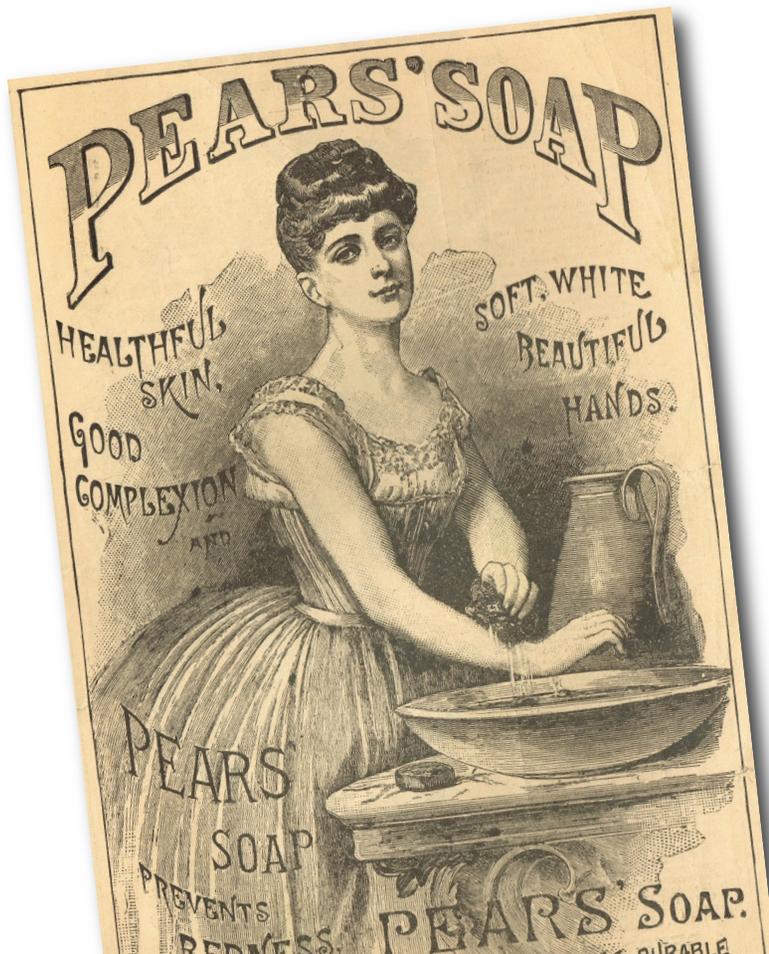


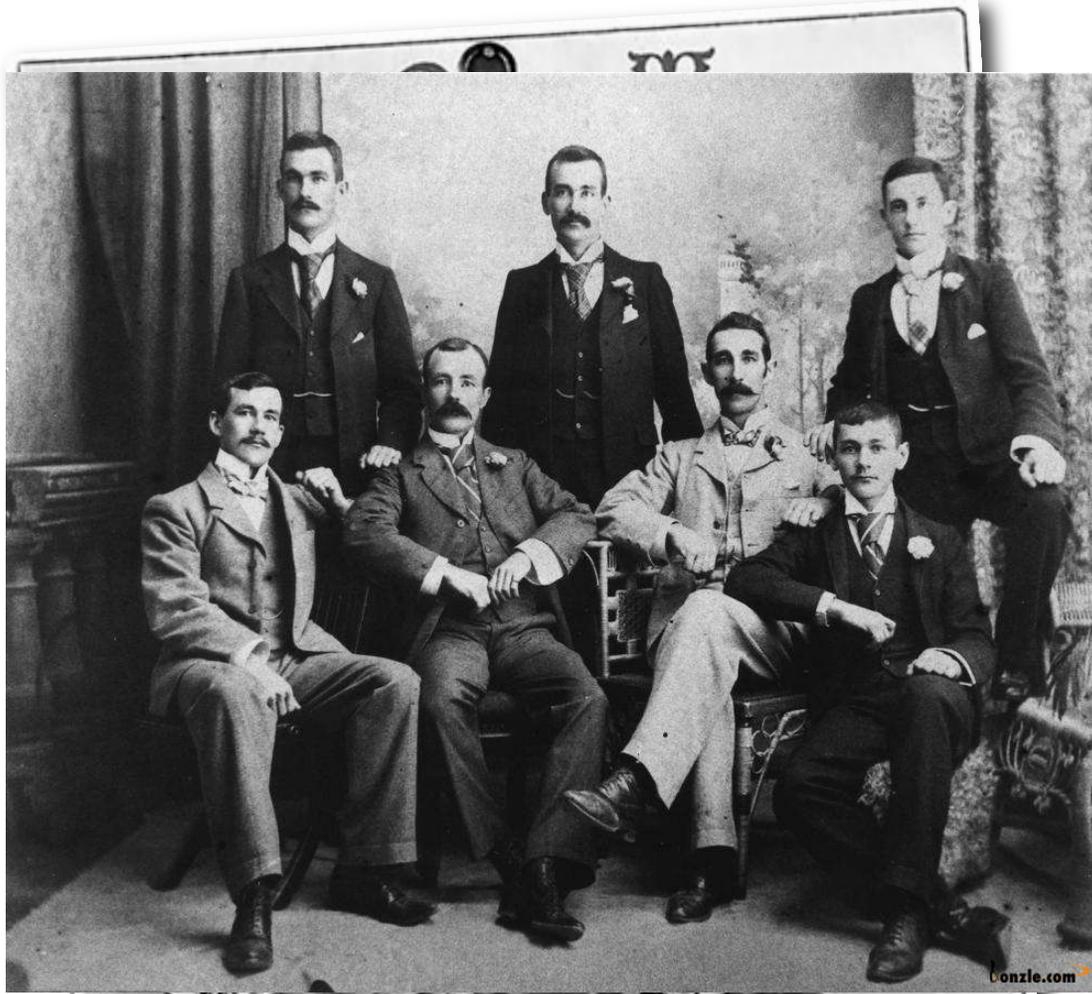
AAF History

Advertising in the 1700s & 1800s

- Virtually no regulation in 1700s-1800s
- Ads mostly on front page of newspapers
 - primarily for products and services
- Benjamin Franklin touted importance of advertising
 - He is an AAF Hall Of Fame member
 - (AAF took responsibility of HOF from NYAdClub in 1949)



The early 1900s



- Concern grew as many ads began to feature untrue claims.
- Ad clubs began in Denver, Pittsburgh, and other cities
- These clubs joined in 1905 as the National Association of Associated Advertising Clubs of America to promote Truth In Advertising, before government got involved

*Not the actual meeting, but it probably looked something like this.



The Roaring 1920s



- 1929 Great Depression: advertising often blamed for stock market crash
- But advertising was more important than ever

The 1950s

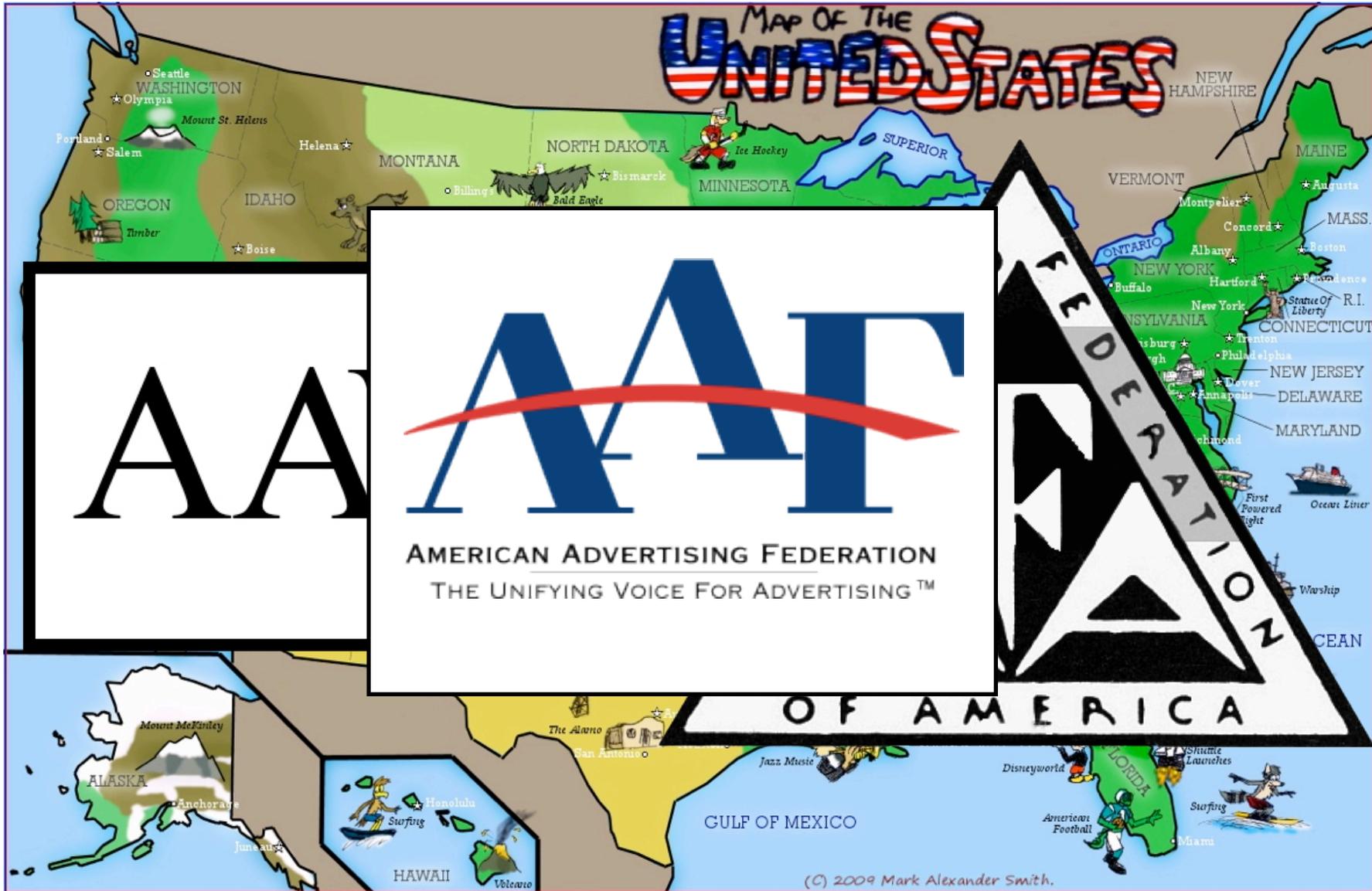
- FDR said he'd work in advertising field if not president
- He pushed sale of War Bonds through poster campaigns
- Even appeared in a few himself



The Kennedy Era In the 1950s & 1960



- JFK was strong advocate for consumer protection, even on campaign trail
- Appointed Esther Peterson as the first Assistant to the President for Consumer Affairs
 - strong push for advertising regulation



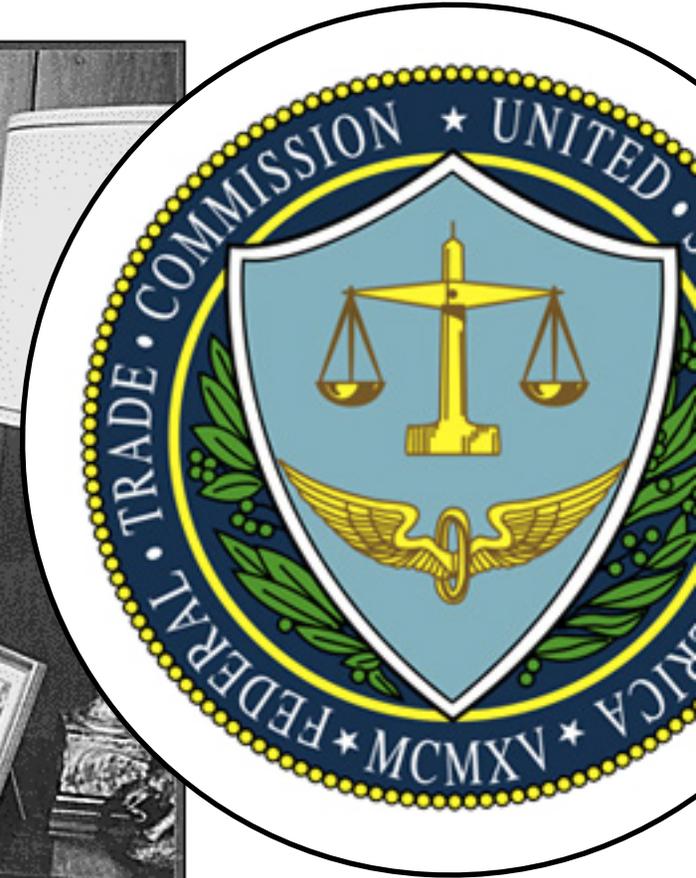
- Advertising Federation of America (east of Rockies) and Advertising Association of the West
- Merged together to form AAF
 - Denver was only club in both associations

Feb. 1, 1968

Howard Bell
named first AAF Pres



Nader and Nixon In the 1970s



- Ralph Nader: media darling with anti-advertising messages
- Said FTC wasn't hard enough
- Nixon responded by changing FTC leadership who often sued leading advertisers
- Many arguments referred to advertising as commercial speech, but...

1976



- U.S. Supreme Court ruled that ads are protected by First Amendment's Freedom of Speech clause.



1970s



- Alpha Delta Sigma (ADS) fraternity merged in AAF
- Faculty members join board for first time
- First bridge between ed prep and education

Toward the 21st Century



- District 7 student campaign competition becomes NSAC

Toward the 21st Century

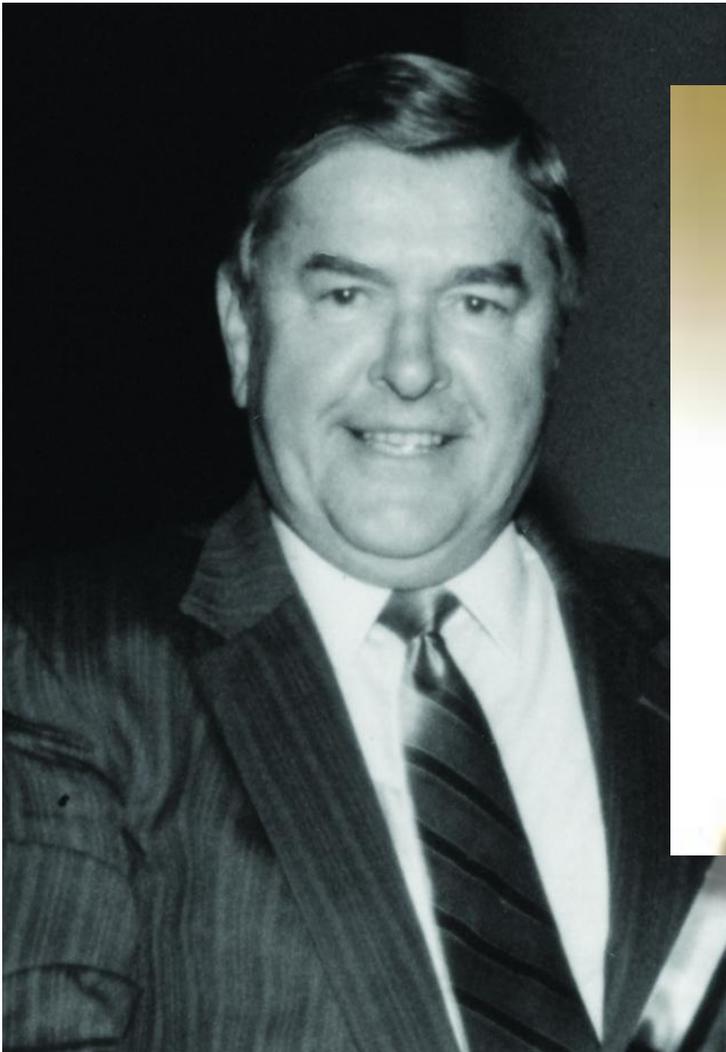


- Creative competition from District 4 became the ADDYs, now the American Advertising Awards

Toward the 21st Century



- STAR Awards from District 7 became the Student ADDYs, now the American Advertising Awards Student Division



Howard Bell
1968-1992



Wally Snyder
1992-2008



Jim Datri
since 2008



TODAY



- Remains **UNIFYING VOICE FOR ADVERTISING**
- Works through a **GRASSROOTS** network of local clubs
- Maintains integrity through **TRUTH IN ADVERTISING**
- Advocates against harmful legislation with strong **GOVERNMENT RELATIONS** efforts

FUTURE ?



AMERICAN ADVERTISING FEDERATION
THE UNIFYING VOICE FOR ADVERTISING™



