkedIn.

**Attendance:** Throughout the 19 Interviews, we achieved 5,336 views (exhibit 7), with the most popular interview reaching nearly 750 views. In the first few weeks of the series, we tested Instagram LIVE to deliver the content (exhibit 8). The initial intent was to be very informal, conversational and lasts about five minutes. We found that it was difficult to promote, share and control the quality of content for our interviews. The interviews were too informal, and there was no way we could stay within the 5-minute mark. On Instagram LIVE, we average 184 views per interview (exhibit 9).

We knew the content we were sharing was content our industry needed to hear. Hence, we decided to try broadcasting our Zoom interviews via Facebook LIVE to get a bigger audience and control its quality (exhibit 10). The shift was a success! After moving to Facebook LIVE as our platform, we increased the average views by 90.8% at 340 average views per interview. (exhibit 11).

**Results:** Overall this event received great feedback and provided an information feed for the ever changing world of advertising during a pandemic. We brought great talent and our views maintained throughout the 23 weeks.

### **Annual Event: Future is Fluid**

**Event Details:** This panel discussion was our annual State of the Industry for advertisers and marketers, where our esteemed panelists from diverse backgrounds and industries came together to discuss the complexity of 2020 and what trends they see happening in 2021. Topics during this panel include audio streaming and voice ads, DE&I, Social Media, the cookie-less future, sports marketing, and the changing media landscape.

Our trend luncheon has historically been the largest attended program each year and would normally be held at the House of Blues or Bomb Factory in Downtown Dallas. To accommodate changes due to COVID-19, we opted to increase the length from one to two hours based on feedback from last year's event. This event is always very well-attended and stimulates great questions and conversations. Instead of going from 11:00am to 12:00pm, the virtual event went from 10:00am to 12:00pm.

Additionally, we increased our panel size to include nine experts in various fields. Each expert had to be a top industry leader with a high level of expertise to share insights, lessons learned, and predictions for the coming year.

We chose Mr. Al Reid (exhibit 12), Manager Director of Saatchi and Saatchi as this year's Education Co-Chair for AAF Dallas to be our moderator for this event since he had been a panelist for this event for

the last three years and had 15+ years of experience in the advertising industry. We were also able to include the following group of experts (exhibit 13):

- o Iris Diaz (CMO of Dallas Mavericks)
- o Bennett D. Bennett (Principal at Aerialist, Co-Founder of 600 & Rising)
- o Sandie (Milberg) Hawkins (GM of Global Business Solutions at TikTok)
- o Holly Shapiro (Director, Ad Innovation Strategy & Sales at Pandora)
- o Peter Day (CTO at Quantcast)
- o Chris Ebbesen (VP, Managing Director, and ECD of Maverick Inspire Brands)
- o Maria del Pilar Casal (Brand Partnerships & Digital Marketing at Univision Communications Inc.)
- o Lindsay Weeks, MBA (Client Strategy Partner at PMG Digital Agency)

**Target Audience:** Advertisers and marketers in Dallas.

**Method of Promotion:** This event was promoted through Facebook, Twitter, LinkedIn and Instagram, Newsletter, and website (exhibit 14).

**Attendance:** This event would typically sell out each year at 200 tickets, but since this year's event was virtual, we were still able to have 129 registered for the event, and 100 people attended the event (exhibit 15).

**Results:** We did not provide a formal feedback mechanism. The panel was clearly well received by our attendees based on the number of questions received during the two hour discussion.

### **Annual Event: Shining Stars**

**Event Details:** Continuing AAF Dallas' tradition of honoring women in advertising. Due to COVID19, our standard award gala could not go on. Nonetheless, we scheduled zoom calls (exhibit 16) with

individual honorees with our Executive Team to show the importance. This program's goal remains to honor and elevate women from the surrounding area in the advertising industry.

Instead of meeting in-person, Zoom was a good alternative and let us express our congratulations to honorees individually. We provided a list of questions (exhibit 17) and asked each Shining Star to select four questions they would like to honor. While the questions were wide-ranging, it was clear that a majority of Shining Stars shared many similar opinions.

The Gala was intended to occur on September 3, 2020, and would have been held at the Bomb Factory in Deep Ellum. To safeguard honoree and AAF Member health, we recognized all honorees individually through September 3rd on all AAF Social Media channels (exhibit 18).

Honorees understood the current pandemic's reality and were more than happy to take a more digital approach. We have already begun plans for the 2021 Shining Stars event, where we will also plan to honor the recipients of 2020. The early event will have a Galaxy of Shining Stars since it will likely be twice as large with both the 2020 and 2021 classes.

***Target Audience:*** Marketing Director-level advertisers and marketers in Dallas.

***Method of Promotion:*** Honoree highlights were promoted through Facebook, LinkedIn and Instagram, and website (exhibit 19).

***Attendance:*** Due to Covid-19, our Shining Stars gala was canceled, and we will be hosting a combined 2020 and 2021 gala next September.

***Results:*** Although we were unable to meet in person, we celebrated the individuals in a unique way with the intention of having a huge celebration in 2021. We received engagement on all social media platforms.

**Special Event: American Advertising Awards - The Safest Addy's Ever**

***Event Details:*** Like other AAF clubs, the American Advertising Awards is the largest financial driver that powers AAF Dallas's operational costs such as payroll, insurance, leadership development, support of the AAF Dallas Foundation and AAF District 10 AES initiative to help keep the NSAC competition a low cost for our local colleges. We achieved a \$106,000 NET PROFIT from the 2020 American Advertising Awards Season, a 26% increase from the 2019 American Advertising Awards Season. We knew the effects of the pandemic would make it incredibly unlikely to continue that level of growth, so we decided that the best goal for this fiscal year was to defend our competitions entry process to ensure that agencies would continue to enter around the same level of entries for years to come. Instead of lowering the competition price, we decided to offer members a COVID-relief coupon to reflect a discount given and not a price reduction (exhibit 20). We provided our corporate members even deeper discounts and a more extended entry deadline.

We also led with diversity first when we selected our judging panel for this year's competition (exhibit 21). We recruited creative judges with an emphasis on females or people of color from larger markets to judge our competition. We wanted to make a strong statement about who should be judging our competition's work and giving a voice to those who are very talented but often overlooked. We were intentional in our judging selection process by asking former judges and putting out an open call to LinkedIn asking diverse judges.

We hosted Our Must Love Ads 2020 American Advertising Awards gala on February 27, 2020.

The last event most of our 600 attendees went to before the lockdowns at the beginning of the pandemic. It was a fun and memorable experience. Early in this fiscal year, we decided we would likely not meet for an in-person gala knowing that the community spread of COVID-19 was substantial in Dallas, so we began to brainstorm how to host our members' memorable experiences. We knew we could not host

another Zoom meeting, knowing that many of our members have been telecommuting and were experiencing burnout and Zoom fatigue. Our team landed on putting the ADDYs (awards, not competition) in a box and incorporating the best of the gala to bring the party to our agencies. This experience would include their top ADDY, bottle service, a photo booth, safety gear, and customized screens letting the award winners know the entire list of their awards in a fun and memorable way (exhibit 22). We branded this experience as The Safest ADDYs Ever Experience. We put locks on the boxes (exhibit 23) so the ADDYs would be quarantined until we announced an un-quarantining code on Instagram (exhibit 24). The top awards were hand-delivered in Hazmat-style suits on Instagram Live. Publisher's Clearinghouse-style delivery was complete with a giant cardboard cutout of the special award and champagne to make it even more memorable (exhibit 25).

We believe it's important to note that we did not have an American Advertising Awards chair on the board this year. This was the effort of the executive committee of AAF Dallas and the executive director.

**Target Audience:** Creative Directors and Marketing Director-level advertisers and marketers in Dallas.

**Method of Promotion:** The American Advertising Awards was promoted through Facebook, Twitter, LinkedIn and Instagram, Newsletter, and website. We had a 3 part strategy: call for entries (exhibit 26), box and sponsor sales (exhibit 27), and day of event and winner announcements (exhibit 28).

**Attendance:** We had 32 agencies participate in sponsorship and saw our social engagement increase during the award show. Across all platforms we had an audience of 6001, 759 post engagements, 60 posts sent, and 8 mentions (exhibit 29). Looking at our data we saw a huge spike in engagement on 3/11 (exhibit 30). Our winner posts instantly became our top posts on our instagram channel (exhibit 31).

**Results:** While we had ~72% of our total entries than last year, we exceeded our financial goals by 112%. (exhibit 32) We can attribute this economic growth to our coupon system.

One of our initial judges dropped out at the last minute, and we had to scramble to find backup judges to ensure our competition's integrity stayed intact. Because of our very public call for diverse judges, we had over 40 people ask if they could join a judging team and score the entries in a few days. We ended up with eight professional judges and five student judges from Portland to Italy (exhibit 33).

Our gala was hosted on March 11, we had an out of the box experiential experience. We sold \$21,575 in sponsorships, and made an overall profit with \$78,601 between sponsorship and entry fees (exhibit 34). We had 32 agencies participate in our programming and received a large amount of user generated content (exhibit 35).

**Conclusion:** Overall the year of COVID has been one to remember. AAF Dallas was able to adapt and overcome obstacles. We created valuable content for our members through social live streams and virtual programming without overbearing our membership. Our American Advertising Awards had the whole town talking and we were able to cover our financial obligations from a very tough year with no incremental income. We are thankful for everything we have been able to accomplish but look forward to the next board term!

**Exhibit 1 - Calendar of Events**

7/1/2020							
7/1/2020	Saturday	Board Retreat - Ad 2	Not open to public	Zoom	Ad 2 + Rosie		
7/14/2020	Tuesday	AAF Board Meeting	Not open to public	Zoom	AAF		
7/9/2020	Thursday	IG Interview with Kevin Green		Zoom/Facebook	Rosie & Allison		Programs, Education, Diversity
7/16/2020	Thursday	IG Interview with Al Reid (possibly)		Zoom/Facebook	Rosie & Allison		Programs, Education, Diversity
7/23/2020	Friday	IG Interview with Matt Powell		Zoom/Facebook	Rosie & Allison		Programs, Education, Diversity
7/30/2020	Saturday	IG Interview with Ashton Gray		Zoom/Facebook	Rosie & Allison		
8/1/2020							
8/1	Saturday	Board Retreat - AAF	Not open to public		AAF + Kendall		
8/6	Thursday	AAF & Ad 2 Board Meeting	Not open to public	1717 McKinney Ave. #830 Dallas, TX	AAF & Ad 2		
8/10/2020	Monday	Programs Call	Valley list attendee list with Allison for name		Programs		Programs
8/6/2020	Thursday	IG Interview - Rodrigo		Zoom/Facebook	Rosie & Allison		Programs, Education, Diversity
8/13/2020	Thursday	IG Interview - Deja		Zoom/Facebook	Rosie & Allison		Programs, Education, Diversity
8/19/2020	Wednesday	Ad 2 Virtual Trivia Happy Hour		Zoom	Programs, Shelby, Membership, Matthew		Programs
8/20/2020	Thursday	IG Interview - Glenside		Zoom/Facebook	Rosie & Allison		Programs, Education, Diversity
8/27/2020	Thursday	IG Interview - Suzanne		Zoom/Facebook	Rosie & Allison		Programs, Education, Diversity
8/28/2020	Saturday	AAF District 10 Leadership Summit					
9/1/2020							
9/3/2020	POSTPONED	Shining Stars	House of Blues				Programs, Education, Diversity
9/3	Thursday	AAF & Ad 2 Board Meeting	Not open to public	1717 McKinney Ave. #830 Dallas, TX	AAF & Ad 2		
44084	Thursday	IG Interview - Valeria Patton					
44091	Thursday	IG Interview - Vanessa Appleton					
44098	Thursday	IG Interview - Kabe Warkock					
10/1/2020							
10/1/2020		DREAM Fund	Night at the Monte Carlo		DREAM Fund		
10/1	Thursday	AAF & Ad 2 Board Meeting	Not open to public	1717 McKinney Ave. #830 Dallas, TX	AAF & Ad 2		
10/22/2020	CANCELLED	ADDY's Launch Party - AAF + Ad 2	New accepting ADDY's entrant	98C 2800 South St. Dallas, TX 75225	Courtney Webb		Programs
10/30-11/1	Friday - Sunday	Ad 2 Dallas Mid-Year Retreat	Not open to public	Tampa Bay			
10/1/2021		IG Interview - Isha Dair		Zoom/Facebook	Rosie & Allison		

12/1/2020									
12/3	Thursday	AAF & Ad 2 Board Meeting	Not open to public	1717 McKinney Ave. #830 Dallas, TX	AAF & Ad 2				
12/3/2020	Thursday	Tentative 32 Under 32	Awards	FCB	Ad 2 Dallas				Programs, Diversity, Education
12/15/2020	Tuesday	Ad 2 - Holiday Virtual Thrive 191	Programs	Value	Thrive, Ad 2 Programs				Programs
1/1/2021									
1/7	Thursday	AAF & Ad 2 Board Meeting	Not open to public	1717 McKinney Ave. #830 Dallas, TX	AAF & Ad 2				
1/15/2021, 1/26/2021	Thurs Tuesday	Luncheon - AAF	2021 Trends	TBD	Programs		No	No	Programs
2/1/2021									
2/4	Thursday	AAF & Ad 2 Board Meeting	Not open to public	1717 McKinney Ave. #830 Dallas, TX	AAF & Ad 2				
2/5-2/7		ADDY's Judging Weekend	Not open to public	TBD	Allison, Jimmy, Stacy, Lisa, James				ADDY's
3/1/2021									
3/4	Thursday	AAF & Ad 2 Board Meeting	Not open to public	1717 McKinney Ave. #830 Dallas, TX	AAF & Ad 2				
11 Mar		American Advertising Awards	ADDY's Gala						Programs, Diversity, Education
3/25/2021	Thursday	Ad 2 - Student Advertising Summit							
4/1/2021									
4/8	Thursday	AAF & Ad 2 Board Meeting	Not open to public	1717 McKinney Ave. #830 Dallas, TX	AAF & Ad 2				
5/1/2021									
5/6	Thursday	AAF & Ad 2 Board Meeting	Not open to public	1717 McKinney Ave. #830 Dallas, TX	AAF & Ad 2				
TBD	POSTPONED TO SEPTEMBER	Shirley Clark	Awards Gala	TBD	Programs				

**Exhibit 2 - In House Advertising Talent**

Interviewee	Title	Company	Confirmed if the	Date Schedule
Maria Del Pilar Casal	Director, Branded Content Solutions	Univision	COMPLETE	5/7/20
Dan Ferguson	Founder and Partner	Groove Jones	COMPLETE	5/14/20
Allison Talamantez	SVP Strategy	Clever	COMPLETE	5/21/20
John Kiker	EVP, Director of Client Leadership & Bu	Integer Group	COMPLETE	5/28/20
Brandi Rand	Associate Director	Burrell Communications	COMPLETE	6/11/20
Marc Lui	Managing Partner	elemental	COMPLETE	6/18/20
Cesar Jasso	Senior Producer	The Marketing Arm	COMPLETE	6/25/20
Kevin Green	Group Creative Director	RAPP	COMPLETE	7/8/20
Al Reid	Managing Director	Saatchi & Saatchi	COMPLETE	7/16/20
Matt Powell	CEO	Moroch	COMPLETE	7/23/20
Ashton Gary	Director, Solutions Consulting	Goodway Group	COMPLETE	7/30/20
Rodrigo Maycotte	Partner	Fortunato	COMPLETE	8/6/20
Deja Sanders	Global Account Supervisor	TracyLocke	COMPLETE	8/13/20
Griselda Ramirez	Media Manager	The Dallas Morning News	COMPLETE	8/20/20
Suzanne La Forgia	SVP, Sales	Captivate	COMPLETE	8/27/21
Valeisa Patton Burrell	VP, Reputation Management	Narrative Evolution	COMPLETE	9/10/20
Veronica Appleton	VP, Diversity & Inclusion	The Marketing Arm	COMPLETE	9/17/20
Katie Wallack	Manager of Contracts	SGA-AFTRA	COMPLETE	9/24/20
Iris Diaz	CMO	Dallas Mavericks	COMPLETE	10/1/21

### Exhibit 3 - Topics

Interviewee	Topic
Maria Del Pilar Casal	Adjusting Advertising Strategies
Dan Ferguson	Shifting to AR/VR technology, in real time
Allison Talamantez	Content Creation
John Kiker	Retail & E-commerce Trends
Brandi Rand	Navigating advertising during COVID & Social Justice climate
Marc Lui	COVID & the hospitality and travel vertical
Cesar Jasso	Adapting production during a pandemic
Kevin Green	navigating the creative process while social distancing & his impact in the DE&I space
Al Reid	Redefining work in the current environment
Matt Powell	Changing consumer sentiments market-by-market and day-by-day during the pandemic
Ashton Gary	Digital strategy and big data during the pandemic
Rodrigo Maycotte	Starting and running a new agency in the middle of a pandemic, new ways to think of the ad agency model
Deja Sanders	The new business as usual, how brands are tackling BLM, and managing her side hustle during covid
Griselda Ramirez	Advertising in times of COVID-19 and how our other peers in similar industries have been navigating this new normal.
Suzanne La Forgia	How Captivate has responded to the pandemic as well as what they're doing at a district level with AAF
Valeisa Patton Burrell	Social justice, racial equity and how COVID-19 has affected our industries
Veronica Appleton	uplift DE&I conversations in your workpace
Katie Wallack	hiring union performers and the growing talent pool in North Texas
Iris Diaz	how the Dallas Mavericks have shifted their marketing strategies amidst COVID-1

### Exhibit 4 - Run of Show

Hi everyone, welcome to AAF Dallas' "In Home Advertising Live" on Instagram. My name is Rosie Rosales and I am Incoming President of AAF Dallas.

Since 1908, AAF Dallas has been around to elevate the Dallas advertising industry. The purpose of this series is to continue to share tips and tricks from our corporate members and industry experts on how they are working from home, what they are seeing in their industry verticals, what's going on with consumer behavior, and more. Hold your questions at the end!

We all may be quarantined, but that doesn't mean Dallas advertising is. Entering this next year we still feel it's our duty to celebrate the people and agencies Dallas advertising has.

And with that, I'm excited to bring on our next industry expert today, Matt Powell, CEO at Moroch here in Dallas,

**How's it going over there, how are you**

**Tell us a little about yourself?**

**Could you tell us a little about what you do at Moroch?**

**How are you handling COVID at Moroch?**

**How has it redefined how to get to work?**

|

**Y'all seem to have clients that open and closed for business, how's that affecting distribution of workload?**

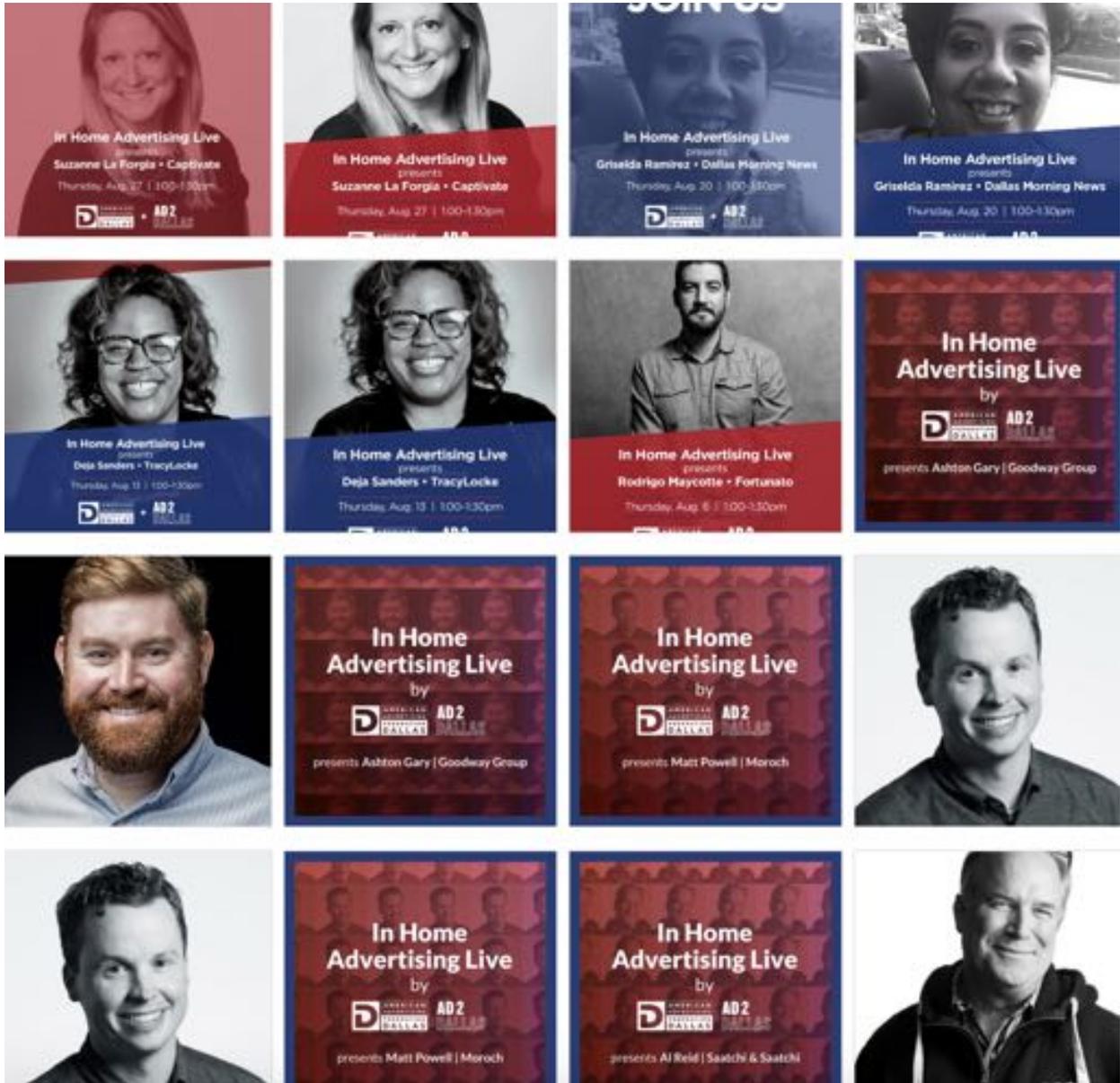
**Consumer segmentation....**

**Market assessment tool....**

**Demonstration...**

**Support staff....**

**Exhibit 5 - In Home Advertising Graphics**



**Exhibit 6 - Recurring Event**



**Exhibit 7 - Social Views**

**Programs**

Topic	Speaker	Company	Total Views	IG/Facebook
Social Media	Pilar	Univision	NO DATA	IG
AR/VR Trends	Dan Ferguson	Groove Jones	264	IG
Influencer Behavior and Marketing	Allison Talamantez	Clever	223	IG
E-Commerce & Retail Trends	John Kiker	The Integer Group	124	IG
Social Media, Racial Injustice and COVID-19	Brandi Rand	Burrell Communications	181	IG
Travel & Hospitality Trends During COVID-19	Marc Liu	elmntl	129	IG
Production	Cesar Jasso	The Marketing Arm	730	Facebook
Education, Mentorship, and #BlackLivesMatter	Kevin Green	RAPP WorldWide	582	Facebook
Agency Management	Al Reid	Saatchi & Saatchi	484	Facebook
Consumer Sentiments	Matt Powel	Moroch	398	Facebook
Big Data & Programmatic Advertising	Ashton Gary	Goodway Group	174	Facebook
The New Agency Model	Rodrigo Maycotte	Fortunato	236	Facebook
Social Justice, Strategy, and the Side Hustle	Deja Sanders	TracyLocke	379	Facebook
Media	Griselda Ramirez	Dallas Morning News	116	Facebook
OOH Media	Suzanne La Forgia	Captivate	289	Facebook
Social Justice and Crisis Communication	Veleisa Burrell	Freelance	272	Facebook
Starting a DE&I Position at Your Agency	Veronica Appleton	The Marketing Arm	373	Facebook
Hiring Talent and Contracts with SAG	Katie Wallack	SAG-AFTRA	178	Facebook
Sports Marketing during COVID	Iris Diaz	Dallas Mavericks	204	Facebook
			5,336	TOTAL

**Exhibit 8 - Instagram Live Platform**



**Exhibit 9 - Average Instagram Views**

<b>Average IG Views</b>
<b>184</b>

**Exhibit 10 - Facebook via Zoom Platform**

The screenshot displays a Facebook live stream interface. On the left, a Zoom video call is shown with two participants: a man with a beard in an orange shirt and a woman with long dark hair in a dark blue t-shirt with the word 'NOTE' on it. The Zoom logo is visible in the bottom right corner of the video. On the right, the Facebook post details are visible. The post is from 'AAF Dallas' and is titled 'FINALE: IRIS DIAZ W/THE DALLAS MAVERICKS'. The description reads: 'Iris Diaz is an award-winning bilingual marketer and creative executive with a strong focus on media...'. The post has 10 likes, 17 comments, and 154 views. Two comments are visible: one from Shelby Renda Jasso asking 'How often are you meeting with Mark Cuban? And is he as cool as he seems?' and another from Angelica Ocampo asking 'What is something a young person entering the business side of the sports world may be surprised by?'. The Zoom video call is titled 'George Rivas - AAF Dallas' and 'Iris Diaz - CEO of Dallas Mavs'.

**Exhibit 11 - Average Facebook Views**

<b>Average Facebook Views</b>
<b>340</b>

**Exhibit 12 - Host Al Reid**



**Exhibit 13 - Future is Fluid Panel**



The image shows a Zoom meeting interface. On the left, a presentation slide titled "AAF Dallas Announcements" is displayed. The slide features four main sections:

- 2021 American Advertising Awards:** The 2021 American Advertising Awards competition deadline for corporate members is January 11, 2021. Corporate fee is \$1,000. [Click here for more info.](#)
- 2021 Suite Awards:** Nominations are due by midnight January 11, 2021. [Click here for more info.](#)
- 21 Day Equity Challenge:** We're launching the 21 Day Equity Challenge for members and non-members in February. [Click here for more info.](#)
- NO FILTER:** Joining the 2021 Diversity Experience on Thursday, January 28 at 7 pm! [Click here for more info.](#)

On the right side of the screen, there is a grid of 12 video feeds from meeting participants. The participants are:

- Row 1: Steve Kowalski, AAF Dallas; Maria Valera, MANDORA E.C.
- Row 2: Maria del Pilar Casas, AAF Dallas; Al Perez, Lippincott & Swartz
- Row 3: Lindsay Zwick, PMA; Jim Diaz, Dallas Mavericks
- Row 4: Brian Cal, Quantcast; Lydia Harris, TATA
- Row 5: Eugene Brown, WOLFGANG PETER; Mike Smith, U.S. Bank

Exhibit 14 - Future is Fluid Social & Website Graphics

**AAF Dallas**  
 January 7 · 🌐

🔥 We're 2 weeks away from this incredible event. The Future is Fluid 2021 Trends 📱 Swipe through and meet our panelists. This event is moderated by our very own Education Co-Chair of AAF Dallas, Al Reid! Sign up on our website at [aafdallas.org](http://aafdallas.org) for tickets. #WeAreDallasAAF #AAFDallas #TheFuturesFluid #2021Trends

👍 You, Hilary Watson, Kevin Cooper and 53 others · 2 Shares

**AAF Dallas added an event.**  
 January 13 · 🌐

THU, JAN 21  
**THE FUTURE IS FLUID - 2021 TRENDS/STATE OF THE INDUSTRY**  
 Farhan, Hilary and 4 friends

Going ▾

👍 Farhan Rehmani and Jimmy Asa

**AAF Dallas**  
 January 13 · 🌐

🔴 **FREE TICKET ALERT** 🔴 Thanks to our friends at @quantcast we are able to provide you with free tickets to the 2021 Social Trends event. Learn about what leading professionals from 600&Rising, TkTok, Saatchi & Saatchi, TheDallas Mavericks, Quantcast, Inspire Brands, PMG, Pandora Radio, and Univision have to say about the future of the industry. REGISTER FOR FREE HERE 📄 <https://bit.ly/39QP1mH> USE CODE: FRIENDSOFAAF

**AAF Dallas**  
 Nonprofit Organization

Sign Up

👍 9 · 1 Comment 2 Shares

**AAF Dallas**  
 January 19 · 🌐

🔥 The Future is Fluid: 2021 Trends event is almost here! 📱 Take a sneak peek at some Q&A's with Holly Shapiro, Director, AD Innovation Strategy & Sales at PANDORA. #AAFDallas #WeAreDallasAAF #TheFuturesFluid

👍 Jimmy Asa, Crystal DeMott Gonzales and 4 others

**AAF DALLAS**

**HOLLY SHAPIRO**

**aafdallas** · Following

**aafdallas** 📱 The Future is Fluid: 2021 Trends event is almost here! 📱 Take a sneak peek at some Q&A's with Holly Shapiro, Director, AD Innovation Strategy & Sales at PANDORA. #AAFDallas #WeAreDallasAAF #TheFuturesFluid

👍 I liked by netrunk76 and 21 others

**AAF Dallas**  
 1,027 followers  
 2mo · 🌐

This is our annual Advertising and Marketing state of the union! Our panel will deep dive into how the advertising industry and job market is changing in the midst of a pandemic. Specifically, we'll be discussing the future of the media landscape, the cookie-less future, online streaming, Social Media, live events, diversity and inclusion, and much more. This event is moderated by Al Reid, Director of Saatchi & Saatchi and Education Co-Chair of AAF Dallas. Visit our website to preview our panelists and ticket pricing! 📄 [aafdallas.org](http://aafdallas.org) #WeAreDallasAAF #AAFDallas #2021Trends

**THE FUTURE IS FLUID - 2021 TRENDS/STATE OF THE INDUSTRY**

January 21, 2021  
 10:00 AM - 12:00 PM

Virtual Zoom Meeting

ADD TO CALENDAR · DIRECTIONS

👍 📄 📍

The Future is Fluid: 2021 Trends

**Exhibit 15 - 2020 & 2021 Ticket Sales**

Food for Thought		Cost	Seats
<b>Starchapter</b>			<b>91</b>
	Member		79
	Non-Members		
	Speakers		6
	Pre-paid/Board		6
<b>Table Revenue</b>			<b>88</b>
	Pandora	\$350.00	8
	Integer	\$104.97	3
	Saatchi	\$1,400.00	32
	Richards Lerma	\$350.00	8
	Hometeam Sports	\$149.95	5
	Ampersand (Formerly NCC)	\$350.00	8
	Quantcast	\$320.01	8
	Spectrum	\$700.00	16
<b>Sponsorship Revenue</b>			<b>22</b>
	SMU	\$500.00	4
	<a href="#">Simpli.fi</a>	\$375.00	2
	Quantcast		
	Goodway Group	\$500.00	8
	Captivate	\$1,100.00	8

**The Future is Fluid - 2021  
Trends/State of the  
Industry (edit)**

01-21-21

129 Registrations

2 Members

127 guests

**Adj Revenue: \$2,165.00**

**Collected: \$315.00**

**Virtual Zoom Meeting**

Top Industry Leaders Discuss  
2021 and the state of our industry

Category: Meeting

Published

**Exhibit 16 - Shining Star Zoom Calls**

8/5/2020 - 10-10:30a	Wednesday	Shining Star Interview - Alexa Perez	Shining Star Questions	Virtual	Jimmy
8/5/2020 - 10:30-11a	Wednesday	Shining Star Interview - Molly McLaren (Integer)	Shining Star Questions	Virtual	Jimmy
8/5/2020 - 11-11:30a	Wednesday	Shining Star Interview - Hayley Dawson-Owens	Shining Star Questions	Virtual	Jimmy
8/5/2020 - 11:30a-12p	Wednesday	Shining Star Interview - Tracy Henderson	Shining Star Questions	Virtual	Jimmy
8/5/2020 - 3:30-4p	Wednesday	Shining Star Interview - Alisa Hovland	Shining Star Questions	Virtual	TBD
8/5/2020 - 4p-4:30p	Wednesday	Shining Star Interview - Kat Kornegay	Shining Star Questions	Virtual	TBD
8/5/2020 - 5p-5:30p	Wednesday	Shining Star Interview - Amanda Breaux	Shining Star Questions	Virtual	TBD
8/6	Thursday	AAF & Ad 2 Board Meeting	Not open to public	1717 McKinney Ave. #830 Dallas, TX	AAF & Ad 2
8/7/2020 - 9a-9:30a	Friday	Shining Star Interview - Salma Gottfried	Shining Star Questions	Virtual	TBD
8/7/2020 - 9:30-10a	Friday	Shining Star Interview - Diana Schroeder	Shining Star Questions	Virtual	TBD
8/7/2020 - 10-10:30a	Friday	Shining Star Interview - Andrea Wilson	Shining Star Questions	Virtual	TBD
8/7/2020 - 10:30-11a	Friday	Shining Star Interview - Kristina Blake	Shining Star Questions	Virtual	TBD
8/7/2020 - 1:30-2p	Friday	Shining Star Interview - Amanda West	Shining Star Questions	Virtual	TBD
8/7/2020 - 2-2:30p	Friday	Shining Star Interview - Lysbet Zimmerman	Shining Star Questions	Virtual	TBD
8/7/2020 -2:30p-3p	Friday	Shining Star Interview - Claudia Schaefer	Shining Star Questions	Virtual	TBD
		Shining Star Interview -	Shining Star		



**Exhibit 17 - Shining Star Questions**

The purpose of this interview is to get footage to celebrate you on social media and to have content for the reception when we DO have the opportunity to get together. Typically people will see these and feel inspired by the caliber of talent we are recognizing.

I sent over a few questions in the invite earlier this week. Are there any questions that you would like to answer or anything that you think we missed in terms of questions that you think needs to be said during this time.

We're going to turn off our cameras in just a second and begin recording just you for these interviews. We'll need you to repeat the question that you are answering so we can be sure that we get it for the highlight video. Before we get started, do you have any questions?

Great, let's go. Recording is starting! I'm going to start by asking you some simple and easy curveball questions so you can get a feel for what we're doing.

1. Can you say your name, based in Dallas, where you work and your title
  - Describe yourself in one sentence.
  - What's your spirit animal
  - If you wanted your clients to understand one thing that's frequently misunderstood about the industry, what would it be?
  - In a world where consultants scoff at the value of branding, How would you describe the importance of branding?

- 
- Tell us about a mentor who reached back and helped develop you professionally and/or personally?
  - What was the best piece of advice you've heard in this industry?
  - What's exciting to you about advertising right now and why?
  - Beyond your 9 to 5 job, how do you give back to your community and why is it important?
  - Diversity, inclusion and EQUITY are important in our industry and is an important mission of The American Advertising Federation, what does Diversity and Inclusion mean to you?
  - How can the advertising industry make an impact during these times of social justice and pandemic?
  - Advertising-wise, what do you think the new normal will look like and the industry?

**Exhibit 18 - Shining Star Social**





Exhibit 19 - Shining Stars on Website

**D** About Member Login Jobs Events News Jobs AD 3 Dallas

## THE TOP 20 WOMEN IN DALLAS ADVERTISING – 2020 SHINING STARS CLASS ANNOUNCED

Update 8/4 – After much thought, AAF Dallas has decided to postpone our Shining Stars Reception until Spring 2021. We originally rescheduled this event in March when the pandemic was new and seemed it would have an expiration date. We see now that we are in the next, new normal and will likely be in this normal at least through 2020. Celebrating talent is important to us at the AAF, and we still want to honor them both virtually (on 8/3) and in person at a later date, so our hope is that we will be able to combine our 2020 and 2021 classes at the same reception sometime in May or June of 2021. We hope you understand our decision to postpone this event for now.

The wait is over. We're sorry for the delay! AAF Dallas is excited to announce who the top 20 women in Dallas advertising are!

AAF Dallas is celebrating the 4th annual Shining Stars awards program which honors top women in Dallas advertising. In 2017, we launched our AAF Dallas Shining Stars program to celebrate amazing women doing amazing things in Dallas advertising. Inspired after attending the Southwest Advertising Hall of Fame event, we googled "top women in Dallas advertising" and the result was "The 10 Most Beautiful Women in Dallas" instead of finding women who are producing thought-provoking and innovative work, breaking through barriers to create something new, or forging partnerships that drive growth. We believe ambition, work ethic, creativity and leadership are qualities to celebrate and elevate. We believe when you get 25 incredible women in a room, great things happen. We believe it's time that the nation recognizes our city as the talented advertising market that we are. **and so the AAF Dallas Shining Star program lives on. See last year's group here.**

Dress code is semi-formal. Table reservations are on hold at this time. This event will have very limited capacity this year and has consistently sold out in years past. Therefore are no individual ticket sales at this time. We are currently only booking tables for our honorees and their companies at this time! Please register for our mailing list if you would like to be notified if individual tickets go on sale. In the mean time, one way to show support for your favorite Shining Star is to takeout an ad in this year's book. For information about table reservations reach out to Allison McCaslin at [allison@aadallas.org](mailto:allison@aadallas.org).

We're thrilled to announce the fourth class of AAF Dallas Shining Stars. These women are Community Leaders, C-Suite Executives, Co-Founders, Executive VPs, Strategic Consultants, Media Movers, and more. They are breaking glass ceilings and elevating the Dallas advertising community to heights we have never seen before! Congratulations!

### THE 2020 AAF DALLAS SHINING STARS:

**Aimee Bowd,** Director of Media at The Lorenz Agency

**Alexa Perez,** Project Manager at Launch Agency

**Alina McCarthy,** Brand Management Director at The Infinite Agency

**Amanta Breaux,** Integrated Account Director at Saatchi & Saatchi

**Exhibit 20 - American Advertising Awards Coupon**

DEADLINES & FEES



**Regular Deadline is January 8, 2021**  
Non-Member fee per Entry – \$200  
Member Fee per Entry – \$160\*  
Corporate Member per Entry – \$140\*\*  
Student Fee per Entry – \$50  
*\*All members will receive a COVID relief coupon this year*  
*\*\*Ask for your corporate member coupon code*

**Late Deadline is January 13, 2021**  
Non-Member Late Fee per Entry – \$50  
Member Late Fee per Entry – \$30

**Late Deadline for Corporate Members\* is January 22, 2021**  
Corporate Member Late Fee per Entry – \$30  
*\*Not sure if you're a corporate member? Email [allison@aafdallas.org](mailto:allison@aafdallas.org)*

**Late Deadline for Student is January 22, 2021**  
Student Late Fee per Entry – \$15

**Exhibit 21 - American Advertising Awards Judge Selection**

### CREATIVE JUDGES WANTED!

UPDATE: I am LOVING the response we're having for this. Please fill out this form if you're interested in judging in Dallas: <https://lnkd.in/eDfdQmA>

We are looking for our 2021 panel of judges for our 2021 American Advertising Awards season in Dallas. Judging will likely be the last weekend of Jan or first weekend of Feb. This is an all expenses paid trip to Dallas.

#### Qualification:

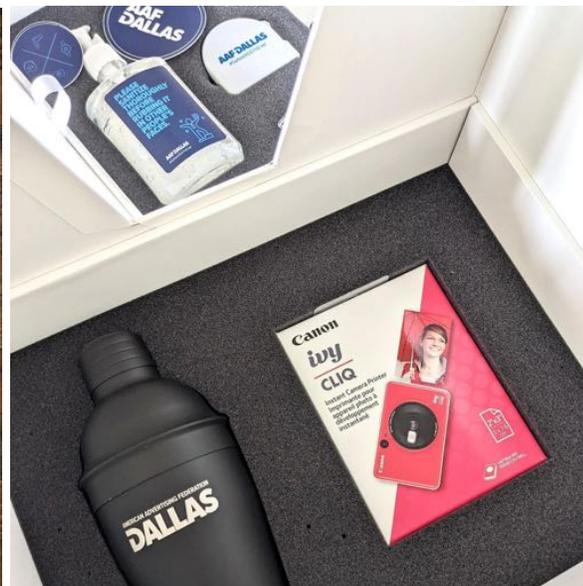
- Cannot live in Dallas now or the past five years
- Must be from a market as big as or larger than Dallas
- Must be an EXPERIENCED creative with a diverse perspective (ex:BIPOC, Immigrant, Multicultural, LGBTQ+, female talent). We believe having a diverse panel of judges means a diversity of work will be recognized.
- creative competition judging experience preferred
- we are currently planning to judge in person with a small crew, so we prefer some one comfortable with traveling in 2021. We will keep an eye on the situation and will have a backup virtual plan if it is not safe to do so!

Past judges, would you consider sharing this with your network?

[Marie Richer](#), [Adu Adu](#), [Jorge Pomareda](#), [Astrid Andujar](#)

[Kevin Fullerton](#), [David Alvarez Rizo](#), [Stacy Milrany](#), [Candace Queen, MA](#),  
[Brandon Rochon](#), [Beatriz Torres](#)

**Exhibit 22 - Box Design**



**Exhibit 23 - Locked Addy & Video Screen**



**Exhibit 24 - Code Release**



**Exhibit 25 - Hazmat “Publisher Clearing House” Style Deliveries**

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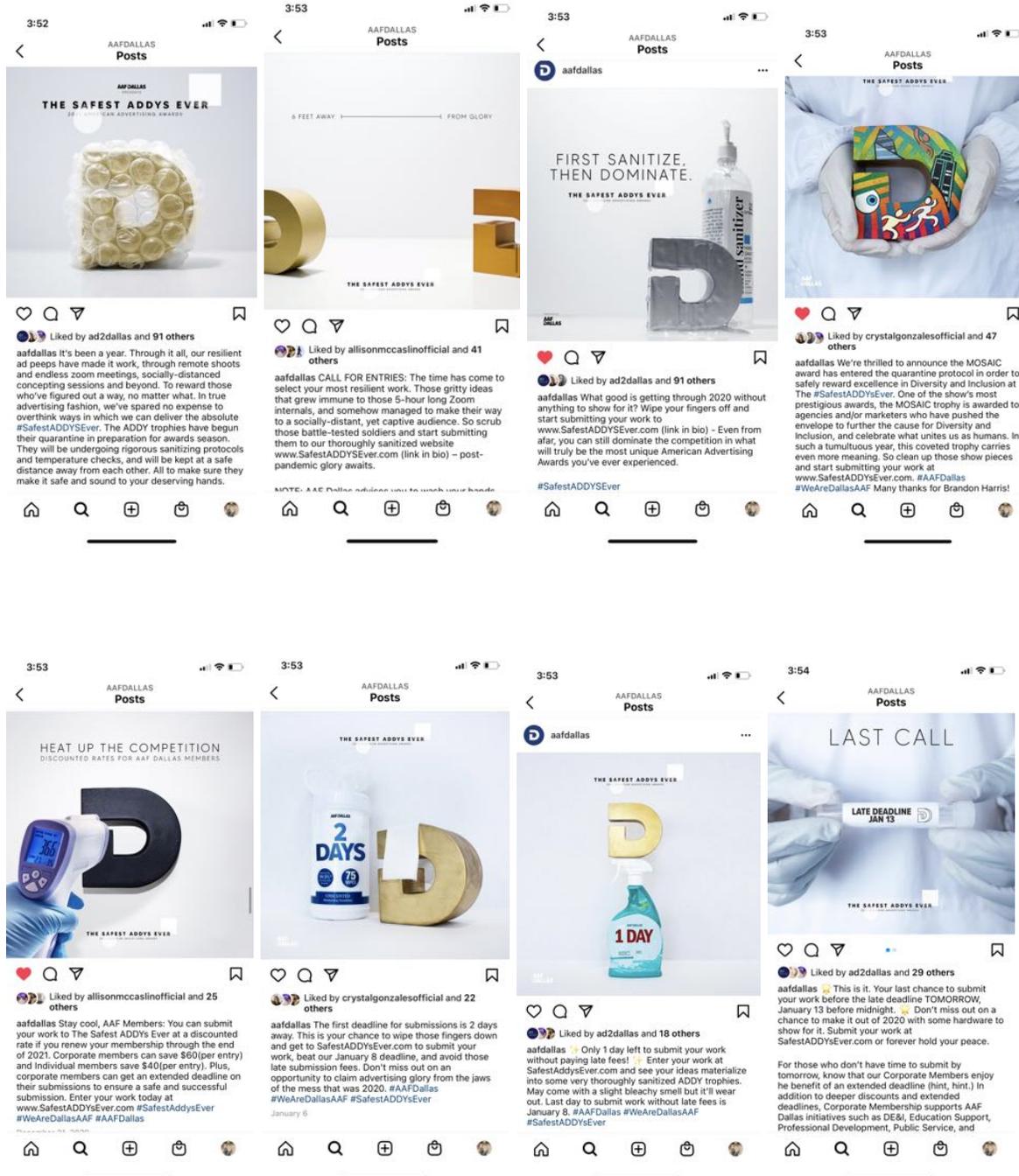
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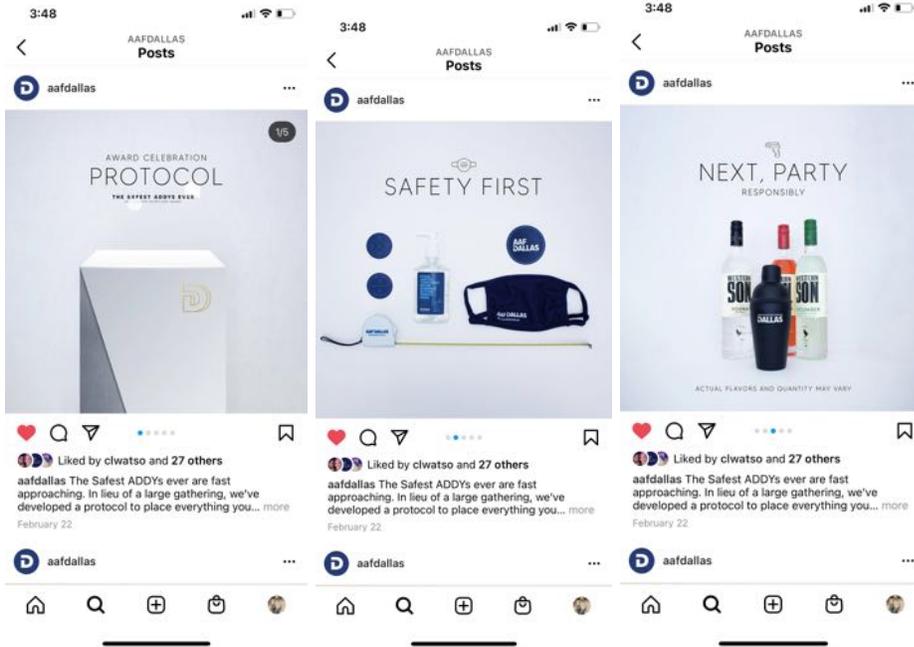
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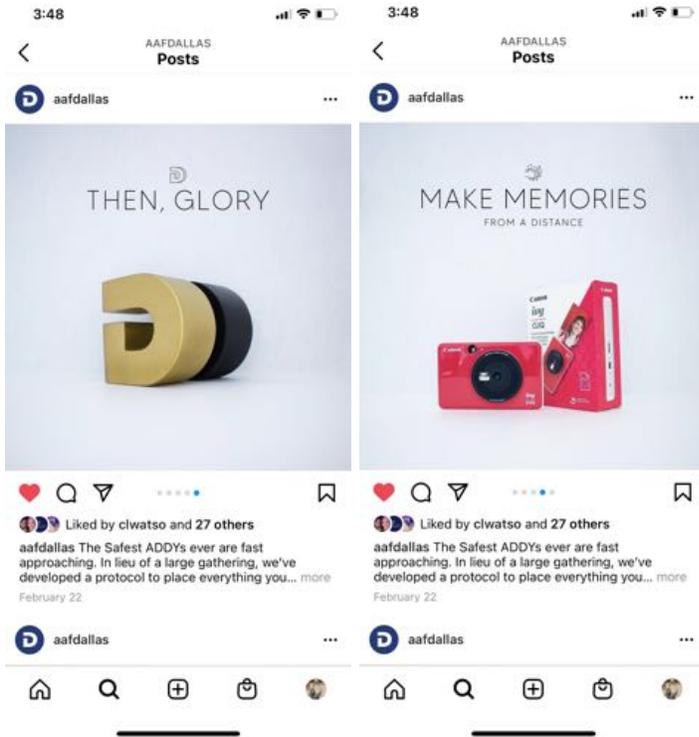


**Exhibit 26 - Call for Entries**



**Exhibit 27 - Box Sponsor Sales**





**Exhibit 28 - Winners Announced**



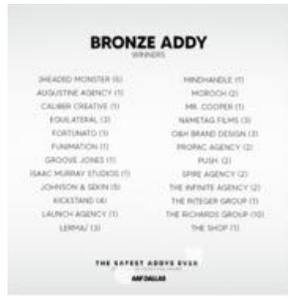
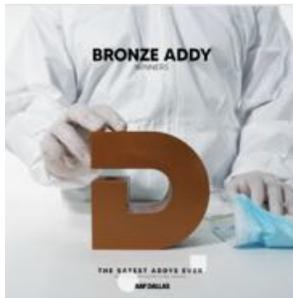
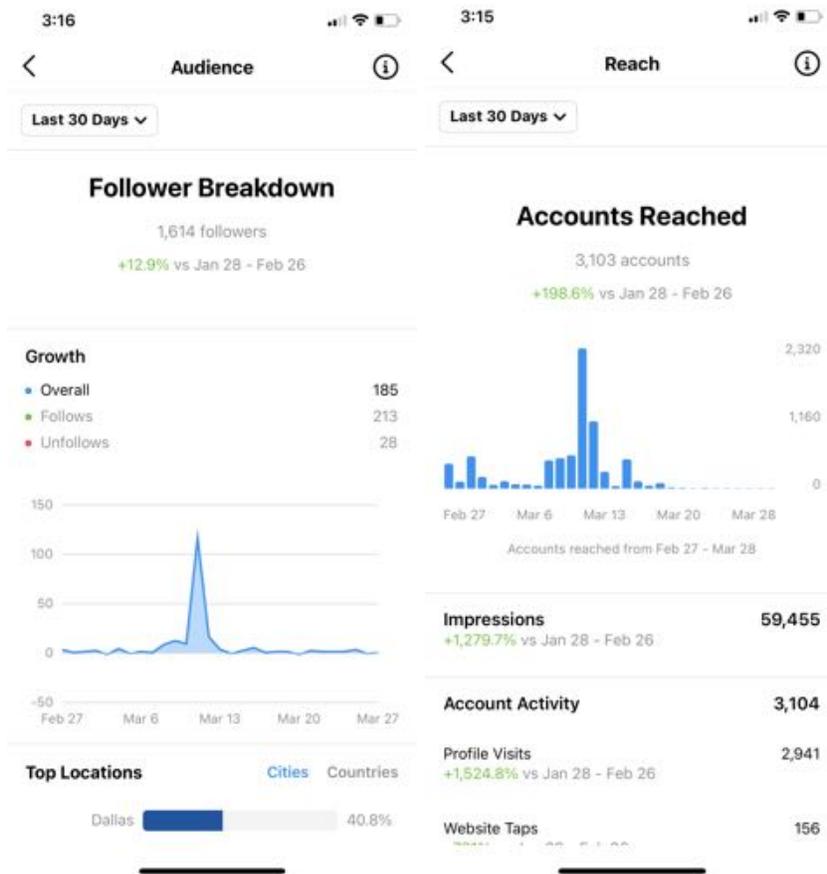


Exhibit 29 - Social Analytics



**Exhibit 30 - Engagement Spikes**



**Exhibit 31 - Top Posts**

The screenshot shows a mobile application interface for tracking reach. At the top, the time is 3:15, and there are icons for cellular signal, Wi-Fi, and battery. Below the status bar, there is a back arrow, the word 'Reach', and an information icon. A dropdown menu is set to 'Last 30 Days'. The main content is divided into two sections: 'Top Posts' and 'Top Stories', both based on reach. Each section has a 'See All' link. The 'Top Posts' section lists three items: a glass of beer (1,216 Reached, Mar 11), a crab (1,117 Reached, Mar 11), and a yellow object (1,044 Reached, Mar 11). The 'Top Stories' section lists two items: a collection of tools (365 Reached, Mar 11) and a white box with a blue circle (357 Reached, Mar 11). A horizontal line separates the two sections. A thick black bar is at the bottom of the screen.

3:15

Reach

Last 30 Days

**Top Posts** [See All](#)  
Based on reach

-  1,216 Reached  
Mar 11
-  1,117 Reached  
Mar 11
-  1,044 Reached  
Mar 11

**Top Stories** [See All](#)  
Based on reach

-  365 Reached  
Mar 11
-  357 Reached  
Mar 11

**Exhibit 32 - Openwater Complete entries**

Active Competitions

Name	Entry Period	Judging Period	# Incomplete	# Pending Approval	# Complete	Action
American Advertising Awards 2020-2021 (Student)	10/15/2020 12:00 AM - 1/22/2021 11:59 PM	1/24/2021 12:00 AM - 2/5/2021 11:59 PM	13	0	91	<a href="#">Manage</a>
American Advertising Awards 2020-2021 (Professional)	10/15/2020 12:00 AM - 1/26/2021 11:59 PM	1/24/2021 12:00 AM - 2/4/2021 11:59 PM	35	0	390	<a href="#">Manage</a>

Current Timezone: [Central Standard Time](#)

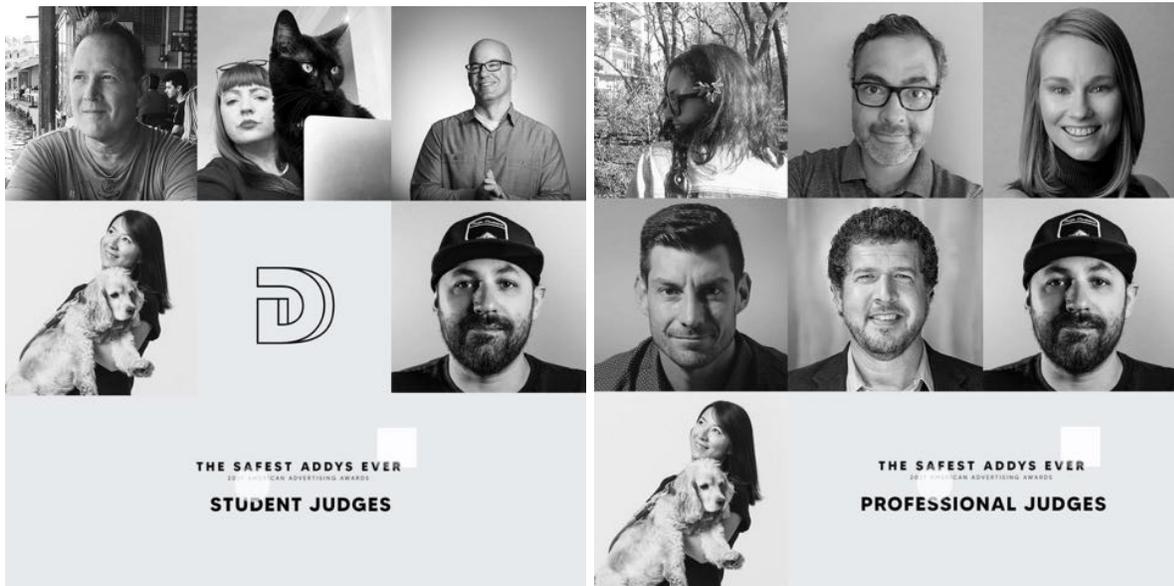
Payments Collected Last 180 Days. Last Updated At: 3:41 PM  
[\(Refresh\)](#)

**65565.00 USD**

Competition Breakout

Active Competitions	Total Revenue
American Advertising Awards 2020-2021 (Professional)	61680.00 USD
American Advertising Awards 2020-2021 (Student)	3885.00 USD

**Exhibit 33 - Judges**



**Exhibit 34 - Sponsor and Entry Sales**

2021 box sales and lists - AAA SPONSORSHIPS ☆ 📄 🌐

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1	Agency	Contact	Email	Phone	AMOUNT	Party of	Big Box
20	Rosie						X
21	Allison						X
22	Jimmy						X - no trophy
23	Hilary						X - no trophy
24	Omni	Jessi Bruton	jessi.bruton@omnihotels.com		\$250.00	Agency	X
25	The Shop	Dustin Taylor	dustin@theshopagency.com		\$250.00	Agency	X
26	Isaac Murray Studios	Isaac Murray	hello@isaacmurray.com		\$249.00	Agency	X
27	Jenni Pustinger - Organicare	Carter Keith	carter@31000ft.net		\$249.00	Suit	X
28	John Lods - Skull Candy	Aly Shay	aly.shay@theaircandy.com		\$249.00	Suit	X
29	Propac	Colby Graf	Colby.Graf@propac.agency		\$249.00	Agency	X
30	Kickstand	Matt Bull	matt@heykickstand.com		\$249.00	Agency	X
31	Mark Allen - SMU	Tami Fowler	tfowler@mail.smu.edu		\$249.00	Suit	X
32	Michael Nortman - Plot Twist	Chris Smith	chrissmith@plottwistcreativity.com		\$249.00	Suit	X
33	Carson Tanourey - TRG	Meghan Partland	meghan_mcpartland@richards.com		\$249.00	Suit	X
34	Push	Laura Dagner	lgalloway@pushhere.com		\$249.00	Agency	X
35	The Matchbox Studio	Camille Long	camille@matchboxstudio.com		\$249.00	Agency	X
36	Kavn Green - RAPP	Nic Climer	nic.climer@rapp.com		\$249.00	Suit	X
37	Tatiana Chamomo - HITE				\$249.00		X
38				TOTAL	\$21,824.00		

Active Competitions

Name	Entry Period	Judging Period	# Incomplete	# Pending Approval	# Complete	Action
American Advertising Awards 2020-2021 (Student)	10/15/2020 12:00 AM - 1/22/2021 11:59 PM	1/24/2021 12:00 AM - 2/5/2021 11:59 PM	13	0	91	Manage
American Advertising Awards 2020-2021 (Professional)	10/15/2020 12:00 AM - 1/26/2021 11:59 PM	1/24/2021 12:00 AM - 2/4/2021 11:59 PM	35	0	390	Manage

Current Timezone: Central Standard Time

Payments Collected Last 180 Days. Last Updated At: 3:41 PM (Refresh)

65565.00 USD

Competition Breakout

Active Competitions	Total Revenue
American Advertising Awards 2020-2021 (Professional)	61680.00 USD
American Advertising Awards 2020-2021 (Student)	3885.00 USD

**Exhibit 35 - User Generated Content**

