

Western Region Best Ideas
Palm Springs
September 30, 2011

Ad Club Denver

Kegs with legs provided beer hosts provided food
Gained members and corporate members

AAF Reno

StaggerReno scavenger hunt. Groups required to take photos of themselves in various designated places.

50 bars/casinos

Raised \$3,000

Gave AAA rides at the end for those that requested.

Ad 2 San Diego

Board members assigned "lucky seven" members. Seven members to call in their phone tree for the entire year. Board member that increases network by the most members over the year gets \$200 to spend at an Ad 2 event in Las Vegas

AAF Sacramento

ADDYs was held at the local Art Institute. Students did the reel, students made the food.

Luncheons also held at the AI where students are invited for free (if they don't eat) and also get course credit.

Magic Valley Advertising Federation

History of media in the Magic Valley event. Media involved in creating a program for the club.

Increased attendance by 20 to a total of 50

Media person hosts the event.

AAF Las Vegas

Assessed membership and actively recruited members to fill voids in the club.

Added a creative side to the board. Membership chair is highly connected.

AAF Hawaii

"Copy Slam" Improv group satirizes ads

Lasted 2 hours

Brings the outside community in

AAF Inland Empire

Colleges canvas called Art Bash

Students were given canvases.

Region has 27 colleges/higher education facilities

AAF Seattle

Roast of past silver medal winners at a pre-ADDY event
Wong-Doody was the silver recipient. 70 in attendance.

AAF Silicon Valley

Listening tour of community leaders. Ask them what they need from the club.
Something that was successful in Austin will be brought over to AAF SV.

Advertising Federation of Central Oregon

Panel of local ADDY judges (non-entrants). A-list pitchman.
Judging the campaign as a whole with results (Effy-like)

AAF Utah

Brainshare with top agency execs, media panel. Open Q&A
The club was able to eliminate the ban on E-Billboards
Tripled attendance

Advertising Federation of Orange County

Joined forces with other associations for events. Increased job listings and got new members for the club

San Diego Ad Club

Auction = mystery Pop Up Party. Location needs to be figured out from clues sent via social media

Ad 2 Orange County

Online posting and informal discussion with thought leaders of the club

AAF Metro Phoenix

Established advisory councils for ADDYs (entrants); Presidents (leadership);
Membership (club programs and benefits)

AAF Palm Springs/Desert Cities

High school student produce public service campaign for selected issues. Topic: anti texting while driving

AAF Santa Barbara

Strengthen their ties to local businesses by entertaining and challenging members
Local business sponsors. Have a contest to market that host company or product

AAF Tucson

Alcohol at luncheons.

Battle of the ads: Teams are given 24 hours to complete a task. Three teams/three non-profits.

Film crew filmed the entire 24 hours.

Presented ideas they recommend and ideas that were rejected. Audience votes “best of show”

Each team wins something.

They also do another event with colleges but it’s a much longer event.

AAF Greater San Francisco

Every other month, agency hosts a mixer

Highlights the host

1st come 1st served then if not full open to general community