



Brief to PR Agencies

CONFIDENTIAL

About the 4A's

Founded in 1917, the 4A's is the national trade association representing the advertising agency business in the United States. It is a management-oriented association that offers its members the broadest possible services, expertise and information regarding the advertising agency business.

Its membership produces approximately 80 percent of the total advertising volume placed by agencies nationwide. Although virtually all of the large, multinational agencies are members of the 4A's, more than 60 percent of the membership bills less than \$10 million per year.

The average 4A's agency has been a member for more than 20 years, and a dozen agencies can trace their memberships back to the group of founding agencies.

As 4A's members have unparalleled access to an abundance of meaningful information and resources that will clearly serve to set them apart from their peers; these opportunities include national conferences and festivals, local professional development seminars, management consultation, on-demand research services, opportunities to interact with industry peers in committees and forums, and via the 4A's Web properties and online learning initiatives.

Competitive Set

- American Advertising Federation (AAF) www.aaf.org
- Association of National Advertisers (ANA) www.ana.net
- Interactive Advertising Bureau (IAB) www.iab.net
- Advertising Research Foundation (ARF) www.arf.org
- Advertising Education Foundation (AEF) www.aef.com
- Society of Digital Agencies (SoDA) www.sodaspeaks.com
- ThinkLA www.thinkla.org

Background

Recent research conducted by Effective Brands indicates the perception and visibility of the 4A's needs much improvement. Considered to be 'stuck in the past' by the industry we represent, our members are looking for the association to be a more modern



thought leader. In addition, a good portion of our membership lacks full understanding the entire breadth and depth of services we provide.

Only 63% of members agree that the 4A's is a valuable partner for their business and even fewer, 39%, are clear on the range of services the 4A's offers. Less than half, 42%, of members frequently use 4A's services. Independent agencies are more connected to and more reliant on the 4A's than agencies within holding companies.

Three opportunities were identified in this report for the 4A's:

1. Opportunity to unite disenfranchised groups in the agency world (e.g., Millennials)
2. Opportunity to create bridge between media and creative
3. Opportunity for 4A's to pioneer the industry into the future

(More details from the research report will be provided upon request).

We now have the opportunity to transform the perception of the 4A's into a proactive, forward-thinking organization guiding an industry in an exciting transition.

Key Communications Objectives

- Increase visibility and raise the profile of the 4A's brand as a thought leader
- Increase visibility and raise the profile of association leadership as thought leaders in the industry
- Increase awareness among membership (value of membership)
- Create "buzz" around national events, awards and other initiatives

Specific Points to Address

- Identify and illustrate how you would promote the key areas most likely to boost the reputation of the 4A's as a thought leader.
- Identify and illustrate how you would promote the leaders of the association as industry thought leaders.
- Identify and illustrate how you would promote the key areas most likely to boost the value of the 4A's to existing membership.
- Identify and explain the metrics you will use to evaluate each tactic employed, including traditional and social media initiatives.



Target audiences

- 4A's membership
 - Creative
 - Full Service
 - Digital
 - Social
 - Media
 - PR
- Potential Members
- Ad industry at large
- Media, Marketing, Agency ecosystem

Potential Messages

- The 4A's is your **partner** for business.
- The 4A's offers valuable services to its members
- The 4A's is uniting disenfranchised groups in the agency world
- The 4A's identifies, nurtures, educates and engages the next generation
- The 4A's is dedicated to diversifying the agency industry
- The 4A's is pioneering the future the industry into the future

Potential challenges

The challenge may rest in priorities and focus. With hundreds of events, seminars, council meetings, forums, webinars, etc. the winning agency will have to identify the best areas to promote from a long list of benefits:

- Thought leadership
- Member Services/Value of Membership
- Events
- Media services
- Management services
- Research services
- 4A's Benefits (NC)

Timescale

Proposals are due August 29, 2014.



Budget

\$150,000 plus out-of-pocket expenses

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