



4A's Content Audit

Prepared by Marci Weisler

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Overview

The 4A's is a long running trade association for advertising agencies approaching its 100th anniversary, and in terms of perception, through the lens of digital content strategy, it is not aging well. It now has the opportunity to **transform** both the perception and the reality into a forward-thinking organization guiding an industry in transition. This can be achieved by developing a unified content strategy, better inter-departmental communication and coordination and a publishing schedule that disseminates the appropriate information to the right constituents through various channels.

This document will provide an overview of the content that the organization produces and publishes, primarily through the website, but also via other discreet channels. Some of the issues and opportunities below have already been raised to the management of the 4A's and some improvements have already been made. Select recommendations for improvement are woven into the narrative, but these are high level and not comprehensive.

Please note that there are some digital infrastructure issues that impact the ability to publish and/or track certain types of information. Many of these will be addressed in the website rebuild project that is kicking off in Q1 2014.

The Big Picture

The current website has much rich information but it is neither findable nor searchable and lots of hidden gems. By combining a new content strategy with the website overhaul, both frontend and backend, the 4A's has a chance to transform the organization so it can serve the advertising agency community of the future. Not only does the framework need to change, but also the content that is presented and the manner in which it is both created and presented—modern, interactive and accessible—without losing some of the in depth materials that enable agencies to run their businesses and succeed.

NetForum (NF)

NetForum is the member information and billing system or Agency Management System (AMS). It's important to be aware of this system as one looks at the content and member behavior on the website because NF is tied to all registered user behavior as well as the current event registration system used for conferences and other seminars/webinars presented by the 4A's. For example, the 4A's currently uses NF in this capacity addresses price differentiation between members and non-members. This system is deeply integrated into many activities on the site and content controls and does have some limitations. Note that NetForum was

upgraded by **four** versions in January 2014 and some new functionality is still being implemented (and discovered).

Key Points:

- NF is set up in a tiered manner:
 - Holding company
 - Agency
 - Agency office
 - Individual
- Within NF, agencies can be prospects or members. Status changes once an Agency becomes a member and pays dues.
- Billing is integrated into this system.
- Agencies (not individuals) are members of the 4A's.
- Employees of member agencies can create logins for themselves at the website, with NF on the backend using an email address that matches the domain of a verified agency member.
- Individuals can be **site** registrants regardless of whether they are members, and, if not an employee of a member agency, get access to a subset of content.
- There is no way to upload an employee list, which would be an ideal part of the on-boarding process for new members, so the 4A's Membership team and the key 4A's point people at the member agencies must encourage their employees to register.
- There is no efficient audit procedure to validate members within the system.
- Agency Search is a separate software run by Management Services but the initial data dump of the Member agency info comes from NF.
- Marketing: NF is the hub for templates, mailing, sending, analysis
 - Creating lists is all personalized and needs to become systematized (e.g. go from Tom Finneran's list to Chief Compliance Officer list that can be accessed by anyone sending to that target segment).
 - Currently only a universal opt out from emails, not granular, so individuals get either all emails or no emails, based on the lists that they are part of.
 - Titles and roles need to be audited and curated.
 - Until the 2014 upgrade, there has been no way to track email open and send rates through the system. As of February 2014, there's a code that must be embedded into every email. *This needs to be automated.*
- NF can be used to track projects on a per member basis to enable the 4A's to quantify the value provided to each member. See Appendix for details.

Key Content Insights

Curation is critical

- There needs to be consistent voice that derives from a marketing strategy and positioning.
- Marketing/Communications team must own the content and not just be a conduit.
- There must be a Content Curator/Director, who can guide the editorial.
 - Decide what content is provided.
 - Decide which channels to disseminate content on an ongoing, coordinated basis.
 - Effectively use email, social and mobile for distribution.
 - Unify efforts so everything published is not a one-off as it is today
 - Maintain a publishing schedule.
 - Find new and innovative ways to leverage reports, white papers, briefs as well as insights from 4A's leadership (e.g. know that Nancy Hill is at Makers conference and post info not only through her personal social accounts but as part of the 4A's info).

Use content to reposition the 4a's as future thinking

- This will come out of an overall marketing strategy.
- Warrants a revised definition of who can be a member within the charter.
- Should be a focus on bringing digital agencies and enablers with functions that had once been within agencies but now standalone and as standalone are outside of the charter within or somehow associated with the 4A's.

Emphasize and drive decisions through analytics and insights

- Metrics should be provided wherever possible and used to make better decisions on content production as well as what members want to get out of the Association.
- Metrics are for both digital and within member-related tasks.
- Activities such as research and management services must be tracked so there is clear ROI for members and so that the Association has a holistic view of what is valuable to different types of members in order to make effective management decisions.
- Emphasize accountability, backed by metrics.
- Insights must be derived from the metrics for this approach to be successful.
- Key staff members must have access to analytics and metrics for a holistic view.
- Website analytics must be unified so core and ancillary sites, such as the separate event sites, can be tracked on a single dashboard.

Better Address Constituents within the Website

- **Members** warrant further breakdowns into subgroups:
 - Clearly delineate Members Only content
 - Target by key constituents as outlined in the strategic plan:

- Account Management
 - Agency Management
 - Analytics
 - Business Development
 - Communications / PR
 - Content
 - Creative
 - Finance / Ops
 - Target by level in agency
 - Senior Management
 - Middle
 - Entry-level
 - ***Make info easy to get by integrating where appropriate within agency resources for their employees such as their internal portals***
 - Make indispensable
 - Make part of the daily routine
 - First stop for case studies and best practices
 - Effectively promote the site and the content within to members on an ongoing basis.
 - **Prospective Members**
 - Benefits of members
 - Costs
 - List of current members (not Agency Search) and dynamically generated logos of members on home page
 - **Related Community- marketers, tangential technologies, etc.**
 - **Job Seekers**
- Legal
 - Media
 - Production
 - Project Management
 - Social
 - Strategy
 - Talent / HR
 - Technology
 - Washington Associations

Digital Metrics Overview

Looking at the metrics as an average for January thru November 2013, these are highlights:

Website Traffic (aaaa.org only)

- 65K average monthly unique visitors
- 200K average monthly page views
- 2.5 pages/session
- Traffic Breakdown by page view %
 - Home page gets 25% of traffic
 - Management Matters 14%
 - Agency Search 10%

- Events (not counting the separate event sites) 10%
- News/Views 5%
- About 5%
- Talent development 5%
- Research Matters 4%

Ancillary Sites

Each event has its own site separate from aaaa.org. There needs to be a unified method to create event specific sites, integrate with NF and enable analytics within the main account. See EVENTS for more.

Events:

- 4astransformation.com
- 4astrategyfestival.com
- CreateTech
- Data Summit
- Face of Talent

Talent and Diversity

- Straight A's Blog
- MAIP Alumni Matters

Member Resources

- 4A's Benefits

Other

- Patent Forum
- TruthBrief
- Awards (O'Tooles, Jay Chiat)

Registered User Email Addresses within Netforum

- **2013 Logins:**
 - 8452 individuals login to the 4A's website one or more times
 - 4345 were members and 4107 non-members
- **Total Registrants in system**
 - Members: 22,275 valid/5,108 bounced
 - Non-member: 10,140 valid/1,610 bounced
 - Note: Members must register to get member rate for events so many have never used the site.

User Research

User research must be part of the process to determine what Members want out of the site, and out of the 4A's generally.

- Recommended user input:
 - Finding information
 - Impression of the 4A's
 - Understanding of what the 4A's does and for whom
 - Transacting with the 4A's (Events, Books)
 - Member tasks
 - My Profile and password

- My Staff Roster
- My Agency Search Profile
- My Organization profile (for dues billing purposes)
- User testing of site (possibly with Catalyst)
- Interviews with key constituents
 - List of constituent types and order of importance
 - CEO/Agency management
 - Agency roles who interact with 4A's and site
 - CFOs
 - Assistants and other registering for events webinars etc
 - Those looking for research info, contracts, agency management info
 - others?

Key Site Improvements Needed

The website is clearly at a place where it needs to be redone, per the RFP and rebuild project that is kicking off in Q1 2014. Both content and infrastructure/CMS need to be assessed and possibly migrated. Many components will fall into this large project. In addition to an overall content/publishing strategy, the following are critical:

Searchability

- Overall search
- Agency search

Findability

- Move away from PDFs
- Clean Bookstore
- Organize by who is coming in
- Advocacy & Policy not good—could show much more value
- No marketing text on Join Us
- Must be an overall taxonomy and tagging initiative so all content can be surfaced by users

Consistency

- URL structures—Needs to be a universal format that people MUST adhere to
- Email marketing
- Unified metrics
- Link shortener
- Tracking

Relevancy

- Old content must be pruned or updated: info with dates more than three years old seem sorely behind (ex: 2007 webinar:

http://www.aaaa.org/events/webinars/business/Pages/110807_boehler.aspx)

- Outdated content can be housed in a searchable archive
- Add element of *Most Viewed, Most Emailed*
- Important and current info should rise to the top: (ex: Accounts in Review is buried on agency search page and is an XLS doc)

Content Reformatting

- Long form must be replaced with shorter form nuggets
- More searchable, findable and digestible
- Video content must be added
- Must move away from .doc and .pdf and move toward web-friendly including links and tags

General:

- Get rid of redundant content
- Many pages include include “Article Start Date”, which is misleading, if content is relevant or has been updated. The example below shows content issued in 2011. If it’s still relevant, that should be noted, or it should be updated and there should be a “Last Updated” date.

The 4A’s recommends that agencies consistently and formally assess the agency’s performance immediately following the agency’s participation in any significant agency review.

The 4A’s **Post-Review Feedback** guidance directive and the 4A’s **Agency Review Feedback Questionnaire** are available in the Agency Search-Information Center section of the 4A’s website.

We urge members to carefully review the 4A’s patent risk management guidance, consult with your attorney and reevaluate the agreements that your agency enters into with your clients.

 [View Post-Review Feedback Guidance Directive](#)

 [View Agency Review Feedback Questionnaire](#)

Issue Date
5/5/2011

-
- Some sections are under URL structures that don’t accurately reflect the content. For example, [New Business Toolkit](#) ha its url structured as <http://www.aaaa.org/agency/compensation/management>. It would be simpler to track in analytics and search if the URL reflected “new business” rather than “compensation.”
- **CHANGE:** Create New Nomenclature: (e.g. Business Matters)
- **ADD:** Include Member Directory (*separate from Agency Search*)

Taxonomy and Tagging

Creating a taxonomy will enable the 4A's to connect, relate and classify the 4A's website's content. There are three main areas to be addressed:

- Subject/topic of content
- Type of content/media (video, insight, post, etc.)
- Constituent group that uses the content.

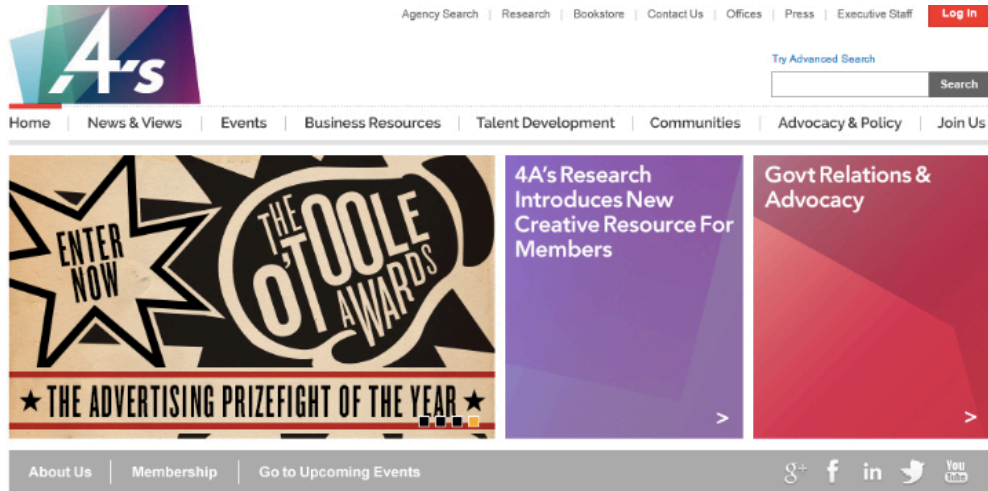
Additionally, a tagging system needs to be defined so that each piece of content has the related tags so that it appears in search. A piece of content can have multiple tags, thus enabling searchers from different disciplines needing similar content to find relevant information. Tags should be standardized across the association, and synonyms should also be built into the system.

By classifying the content in such a manner, it will be more searchable and findable. Note that there was a taxonomy project from 2007 (by Marsha/research) that can be a good starting point in terms of categorization.

Home Page

The home page is currently being updated to re-launch in March 2014 for Transformation. This will be crisper and clearer. Subsequent improvements must happen with the website project. Below is a mockup of "facelift". The homepage is managed by the Marketing Communications team (primarily Jules Shapiro, who does layout and content management).

A new home page, which clearly takes the user to the specific information she needs quickly and cleanly should be one of the goals of the website project and will come from insights in the content audit, user research and the new information architecture.



4A's Bulletins

GIG, Your Global Innovations Gateway | Exclusively For 4A's Members

January 17, 2014
 4A's Research Services is proud to introduce GIG (Global Innovations Gateway), the go-to resource for the most innovative entrepreneurial ideas from around the world. It's a great online research tool for creatives, planners or brand managers.

Agency News

The Levi's® Brand Introduces Customized Creative Agency Model

January 8, 2014
 The Levi's® brand announced today that it has chosen a customized advertising agency model to address the ever-evolving needs of its global business and marketing landscape.

4A's Press Releases

4A's Hires Advertising Industry Veteran Bill Tucker Executive Vice President, Media Relations

December 10, 2014
 The 4A's announced today that industry media agency

Upcoming Events

Feb 12 **Event Title Here**
 Location information to go here
 → Register Now

Feb 13 **Event Title Here**
 Location information to go here
 → Register Now

Feb 24 **Event Title Here**
 Location information to go here
 → Register Now

Mar 6 **Event Title Here**
 Location information to go here
 → Register Now

Mar 11 **Event Title Here**
 Location information to go here
 → Register Now

Systems Update

January 17, 2014
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis placerat felis elit, eget tristique augue lobortis sit amet. Curabitur sit amet ipsum ac.

In the Bookstore
Latest Publications
 →

Additional Title
Headline Here
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Management Services

Management Services provides a wealth of information about running an agency, but much of it is not publicized and members often do not know that the 4A's offers this information. A 20 page printed document is given out for what should be an index of digitally accessible info available on the website for logged in members. Neither staff nor members, for the most part, realize the scope of this information. In addition to making this available as a digital index linking to digital documents, there is clearly an opportunity for a press strategy around the information that comes out of this team. Currently such as strategy did not come out as something anyone thinks about currently.

From interviewing the members of this team, it's clear that there is heavy emphasis on the 1-1 contact through the CEO forums, committee meetings and roundtables. They've seen participation wane due to time and budget constraints. Given the insights on the critical agency functions that fall into this division, it is important to modernize the content in terms of format, marketing and distribution so it is both known and easily accessible by members who need it.

As more agency managers embrace digital tools, it is also critical that this team participates in additional formats such as blog posts and social media. Outreach should be unified and systematized so that lists of targets within agencies are standard, updated and easily targeted within this group and other parts of the organization rather than manual and personalized.

Resources:

- Agency Compensation
- Procurement Negotiation
- New Business
- Talent and HR
- Agency Admin and Ops
- Bulletins and position papers

Issues:

- Means of accessing info—needs full index easily available
- Format needs to change to web-based content *not PDFs*, ideally interactive
- Provide more bite size information
- Provide more alternative forms of info such as video
- Make sure content is up-to-date, even for evergreen issues so documentation that does not get stale appears fresh no matter what (e.g. some documents show dates that are five years old or more; this does not mean that they are not relevant, but will be perceived as such, so they need an annual review, update of anything that changes, and updated date)

Salary Survey

Pros:

- Great resource and benefit for Members
- Published to those who participate

Shortcomings:

- Could publish highlights and use for great press
- Could have broader distribution; many Members do not even know that this survey exists
- Process needs to be shared so someone could take over if Tom Phelan wins the lottery
- List needs to be systematized within NF so it's not so personal and so it does not take days of manual labor
 - Currently does a side-by-side comparison of last years' list and this years' names from Netforum

Management Book Series

- Could be valuable if current and digitally viewable, but titles today, for the most part, appear outdated and many do not even know they exist
- Must be an effort to revamp, make relevant and market these
- There is an opportunity for a series of guidelines

Job Descriptions

- Very popular but incredibly hard to find and needs to be a structured database so it is searchable and sortable (currently at <http://www.aaaa.org/agency/compensation/resources/jobs/Pages/default.aspx>)
- One reason for lack of descriptions on site was described as “it’s too difficult to post them on the site”
- Should be a simple search rather than a list of categories:
 - Account Planning
 - Account Service
 - Administrative
 - Analytics
 - Broadcast Production
 - Chief Officer
 - Creative
 - Financial
 - HR
 - Information Tech
 - Interactive/Digital
 - Marketing
 - Media
 - New Business
 - Print
 - Project Management
 - PR
 - Research
 - Search
 - Social Media
 - Talent
 - Traffic
- There are roughly 400 additional descriptions that Management Services offers but are not even listed on the site and it is noted to email Tom Phelan for more.

AGENCY JOB DESCRIPTIONS

To better find the right talent to fill key agency positions, the 4A's makes available to its members detailed agency job descriptions, organized by department/discipline. These descriptions have been compiled from actual member employment offerings, and have been modified to remove specific organizational references.

The 4A's has many job descriptions in its collection that have not yet been posted.

For additional job descriptions, please contact Tom Phelan at tom@aaaa.org.

Member Bulletins

- Make sortable and searchable

- Rank by *Most Popular*

Agency Search

Agency search needs to be rebuilt and relaunched as a totally new and useful tool to help brands research and find the best agency for their needs. It's currently ~10% of overall traffic to the core site. Agency Search is a key benefit of membership to the 4A's. Only member profiles are part of the database search. This could be a strong and powerful tool, used well beyond those familiar with the 4A's if implemented in an easier, more user-friendly manner.

Structural Issues

- Only member agencies can be in Agency Search.
- There should be an explanation at the top of the page, not the bottom.
- Populating the Agency Search database starts with NetForum. There is an initial one-time data dump from NetForum into Agency Search. The problem with this method is that any updates made on the Agency Search side are not fed back into NetForum. Thus, there are two separate systems running and no synchronicity.
- Agency Search is run on a totally separate software
- Interface is a very old and outdated design; Needs to have a modernized look
- If there is an organizational change (e.g. acquisition by a holding company) or agency name change, this must be addressed manually.
- Agencies are responsible for updating their own profiles. Some are not doing this or updating.
- Lots of good supporting information in docs but all in PDFs
- **Needs to be a clearly delineated section: *How to Find and Select an Agency***

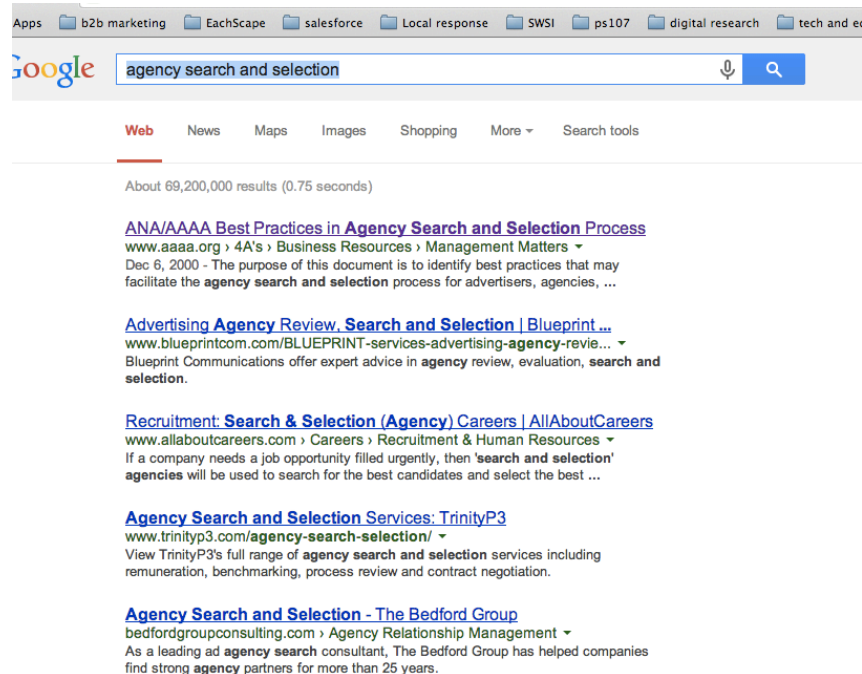
Issues

- Helen is key point for everything vs. automation
- Internet Explorer is best browser for optimal use of the tool, and it's used by less than 18% of user base
- Not back button friendly
- No auditing of the information
- Example of bad address: Partners&Partners, 888 Main Street 436, New York, NY 10044
(<https://ams.aaa.org/eweb/content.aspx?WebCode=ViewAgencyInfo&AgencyKey=71d367f8-fbeb-44ba-be45-df5f5be3b8989>)
- No breakdown of search info
- Hard to input for agency

- Limited on clients to name only 10
- Agency clients may be outdated given there's no auditing of the data
- There is not currently tracking of search info because user wants to be anonymous --can do aggregate info
- No links to examples of work--can go to websites
- Keywords don't really work, given lack of tagging system
- Some missing service offerings
- Industry specialty mixed with profile so you can't add up to 100%
- Search results don't indicate how many results you should be seeing
- No ability to print
- Reset button is tiny and can be overlooked: No way to clear search easily and start again
- No client categorization as they don't match industries to clients
- As user, don't understand reset.
- If an agency is no longer a member, all staff is the way everyone internally finds this out, and then there's a manual process to remove the agency from the search.

Agency Search is Not Findable

- Search for "agency search and selection" and get the following



- First entry shows a 4A's page with 2009/2010 info and a paper dated 2000: http://www.aaaa.org/agency/compensation/positionpapers/Pages/120600_search.aspx

Media Matters

- While this section *tells* what the 4A's does in this discipline, it fails to offer real information
 - It states that the 4A's "Establishes discounts with vendors for various products and services used by media departments at member agencies" so this should link to a list of vendors that qualify, their websites, and note where to go for more information
 - It states that the 4A's "Compiles Directory of Media Software" so this should link to that directory, which should be a dynamic data source of Media "providers, platforms and services". Software as a standalone sounds outdated and does not encompass the full range of offerings that a media department or agency may need. The Media Matters section seems to lack key information for these members.
 - The Media Forms & Contracts looks outdated with Start date in 2010 and many contract dating back too many years to contain all critical points. Would be great to note what has changed in the last few years and what are key aspects to look for when doing a vendor contract of this nature.
- Currently members only, although there's a project to make entry level job descriptions available to all

Events

- Must be a centralized event hub so all sites are integrated
- Ability to search and sort via a calendar, by topic, by location
- Must be a template for all events so they can be customized and branded but consistent. No allowing each event to come up with its own format and backend
- Must be an integrated registration system that is clear and simple for registrants, both members and non-members
- Must be an easy system for updating schedule and speakers
 - Linked to profiles if members
 - Repository for photos and bios
 - Easy to export to multiple formats/repositories such as mobile
- Must be a consistent way to include sponsors
- Archive of Event content should be rich and meaningful to use post-event
 - Videos
 - Webinars
 - Presentations

Membership

A revamping of the membership area of the site is in the works for Q2 2014 to address its current shortcomings. Items to be addressed:

- Needs Call to action around login—there’s nothing that clearly explains how to join
- Inquiry process must be automated
- [About the Association](#) section is very staid and not at all compelling—should provide a timely description of why the 4A’s is important and relevant in today’s transforming advertising environment
- This section should clearly and concisely provide the following:
 - Membership criteria
 - Quick bullets about “Why Join”
 - Benefits of joining
 - List of all members
- The link to the by-laws is another pdf and highly unlikely anyone will read
- Mission is dated 1990 and seems outdated as well

Research

Research is an invaluable benefit to the members who use it, estimated by the team at 86%. Holding companies typically use their own teams, while others use it as backup.

Overview

- Many agencies use the 4A’s for concepts and strategies that go beyond keyword searches (e.g. my client is a large multinational and just did an acquisition—do we deal deal with branding?)
- Team takes a consultative approach
- Many requests are “crystal ball” questions about trends and the future
- A request can take anywhere from a quick lookup to a multifaceted inquiry via a combination of phone and email exchanges. The research team encourages people to call in order to get clarity on the requests
- There are on average twenty people submitting requests weekly
- Some agencies have one person designated as contact to 4A’s research while others have multiple points of contact

Case Insights

- Send them via email (list is limited)
- Feature on site
- Research essentials--on site search is a problem
- Twitter--research services account tweets 3-4x/day

Recommendations

- Track all requests and fulfillment to understand the value each Member receives from the Research department
- Look at overall ROI for Research
- Identify topics with broad appeal and disseminate info on these topics more broadly to Members and use strategically to enhance the value of the 4A's to members and to the industry
- Present information in a searchable and sortable manner.

Current Issues

- Sharepoint forces alphabetical order on site rather than most recent.
- Christine deals with industries and SharePoint
- FreshPress – are enough Members using this to make it valuable and worth the time? There have been 1000 dashboards created but only 400 pageviews in a month, so likely not huge value for lots of members
- Research is often the first point of contact with the member (e.g. can't find things in the bookstore)--bookstore not up to date
- Is there an archive of webinars?
- CEO report is mailed?

Research Essentials

This section has some really incredible info including the Industries section, but it's very hard to find and know what valuable pieces of information are there.

- It can take five or more clicks to get to the actual reports, without knowing what the user may find and then the user still needs to go into a PDF.
- Some of the information is old and outdated. These need to be current and relevant if included. For example Ecommerce section shows [ComScore's 2011 State of the Internet: Ecommerce report](#) and the [Marketing and Media Ecosystem 2010](#) from Booz Allen. Particularly in digital, reports have a shelf life of a year at most before all bets are off, so these reflect poorly on the 4A's as part of the offering.
- They should be updated to more current reports or pruned if updating is not an option. Also new and relevant subjects such as programmatic buying are missing.

Sections:

- Advertising, Marketing & Media
 - Ad Effectiveness and Metrics
 - Ad Spending and Budgeting
 - Advertising Basics

- B2B
- Branding
- Creative Strategy and Execution
- International
- Agency Business
 - Account Management
 - Account Planning
 - Agency Branding and Positioning
 - Agency Business Trends
- Consumers
 - Affluent Market
 - Consumer Trends
 - Gay and Lesbian
 - GenX
 - Mature Market
- Digital
 - Creative
 - Digital Consumers
 - Digital Forecasts and Spending
 - Email marketing and behavior
 - Games
 - Interactive agencies
- Industries
 - Marketing
 - Media
 - Production
 - Trends
 - Client Relations
 - New Business
 - Specialized Agencies
 - Value of Agencies
 - Men's Market
 - Millennials
 - Multicultural
 - Women's Market
 - Youth Market
 - Marketing
 - Metrics
 - Mobile
 - Native Advertising
 - Online Video
 - Social media
 - Trends

Research Insights

Great information but very hard to find as they are either in a flat list

BROWSE RESEARCH

- **Advertising, Marketing + Media**
Advertising, marketing, brands, media, B2B, and international markets...
- **Agency Business**
Client relations, agency operations, business trends, and new business...
- **Consumers**
Consumer behaviors, media habits, + market segments, including multicultural, millennials, etc...
- **Digital**
Social media, metrics, mobile, digital advertising, marketing, and media...
- **Fresh Press**
The best industry news feeds.
- **Industries**
Insights, sales, trends, top competitors, and more in industry verticals...
- **Research Databases**
BUDDY, CREW, GIG, and Proquest...
- **Research Insights**
Consumer insights, conference highlights, + thought leadership from 4A's Research and partners...
- **Research Services**
Learn more about 4A's Research Services and what we do...

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Research Insights

Best practices, consumer insights, conference highlights, and thought leadership from 4A's Research Services and research partners. Read our most recent Research Insights.

[Research Insights | Highlights from the 2013 4A's Strategy Festival, "Strategy &" November 19, 2013](#)
This Research Insights encapsulating the major themes of the 2013 Strategy Festival.

[Research Insights | The "Fanboy" Millennial \(More than Meets the Eye\) November 13, 2013](#)
Much has been written about how to reach the elusive millennial male. The subgroup of rabid gamers, dubbed "Fanboys," by video entertainment network Machinima, comes into sharp focus in this report.

[Research Insights | The Meaningful Brand—How Strong Brands Make More Money November 05, 2013](#)
Our latest Research Insights focuses on the four components of a meaningfully different brand experience: purpose, delivery, resonance, and difference. This unique model shows you how to amplify the value of your clients' brands

or bundled in with Member Bulletins

The screenshot shows the 4A's website navigation menu with the following items: HOME, NEWS & VIEWS, EVENTS, BUSINESS RESOURCES, TALENT DEVELOPMENT, COMMUNITIES, and ADVOC. Under NEWS & VIEWS, there are sub-items: Agency News, Member Bulletins, Press Releases, eNewsletter, Blog, and Social Media. Below the navigation is a breadcrumb trail: 4A's > News & Views > Member Bulletins.

MEMBER BULLETINS

Title	Date	Subject	Views
JPC Reminder: Ad-ID Compliance – SAG-AFTRA Commercials Contracts	02/10/2014	Advertising Industry; Production & Traffic	29
PC-American Federation of Musicians (AFofM) Commercials Contract Negotiation	02/07/2014	Advertising Industry; Production & Traffic	3
GIG, Your Global Innovations Gateway Exclusively for 4A's Members	01/17/2014	Account Management; Account Planning; Agency Management; Creative	836
American Humane Association Issues New Fee for Service Guidelines	01/15/2014	Advertising Industry; Production & Traffic	801
Edward Noonan Ney, 4A's Chairman, 1977–1978	01/13/2014	About the AAAA; Advertising Industry	672
Paul C. Harper, Jr., 4A's Chairman 1983-1984	12/19/2013	About the AAAA	922
4A's Analysis of Agency Costs Report Available	12/03/2013	Account Management; Agency Finance; Agency Management	2141
Research Insights Highlights from the 2013 4A's Strategy Festival, "Strategy &"	11/19/2013	Advertising Industry; Account Management; Account Planning; Creative; Data Analysis; Digital	3438

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in a way that cannot be sorted by tags/subject or searched effectively

Fresh Press

[Fresh Press](#), a compiled aggregation of feeds powered by NetVibes is curated. In January 2014, 1044 people have created dashboards and there were 504 page views. We've been unable to get deeper metrics on usage from NetVibes (beyond the number of accounts created) and has not proven to be a core source of information for a broad base of people given all the alternative sources of information available. Given the amount of time required for curation, the ROI warrants deeper investigation.

Databases



The four databases that serve as tools for members are great resources although it's unclear how much usage they get since initial page views are tracked by 4A's Google Analytics, but they are for each session:

Buddy: 107

Crew: 111

GIG: 502

Proquest: 117

 <p>BUDDY Business Demographics and Data for You</p>	<h3>BUDDY Portal to America's Demographic Data</h3> <ul style="list-style-type: none">- Access detailed demographic and household spending reports- Compare all zip codes in a county or city- Chart or map desired data for use in presentations- BUDDY Tutorial
 <p>CREW Creative Running Everywhere Worldwide</p>	<h3>CREW Creative Advertising Showcase</h3> <ul style="list-style-type: none">- Review more than 18 million advertisements from 68 countries- Track competitor ad campaigns in multiple markets- View print, video, outdoor, audio, internet, social and internet video ads- Search by company, brand, country/region, industry, and date range
 <p>GIG Global Innovations Gateway</p>	<h3>GIG Database of Ideas</h3> <ul style="list-style-type: none">- Cutting-edge idea-generation database and a great brainstorming tool- Browse new trends, innovations, and concepts from around the world- Check out new business ventures and learn from entrepreneurs and creatives- Get instant inspiration for your latest or existing campaigns
 <p>ProQuest Start here</p>	<h3>Proquest Passport to the World's Knowledge</h3> <ul style="list-style-type: none">- A massive pool of articles from newspapers, trade, and regional publications- Find the latest news about public and private companies- Monitor national and local industry and product trends- Search First Research for insights into a wide range of industries

Ideally these need to be tracked by Member use on a monthly basis. Building out more of these types of deals makes the 4A's more valuable and its less labor intensive for the association.

In addition to being tracked on a regular basis, these should also be marketed more generally to the right people within Members driving value and usage. Research says that they need to keep re-educating Members who do not know about these options.

Outside the databases available to the Members via login, the 4A's has access to multiple proprietary databases (4 to 5 pages of passwords for these) that the team uses for research but cannot provide access to members. As described by the members of the research team, the 4A's is better at culling and finding things than agencies, which often don't have the time to do so or no longer have dedicated resources.

Marketing/Communications

Overall, the marketing team serves as a communications group executing for the other functional areas of the Association. This team manages the home page of the website. Departments such as Management Services come to Marcomm and ask them to get the information out.

Email

- SmartBrief is the only consistent email from the 4A's right now
 - 38K subs
 - Revenue generator
- No regularly scheduled email from the 4A's happens currently. Some fear it would cannibalize effect of event promotion emails.
- There are occasional "From the desk of Nancy Hill" emails.
- Needs to be an email program with a regular schedule as none exists today: minimum of monthly (if not bi-weekly or weekly) emails from the 4A's with overview of timely and new information as well as promotion for events
- Need consistent templates—all custom coded and very labor intensive
- Need for improved workflow
- Eblasts for events are inconsistent and too frequent and very focused on event promotion
- Emails and updates that need to be sent from various teams such as Management Services should be consistent, scheduled and tracked.
- List management needs to be part of email. Lists should be centralized and systemic, not personal lists that are managed on an ad hoc basis
- Email should be tracked
 - Sents/Opens/Click thrus (CTR)
 - Lists should be developed and tracked over time
- Bulletins are published onsite and through email blasts.

Public Relations

Most PR is event driven with no overall strategy around the 4A's brand or messaging.

Agency News

- Select press releases from Member agencies and post on the home page, in the section.
- These can be valuable to other members to stay updated on industry happenings that may not make the press or the trades.

Social

- The Marcomm group runs @4as.

4A's
@4As
The official Twitter account for the 4A's, the American Association of Advertising Agencies. Providing Leadership, Community, Advocacy and Guidance.
New York, NY · aaaa.org

TWEETS 12.2K FOLLOWING 1,351 FOLLOWERS 24.8K [Follow](#)

4A's @4As · 32m
Last call 2 sign up 4 Thursday's webinar about giving & receiving feedback w/ @BradKarsh that's open 2 all. Details: ow.ly/tZ103
[Details](#)

4A's @4As · 2h
Sending more than a couple agency execs 2 #4AsTransformation March 16-19 in LA? Then check out r group reg rate: ow.ly/tWdsS
[Details](#)

- Research has its own Twitter account.



-
- Hootsuite is used for management.
- There's a social media committee, but they do not all have lists.
- *There is likely an opportunity to build out more social presence and value on LinkedIn.*

Year in Review

- This is an annual overview of what the 4A's did the prior year. Each team contributes their piece and marketing provides a summary.
- This has been done to dates as a lengthy piece that is very cumbersome to read and not interactive.
- For 2013 Year In Review, a slideshow summary has been done to summarize the accomplishments of the association.

Post-Event Information

- After conferences and other events Marcomm posts video and audio, primarily to YouTube.
- With permission from speakers, decks and presentations are posted to Slideshare.

Awards

The 4A's runs the following industry Awards:

- Jay Chiat Award for Account Planning Strategy
- O'Toole Awards for Creative and Media, presented at Transformation

Diversity

The Diversity team at 4A's is focused on bringing a broad range of talent from many different backgrounds into the advertising industry.

Key Areas of Focus

- Strategic insights on issues
- Attracting new talent
 - Make advertising attractive to new talent and existing talent
 - Start building interest at the high school level
 - Use 4As foundation to provide funds for students of color
 - Provide programs for mid- to senior-level multicultural professionals outside the industry to come into advertising
- Provide thought leadership
 - Provide best practices every 12-18 months
- Convene communities
 - Diversity steering committee
 - New concepts
 - Chief Talent Officer committee to teach about how to attract and cultivate multicultural talent

MAIP: Multicultural Advertising Intern Program

- Ways students find out that the programs exists:
 - Word of mouth
 - Email blast to 4k schools
 - 300-400 personal contacts
 - Applications live as pdf—should be a way to automate this process
 - Campus ambassadors are alumni of MAIP
 - Custom system built 2012 -- students spent \$25 to apply via NetForum
 - GOAL: MAIP applicant-->MAIP Intern→industry employee
- 2500 members of MAIP community
- Effective use of digital and social tools:
 - Office hours via Google hangout
 - YouTube channel
 - Rogue site--face of talent. **Didn't work**
 - Big social presence on Facebook and Twitter
 - Use Mailchimp NOT NF for email program--need to track who is clicking on what
 - Record seminars
- 10 weeks program
- Big orientation and community among participants
- Face of Talent event occurs at end of summer

4A's Foundation

- Best kept secret of the 4A's
- 5 funds provide assistance to multicultural students
- Diversity Team writes everything about this program and the communications group disseminates the info

Request Tracking

Requests come in daily on a number of fronts, primarily management services and research. There is a need to create a centralized request tracking system and this can now be facilitated through the upgraded NetForum. Any and all requests, from new member inquiries to research projects can go this route. This new system will be trackable and the process will be streamlined.

Optimal Flow:

- Form created on website
 - Is it members only with separate form for membership inquiries?
 - Request connects member to need
 - Member is identified on three levels
 - Requester identified: Individual--->Agency--->Holding company
 - Assignment connects Request to individual within 4A's who fulfills request

Blog

- Blog is currently there as a placeholder
- Very little traffic
- Inconsistent posting
- Many individuals I interviewed have no interest in writing posts although "would do it if there was a mandate"

Bookstore:

Current Scenario:

- 86 titles
- >90% sold in two titles
- Currently can't search by series
- Living in NF
- Total revenue 2012 \$115K
- Most titles outdated and should be updated if still relevant
- Most \$\$ in 5 titles:

4A's Labor Billing Rate Survey Report q	\$99,150.00	86.07%
2012 Employee Compensation in 4A's Agencies	\$6,300.00	5.47%
Advertising Metrics and ROI	\$1,500.00	1.30%
Provisions in Agency Client Agreements	\$1,300.00	1.13%
2011 Television Production Survey Report	\$1,250.00	1.09%

Recommendations:

- Get rid of bookstore and replace with new area with name that reflects some semblance of the following: Publications, White Papers, Resources or something else that can be considered multiplatform
- Prune titles and only sell relevant and timely titles

- Once there is new material, add Search by Series
- Create thematic bundles
- Show suggestions based on prior purchases.
- Use a digital publishing platform with interactive pdfs and other types of interactive content
- Integrate a third party store platform for easy management (e.g. Amazon)
- Consider additional short formats for relevant topics—white papers etc.