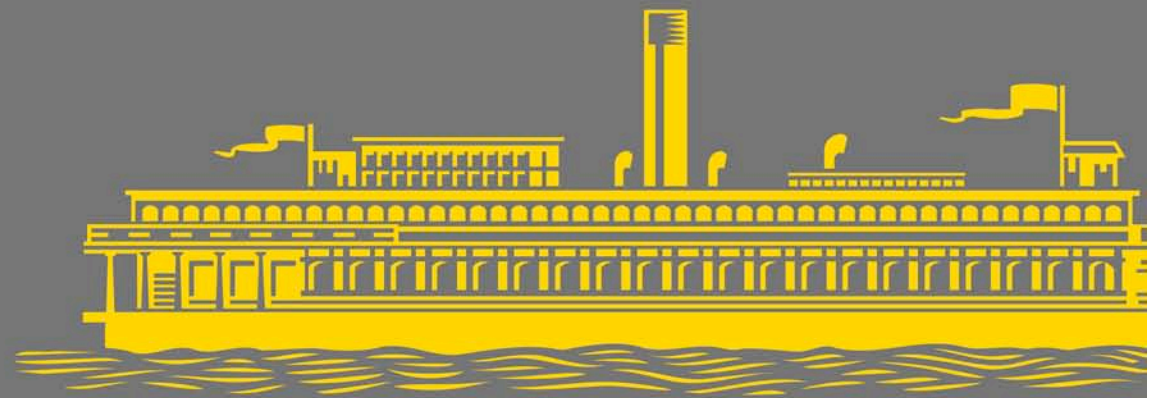


Advertising Educational Foundation Brand Identity

2008-2009



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What we learned

Summary: AEF Brand Immersion Insights



Unique program
Powerful mission
Boardmembers
Intellectual content
AEF.com



Use of “Advertising” in the name
Low brand awareness
Lacks brand differentiation
Not perceived as a leadership brand
Low digital outreach
Perceived personality

Source: Stakeholder Interviews:

What we learned

Within today's organizational landscape...

AEF's positioning is unique but its perceptions are NOT!

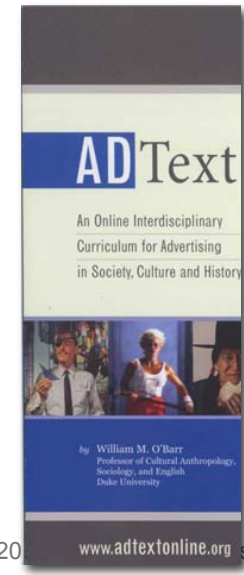
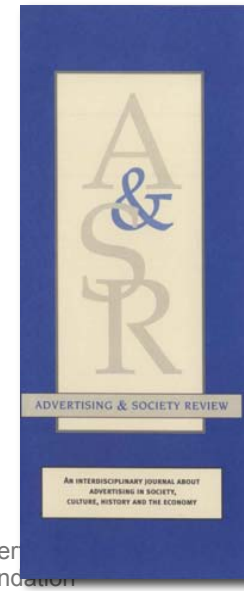
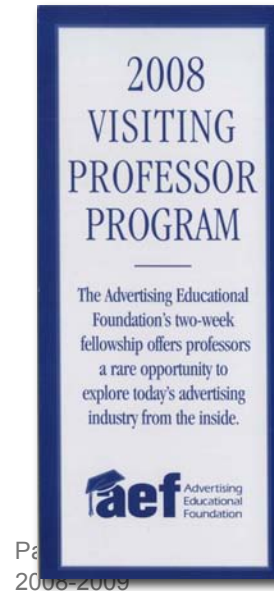
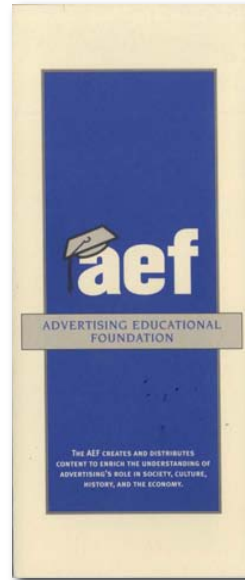
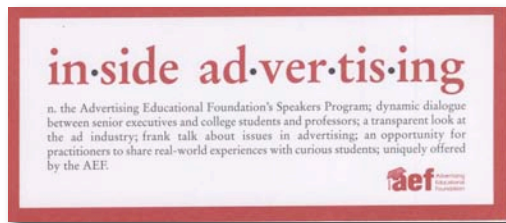
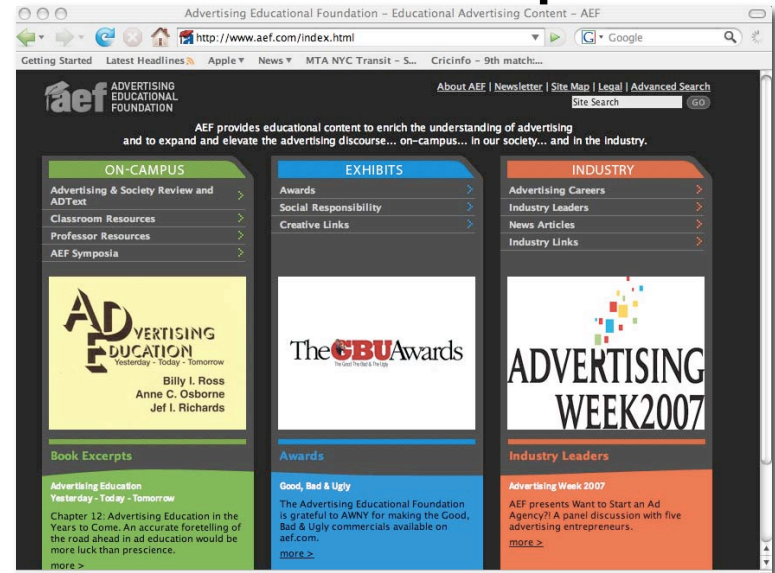


Is the ONLY organization to provide a thorough, balanced, educational discourse on the advertising subject.

eMarketingAssociation

What we learned

AEF lacks cohesion across branded touchpoints



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Pa
2006-2009

Adver
Foundation

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www.adtextonline.org

AEF Brand Positioning: Advertising Thought Leadership

The Advertising Educational Foundation is the premiere content creator, provider and passionate spokesperson for the role of advertising in society.

Comprised of leading academics and practitioners, AEF is the principal forum and conduit for rigorous discussion and debate on advertising related issues. AEF strives to take on the most provocative industry topics and continually elevates and expands the advertising discourse.

AEF is the most trusted authority on advertising educational content and the credible provider of balanced representation of the subject matter to the academic community and society at large.



CREDIBLE

PROVOCATIVE

GENUINE

ACCESSIBLE

THOUGHTFUL

Landor

Specific goals for AEF's new visual identity system

1. Visually demonstrate AEF's leadership position through a comprehensive, distinctive visual identity system that incorporates AEF as "Advertising Thought Leadership"
2. Differentiate AEF from its competitors and peers in its cultural, societal, and economical role in society
3. Gain consistency and greater impact across all publications (print and digital)

Executorial Guidelines

1. The signature should convey the stature of an academic facility in that it reflects AEF's focus on education
2. The signature must be versatile enough to live on its own as well as be paired with nomenclature in signature lockups that highlight AEF's many initiatives and projects
3. The signature should demonstrate the connectivity that AEF has with academia, society, and the industry
4. The signature should maintain a balance between modernity and academia so as not to stray from its mission statement

Recommended Brand ID



Rationale:

- Truly differentiates AEF from the “sea of A’s”
- This mark graphically depicts the richness of content associated with the AEF
- The multiple interpretation of the “Pages” mark, from classic book pages to digital web pages, positions AEF as a contemporary authority on advertising
- Bridges business and academia, without losing sight of its rich heritage
- We believe it will have longevity as it relates directly to the digital age

Final Logo:



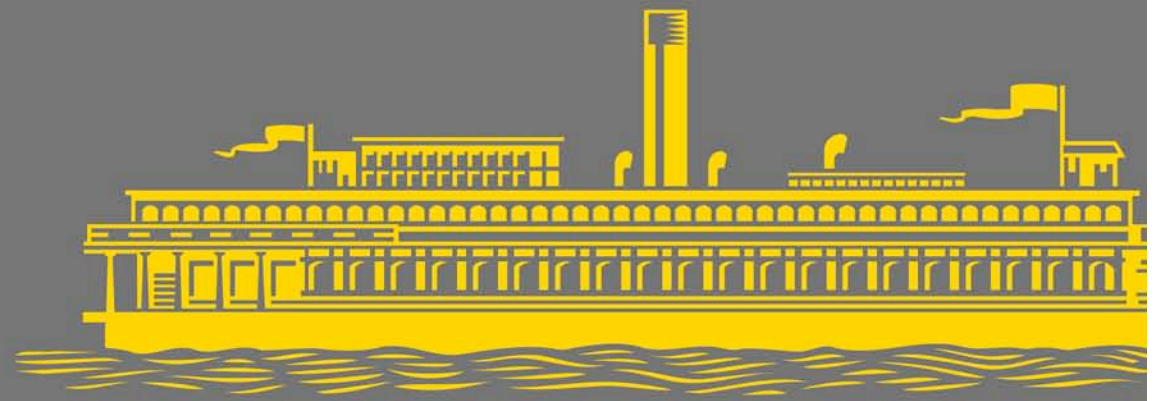
Stationery



Magazine Insert designs



Thank You!



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