

The Advertising Federation of Minnesota (AdFed)

2025-2026 Club Achievement: Membership Development + Communications

OVERVIEW

The Advertising Federation of Minnesota (AdFed) has long understood that membership is the lifeblood of the organization, but understanding that truth and acting on it with discipline and strategy are two different things. AdFed's members include advertising agencies, marketing companies, individual advertising professionals, and students, who join to access programming, networking, industry recognition, and affiliation with the American Advertising Federation (AAF), the national organization of which AdFed is a member chapter. The 2025-2026 board year marked a turning point: a year in which AdFed committed to building the infrastructure, communications, and programming necessary to not just attract members, but to retain them, engage them, and make them feel the full value of belonging.

The results are significant. Over the last 12 months AdFed grew from 188 to 229 active memberships, a 22% increase. The organization welcomed 61 new memberships, achieved an 89% retention rate, and maintained a 1% churn rate. These are not incremental improvements; they represent a meaningful shift in AdFed's trajectory as a membership organization. (Exhibit 1)

MEMBERSHIP DEVELOPMENT

Goals/Objectives

AdFed's membership development goals for 2025-2026 included:

- Grow total active memberships year-over-year.
- Improve member retention through increased engagement and perceived value.
- Create a more structured and intentional relationship between AdFed and its member agencies.
- Develop onboarding materials and processes that help new members understand and use their benefits.

- Leverage events and programming as a pipeline for new member recruitment.

Strategy/Tactics

Membership Team

AdFed's membership committee was staffed with dedicated chairs who approached recruitment and retention as a year-round function rather than a periodic campaign. After events, membership chairs proactively reached out to non-member attendees, individuals and agencies alike, with personalized invitations to join. This post-event outreach created a natural, low-pressure entry point for prospective members who had already experienced AdFed's value firsthand. (Exhibit 2)

Agency Liaison Program

The most significant membership development initiative of the year was the launch of the Agency Liaison Program, a first-of-its-kind effort that designates one person at each member agency as the official point of contact between the agency and the AdFed board of directors. (Exhibit 3) Agency liaisons are responsible for ensuring all employees at their agency receive AdFed communications and newsletters; providing insight and feedback to the board; encouraging participation in AdFed events; and helping colleagues take full advantage of AdFed member benefits, including access to the American Advertising Federation's national membership resources. In recognition of their role, liaisons receive complimentary admission to all AdFed and Ad 2 Minnesota events. Ad 2 Minnesota is AdFed's standing committee focused on advertising professionals under the age of 32. The membership team plans to curate semi-annual exclusive events for agency liaisons, to further deepen the relationship and provide more opportunity for productive dialogue.

Since launching, 32 agencies have enrolled in the program. This fundamentally changes the nature of AdFed's relationship with member agencies, moving from a transactional, largely one-directional

dynamic to a genuine, ongoing partnership. It also creates a structured mechanism for member feedback to reach the board, ensuring AdFed can continue to evolve in response to what its members actually need.

Membership Types and Benefits

AdFed offers membership categories designed to serve professionals at every stage of their career and every type of organization in the advertising community. Categories include individual membership for advertising professionals; agency and corporate membership for organizations; student membership for those currently enrolled in advertising or marketing programs; and emeritus membership for retired industry veterans. (Exhibit 4) Each tier is priced to be accessible while reflecting the value AdFed delivers through programming, networking, the American Advertising Awards competition, and national AAF affiliation.

New Member Onboarding

Recognizing that retention begins the moment someone joins, the membership team began developing a suite of welcome materials and a structured email communications flow for new individual and agency members. This onboarding sequence is designed to help new members understand their benefits, get connected to programming, and feel welcomed into the AdFed community from day one. The system is currently in development and will be fully implemented in the coming board year. (Exhibit 5)

Programming as a Membership Pipeline

AdFed's robust programming calendar served as one of its most effective membership recruitment tools. Events like the American Advertising Awards, AdFed's annual local advertising awards competition; the Women's Leadership Panel, an annual panel discussion featuring women leaders in advertising; and Beyond the Boardroom, a candid panel discussion featuring Twin Cities agency leaders, consistently attracted non-member attendees. These were professionals who experienced AdFed firsthand and were

then approached by the membership team with an invitation to join. Member attendance ratios across key events tell the story of a healthy pipeline: (Exhibit 6)

- American Advertising Awards: 54% members
- Women's Leadership Panel: 59% members
- Beyond the Boardroom (CEO Panel): 59% members
- Community + Inclusion "What Now?": 83% members
- Coffee & Conversations: 74% members
- Alive After Five: 90% members
- Annual Meeting: 76% members

The non-member percentages at larger events represent a meaningful pool of prospective members who have already self-selected into the AdFed community. The post-event outreach strategy is designed to convert that interest into membership.

Results

The membership results for April 2025 through February 2026 are among the strongest in AdFed's recent history:

- 22% membership growth
- 188 to 229 active memberships
- 61 new memberships
- 89% retention rate
- 1% churn rate

These numbers reflect a community that is actively choosing AdFed, and choosing to stay. The combination of strong programming, a new agency liaison infrastructure, and proactive post-event outreach created a membership development system that is both intentional and scalable.

COMMUNICATIONS

AdFed's communications strategy serves two parallel audiences: its existing membership community, which it seeks to keep informed and engaged; and the broader Twin Cities advertising community, which it seeks to attract and inspire. In 2025-2026, AdFed produced communications across email, social media, and its website, maintaining a consistent, professional, and on-brand presence throughout the year.

Goals/Objectives

AdFed's communications goals for the year included:

- Maintain consistent, high-quality communications across all channels.
- Grow social media reach and engagement.
- Use the website and blog as a resource hub for the community.
- Lay the groundwork for a comprehensive brand and website refresh.

Strategy/Tactics

Email Newsletter

AdFed's monthly email newsletter is its most direct line of communication to members and community subscribers. In addition to the regular monthly cadence, standalone emails were sent for high-priority events, including many touchpoints around the American Advertising Awards competition and event. (Exhibit 7)

2025-2026 email performance across the reporting period:

- 71,198 total sends
- 99% delivery rate

- 14% open rate
- 1.5% click rate
- 3,000+ email subscribers

A 14% open rate and 99% delivery rate reflect a well-maintained list and content that members find worth opening. The newsletter serves as both a programming calendar and a community digest, keeping subscribers connected to AdFed regardless of how frequently they attend events.

Social Media: LinkedIn

AdFed maintained an active LinkedIn presence throughout the year, using the platform to promote events, share community news, and celebrate member achievements. LinkedIn serves as AdFed's primary channel for reaching advertising professionals, agency leaders, and the broader business community.

(Exhibit 8)

2025-2026 LinkedIn performance:

- 75,061 impressions
- 1,514 reactions
- 48 comments
- 86 reposts
- 5,162 followers, with 100 new followers in the last 30 days

Social Media: Instagram

AdFed's Instagram presence skews toward a younger, more visual audience, making it an important channel for reaching emerging professionals and students who represent the next generation of AdFed members. (Exhibit 9)

2025-2026 Instagram performance:

- 87,900 views
- 14,800 reach
- 1,300 content interactions
- 2,800 profile visits
- 348 new followers, for a total of 2,707 followers

Website and Blog

AdFed's website at adfed.org serves as the hub for event information, membership registration, job listings, and organizational news. The blog published seven posts in the last year covering event recaps, calls for entries, community statements, board recruitment, and thought leadership content, including pieces on AI in advertising, the National Student Advertising Competition (NSAC) results, and American Advertising Award winners. (Exhibit 10)

AdFed is currently undertaking a comprehensive brand and website refresh, one of the top priorities identified by Executive Director Kate Kearns at the 2024-2025 Annual Meeting. Content modeling has been completed, brand strategy has been updated, and UX design is underway. Copywriting begins soon, with the goal of launching the refreshed site before the start of the next board year. The new site will include a revitalized job board and a new freelancer directory, two resources that will deliver significant added value to AdFed members. The membership page is a particular focus of this refresh, with the goal of more clearly explaining member benefits for both individuals and agencies. (Exhibit 11)

Creative Partnership

Communications creative was developed in collaboration between the AdFed Design Chair and Resonate, an external design agency that provides creative services to AdFed as an in-kind sponsorship. This

arrangement covers event promotional materials, social media assets, email graphics, and web content. The reintroduction of a Design Chair to the board created a dedicated internal liaison for the Resonate partnership, enabling faster turnaround and more consistent creative output across all channels. (Exhibit 12)

Results

AdFed's communications in 2025-2026 reached more people, more consistently, than in recent years. With 71,198 email sends, more than 75,000 LinkedIn impressions, nearly 88,000 Instagram views, and a growing subscriber base across all channels, AdFed's communications infrastructure is functioning as an effective tool for both membership retention and community outreach. The brand and website refresh currently underway will further strengthen these capabilities, giving AdFed a digital presence that matches the quality and ambition of its in-person programming.

SUMMARY

The 2025-2026 board year produced AdFed's strongest membership development and communications results in recent memory. Growing from 188 to 229 active memberships, a 22% increase, with an 89% retention rate and 1% churn reflects an organization that is delivering genuine value and building genuine loyalty. The Agency Liaison Program created a new structural relationship between AdFed and its member agencies. A consistent, multi-channel communications strategy kept the community informed and engaged throughout the year. And the brand and website refresh currently underway will set the stage for an even stronger next chapter.

Most importantly, AdFed enters the coming board year with the systems, the data, and the organizational will to keep growing. Membership development and communications are no longer afterthoughts. They are strategic priorities, backed by dedicated leadership and a clear plan.



The Advertising Federation of Minnesota (AdFed) 2025-2026 Club Achievement: Membership Development + Communications

Exhibit 1: Membership growth data

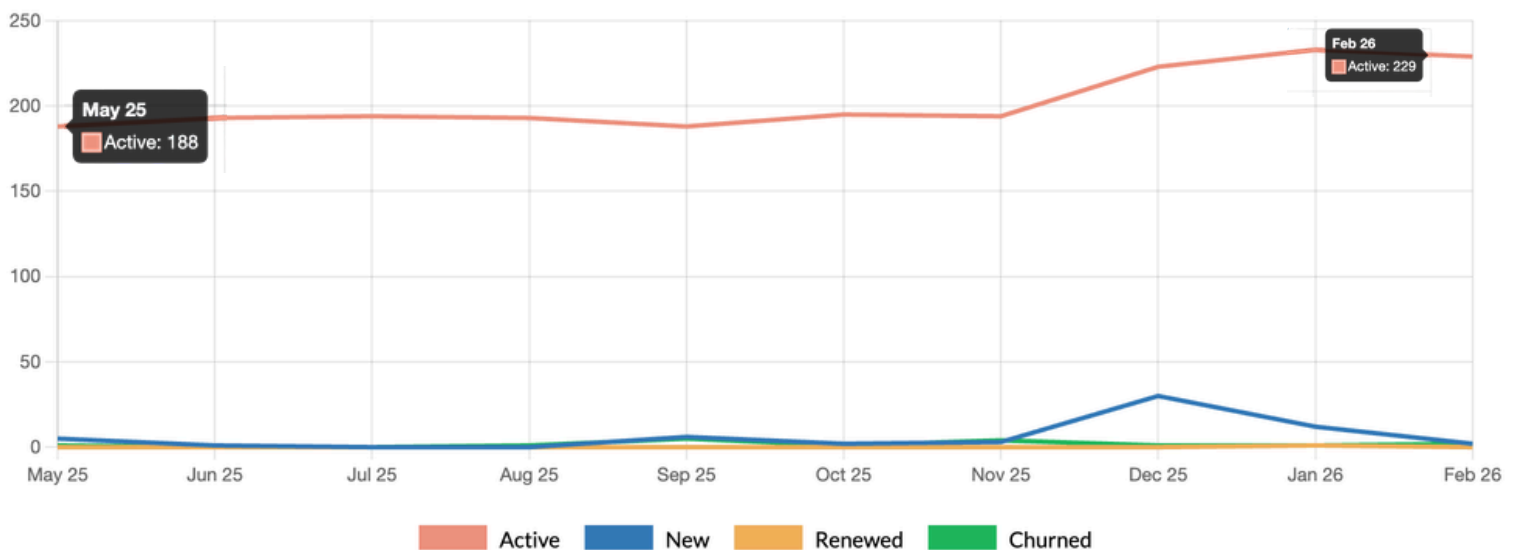


Exhibit 2: Post-event membership outreach examples

Dear [attendee],

Thanks so much for joining us at The Show 2026! What a great night—it's always remarkable and humbling to come together and appreciate the incredible work this community continues to produce.

We noticed you picked up a Non-Member ticket to the event. We've seen you've been an avid supporter of the American Advertising Awards for [XX] years, and have attended [XX] of our other events as well. Given your enthusiastic support of AdFed, we'd love to invite you in as a member!

You can take a look at the full range of our member benefits [here](#). Joining is a great way to stay connected to your community and save some money on event tickets!

If you have any questions about membership benefits or pricing, please don't hesitate to reach out. We're more than happy to help.

See you at the next AdFed event!

— AdFed Membership team

Exhibit 3: Agency Liaison Program materials / enrollment list

Agency Liaison Email
October 2025 Update

Version 1 (if one point of contact)

Hello!

We are reaching out because (agency name) is a valued member of AdFed and we have you listed as the current point of contact. We are launching a new Agency Liaison program that seeks to simplify communication between AdFed and our members.

We are seeking one volunteer from each member agency to be the Agency Liaison for their agency and are looking for the best person at [redacted] to fill this role.

The role of the liaison is to:

- Serve as the point person for communication between the AdFed Board of Directors and their agency, ensuring all employees at the member agency receive AdFed communications and newsletters
- Have the opportunity to provide insight, make suggestions, and help make AdFed the best organization it can be for our community
- Help communicate AdFed events and initiatives to their agency with the goal of increasing participation, event attendance, and overall engagement with our members
- Encourage full use of AdFed member benefits (e.g. job board, AAF membership)
- Connect agency employees with the American Advertising Federation (AAF) to access the benefits of their national membership
- Provide information for AdFed's agency records, including points of contact for sponsorship, The Show, etc. and basic agency information like number of employees

As a thank you, agency liaisons will receive free admission to all AdFed and Ad 2 events. You will also be invited to attend semi-annual events exclusive to agency liaisons.

If you could pass along this opportunity to the rest of the agency and send any interested individuals back to us (at membership@adfed.org), it would be greatly appreciated. If you are personally interested in being the agency liaison, you can simply respond to this email.

Sincerely,

David Lovett, Alexandra Cullen and Marc Liu
AdFed Membership & Sponsorship Chairs 2025-2026



Kate Kearns <execdirector@adfed.org>

Join AdFed at Beyond the Boardroom on January 20

8 messages

Membership AdFed <membership@adfed.org>

Wed, Jan 14, 2026 at 8:56 PM

Cc: alexandraacullen@gmail.com, Kate Kearns <execdirector@adfed.org>, david.j.f.b.lovett@gmail.com, Marc Liu <marc@marcliu.com>

Hi Agency Liaisons!

Thanks again for being an agency liaison! As part of your role, please forward this to your full office. And use this promo code for your own ticket: LIAISON26.

AdFed's Beyond the Boardroom is back with another panel of Twin Cities agency leadership. We'll be gathering on January 20th at 5:30 PM at broadhead on 411 N Washington Ave Suite 500, Minneapolis, MN 55401.

This is going to be an honest, forward-looking conversation on the advertising landscape heading into 2026.

The event will be moderated by the legendary Jason DeRusha, with guests Dean Broadhead (broadhead), Neil White (BBDO MW), Billy Jurewicz (space150), Van Horgen (Superhuman) and Gina Nacey (Rise and Shine and Partners.)

Yes, there's food and drinks! More info here and signup here:

<https://www.eventbrite.com/e/beyond-the-boardroom-tickets-1979803018122?aff=oddtcreator>

Sincerely,

Alex, David and Marc
(the AdFed Membership Team)

Agency / Company	Status	First Name	Last Name	Agency	Job
Ostrom Creative	Confirmed	Tom	Ostrom	tom@ostromcreative.com	Chief Creative Officer
Preston Spire	Confirmed	Sammy	Baraga	sbaraga@prestonspire.com	Admin Coordinator
Framework	Confirmed	Ryan	Johnson	ryan.johnson@frameworkr	Owner/President
MAKE	Confirmed	Oren	Robashkin	oren@makevisual.com	Executive Producer
True Media	Confirmed	Michelle	Zoccoli	mzoccoli@truemediaservices.com	
Superhuman	Confirmed	Malia	Horgan	malia@superhuman.agenc	Copywriter
KNOCK inc.	Confirmed	Madeline	Fix	Madeline.Fix@KNOCKinc.com	
Carmichael Lynch	Confirmed	Kirsten	Buckner	kirsten.buckner@clynch.com	
SIVE	Confirmed	Maddie	Massmann	maddie@5ivempls.com	Brand Planner & Project Manager
Asche & Spencer	Confirmed	KARI	SHARFF	ksharff@ascheandspencer.	Executive Producer
Channel Z, Corp.	Confirmed	Kelly	Nelson	kelly@channeledit.com	EP & Owner
MONO	Confirmed	Katie	Zurick	katie.zurick@mono-1.com	Executive Assistant-Project Manager
Folklore	Confirmed	Jim	Wakely	jwakely@folklore.digital	
DKY	Confirmed	Joe	Peterson	jpeterson@dkyinc.com	Partner, VP Account Service
BIONIC GIANT	Confirmed	Joe	Beard	joe@bionicgiant.com	Founder/ CEO
fjorge	Confirmed	Joe	Barsness	joe.barsness@fjorgedigital.	Director, Business Development
Motion 117	Confirmed	Jeff	Johnson's	jeff@motion117.com	
SixSpeed	Confirmed	Haley	Daughetee	haley.daughetee@six-spe	Office Manager
X-FCTR	Confirmed	Emily	Moher	emoher@x-fctr.com	Senior Account Manager
Rocket55	Confirmed	David	Lovett	david.l@rocket55.com	VP of Content & SEO
Current Resident	Confirmed	Chaddix	Malchow	chaddix@currentresident.tv	Partner, Head of Post
BBDO	Confirmed	Ben	Nicholson	ben.nicholson@omc.com	Strategist
In The Groove Music	Confirmed	Becky	Shaheen	becky@itgmusic.com	
JT Mega	Confirmed	Ann	Strong	astrong@jtmega.com	Director of Operations
broadhead	Confirmed	Alex	Kolodge	akolodge@broadheadcc	Marketing + Growth Supervisor
The Social Lights	Confirmed	Aaron	Komo	aaron@thesocial-lights.com	Director of Growth
Rise & Shine & Partners	Confirmed	Kate	Beacon	kate.beacom@riseandshineandpartners.com	
Land O'Lakes	Confirmed	Sam	Tarquin	tarquin@gmail.com	
Duke Cannon Supply Co.	Confirmed	Rob	Franks	Rob.Franks@dukeannon.com	
Little	Confirmed	Whitney	Bauer	whitney.bauer@littleco.com	
Lawrence & Schiller	Confirmed	Kyrie	Bussler	kyrie.bussler@l-s.com	
Shinebox	Confirmed	Colleen		colleen@shinebox.com	
Betty	Followed up on 10/16	Mike	Caguin	awards@periscope.com	
Curious Plot	Followed up on 10/16	James	Drewicke	jdrewicke@curiousplot.agency	
Fallon	Followed up on 10/16	Jessika	Gore	jessika_gore@fallon.com	
Griffin Archer	Followed up on 10/16	Lisa	Rogers	lisar@griffinarcher.com	
KMWE-TV Telemundo Minn	Followed up on 10/16				
Hunt Adkins	Unable to receive mail	Jordan	Mynderse	jmynderse@huntadkins.com	

Exhibit 4: Membership types / benefits page



Membership

[About](#)[Events](#)[Job Board](#)[Sponsors](#)[News](#)[Membership](#)[Contact](#)

Benefits of an AdFed Membership

Founded in 1906, AdFed MN is the oldest and most established advertising trade organization in the region. When an agency joins AdFed, every single benefit of membership extends to every employee at your organization.

All benefits of membership apply to both events hosted by both AdFed and Ad 2, the arm of AdFed designed for young professionals aged 32 and under.

Benefits of membership include:

- Membership for all individual agency employees
- Discounted access to programs and marquee events, including:
 - [The Show](#)
 - [Women's Leadership Panel](#)
 - [32 Under 32](#)
 - [Student Ad Summit](#)
 - The Minnies (returning in 2025)
- \$100 per entry discount for The Show submissions
- Free postings on the AdFed.org job board
- Membership in the American Advertising Federation member – with access to exclusive tools, webinars and other benefits from the national organization, including the AAF job board

Joining is easy! We have pricing for individual members, agencies (priced by size), and even discounts for students and educators. Click the button below to join today!

[Join Now](#)

We've got a lot to offer.



ADFED MEMBERSHIP

Receive deeply discounted entry fees to The Show and The Minnies. Job posts are free for corporate members and 50% off for individual members.



DISCOUNTED PROGRAMS

Receive up to 50% discounted access to programs and marquee events



AAF MEMBERSHIP

Every employee at your agency becomes an American Advertising Federation member – with access to exclusive tools, webinars, benefits from the national organization



ADFED
AD 2
THE SHOW

[Subscribe](#)



[Privacy Policy](#)



Membership

**AdFed MN**www.adfed.org | [f](#)[CONTACT US](#)[MEMBER LOG IN](#)

The Advertising Federation of Minnesota (AdFed) is a non-profit, professional trade association that has served the Minnesota advertising community including agencies, advertisers, suppliers, and students since 1906. AdFed is a part of The American Advertising Federation (AAF), the nation's oldest national advertising trade association. AdFed members volunteer their time and talents to plan and execute events that are overseen by a board of directors. AdFed offers networking opportunities, seminars, speaker presentations and other fun and industry focused events. It celebrates the Twin Cities' market strength and the global impact that our community makes through leading brands, creative advertising campaigns, and sound business practices.

Membership Options

College / University**\$250.00** /annual

* One-time Billing

[JOIN](#)

This membership type includes Minnesota Colleges, Trade Schools and Universities.

Student/Educator**\$50.00** /annual

* Automatic Rebilling

[JOIN](#)

Congratulations on becoming a member of AdFed of MN/Ad2!

Individual Member**\$100.00** /annual

* Automatic Rebilling

[JOIN](#)

Welcome to AdFed of MN / Ad2 MN!

**Agency / Company
Membership (3-10)****\$500.00** /annual

* Automatic Rebilling

[JOIN](#)

For agencies/companies of 3-10 employees.

**Agency / Company
Membership (11-30)****\$1,000.00** /annual

* Automatic Rebilling

[JOIN](#)

For agencies/companies of 11-30 employees.

**Agency / Company
Membership (31-100)****\$2,000.00** /annual

* Automatic Rebilling

[JOIN](#)

For agencies/companies of 31 - 100 employees.

**Agency / Company
Membership (100+)****\$3,000.00** /annual

* Automatic Rebilling

[JOIN](#)

For agencies/companies of 100 employees or more.

[MEMBER LOG IN](#)

Login to manage your membership settings

Exhibit 5: Plan for updated and new member onboarding materials

AdFed Membership: In Progress

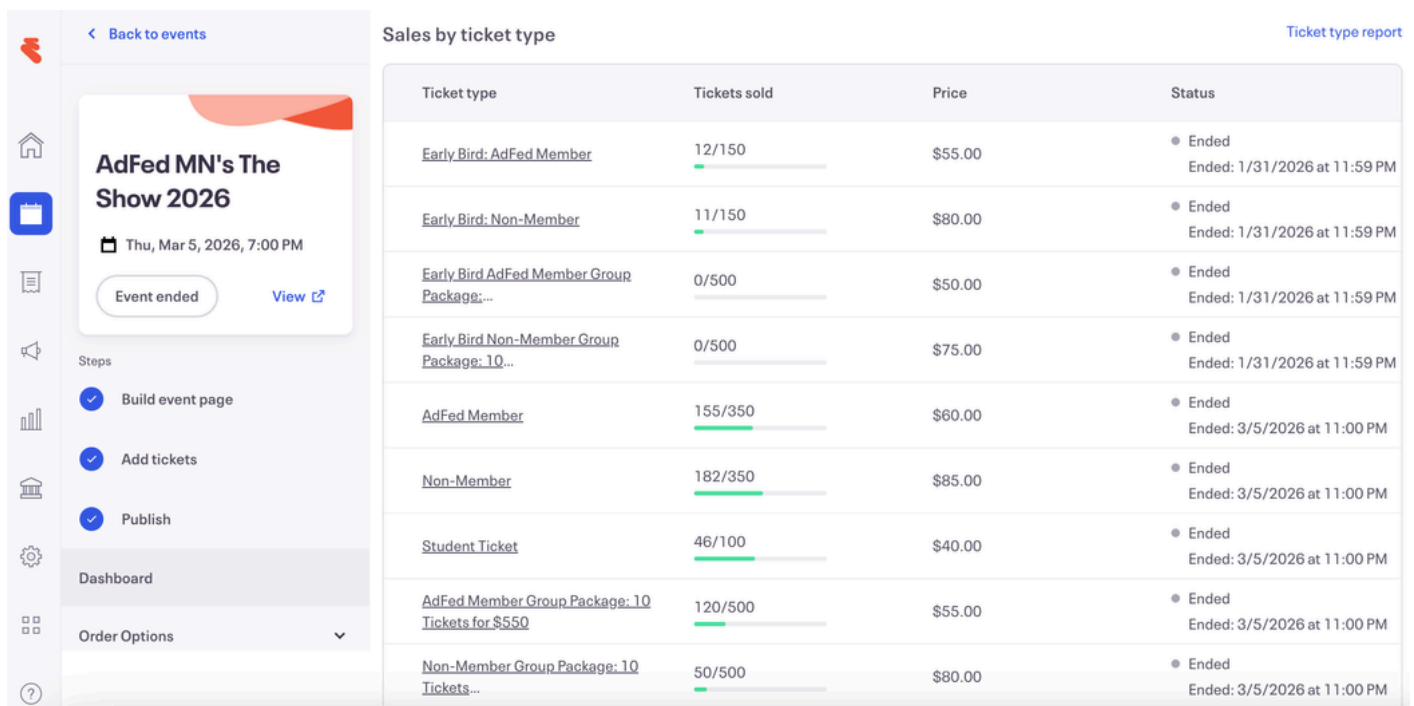
Update Existing

- Review website copy
 - Focus on member benefits at an individual level
 - Tie in AAF national benefits
- Review membership pricing – audit of national AAF chapters
- Research membership platforms

New Materials

- One-sheeter pdf for potential members: agency, freelance, individual, student
- Welcome letter – laying out membership benefits and how to access; establish point of contact
- Welcome flow:
 - Thanks for becoming a member
 - Local and national benefits
 - What to expect as a member/upcoming events

Exhibit 6: Examples of event attendance member/non-member breakdown by event



[Back to events](#)

Beyond the Boardroom

Tue, Jan 20, 2026, 5:30 PM

Event ended

[View](#)

Steps

- ✓ Build event page
- ✓ Add tickets
- ✓ Publish

[Add funds to event](#)[Attendees report](#)[Order form responses](#)

Sales by ticket type

[Ticket type report](#)

Ticket type	Tickets sold	Price	Status
Student	7/25	\$15.00	● Ended Ended: 1/20/2026 at 5:30 PM
AdFed Member	67/75	\$20.00	● Ended Ended: 1/20/2026 at 5:30 PM
Non-Member	46/50	\$25.00	● Ended Ended: 1/20/2026 at 5:30 PM

Recent Orders

[Go to all orders](#)[Back to events](#)

Community + Inclusion: "What Now?"

Thu, Nov 6, 2025, 6:00 PM

Event ended

[View](#)

Steps

- ✓ Build event page

[Attendees report](#)[Order form responses](#)

Sales by ticket type

[Ticket type report](#)

Ticket type	Tickets sold	Price	Status
> AdFed/Ad 2 Member	48/100	\$25.00	● Ended Ended: 11/6/2025 at 6:00 PM
Non-Member	10/100	\$35.00	● Ended Ended: 11/6/2025 at 6:00 PM
Student	1/50	\$15.00	● Ended Ended: 11/6/2025 at 6:00 PM

Recent Orders

[Go to all orders](#)[Back to events](#)

Coffee & Conversations: AI, Privacy, and the Future of Digital Trust

Thu, Sep 25, 2025, 9:00 AM

Event ended

[View](#)

Steps

[Add funds to event](#)[Attendees report](#)[Order form responses](#)

Sales by ticket type

[Ticket type report](#)

Ticket type	Tickets sold	Price	Status
AdFed Member	32/50	Free	● Ended Ended: 9/23/2025 at 5:00 PM
Non-Member	11/50	\$10.00	● Ended Ended: 9/23/2025 at 5:00 PM

Exhibit 7: Examples of email newsletters

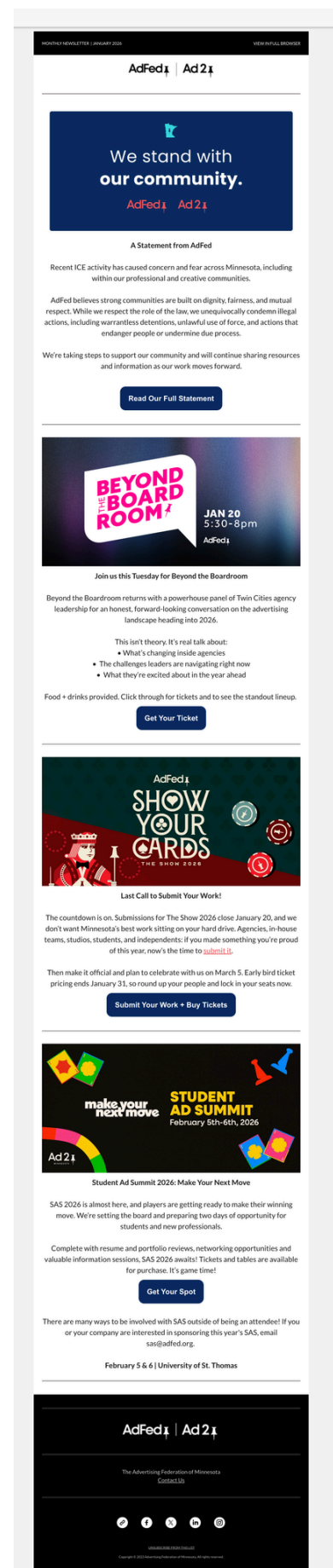
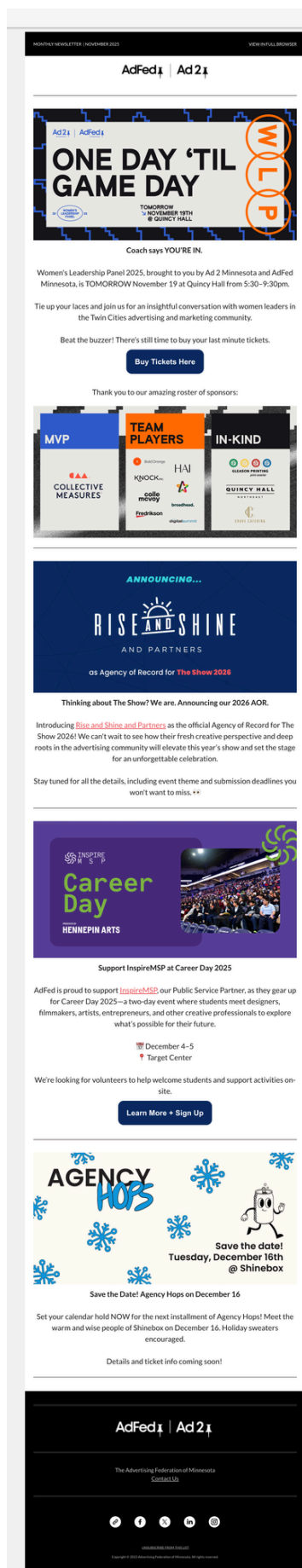
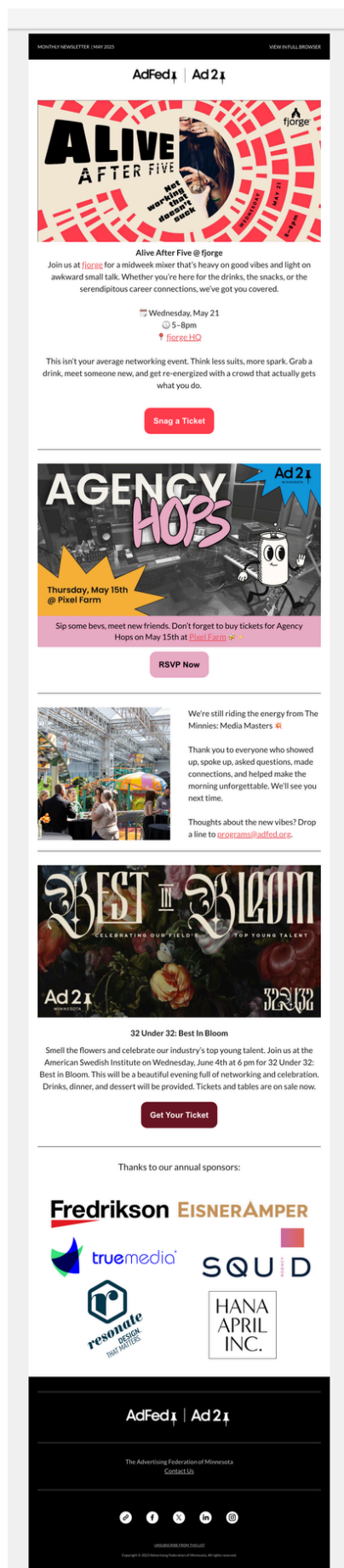
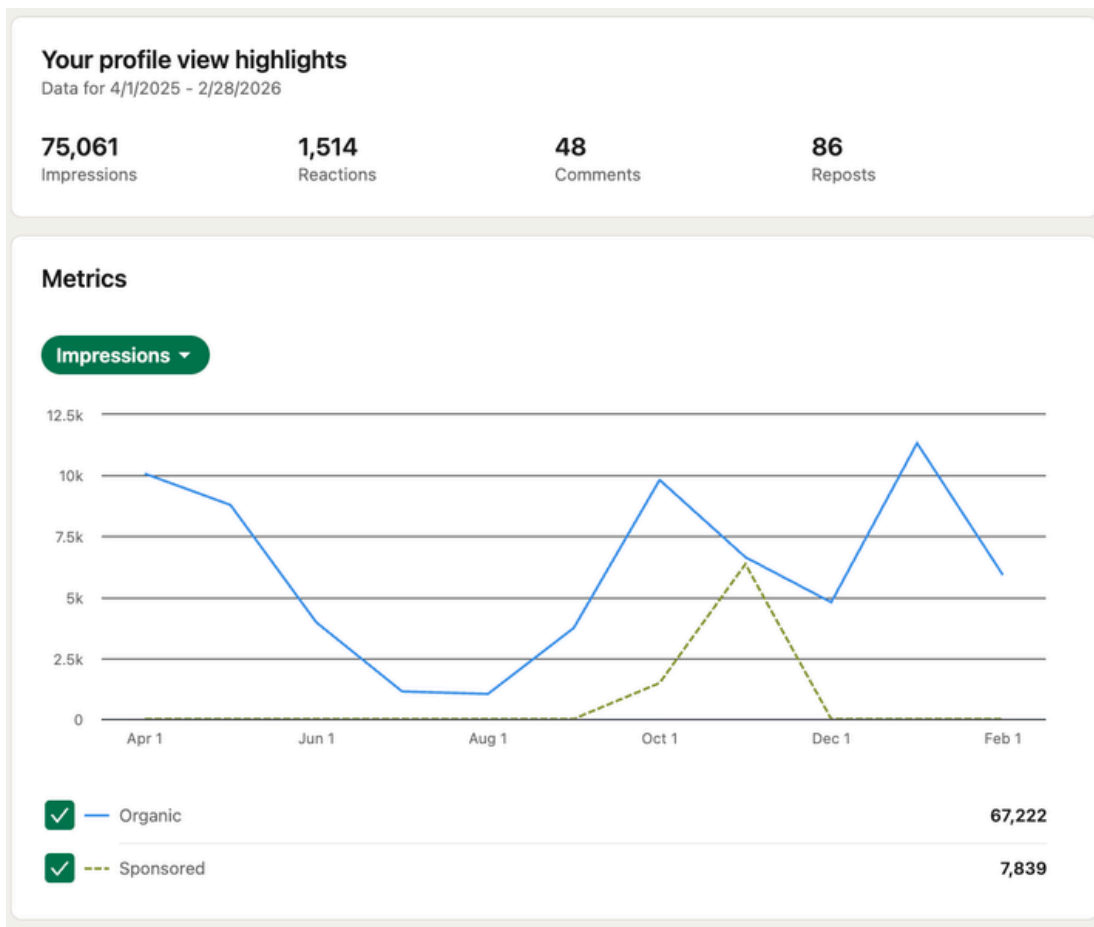


Exhibit 8: LinkedIn analytics



Follower metrics ⓘ

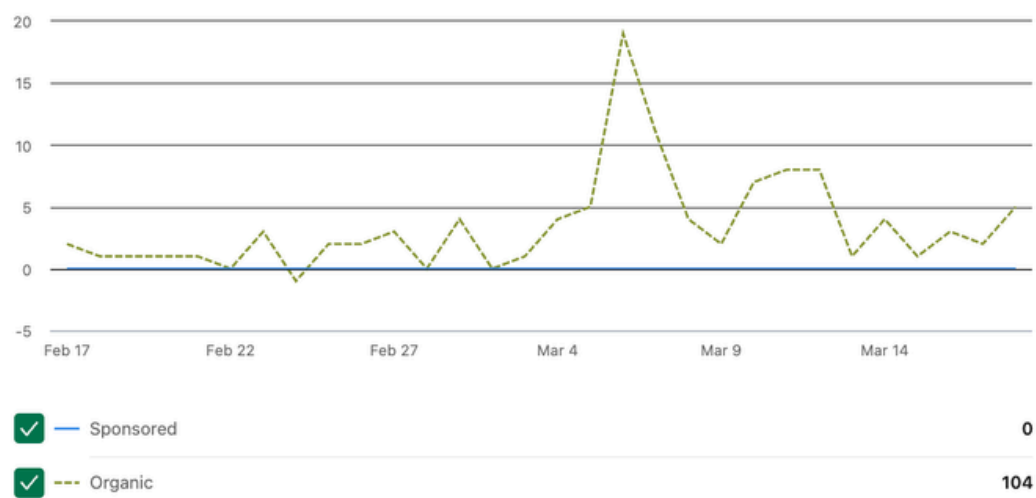
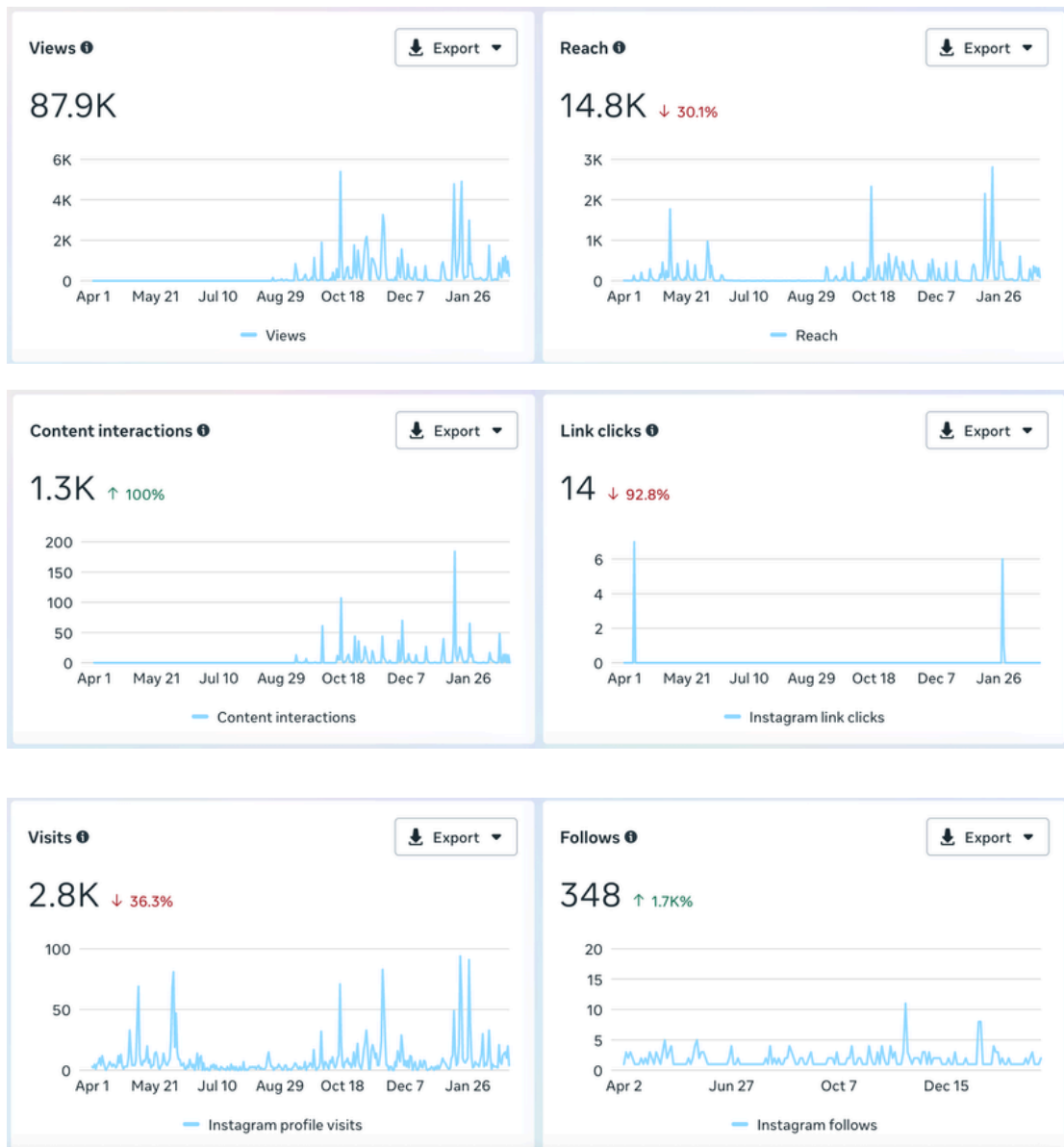


Exhibit 9: Instagram analytics



A Statement from AdFed: January 2026

Posted on January 15, 2026

General



AdFed is committed to supporting our members and broader community by leading with care, sharing credible information, and upholding dignity and respect during this period of heightened federal law enforcement activity in Minnesota.

Public Resources for Minnesota Communities

Posted on January 15, 2026

General



A collection of publicly available resources related to recent immigration enforcement activity in Minnesota, including legal information, know-your-rights materials, and support services.

Call for Entries: The Show 2026

Posted on [December 1, 2025](#)

General The Show

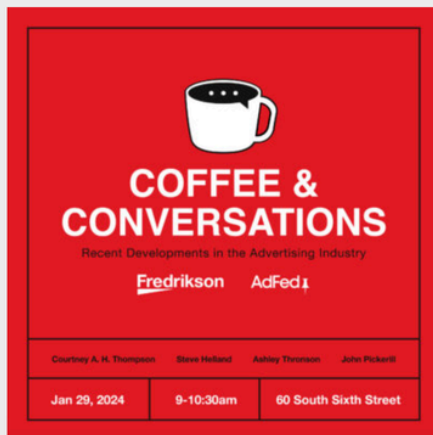


Entries for The Show 2026 are officially open, and we can't wait to see what you've been building, designing, writing, shooting, animating, coding, illustrating, and dreaming up this year.

Event Recap: Coffee & Conversations: AI, Privacy, and the Future of Digital Trust

Posted on [October 1, 2025](#)

General Events



At our latest Coffee & Conversations event on September 25, 2025, we dove into one of the buzziest topics of the year: artificial intelligence.

Join the '25-'26 Board of Directors

Posted on [May 28, 2025](#)

General



Are you involved in the advertising community? Do you work for an agency or larger company that communicates in some way? Do you do cool work? Do you like seeing other people do cool work? If you answered yes to any or all of these questions, keep reading!

University of MN Team Wins D8 Student Ad Competition

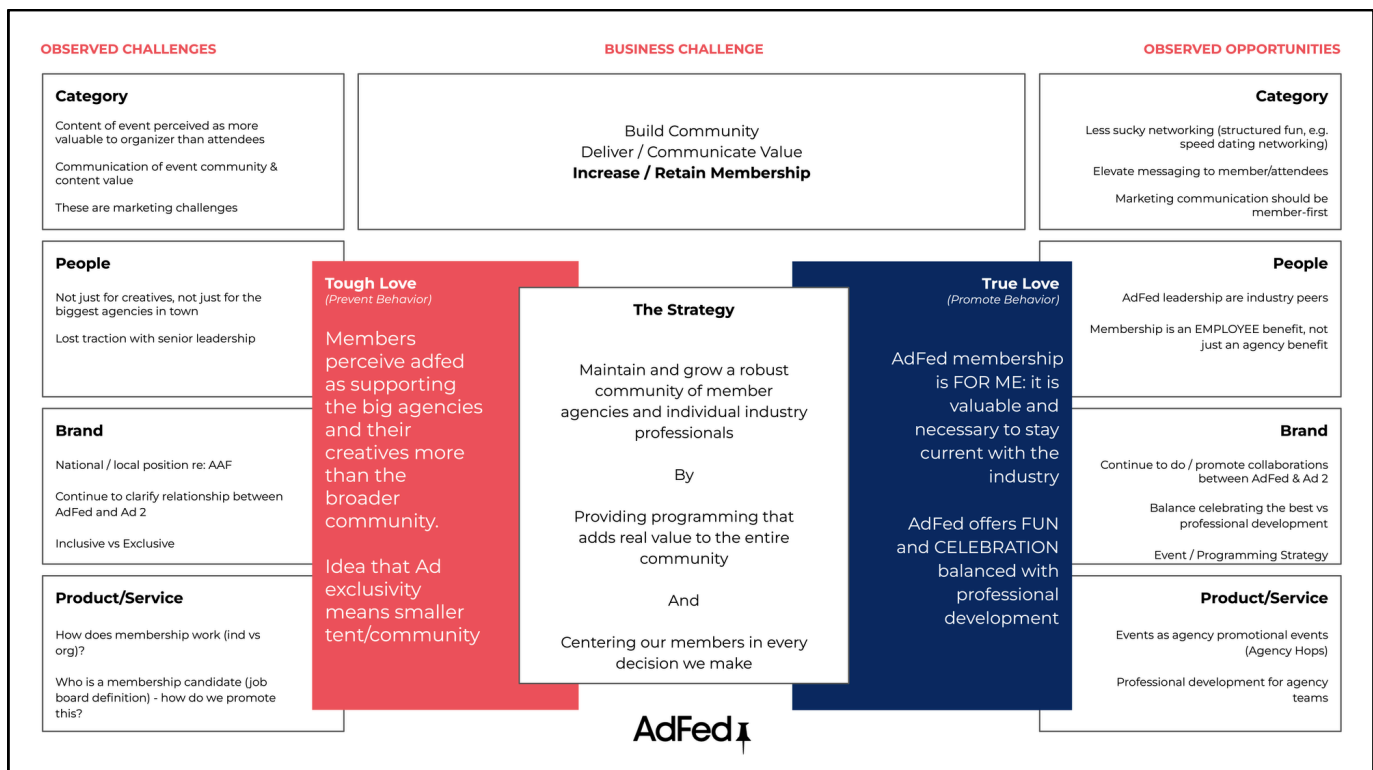
Posted on April 21, 2025

General



The University of Minnesota took home the win at this year's district NSAC competition! After months of research, planning, and practice, five student teams from AAF District 8 (North Dakota, South Dakota, Minnesota, and Wisconsin) pitched their campaign to a panel of esteemed judges.

Exhibit 11: Web refresh documents



HOMEPAGE

About Us

What is AdFed

Public Service

ADvance

Sponsors & Partners

Blog

Events

The Show

WLP

The Minnies

CEO Panel

Other Events

Ad 2

About Ad 2

WLP

SAS

32U32

DEI Event

CEO Panel

Public Service

Agency Hops

Membership

Resources

Job Board

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Brand Refresh 2025

Antigravity



Exhibit 12: Resonate creative examples

