

## **AAF ROANOKE**

### **2021-22 Club Achievement – Programs**

#### **INTRODUCTION**

Programs are a foundational part of the mission of AAF Roanoke. The Roanoke Chapter of the American Advertising Federation is the only professional organization devoted entirely to the business of advertising in the Roanoke and New River valleys. Members enjoy the perks of staying up-to-date on trends in marketing, rubbing elbows with some of the best in the industry and will gain insights on how to succeed in this fast-paced and ever-changing business environment. Programming fulfills this mission by providing value to members, helping them network with peers, and staying up to date in the creative industry.

#### **GOALS**

Because of the continued uncertainty of COVID, AAF Roanoke decided to approach 2021 with caution by offering programs mostly online. We knew that many people would still feel uneasy meeting in person, so the club decided to host educational programs in a digital format and social events in person. However, this didn't deter us from offering quality programming that wasn't previously attainable. As the previous year forced us to get creative, we've expanded our network of experts and can offer rich programs that we wouldn't have otherwise been able to provide in Roanoke.

The goal was to host a program or social event every month to provide professional development and/or networking while encouraging public service with our partner non-profit. We've accomplished this goal through monthly professional development opportunities and/or networking and social opportunities.

A secondary goal of AAF Roanoke programs was to draw in nonmembers for the "soft sell" on membership. We feel that by providing relevant, informative programming to our community, local

marketers will think of AAF as an authority on all things creative. By seeing the value of our programming (along with free registration as a member and the networking opportunities), marketers in the area will hopefully join. In September, we had membership in the 50s; that number increased to 65 by March.

The final goal was to generate some revenue from events by charging non-members to attend. There was no expectation of high revenue generation from these events, more to establish the value of AAF Roanoke and membership.

AAF Roanoke was able to reach a wide variety of people – members and nonmembers, host at least one program per month, and grow membership through these programs:

### **BUZZ: PREMIERE PARTY**

August 3

**Target Audience:** Nonprofit organizations and their supporters, marketing/ad teams that worked on projects

**Event details:** Buzz4Good is part of the public service arm of AAF Roanoke. The program puts marketing/advertising teams together to tackle a pro bono project for a nonprofit. The project and the story of the nonprofit is recorded from start to finish and produced for a 30-minute television show that airs on Blue Ridge PBS and later on YouTube. The premiere party was an in-person event for AAF members, BUZZ employees, and nonprofits who'd helped BUZZ in some way.

**Methods of promotion:** Website, social media posts, email, and personal invitations.

**Results:** 75 attendees

**Exhibit A:** Event listing

### **AAF KICK-OFF SOCIAL**

September 20

**Target Audience:** creatives, agency pros, freelancers

**Event:** The board hosted a social float on the Roanoke River followed by a member meet-up at Starr Hill. This event was open to all current and prospective AAF members and was marketed as a great way to learn more about the group and network within the Roanoke marketing community. There was a chance to win prizes for attendance, and trivia was available in the case of inclement weather.

**Methods of promotion:** Website, social media posts, email, personal invitations

**Results:** There were eight attendees with no new memberships on site.

**Exhibit B:** Facebook event listing

## **SILVER MEDAL AWARD CEREMONY**

October 28

**Target Audience:** Members, agency pros, community members

**Event Details:** Members were invited to celebrate the accomplishments of one of Roanoke's celebrated creatives at the 2021 Silver Medal Ceremony on Oct 28 at The Grandin Theatre. This past year, the Silver Medal recognized the career and contributions of one of our region's most awarded creative talents, Kris Bailey. Attendees joined us in celebration of the nearly 25-year journey of Kris as a leader at Access and explored her impact on our community at this special event.

**Methods of Promotion:** Website, social media posts, email, personal invitations.

**Results:** The event was in person with 50 attendees.

**Exhibit C:** Event Listing and photos of event

## **SURPRISE ME CADE: INSPIRATION AND IMAGINATION IN STORYTELLING**

November 18

**Target Audience:** Creatives, agency pros, freelancers

**Event Details:** Based on his #SurpriseMeCade interactive portfolio and his award-winning body of work for local organizations as well as the world's top brands alike, photographer and visual storyteller

Cade Martin will present a mix of stunning visuals and the stories that went into their creation. The presentation will help audiences better understand the power of collaboration, the give and take of the creative process, and how to visualize award-winning work before the first shot is ever taken. It is perfect for agency and in-house creatives, as well as those who contribute to marketing and creative projects as part of a team. The presentation will combine a collection of images as well as the stories behind them, providing attendees with a better understanding of how organizations with a wide range of resources can find ways to tell their story.

**Method of promotion:** Website, social media posts, email, personal invitations.

**Results:** This was a virtual event with 29 attendees.

**Exhibit D:** event listing and screen grabs of webinar.

## **BUZZ4GOOD HOLIDAY PARTY**

January 6

**Target Audience:** nonprofit organizations, AAF Roanoke members, and BUZZ sponsors

**Event Details:** In an effort to celebrate the holidays and match marketers with local nonprofits, BUZZ and AAF hosted a holiday party. The event was free for all who were invited, and attendees got to mingle with fellow marketers and/or organizations who needed marketing help. Additionally, crews filmed the event for the first episode of BUZZ in 2022.

**Methods of Promotion:** Website, social media posts, email, personal invitations.

**Results:** 100 attendees.

**Exhibit E:** event invitation and photos of event

## **TIKTOK FOR BRANDS**

January 26

**Target Audience:** creatives, agency pros, freelancers

**Event:** TikTok is a new frontier for many brands, and it's growing in popularity at a dizzying speed. Using a marketing group on Facebook, we found a TikTok expert (Lena Katz) to give businesses tips about how to best use the platform, measure success, and avoid pitfalls. Attendees were able to get answers to questions about TikTok that were not available with a quick Google search at the time and learn how to incorporate the platform into their marketing plan with actionable takeaways. Lena Katz worked in Creator Solutions for TikTok, the vital strategy team that liaised between brands' agencies, TikTok sales, and top-tier creators to execute some of the biggest campaigns hitting FYP—for brands including Spotify, American Eagle, and Pepsi. Now building out a "Creator First"

production division for Asia's largest commercial production company, Katz provided a run-down for best business practices in the app.

**Methods of promotion:** social media, emails, personal invitations.

**Results:** This was a virtual format, and there were 38 attendees.

**Exhibit F:** Event listing and screen grab of presentation

## **SUPER BOWL AD REVIEW**

February 15

**Target Audience:** Creatives, agency pros, freelancers, sports fans

**Event:** This program was brought back by popular demand! Everyone looks forward to the Super Bowl to see what the big brands will do for their commercial spots, but few have marketing experts on hand to dissect them. We assembled a panel of creatives (some local, some on a national level) to discuss a random selection of commercials. The panel comprised Tom Field (writer, designer, creative director), Caitlyn Hunnicut (Director of Marketing and Business Development for a wealth management firm in Raleigh, NC), Brad Timofeev (managing partner of Lead Point Digital), and Brent Williams (Creative Services Director, iHeartMedia in NYC). The emcee for the event was local TV personality, Kianna Price. Since this was in a virtual format, it allowed the audience to interact in the chat feature, which made for a richer experience.

**Methods of promotion:** Social media, emails, personal invitations.

**Results:** This was a panel discussion led by an emcee in a virtual format. There were 42 attendees.

**Exhibit G:** event listing and screen grabs of event.

## **AAF ROANOKE AWARDS GALA**

March 5

**Target Audience:** Creatives, agency pros, freelancers, college students

**Event:** We were pleased to gather in-person this year for our Back in Black (tie) Awards Gala. We held the event in a newly renovated venue that allowed for social distancing, and we switched things up a bit by offering a sit-down meal and giving organizations the option to purchase entire tables for the evening. The event was a success despite the pandemic. More teams attended than usual (with the table-purchase option), and we received very positive feedback. We were especially proud of our team and their ability

to put on an amazing in-person event safely. We weren't sure if it would be able to happen basically up the week of, but they pulled it off with ease and grace.

**Methods of promotion:** social media, emails, colleges, personal invitations

**Results:** 160 attendees

**Exhibit H:** photos of event

### EXHIBIT A: BUZZ4GOOD ANNIVERSARY PARTY AND VIEWING PARTY



**3**

A PROGRAM BY  
**aaf**  
roanoke

**BUZZ**

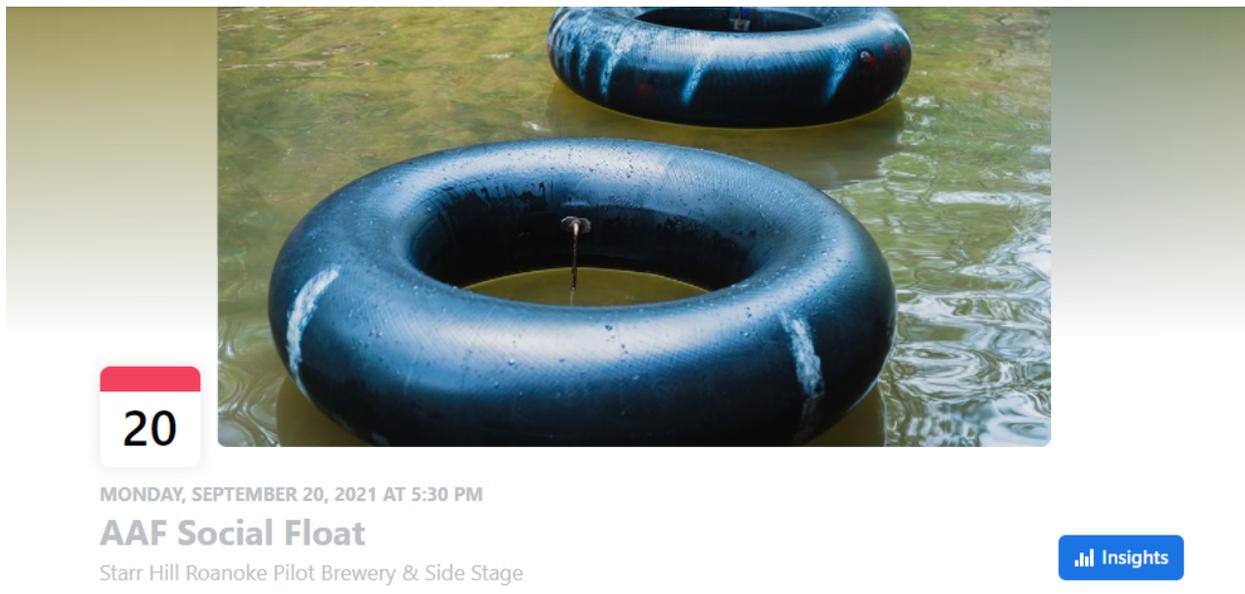
Blue Ridge  
**PBS**

TUESDAY, AUGUST 3, 2021 AT 6:30 PM

**BUZZ Anniversary + Preview of Christiansburg Institute Episode**

The Grandin Theatre

### EXHIBIT B: AAF SOCIAL KICK-OFF EVENT



**20**

MONDAY, SEPTEMBER 20, 2021 AT 5:30 PM

**AAF Social Float**

Starr Hill Roanoke Pilot Brewery & Side Stage

Insights

**EXHIBIT C: SILVER MEDAL AWARDS CEREMONY**





THURSDAY, OCTOBER 28, 2021 AT 5:30 PM – 7:30 PM

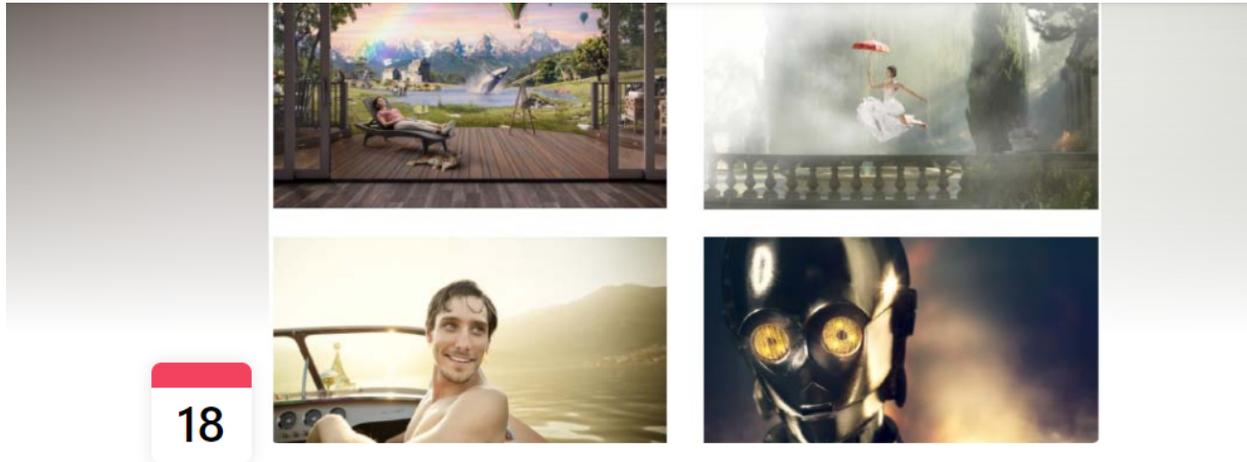
## 2021 Silver Medal Ceremony

The Grandin Theatre

 Insights



# EXHIBIT D: INSPIRATION AND IMAGINATION IN VISUAL STORYTELLING



18

THURSDAY, NOVEMBER 18, 2021 AT 12 PM – 1 PM

## Inspiration and Imagination in Visual Storytelling

Online

Recording...

Chrome File Edit View History Bookmarks Profiles Tab Window Help

Code Martin Photography

https://www.aafroanoke.org/awards/

IMAGINATION  
A CALL FOR YOUR IDEAS

MAKING YOUR FANTASY YOUR REALITY

Participants (21)

Search

- mj mae johnson
- MC Mark Ching
- Michael Hemphill
- NA Natalie Archer
- P Peggy
- SL Stephanie Long
- S Steve

Invite Mute All More

Chat

Bill Houck to Everyone 12:02 PM

Hey there Gabe.

Me to Everyone 12:03 PM

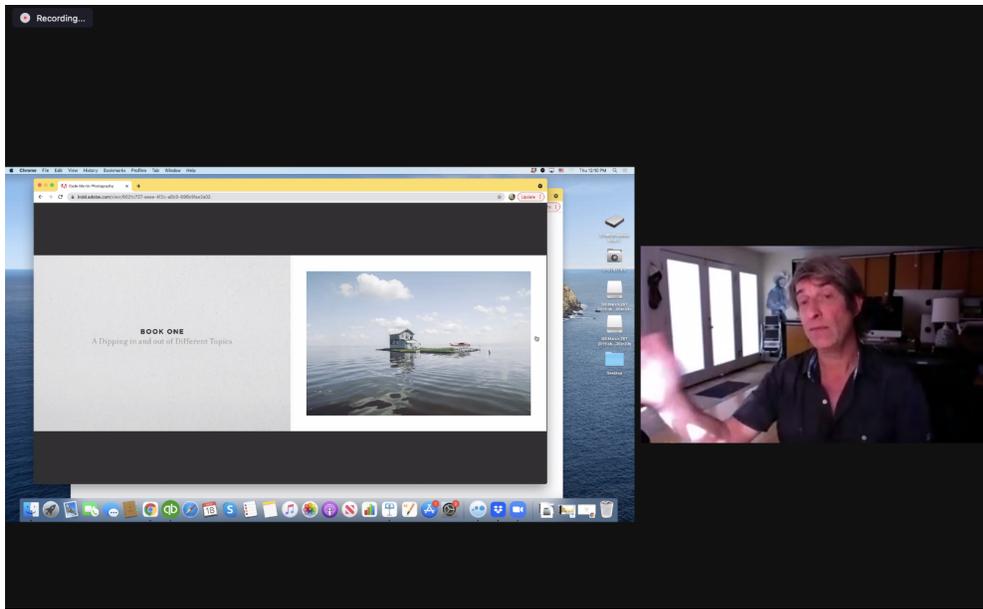
Awards info can be found here: <https://www.aafroanoke.org/awards/>

Student awards info is here: <https://www.aafroanoke.org/western-virginia-student-advertising-awards-call-for-entries/>

Who can see your messages? Recording On

To: Everyone

Type message here...



Participants (21)

Search

- Carrie Cousins (Host, me)
- Cade Martin (Co-host)
- Aaron McDowell
- Alex Conkey
- Angie Martz
- Ava Dorn
- Ben Montgomery

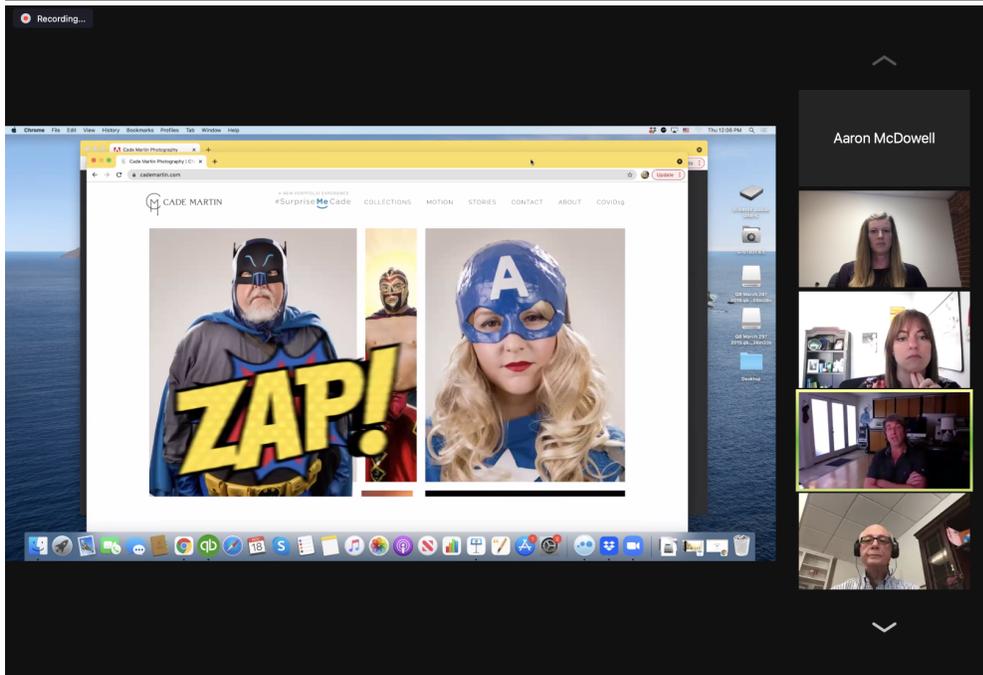
Invite Mute All More

Chat

Bill Houck to Everyone 12:02 PM  
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Me to Everyone 12:03 PM  
Awards info can be found here: <https://aafroanoke.org/awards/>

Student awards info is here: <https://aafroanoke.org/western-virginia-student-advertising-awards-call-for-entries/>



Participants (19)

Search

- Carrie Cousins (Host, me)
- Cade Martin (Co-host)
- Aaron McDowell
- Alex Conkey
- Angie Martz
- Ava Dorn
- Ben Montgomery

Invite Mute All More

Chat

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Type message here...

**EXHIBIT E: 12TH DAY OF CHRISTMAS PARTY**



# Let's Celebrate The 12th Day of Christmas

January 6, 2022

5:30 – 8:00 p.m.

1910 9th St SE, Roanoke, VA 24013

Free to all nonprofits, AAF members and sponsors of BUZZ!

RSVP to [michael@buzz4good.com](mailto:michael@buzz4good.com)

**aaf** roanoke







**EXHIBIT F: TIKTOK FOR BRANDS**

**INTRO TO  
TikTok  
for Brands**  
*with Lena Katz,  
Head of Creator Development at  
Ampersand, an AOI-Pro company*

**26**

**aaf** american advertising federation

WEDNESDAY, JANUARY 26, 2022 AT 12 PM

**Intro to TikTok for Brands**

Online event

Recording...

Participants (31)

- AG Andrea Garland
- LK Leigh Kelley
- AV Alex Veatch
- 5Points Creative
- AK Alissa Kloppenborg
- AM Angie Martz
- a apcampbell
- BH Bill Houck
- BS Briana S.
- CC Chloe Coleman
- Christa Stephens
- Grant
- KP Kait Pedigo
- Kat Andrew (she/her)
- KF Kristen Flack
- Kym Ricketts
- LD LeadPoint Digital
- LK Leslie King
- mj mae johnson

Invite Mute All More

**EXHIBIT G: SUPER BOWL AD REVIEW**

**Super Bowl Ad Review**

*Who are the biggest winners and losers after the big game?*

**aaaf** american advertising federation

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TUESDAY, FEBRUARY 15, 2022 AT 12 PM

**Superbowl Ad Review**

Online event

Recording... ||

THOMAS FIELD

Unmute Stop Video Security Participants 40 Chat Share Screen Polls Reactions Apps More End

View Chat

Brad Timofeev to Everyone 12:42 PM

BT 28-3 - Tom Brady!

But yes, huge gamble!

Justin Rossbacher to Everyone 12:44 PM

JR I cried

Sarah Reid to Everyone 12:44 PM

SR Ah! I hadn't seen this one. I have two sons so this got me good. haha

Me to Everyone 12:44 PM

That was beautiful.

Stephanie Long to Everyone 12:44 PM

SL I've cried every time I watch that one!

Lauren Timofeev to Everyone 12:44 PM

LT Loved this one!! All the feels!

Who can see your messages? Recording On

To: Everyone

Type message here...

Recording... ||

Caitlin Hunnicutt

Unmute Stop Video Security Participants 41 Chat Share Screen Polls Reactions Apps More End

View Chat

Brad Timofeev to Everyone 12:36 PM

BT talking smoke about Budweiser, which makes it obvious that you're not number 1

Bruce C. Bryan to Everyone 12:37 PM

BC and Kia

Me to Everyone 12:39 PM

Anything with a dog ... 🐶

Stephanie Long to Everyone 12:40 PM

SL I'm really curious about paying for the fourth quarter... if it's a blowout, are you wasting your money? It seems like a big gamble.

Who can see your messages? Recording On

To: Everyone

Type message here...

Recording... ||

Brad Timofeev

Unmute Stop Video Security Participants 41 Chat Share Screen Polls Reactions Apps More End

View Chat

Holli Gardner Drewry to Everyone 12:18 PM

I would say the audience includes everyone - screening exams are important for everyone

Me to Everyone 12:18 PM

I liked the ad ... but I agree with Brad and am not sure I will remember the advertiser!

Stephanie Long to Everyone 12:19 PM

SL Yeah, I thought it was just a PSA, but there was a brand involved!

Beth Fisher to Everyone 12:19 PM

BF Hologic

Holli Gardner Drewry to Everyone 12:20 PM

There were mammogram images in the ad

Kelsey Monahan to Everyone 12:21 PM

But is Hologic a more R2B?

Who can see your messages? Recording On

To: Everyone

Type message here...

This screenshot shows a Zoom meeting in progress. The main video feed displays Kianna Price, a woman with long dark hair wearing a brown turtleneck sweater. Above her is a gallery of five smaller video feeds for Carrie Cousins, Stephanie Long, Brent Williams, THOMAS FIELD, and Kianna Price. The bottom toolbar includes icons for Unmute, Stop Video, Security, Participants (38), Chat, Share Screen, Polls, Reactions, Apps, and More. A red 'End' button is visible on the right. The right-hand sidebar shows a list of 38 participants, including Carrie Cousins (Host, me), Stephanie Long (Co-host), Kianna Price, THOMAS FIELD, Adam Thompson, Angie Martz, Beth Fisher, Bill Houck, Brad Boothe, and Brad Timofeev.

This screenshot shows the same Zoom meeting from a different perspective. The main video feed now displays Brent Williams, a man with short hair wearing a plaid shirt. The gallery above shows the same five participants as in the first screenshot. The bottom toolbar shows the 'Participants' count has increased to 40. The right-hand sidebar now lists 40 participants, including Carrie Cousins (Host, me), Stephanie Long (Co-host), Brent Williams, THOMAS FIELD, a phone number (15407975453), Adam Thompson, Angie Martz, Beth Fisher, Bill Houck, and Brad Boothe.

**EXHIBIT H: AWARDS GALA “BACK IN BLACK (TIE)”**







