



AMERICAN ADVERTISING FEDERATION
BATON ROUGE



CREATING ONE VOICE FOR ADVERTISING

Club Membership Guide

200

**COLLEGE
CHAPTERS**

5,000 STUDENT
MEMBERS

100

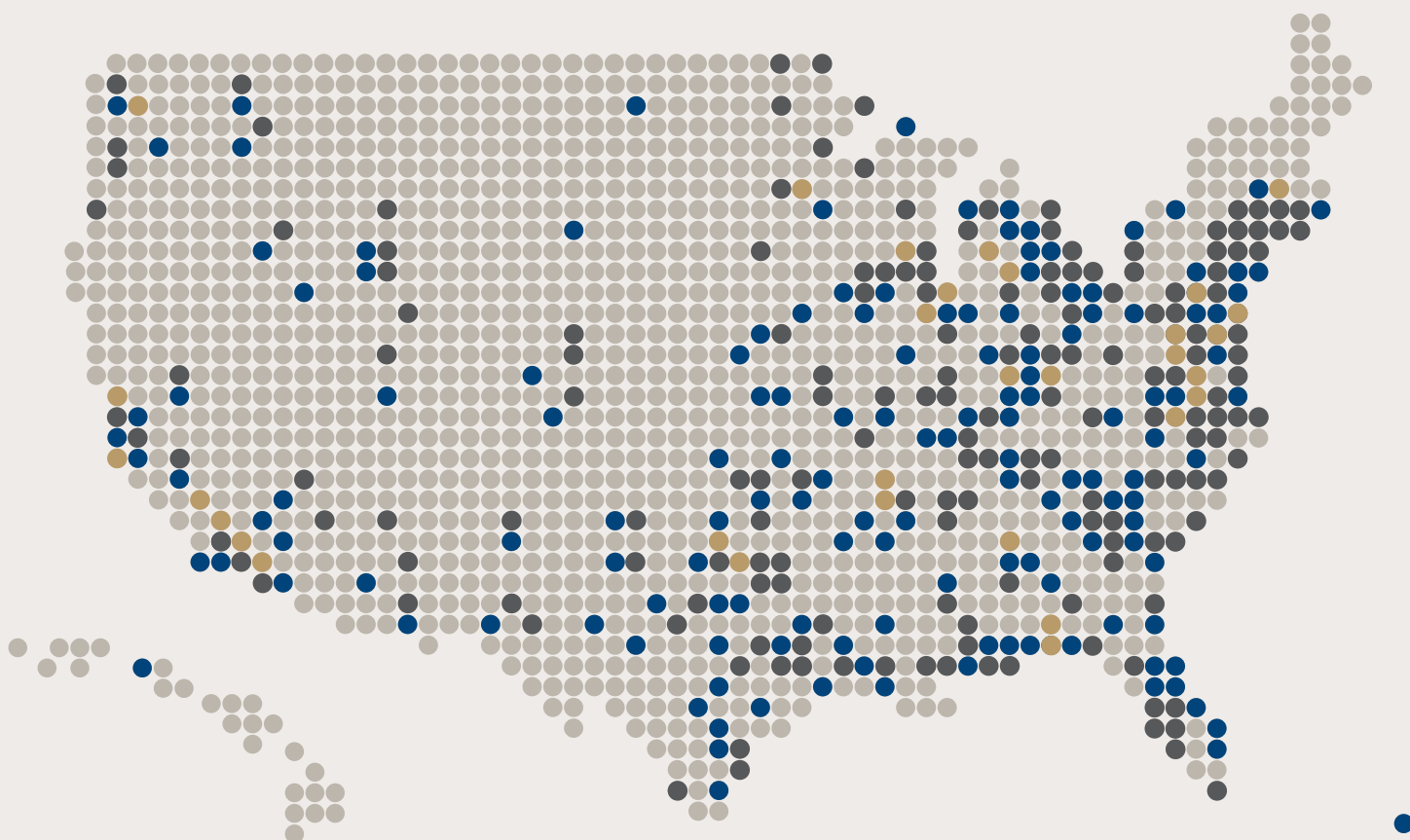
**CORPORATE
MEMBERS**

LEADING BRANDS
& COMPANIES

200

**LOCAL
FEDERATIONS**

40,000 ADVERTISING
PROFESSIONALS



● PROFESSIONAL AD CLUBS
● COLLEGE CHAPTERS
● CORPORATE MEMBERS



The American Advertising Federation of Baton Rouge (AAF-BR) is an integral cog in the American Advertising Federation, the oldest and largest advertising trade association on earth. We've been bringing advertisers, agencies, the media and their service providers together to protect and promote the advertising industry for over 100 years. Welcome to the club.





Developing, Empowering and Celebrating the Advertising Industry

AAF-BR provides unique opportunities for members to share ideas, engage with experts and give back to the community.

Networking

By joining AAF-BR you also become a member of the American Advertising Federation's nationwide network of advertising professionals. That means you are a part of something bigger than just your local industry. You are a part of a national organization that is making a difference in the overall image and viability of our industry.

AAF's broad and diverse membership represents the totality of the advertising industry. We are 40,000 members strong nationwide, which means somebody always knows somebody who knows somebody. AAF is a networker's paradise, whether you are looking to connect locally, regionally or nationally. Comforting, indeed, when you're looking for anything from a job to new business.

Additional benefits from the national organization include everything from free whitepapers and webinars to discounts on office supplies and shipping services.

When you join AAF-BR you will become part of a huge network of advertising agency professionals, freelancers, corporate marketers, media representatives and vendors in our local market.

You will enjoy discounts on:

- **AAF Job Bank**
- **New York Times, Adweek & Advertising Age Discounts**
- **Up to 25% off select FedEx Shipping Services**
- **Savings on Direct Marketing Data & Services from Experian**
- **and much more!**

AAF-BR events are the best in town if you're looking to rub elbows with other advertising professionals. Whether it's a luncheon, social, workshop or American Advertising Awards you will always have an opportunity to make new friends with clients, vendors and employers as well as keep up with the old ones.

Education and Professional Development

AAF-BR offers multiple educational and professional development programs and seminars to educate members on the latest trends in leadership, technology, creativity and marketing. We bring in the advertising industry's thought leaders from top agencies and brands to keep our members current on what's new—and what's next—in the advertising industry. We also feature local speakers to present advertising and marketing topics that are impactful to our community.

Government Relations

Together, AAF-BR and AAF effectively protect your ability to work in our industry on a daily basis free from government intrusion or excessive taxation. In 2013 we successfully defended an attempt by the Louisiana Legislature to pass a tax on creative services. As advertisers and marketers, nobody can speak for us better than we speak for ourselves. The American Advertising Federation gives us the tools, the resources, the opportunity and the ability to most effectively represent advertising.





When we say we're here to "Protect and promote the advertising industry on all levels," that means educating policymakers, the news media and the general public on the value that advertising brings to the well-being of the nation, including generating economic activity and creating jobs in every state and market in the nation. We do this by advocating for advertising as free speech protected by the First Amendment, and, as the Supreme Court has said, an important source of information for consumers.

From grassroots activities to lobbying on Capitol Hill, we do what it takes to protect advertisers everywhere through our nationwide grassroots network of advertising professionals. Together we have defeated taxes on advertising in Congress and more than half of the states. We regularly help stop over-reaching bills that unreasonably limit how or when an advertiser can truthfully and responsibly communicate with consumers. As a member of AAF-BR you will have a voice in Washington, DC, and access to regular legislative and government alerts.

Multiculturalism and Diversity Initiatives

In our club we believe in creating an advertising community and workforce that's diverse in every sense of the word.

Our goal is to promote inclusiveness and fairness throughout the marketing and advertising process—from employment and career advancement to competition and compensation for creative services and media buys. We are working to increase the ad industry's pace and investment in multicultural marketing and workplace diversity to help our community compete in a global marketplace.

On a national level, the AAF hosts multicultural marketing conferences, provides research on industry diversity and multicultural marketing practices, corporate scholarship, intern and educational outreach programs, and issue forums for lawmakers.

Locally, we provide programs that educate our members, our community and students about the opportunities in our industry. We work to prepare the industry's future leaders so they recognize the importance of a diversified workforce and multicultural marketing's impact on a company's bottom line.

Public Service

As members of the advertising community, we're in a unique position to bring awareness to causes that help make our community strong. Each year, through our Campaign for Community initiative we assist a local nonprofit to help them achieve their goals through advertising. In the past we've assisted with the Futures Fund, Triumph Kitchen and Grief Recovery Center. Our that has ranged from the development of a website, the design of a brochure, writing and distribution of a press release or a rebrand for the organization.

As opportunities arise for our club and membership to use their powers for good, we help to foster those connections, whether it's through collecting donations for local charities, awarding scholarships, providing mentorships, or other ways we can solve community concerns by applying the communication skills of our members.

The American Advertising Federation and AAF-BR fosters professional growth that yields stronger leaders and better ideas for our industry. We recognize excellence that promotes positive awareness of the advertising industry. Because of these efforts and successes, we have built a membership that will continue to fuel the industry into the future. Be a part of it.



AMERICAN ADVERTISING FEDERATION
BATON ROUGE

Member of the National American Advertising Federation

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