

**2018-2019 National Club Achievement Competition***Category of Entry: Programs*

Throughout 2018-2019, Ad 2 Dallas' goals were centered around the foundation of the organization. The purpose was to elevate our organization by recruiting new members through unique programming, engaging current members with tailored events that continue to demonstrate the value and importance of our industry. It is pertinent to the purpose of the organization to create a space where education, conversation, and real-life application lead young advertising professionals to achieve new heights.

**Our goals for the year:**

- 1) Develop programs with a focus on fundraising at least 30% more than the cost of the event to raise money for the organization as a whole and in turn fund future events
- 2) Increase attendance of each event by at least 15%
- 3) Create new events that has not happened during previous years and that adds value to the organization

**Monthly Happy Hour: Yappy Hour**

**Event Details:** Based on feedback and low attendance of traditional happy hours hosted in the past, we understood that our events needed to be refocused on the audience it was tailored to. Therefore, we started to introduce a theme to each happy hour. These included Yappy Hour, Kegs with Legs (happy hour hosted by a local agency), and a government theme focused happy hour which were unique events tailored to the city of Dallas and the professional community. We discovered that people are more likely to attend a happy hour that has a unique theme. Through our research, we discovered that Dallas has an exceptionally large dog community; therefore, we continued with our "Yappy Hour" events and decided to create a theme that revolved around animals (Exhibit A). Our Programs committee reached out to

popular local dog friendly places to find out if any of them could accommodate our organization and our pets. A local outdoor bar/restaurant, *Mutts Cantina*, accepted to host our organization and generously offered us profit sharing since we are a nonprofit entity. Ad 2 also reached out to local pet stores and received two door prizes (gift certificate and dog crate bed) for the event's raffle. These were used as incentives for people to come out and enjoy a nice evening with our organization.

**Target Audience:** Ad 2 members, AAF members, and the local advertising community are always the focus for our networking events. However, this event was unique because it also opened the opportunity for dog lovers and advertising students to meet other professionals with their favorite furry ice-breakers.

**Method of Promotion:** Our Ad2uesdays (which are our typical happy hours) are always supported by our Ad 2 and AAF Dallas' social media presence (Facebook and Instagram) (Exhibit B), as well as email blasts, Eventbrite landing pages, and word of mouth among co-workers. Based on the target market, Instagram and Facebook stories were utilized to allow audience to interact.

**Attendance:** We usually see 20-40 attendees, so Yappy Hour was deemed successful. There was a total of 21 people who attended the event: 10 were board members, 3 were existing members, and 8 were non-members. 38% of the attendees were non-members, which would suggest that our theme related events are successfully bringing out individuals who are interested in Ad 2 because the events we planned are piquing their interest.

**Feedback:** Ad 2 created a membership sign-in Google document that allowed for constructive feedback for our events. Through this feedback system, we discovered that a common problem usually deterring people from networking is having their dog at home alone all day while they are working. We received

multiple comments on how happy people were because they could finally bring their dogs to a networking event.

**Results:** This Facebook event was our most shared event in Ad 2 Dallas history (Exhibit C). We surpassed our goal of increasing attendance by 40% and of the 21 attendees, 90% qualified for Ad 2; leading to 1 new member. Including the 2 generous donations and profit sharing, Ad 2 raised \$180 for the club.

### **Educational Event: Level Up Your Branding**

**Event Details:** Last year, Ad 2 Dallas branded the educational events as “Level Up”, a series of programs that heightens a young professional’s advertising knowledge and elevates it to the next level. This year, Ad 2 continued this series with the event *Level Up Your Branding*, which featured the co-owners (Exhibit D) at the local agency, Saatchi and Saatchi. This event brought to life how an agency creates a brand and how they market it successfully and showed the importance of diversity in advertising. The speakers spoke to the challenges and problems that they faced when moving forward with their project. The discussion was around their branding project for Jarritos’, a well-known Hispanic beverage. They kindly brought with them an abundance of bottles for our members and non-members to try. We found this to be a brilliant move because we were able to see in person how the product looks and taste (Exhibit E).

**Target Audience:** This event was primarily targeted to young advertising, communications and marketing professionals in all disciplines from media to creative, but also open to experienced professionals and students.

**Method of Promotion:** On top of Ad 2 and AAF Dallas' social media promotions, Ad 2 created an Eventbrite landing page, emailed our database, and spread the word to all local advertising professionals and students Ad 2 knew.

**Attendance:** Last year's average Level Up attendance was 40 people registered on Eventbrite and 31 in final attendance. This year we had 58 people sign up with 34 in attendance. Of those 34 people, 19 were non-members and 15 were members. This event was a huge success because of our relationship with Saatchi and Saatchi. This company is highly respected within the advertising community and is a strong supporter and positive partner with Ad 2 Dallas.

**Feedback:** Everyone was very pleased with the incorporation of the different media aspects from research to planning and creative. We received a direct quote from an attendee, who was a social media strategist: "I liked that I was able to come with my coworker, who is a graphic designer, and we were both able to get something out of this experience."- Erin D.

**Results:** Level Up Your Branding brought in 60 attendees, a 50% attendance increase from Ad 2's previous Level Up event. Ad 2 received a \$500 sponsorship, \$398.52 in ticket sales, secured donated printed programs, and utilized the event space donated by a corporate member.

### **Student Programs**

**Details:** In order to keep the momentum going for the advertising industry, as well as Ad 2, we wanted to promote to students. Ad 2 made initiative to be involved in University of Texas Arlington through their Communication Day. Ad 2 offered resume revisions, and information on the advertising industry at a booth held by several members at both events (Exhibit G). These events are essential in building future

leaders. We also plan to attend the Communication Day for Southern Methodist University towards the end of this month.

**Target Audience:** This event was targeted to students with an interest in the marketing field who were attending classes in the communication departments at their universities.

**Method of Promotion:** Ad 2 used social media to entice students to drop by our Ad 2 booth to learn more. We also had a physical table booth at each school the day of. We plan to also promote the SMU networking event to students after Ad 2 Dallas' Diversity event later this month.

**Attendance:** We had approximately over 40 students sign up for the Ad 2 newsletters. This resulted in an interest in Ad 2 and wanted to get involved with Ad 2 Dallas.

**Feedback:** Feedback will be collected through surveying the students and members who helped at the event.

**Results:** Successfully promoted future events to students and raised awareness about Ad 2. Improved student resumes, so that they can find success in the advertising industry.

### **Special Event: 32 Under 32**

**Event Details:** This 2nd annual event recognizes the best and the brightest young advertising professionals in Dallas to encourage their contributions and inspire others. Ad 2 rented *Canton Hall* for the venue, where it was sold out in just a few weeks. Ad 2 also worked through the qualifications of the nomination process and decided on a Google form (Exhibit G) with 3 long form blanks for work related/personality reasons as well as a space for any local public service/volunteerism in Dallas. Besides the overwhelming response in nominations and ticket sales, Ad 2 had a lot of people in upper management at top agencies wanting to get involved. Ad 2 sold 136 sponsorship placements in the form

of full and half page advertisements in the program to congratulate winners and highlight companies, as well as securing several corporate sponsors to advertise through table centerpieces and drink names.

**Target Audience:** Besides being 32 years old or younger, the candidate must have worked in the advertising/communications/marketing realm in Dallas since Ad 2 didn't want to limit our second round of nominations and wanted to appeal to the non-members as well.

**Method of Promotion:** Ad 2 used social media, emails, and local media to distribute press releases to spread the word about the 32 Under 32 event.

**Attendance:** The 2nd year of this event sold out and had a record breaking number of 74 total nominees compared to the first year, making it difficult to select only 32 honorees.

**Feedback:** Compared to the first year, Ad 2 saw more success due to more planning time, larger venue, and bigger budget. This allowed for increase in pre-ceremony promotions, and making the venue more aesthetically pleasing.

**Results:** The estimated profit from the event was \$1,049. Ad 2 surpassed this goal by over 200% and ended with \$4,178 in net profit due to higher original budgets to use and sponsorships.

### **Conclusion**

In conclusion, all of Ad 2 Dallas' Programming goals were met for the 2018-2019 year. From the start, Ad 2 had a goal of making all the programming more fundraising focused by at least 30% at each event, to improve the club and to allow funding of future events to be bigger and better. This then helped achieve goal #2 of increasing program attendance by at least 15%. From unique happy hours and student

programs, to an awards banquet, the events were meaningful, and the attendance numbers increased. Ad 2 also added the new educational event with a panel for questions and information, meeting goal #3.

## Exhibit A



Exhibit B

The screenshot shows a Facebook interface. On the left is the profile for 'Ad 2 Dallas' (@Ad2Dallas) with a navigation menu including Home, About, Events, Photos, Notes, Videos, Posts, Groups, Community, and Info and Ads. The main content area shows a post from 'Ad 2 Dallas' dated December 11, 2018, with the text 'See the first teaser video for the 2019 Addy Awards! 🤩'. Below the text is a video thumbnail showing two men sitting at a table in a meeting. Underneath the video, it says '1,521 Views' and 'AAF Dallas December 10, 2018'. The text of the shared post reads: 'Join us for a Q&A session on Thursday, Dec. 13th at 12pm to answer all your questions on "How to Enter the Addy's". Email the addys@aafdallas.org to gain access to the phone number.'

Exhibit C



**POOCHES ON THE PATIO**

AD 2 DALLAS | AAF Dallas

**AUG 21** Pooches on the Patio  
Public · Hosted by Ad 2 Dallas and AAF Dallas

✓ Going ▾

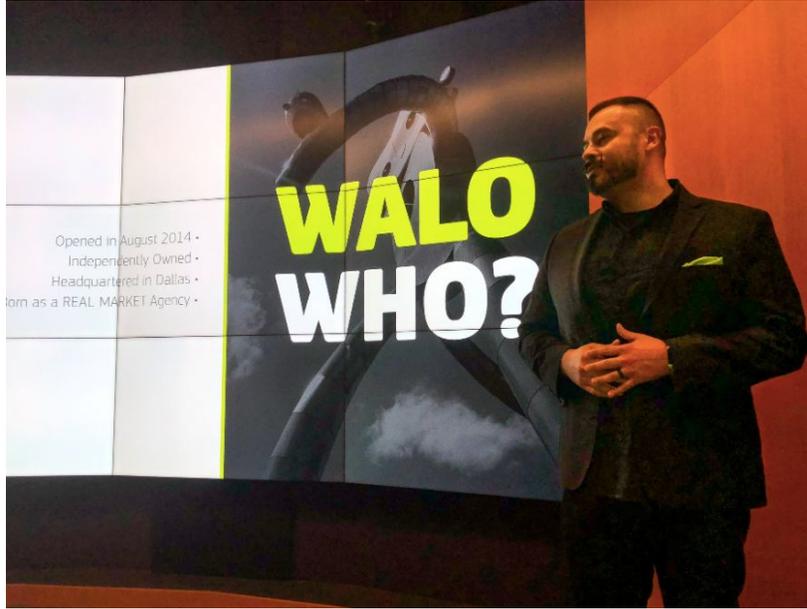
🕒 Tuesday, August 21, 2018 at 5:30 PM – 7 PM  
about 5 months ago

📍 MUTTS Canine Cantina (Dallas, TX)  
2889 CityPlace West Blvd, Dallas, Texas 75204 [Show Map](#)

✉ Invited by Erika Cherelle Long

**About** Discussion

**Exhibit D**



**Exhibit E**



Exhibit F



FEB  
27

### SMU Communication Arts Career Fair & Networking Event

Public · Hosted by Temerlin Advertising Institute - SMU and 2 others

★ Interested    ✓ Going

➦ Share ▼    ...

🕒 Wednesday, February 27, 2019 at 4 PM – 6 PM

📍 Hughes-Trigg Ballroom at SMU  
3140 dyer street, Dallas, Texas 75205

Show Map

**Exhibit G**

<b>Sponsorship Revenue</b>				
Temerlin Advertising Institute	Title Sponsor		\$2,500.00	Received
Captivate	Gold Sponsor		\$750.00	Received
Citrus	Drink Sponsor + A La Carte Table		\$2,050.00	Received
Rapp	Silver Sponsor		\$800.00	Received
WealthyMind	Bronze Sponsor		\$600.00	Received
Hilary Watson	Table		\$450.00	Received
TMA	Table - Non Member		\$500.00	Received
Strategar	Bronze Sponsor		\$600.00	Received
PMG	Drink Sponsor		\$1,600.00	Received
ColorDynamics	Bronze Sponsor		\$600.00	Received
Richards/Lerma	Bronze Sponsor		\$600.00	Received
MonkeyTag	Bronze Sponsor		\$600.00	Received
Quadratic	Bronze Sponsor		\$600.00	Received
Benders	Platibook Sponsor		\$750.00	Received