

welcome



baton rouge

the unifying voice for advertising



Headquartered in Washington, D.C., the American Advertising Federation (AAF) is the only professional association that represents all facets of the advertising industry. AAF is the oldest and largest advertising trade association on earth, bringing advertisers, agencies, the media, and their service providers together to protect and promote the advertising industry for over 100 years.

The AAF develops, empowers and celebrates the advertising industry through the 40,000 national members that form a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.





what we do

provide unique opportunities for members to share ideas, engage with experts and give back to our community

monthly professional speaker series

bringing members together to yield creative business solutions, foster networking opportunities, and enhance personal and professional growth

student outreach

presents the industry with its future leaders

professional education

provide workshops on the latest trends in technology, creativity and marketing

American Advertising Awards

honoring advertising excellence

government relations

protecting and promoting advertising through grassroots solutions

elevate consumers' perception

participate in programs that encourage high industry standards in advertising

diversity & inclusion

encouraging the recruitment of people of diverse cultures and backgrounds

community

applying the skills of our members to help our community

committees

take advantage of your membership
and get involved

American Advertising Awards

create the local American Advertising Awards, from developing a theme, creating collateral materials, to recruiting judges

club communications

let loose and have fun with your writing and design skills

student outreach

interact with students in Baton Rouge to help increase educational opportunities

diversity/community outreach

increase the cultural diversity of our membership

fundraising

raise money to help support our professional development, scholarships and more

government relations

monitor legal issues surrounding the advertising industry

membership/socials

recruit new members and coordinate socials through the year

programs/workshops

contact and coordinate speaker appearances for meetings and workshops

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more information

aafbr.org

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