



72ND ANNUAL
**ADVERTISING
HALL OF FAME**

THE BIGGEST NIGHT
IN ADVERTISING

aaf american
advertising
federation

META.COM

Meta congratulates this year's inductees to the Advertising Hall of Fame

 Meta

WELCOME

It is with immense pleasure that we welcome you to “The Biggest Night in Advertising”—the American Advertising Federation’s 72nd Annual Advertising Hall of Fame Induction Ceremonies & Gala Dinner.

Tonight, we induct seven “living legends” who reflect the best of our industry as well as some of the most influential aspects of our culture—entertainment, media relations, multicultural marketing, advertising agencies and media groups. Each of these individuals distinguished themselves as an industry pioneer, while recognizing the importance of sharing their innovation and wisdom with their communities, charities and other worthy causes and organizations.

The 72nd Class of the AAF Advertising Hall of Fame includes:

Raúl Alarcón, Chairman of the Board and CEO, Spanish Broadcasting System, Inc.; **Cathie Black**, Principal, Madison Park Ventures; former Chairman and President, Hearst Magazines; **Louis Carr**, President of Media Sales, Black Entertainment Television (BET); **Antonio J. Lucio**, Principal and Founder, 5S Diversity; former Global CMO, Meta, HP, Visa and PepsiCo; **Renetta E. McCann**, Chief Inclusion Experience Officer, Publicis Groupe; **Aaron M. Walton**, CEO, Walton Isaacson; **John Wren**, Chairman and CEO, Omnicom Group.

Renetta McCann will also receive the David Bell Award for Industry Service, a special distinction recognizing extraordinary contributions and service to the advertising community.

We are honored to salute **Unilever** as this year’s corporate inductee to the Advertising Hall of Fame. Unilever is one of the world’s leading suppliers of Beauty & Wellbeing, Personal Care, Home Care, Nutrition and Ice Cream products, with sales in over 190 countries and products used by 3.4 billion people every day. With 148,000 employees and sales of €60.1 billion in 2022, their vision is to be the global leader in sustainable business and to demonstrate how their purpose-led, future-fit business model drives superior performance. Unilever has a long tradition of being a progressive, responsible business.

Finally, we extend our sincere thanks to all our generous supporters, outstanding presenters, and honored guests. Without you, this celebration of advertising’s legends would not be possible.

Congratulations to all tonight’s inductees. You make Advertising (and the World) better.



STEVE PACHECO
President & CEO
American Advertising Federation



TIFFANY R. WARREN
Chair, AAF Board of Directors;
EVP, Chief Diversity & Inclusion
Officer, Sony Music Group;
Founder & President, ADCOLOR;
Advertising Hall of Achievement
Class of 2010



CAROLYN EVERSON
Chair, AAF Advertising Hall
of Fame Council of Judges;
Senior Advisor, Permira; Board
Director, The Coca Cola Co.,
The Walt Disney Co., Under Armour;
Advertising Hall of Achievement
Class of 2011



SUSAN CREDLE
Vice Chair, AAF Advertising Hall
of Fame Council of Judges;
Chair and Chief Creative Officer,
FCB Global; Advertising Hall of
Achievement Class of 2004



Congratulates the Advertising Hall of Fame Inductees



Raúl Alarcón
Spanish Broadcasting System, Inc



Cathie Black
Madison Park Ventures;
Hearst Magazines



Louis Carr
Black Entertainment Television (BET)



Antonio J. Lucio
5S Diversity; Meta, HP,
Visa, PepsiCo



Renetta E. McCann
Publicis Groupe
David Bell Award for Industry Service



Aaron M. Walton
Walton Isaacson



John Wren
Omnicom Group



Unilever
Corporate Inductee

PROGRAM

WELCOME

Steve Pacheco, President & CEO, American Advertising Federation

Tiffany R. Warren, Chair, AAF Board of Directors; EVP, Chief Diversity & Inclusion Officer, Sony Music Group; Founder & President, ADCOLOR; Advertising Hall of Achievement Class of 2010

Carolyn Everson, Chair, AAF Advertising Hall of Fame Council of Judges; Senior Advisor, Permira; Board Director, The Coca Cola Company, The Walt Disney Company, Under Armour; Advertising Hall of Achievement Class of 2011

Susan Credle, Vice Chair, Advertising Hall of Fame Council of Judges; Chair and Chief Creative Officer, FCB Global; Advertising Hall of Achievement Class of 2004

INDUCTEES

Raúl Alarcón	20
Chairman of the Board and CEO, Spanish Broadcasting System, Inc. <i>Award presented by Daisy Exposito-Ulla, Chairman and CEO, d exposito & Partners; Advertising Hall of Fame Class of 2018</i>	
Cathie Black	26
Principal, Madison Park Ventures; former Chairman and President, Hearst Magazines <i>Award presented by Valerie Salembier, Executive Mentor, Exco Leadership</i>	
Louis Carr	32
President of Media Sales, Black Entertainment Television (BET) <i>Award presented by Bob Johnson, Founder, Black Entertainment Television and The RLJ Companies; Advertising Hall of Fame Class of 2006</i>	
Antonio J. Lucio	40
Principal and Founder, 5S Diversity; former Global CMO, Meta, HP, Visa and PepsiCo <i>Award presented by Tiffany R. Warren, Chair, AAF Board of Directors; EVP, Chief Diversity & Inclusion Officer, Sony Music Group; Founder & President, ADCOLOR; Advertising Hall of Achievement Class of 2010</i>	
Renetta E. McCann	46
Chief Inclusion Experience Officer, Publicis Groupe Recipient of the David Bell Award for Industry Service <i>Award presented by David Bell, Former Chairman, Interpublic Group; Managing Partner, Belwether Advisors; Advertising Hall of Fame Class of 2007 and Esther "ET" Franklin, Global Chief Strategy & Cultural Fluency Officer, Spark Foundry</i>	
Aaron M. Walton	52
CEO, Walton Isaacson <i>Award presented by Vinay Shahani, Vice President, Lexus Marketing, Toyota North America</i>	
John Wren	58
Chairman and CEO, Omnicom Group <i>Award presented by Chuck Brymer, Former President & CEO, DDB Worldwide</i>	
Unilever	69
<i>Award accepted by Esi Eggleston Bracey, President, Unilever USA; CEO, Unilever Personal Care, North America Award presented by Richard Edelman, CEO, Edelman; Advertising Hall of Fame Class of 2022</i>	

AFTER PARTY ON THE MEZZANINE!



CONGRATULATIONS

to the 2023 AAF Hall of Fame Honorees

Thank you all for your visionary leadership,
your focus on serving others and your
constant and continuing commitment to diversity.

You inspire us with your passion for action
and truly pioneering approaches to make
our industry, communities, and world a better place.

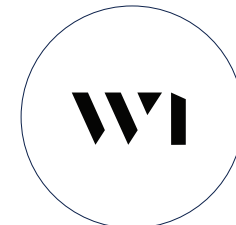
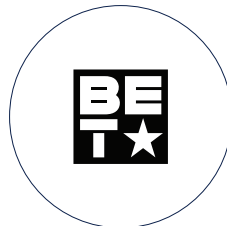


SPONSORS

DIAMOND



PLATINUM



GOLD



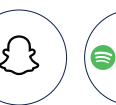
SILVER



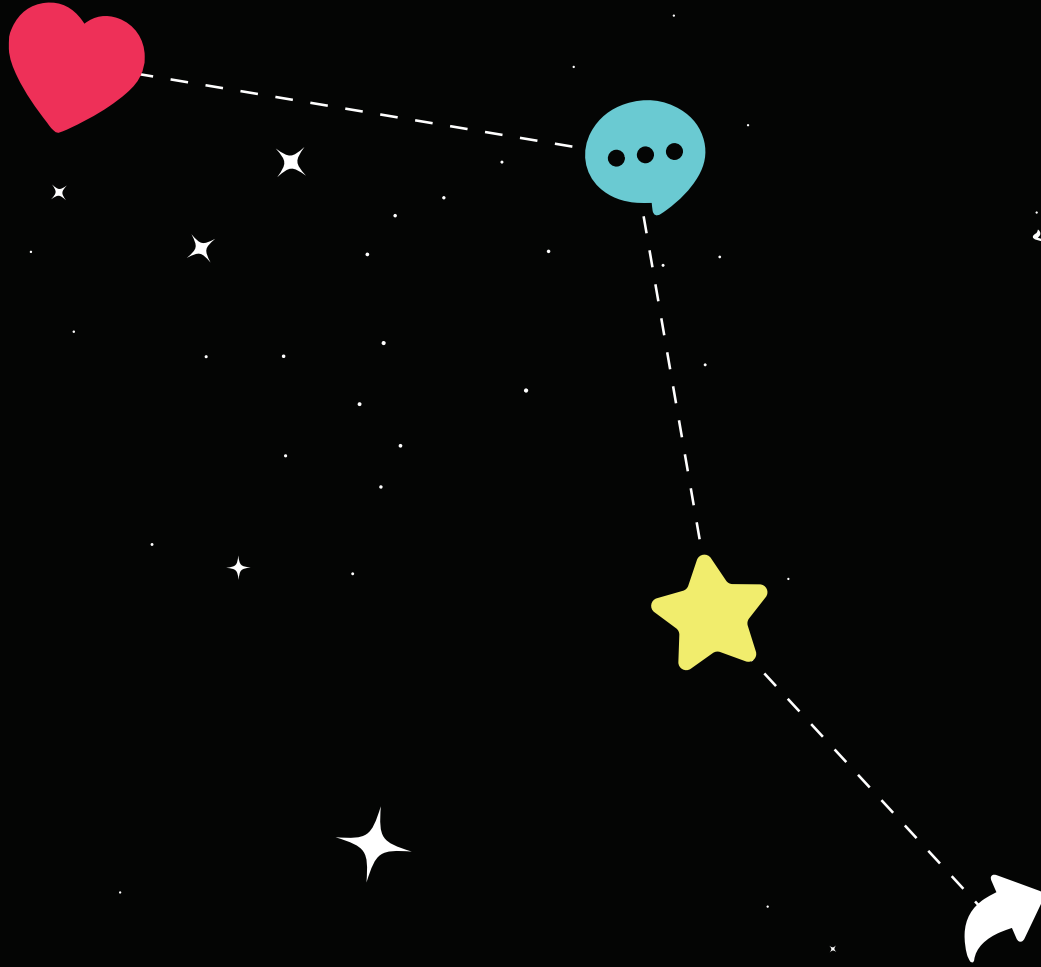
TRADE



BRONZE



As of 4/7/23



Congratulations to this year's AAF Hall of Fame honorees. Your tremendous contributions to our industry are an inspiration to us all.

Raising a toast #ForYou.

Your friends at

TikTok

COMMITTEE

CHAIR

Carolyn Everson, Senior Advisor, Permira; Board Director, The Coca Cola Company, The Walt Disney Company, Under Armour

VICE CHAIR

Susan Credle, Chair and Chief Creative Officer, FCB Global

COUNCIL OF JUDGES

Danielle Austen, Managing Partner, CEO, fluent360*

Kenetta Bailey, SVP, Marketing, Clear Channel Outdoor

Jack Bamberger, Global Chief Revenue Officer, Captify*

David Bell,† Former Chairman, Interpublic Group; Managing Partner, Belwether Advisors*

John Boiler, Creative Chair, Stagwell Constellation

Christian Borges, Co-Founder, ON_ Discourse*

Larry Brantley, President, Chaloner; Former Chair, AAF Council of Judges*

Heidi Browning, EVP, Chief Marketing Officer, NHL

Katrina Cukaj, Lead, Ad Sales and Client Partnerships, WarnerMedia*

Scott Donaton, SVP, Chief Marketing Officer, Hulu

Daisy Exposito-Ulla,† Chairman and CEO, d'exposito & Partners*

Rita Ferro, President, Disney Advertising Sales and Partnerships*

Kirsten Flanik, President, BBDO New York*

Esther "ET" Franklin, Global Chief Strategy & Cultural Fluency Officer, Spark Foundry*

Emily Graham, Chief Equity and Impact Officer, Omnicom Group

Bill Hagelstein, President, CEO, RPA*

Patrick Harris, VP, Global Channels, Meta

Wenda Harris Millard,† Vice Chairman, MediaLink

Sandie Hawkins, GM of US e-Commerce, TikTok

Ty Heath, Director, Market Engagement, B2B Institute, LinkedIn

Michael Kassar,† Chairman and CEO, MediaLink*

Kim Kelleher, Chief Commercial Officer, AMC Networks*

Jacki Kelley, CEO, Americas, dentsu*

Bill Koenigsberg,† President, CEO and Founder, Horizon Media

Ara Kurnit, VP, Managing Director of Strategy, Advertising, The New York Times

Shelley Lazarus,† Chairman Emeritus, Ogilvy*

Tara Levy, VP, Americas and Global Verticals, YouTube*

Lynn Lewis, Global Chief Marketing Officer, Mediabrand*

Ross Martin, President & CXO, Known*

Carla Michelotti,† Retired EVP and Chief Legal, Government, Corporate Affairs Officer, Leo Burnett

Tom Morton, Global Chief Strategy Officer, R/GA

J. Melvin Muse,† Founder and Chairman Emeritus, Muse Communications

Nancy Rabstejnek Nichols, SVP, External Affairs, IPG*

John B. Osborn, Director, Ad Net Zero*

Soche Picard, CEO, North America, Arc Worldwide

Bob Pittman,† Chairman, iHeartMedia*

Amanda Richman, Former US CEO, Mindshare

Wally Snyder,† President Emeritus, AAF; Executive Director, The Institute for Advertising Ethics

Liz Taylor, Global Chief Creative Officer, Ogilvy

Lisa Torres, President, Cultural Quotient, Publicis Media

Tiffany R. Warren, EVP, Chief Diversity and Inclusion Officer, Sony Music Group; Founder & President, ADCOLOR*

Carol H. Williams,† Founder and CEO, Carol H. Williams Advertising

*Executive Committee

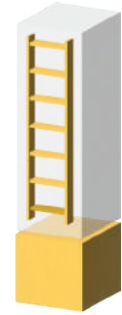
+Advertising Hall of Fame Member

Here's to the Trailblazers Making Themselves Heard



Congratulates Advertising
Hall of Fame 2023 Honorees

HISTORY & CRITERIA



“If we can see further, it is because we stand on the rungs of a ladder built by those who came before us.”

—Tom Dillon, Former President, CEO & Chairman, BBDO; Advertising Hall of Fame Class of 1981

Induction into the Advertising Hall of Fame is the most prestigious honor bestowed in the advertising industry, recognizing legendary individuals and corporations who have raised the standard for advertising excellence.

Since its inception, only 275 individuals and eleven iconic global companies have been elected to the Advertising Hall of Fame.

The Council of Judges and its Executive Committee are appointed each year by the President of the American Advertising Federation and the Chair of the Advertising Hall of Fame. These distinguished industry executives are chosen from the ranks of advertisers, agencies, media organizations, and academic institutions. The Council of Judges considers the election of either living or deceased persons, international or American, whose record of advertising and service has been accomplished within the United States, or with an American company abroad.

Upon induction, each honoree receives a “Golden Ladder” trophy signifying membership in the Advertising Hall of Fame. This trophy, designed by the late Bill Bernbach, carries an inscription (inspired by Sir Isaac Newton) created by the late Tom Dillon, both of whom are members of the Hall of Fame. The inscription reads: “If we can see further, it is because we stand on the rungs of a ladder built by those who came before us.”

INDIVIDUAL INDUCTION CRITERIA

Those men and women who have had exceptionally distinguished and extraordinary careers, have completed their primary careers or have had careers spanning at least 35 years, and who, through and in their professional lives and community involvement, have made outstanding and notable contributions, have consistently practiced the highest ethical standards, and have contributed substantially to their communities.

CORPORATE INDUCTION CRITERIA

The AAF President and CEO, AAF Chairman of the Board, and Advertising Hall of Fame Chair nominate one corporate organization annually for consideration by the Council of Judges. Recipients of this honor will, among other achievements, have made a significant and positive impact on the industry through innovative and forward thinking.

The organization must meet the following criteria:

- Operational for at least 25 years or a pioneer in their area of business.
- Advanced the advertising industry through the execution of innovative strategies.
- Adhered to the AAF Advertising Ethics and Principles as adopted by the AAF Board of Directors, March 2, 1984.
- Promoted diversity and multiculturalism within their organization.
- Engaged in significant community and industry service.
- Achieved a global reputation as an industry leader.

THE DAVID BELL AWARD FOR INDUSTRY SERVICE CRITERIA

This special award is given to an Advertising Hall of Fame inductee who not only demonstrates the extraordinary accomplishments and contributions that are the hallmark of the Hall of Fame, but who also reflects an exceptional and special commitment, extending beyond that of his or her accomplished peers, to serve and better the industry as a whole. Candidates are selected from the Advertising Hall of Fame nominations at the discretion of the Council of Judges, who may choose not to select a recipient in any given year.

The New York
Stock Exchange
congratulates
this year's
Advertising
Hall of Fame
Inductees.

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AN ICE EXCHANGE

MEMBERS

1949 Rollin C. Ayres, Cyrus H. K. Curtis, Alfred W. Erickson, William H. Johns, Lewis B. Jones, Theodore F. MacManus, Edwin T. Meredith, John Irving Romer, Walter A. Strong, John Wanamaker **1950** F. Wayland Ayer, Stanley Clague, Benjamin Franklin, James H. McGraw, Merle Sidener **1951** William Cheever D'Arcy, E. St. Elmo Lewis **1952** J. Earle Pearson, Erma Perham Proetz **1953** Samuel C. Dobbs, Charles Coolidge Parlin, James O'Shaughnessy **1954** John E. Powers, Frank Presbrey **1955** Henry T. Ewald, George Burton Hotchkiss **1957** Claude Clarence Hopkins, Herbert S. Houston **1958** Orlando Clinton Harn, Albert D. Lasker **1959** Merlin Hall Aylesworth, Kerwin Holmes Fulton **1960** James Randolph Adams, Allen Loren Billingsly **1961** Barney Link, Harley T. Procter **1962** Donald W. Davis, Mac Martin **1963** Gilbert T. Hodges, Paul B. West **1964** Homer J. Buckley, Edgar Kobak, Jesse H. Neal **1965** Robert M. Feemster, Samuel C. Gale, Harrison King McCann **1966** Lee Hastings Bristol, Walter Dill Scott **1967** Ernest Elmo Calkins, Stanley B. Resor, Helen Lansdowne Resor, George P. Rowell **1968** Russell T. Gray, Charles W. Mears, Alex F. Osborn **1969** Bruce Barton, Thomas D'Arcy Brophy **1970** Don Belding, Laurence W. Lane, Graham C. Patterson **1972** Leo Burnett, Ralph Starr Butler, Philip Livingston Thomson **1973** John P. Cunningham, Bernard C. Duffy **1974** James Webb Young, Raymond Rubicam **1975** Fairfax M. Cone, G.D. Crain, Jr., Artemas Ward **1977** William Bernbach, Victor Elting, Jr., David Ogilvy **1978** John Caples, George Gallup **1979** John H. Crichton, Barton A. Cummings, William A. Marsteller, J. Walter Thompson **1980** Atherton Wells Hobler, Neil Hosler McElroy **1981** Tom Dillon, Roy Larsen, Shirley Polykoff **1982** Ted Bates, Charlie Brower, Bernice Fitz-Gibbon **1983** Paul Foley, Alfred Seaman **1984** Clarence Eldridge, John Elliott, Jr., Howard J. Morgens, Owen Burtch Winters **1985** Thomas B. Adams, James S. Fish, Charles H. Sandage **1986** Donald A. Macdonald, Samuel W. Meek, Arthur Harrison Motley **1987** Carl W. Nichols, Arthur C. Nielsen, Sr., Raymond J. Petersen, Robert W. Woodruff **1988** Eugene H. Kummel, Edward N. Ney, Vance L. Stickell **1989** Sidney R. Bernstein, Robert V. Goldstein, Ray A. Kroc **1990** James E. Burke, Raymond O. Mithun, Jean Wade Rindlaub **1991** Carl J. Ally, Sam R. Bloom, Philip H. Dougherty **1992** Richard C. Christian, Theodore S. Repplier, Neil H. Borden **1993** John S. Bowen **1994** Ralph Carson, Charles T. Coiner, Rosser Reeves **1995** Ira C. Herbert, John E. O'Toole, Michael J. Roarty **1996** Edwin L. Artzt, William M. Backer, Howard H. Bell, Thomas S. Murphy **1997** Jo Foxworth, Morris L. Hite, William E. LaMothe, Frank L. Mingo **1998** Gertrude Crain, Alex Kroll, Paul Schrage **1999** Jay Chiat, O. Milton Gossett, Joyce C. Hall, Marion Harper, Jr., John E. Kennedy, Burt Manning, Leonard Matthews, Frank Stanton, Janet L. Wolff, Lester Wunderman **2000** Bernard T. Flanagan, Stanley Marcus, Mary Wells Lawrence **2001** Reginald K. Brack, Peter A. Georgescu, Patricia Martin, William S. Paley **2002** Katharine Graham, Charles D. Peebler, Jr., Hal Riney, John Smale **2003** Hall "Cap" Adams, Jr., Phil Dusenberry, John H. Johnson, David Sarnoff, Dave Thomas **2004** Karl Eller, Philip H. Geier, Jr., John E. Pepper, J. Liener Temerlin **2005** Thomas J. Burrell, Roger A. Enrico, Harry M. Jacobs, Ted Turner **2006** Robert L. Johnson, Donald R. Keough, Henry R. Luce, Al Neuharth **2007** David Bell, Vincent T. Cullers, Roquel "Billy" Davis, Bruce Gordon, Arthur Ochs Sulzberger, Stuart B. Upson, Bob Wehling **2008** Andrea Alstrup, Marcel Bleustein-Blanchet, Alan Pottasch, Keith Reinhard, Allen Rosenshine **2009** Jack Avrett, Charlotte Beers, Chuck Fruit, Clarence Holte, Don Logan, Bill Sharp, Bob Wright **2010** Roone Arledge, Roy Eaton, Pat Fallon, Bob James, Bill Lamar, Gerry Laybourne, Wally Snyder, P&G **2011** David Abbott, Eduardo Caballero, Jack Connors, Jr., Laurel Cutler, Earl G. Graves, Sr., Herb Kelleher, Jack Smith, General Motors **2012** Rick Boyko, O. Burtch Drake, Leo-Arthur Kelmenson, David Kennedy, A.G. Lafley, Johnathan Rodgers, Tere A. Zubizarreta, The Coca-Cola Company **2013** Rance Crain, Bob Giraldi, Philip H. Knight, Shelly Lazarus, Byron E. Lewis, Sr., Gerry Rubin, Bob Scarpelli, McDonald's Corporation **2014** Bob Greenberg, Sir John Hegarty, Mike Hughes,* Edward Lewis, Jane Newman, Aldo Papone, Joe Pytko, The Walt Disney Company **2015** John B. Adams, Jr.,* Lee Clow, Michael J. Fox,* Catherine L. Hughes, Spike Lee, Bob Pittman, Charles Porter, Linda Kaplan Thaler, PepsiCo **2016** Peggy Conlon*, Jean-Marie Dru, Carla R. Michelotti, Joe Sedelmaier, Roy Spence, Charles H. Townsend, Dan Wieden, Anheuser-Busch **2017** Frank Bennack, Jr., Peter Brabeck-Letmathe, Jerry Della Femina, Robert De Niro,* Irwin Gotlieb, Kay Koplovitz, Stan Richards, Carol H. Williams*, Toyota Motor North America **2018** Kenneth I. Chenault, Beth Comstock, Daisy Expósito-Ulla*, Steve Hayden, George Lois, Paul Polman, Arthur O. Sulzberger, Jr., Lois Wyse, Johnson & Johnson **2019** John J. Dooner, Jr., Anne Finucane, Michael E. Kassan, Bill Koenigsberg, Debra L. Lee, Maurice Lévy, Indra K. Nooyi, Hector J. Orci*, Nike Inc. **2022** Nina DiSesa, Richard Edelman, Annie Leibovitz,* Judy McGrath, Wenda Harris Millard,* J. Melvin Muse, Andrew Robertson, Michael I. Roth, IBM **2023** Raúl Alarcón, Cathie Black, Louis Carr, Antonio J. Lucio, Renetta E. McCann*, Aaron M. Walton, John Wren, Unilever

*Recipient of the President's Medal for Special Lifetime Contributions to Advertising

*Recipient of the David Bell Award for Industry Service

TONIGHT, WE'RE ALL LOOKING UP TO YOU.

Every industry has its superstars. Ours are gathered here tonight.
Your hard work, dedication and creativity have earned you our very highest honor.
A heartfelt congratulations to all the Hall of Fame honorees from all of us at IPG.

Raúl Alarcón

Cathie Black

Louis Carr

Antonio J. Lucio

Renetta E. McCann

Aaron M. Walton

John Wren

Unilever



ABOUT THE AMERICAN ADVERTISING FEDERATION

WE ARE THE “UNIFYING VOICE FOR ADVERTISING.”

Established in 1905, the American Advertising Federation (AAF) is the only industry organization that counts among its members, groups from across all disciplines and career levels in advertising, marketing, media, academia and more.

Headquartered in Washington, DC, the AAF has more than 150 local clubs across the U.S. representing 35,000 advertising professionals, connecting, and leading the industry. We help more than 4,000 student members kickstart their careers within a 140+ college chapter network with an array of student programs. And, we have more than 60+ corporate members who are supportive of our ongoing efforts.

The AAF is a trusted leader in the Diversity, Equity, and Inclusion space with proven results that go back more than 25 years with the AAF Mosaic Center. To this day, the Mosaic Center continues to lead the efforts in promoting diverse representation in advertising. Tackling the industry’s on-going challenge to recruit, and more importantly retain diverse talent, celebrating organizations and individuals committed to creating content that reflects diverse cultures and developing thought leadership content that addresses the disparities within multicultural communities.

Each year, the AAF hosts numerous programs and initiatives, including the Advertising Hall of Fame, the industry’s most revered distinction; the American Advertising Awards, acknowledged as the largest and most representative industry competition; the National Student Advertising Competition, the premier college advertising competition; and the Mosaic Awards that honors companies and individuals who display their commitment to diversity, equity, and inclusion.

The mission and goals of the AAF are only possible with the ongoing support of our dedicated members and corporate sponsors.

Whether you’re new to the fast-paced world of advertising or a seasoned professional, the AAF is with you. As the Unifying Voice for Advertising, we’re here to help make career advancements, build connections, and celebrate this ever changing industry we work in.

OUR MISSION

The American Advertising Federation is a beacon that protects and promotes the wellbeing of advertising. We accomplish this through a unique, nationally coordinated grassroots network of brands, agencies, media companies, local advertising clubs and college chapters that is unlike any other industry association.

OUR GOALS

Through diversity, equity, inclusion and access, education and lifelong learning, government affairs and policy, and events and experiences, we aspire to:

- Keep members abreast of the latest trends in technology, creativity, and marketing.
- Promote diversity, equity, inclusion, and access throughout the industry.
- Honor and celebrate advertising excellence.
- Recognize, inspire, and develop the industry’s future leaders.
- Protect and promote advertising at all levels of government through grassroots activities.
- Offer engaging programs to encourage local association volunteer leadership.
- Utilize industry expertise to address community issues.
- Provide opportunities for professionals to build supportive relationships with others in the advertising industry.

Learn more about our events and programs at aaf.org.

CONGRATULATIONS

TO THE 2023 **ADVERTISING HALL OF FAME** INDUCTEES!

RAÚL ALARCÓN

SPANISH BROADCASTING SYSTEM

LOUIS CARR

BLACK ENTERTAINMENT TELEVISION (BET)

RENETTA E. MCCANN

PUBLICIS GROUPE

JOHN WREN

OMNICOM GROUP

CATHIE BLACK

MADISON PARK VENTURES

ANTONIO LUCIO

5S DIVERSITY

AARON WALTON

WALTON ISAACSON

UNILEVER

CORPORATE INDUCTEE

FROM YOUR FRIENDS AT

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them what's possible.



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Persistent.
Courageous.
Strategic planner.
Risk-taker.
VISIONARY.

RAÚL
ALARCÓN

CATHIE
BLACK

LOUIS
CARR

ANTONIO
LUCIO

RENETTA
McCANN

AARON
WALTON

JOHN
WREN

CORPORATE
INDUCTEE



A visionary leader is an individual with a clear idea of how they see the future and an action plan to make it a reality.

The Walt Disney Company proudly salutes the inspirational Hall of Fame inductees for their foresight and dedication to the advertising community.



Congrats to This Year's Hall of Fame Inductees

Raúl Alarcón

Chairman of the Board and CEO,
Spanish Broadcasting System, Inc.

Cathie Black

Principal, Madison Park Ventures;
former Chairman and President,
Hearst Magazines

Louis Carr

President of Media Sales,
Black Entertainment Television (BET)

Antonio J. Lucio

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Renetta E. McCann

Chief Inclusion Experience Officer,
Publicis Groupe

Aaron M. Walton

CEO, Walton Isaacson

John Wren

Chairman and CEO, Omnicom Group

Unilever

Corporate Inductee

From your friends at  horizon media



A portrait of Raúl Alarcón, a middle-aged man with grey hair and a mustache, wearing a dark suit jacket over a white button-down shirt. He is standing outdoors with green foliage in the background. The text is overlaid on a yellow semi-transparent box on the left side of the image.

Q&A WITH RAÚL ALARCÓN

Daisy Exposito-Ulla, Chairman and CEO, d exposito & Partners; Advertising Hall of Fame Class of 2018

Can you describe the circumstances in your life that have contributed to your success in the world of communications? Who was your greatest influence?

Alarcón:

As a result of Cuba's Communist revolution and resulting dictatorship, my father arrived on these shores— alone and penniless—as a political refugee in 1960.

After starting over as a deejay at a Spanish radio station in New York City, he eventually founded a small, local ad agency and recording studio in Manhattan.

He gave me the great privilege of learning about life and the value of hard work through his words and deeds during those early years at his fledgling ad agency.

Anything and everything I've had the honor and good fortune of achieving, I OWE TO HIM and the lessons he instilled in me as a young boy.

Exposito-Ulla:

What do you consider to be your greatest achievement?

Alarcón:

Without a doubt, the opportunity to serve, inform, entertain and promote the nation's 60 million Hispanic residents (and watch them grow and prosper during the last four decades through the lens of our owned and operated SBS media platforms) is a lifelong accomplishment that, for me, has no equal responsibly and respectfully.

Exposito-Ulla:

How would you like to be remembered?

Alarcón:

I would like to be regarded as a man who played a part in uniting the great Hispanic community with the dignity and respect it has always deserved and who dedicated his life to helping it become both a worthy contributor and grateful participant in the American Dream, with its promise of freedom, prosperity and goodwill for all.

2023 INDUCTEE

RAÚL ALARCÓN

CHAIRMAN OF THE BOARD AND CEO, SPANISH BROADCASTING SYSTEM, INC.

Raúl Alarcón is a veteran of the entertainment industry and the chief architect behind the creation of one of the nation's largest Hispanic-owned and operated multi-media companies. Today, that entity, Spanish Broadcasting System ("SBS"), caters to millions of listeners and viewers and thousands of advertisers seeking an entrée into this burgeoning market sector.

During his long and distinguished career, Raúl has been a tireless innovator in the face of significant industry transformation and changes in media consumption patterns, while consistently expanding his connection with the U.S. Hispanic population. While his career has been driven by a passion for the media industry, Raúl has also demonstrated an unwavering commitment to fostering Latino artistry and championing Hispanic business ownership.

Raúl's commitment to serving the Hispanic community can be traced back to the lessons passed down from his father, Pablo Raúl Alarcón, a radio industry pioneer and visionary who, after building an eight-station network in Cuba, was forced to flee the nation's Communist dictatorship as a political refugee in 1960. In 1983 the elder Alarcón incorporated SBS, growing its radio portfolio in the ensuing years and remaining actively engaged in the Company's activities until his passing in 2008.

Raúl joined SBS in 1983 and has served as a Boardmember and its President since October 1985. He was appointed Chief Executive Officer in June of 1994

and later named Chairman of the Board of Directors in November 1999.

Under his stewardship, SBS has grown from a single AM radio station an array of media assets that includes a radio division comprised of heritage FM outlets including WSKQ-FM in New York City, the most-listened-to Hispanic station in the world; the 300+ affiliate AIRE Radio Networks; MegaTV, a network television operation with over-the-air, cable and satellite distribution throughout the U.S. and Puerto Rico; SBS Entertainment, a leading independent producer/promoter of Latino concerts and events; and LaMusica, a music and video streaming mobile app catering to Hispanic millennials.

In October 2019, Raúl received the Businessperson of the Year award from the U.S. Hispanic Chamber of Commerce (USHCC) in recognition of his achievements in serving the marketing, advertising and promotional needs of thousands of Hispanic businesses throughout the country.

In addition to his accomplishments in media and advertising, Raúl has received innumerable awards and tributes from Billboard Magazine among others, for his contributions to the music industry.

He remains a dedicated, hands-on executive that cherishes the opportunity to continue serving as an advocate for minority business ownership while working alongside his SBS team. He plans to remain a future participant in the evolving media industry and a loyal supporter of Hispanic causes for years to come.

"I've had the pleasure of watching Raúl in action. He's a master salesman finding the unique balance of charisma and empathy. Never have I seen such a hands-on executive who champions local business and empowers local leaders."

—Susie Plascencia, CEO, Market Reach Media

CONGRATS!

TO OUR
CHAIRMAN/CEO

**RAÚL
ALARCIÓN**

AND TO
ALL OF THE 2023
HALL OF FAME
INDUCTEES



la musica



Amazon Ads congratulates

this year's inductees to the Advertising Hall of Fame

Raúl Alarcón

Chairman of the Board and CEO, Spanish Broadcasting System, Inc.

Cathie Black

Principal, Madison Park Ventures; former Chairman and President, Hearst Magazines

Louis Carr

President of Media Sales, Black Entertainment Television (BET)

Antonio J. Lucio

Principal and Founder, 5S Diversity; former Global CMO at Meta, HP, Visa, and PepsiCo

Renetta E. McCann

Chief Inclusion Experience Officer, Publicis Groupe

Aaron M. Walton

CEO, Walton Isaacson

John Wren

Chairman and CEO, Omnicom Group

Unilever

Corporate Inductee

END LEADER BREAKTHROUG
E GENEROUS JOHN PURPOSE
ENT INNOVATOR COURAGEO
ONAL RAÚL GAME CHANGER
Y TRAILBLAZER CATHIE LEG
AMER LEGEND BREAKTHROU
VE FEARLESS ANTONIO GEN
LIENT MOTIVATIONAL INNOV
EOUS LOUIS BREAKTHROUG
S BRAVE VISIONARY RESILIE
ER LEGEND RENETTA BREAK
OUGH BRAVE RESILIENT GEN
ENT AARON MOTIVATIONAL C
US INNOVATOR UNILEVER TR
VISIONARY GAME CHANGER

To tonight's honorees, IPG Mediabrands applauds your standout careers and congratulates you on your induction into the Advertising Hall of Fame.

MEDIABRANDS

A portrait of Cathie Black, a woman with short blonde hair and blue eyes, wearing a dark blue blazer over a dark blue top. She is smiling and has her hands clasped in front of her. The background is a plain, light color.

Q&A WITH CATHIE BLACK

Valerie Salembier, Executive Mentor, Exco Leadership:
What was it like being the first person to sell Ms. Magazine to the ad community when there was so much hostility directed at “feminists”?

Black:
We were young and naive and had no idea how much hostility we could encounter. So 1/3 of any meeting was just explaining the mission of the magazine, how it would change women’s lives and potential opportunities, that it was overdue in a magazine industry that was pretty much run by men, and that it was important for both men and women to realize women’s potential in the work place.

Salembier:
Who was the most important mentor in your various jobs?

Black:
Pat Carbine, the publisher of Ms. was my most important mentor. She spent countless hours coaching me and the small inexperienced ad team on how to deal with rejection, most of all.

Salembier:
How did you feel when you looked at yourself on the cover of Forbes and Fortune?

Black:
At that time, not many professional women were ever on a magazine cover, so seeing those pictures was thrilling. I only wished that my Father would have been alive to see it too. But truly, I had to pinch myself. “Cathie Black from the Southside of Chicago on a magazine cover”? I also really loved the idea that young women would see that photo and think “I too can be that.”

2023 INDUCTEE

CATHIE BLACK

PRINCIPAL, MADISON PARK VENTURES FORMER CHAIRMAN AND PRESIDENT, HEARST MAGAZINES

Cathie Black opened the world of women to advertising and the world of advertising to women.

A publishing pioneer, she launched her career selling magazine classifieds and capped it as the president and chairman of Hearst Magazines for 12 years. Her current role is as a principal in her company, Madison Park Ventures.

Along the way, she was “first” in many roles: the first advertising manager of *Ms. Magazine*; first woman publisher of a national consumer weekly, *New York Magazine*; President and publisher of *USA Today*, the country’s first national newspaper (in all its 4-color splendor); and the first woman President of Hearst Magazines, one of the world’s largest publishers of monthly titles, where she became widely known as America’s “First Lady of Magazines.”

Over the course of her career, Cathie’s influence, innovations and impact have been legendary. She convinced an “old boy” ad industry to support a feminist magazine. She won over skeptics to advertise in *USA Today* when Wall Street was predicting that it would fail. As president and CEO of the-then Newspaper Association of America (now the News Media Alliance), she represented 2,000 U.S. newspaper publishers as they transitioned from local print buys to regional and national print and digital networks.

A perennial choice on *Fortune* and *Forbes Magazines’* lists of the Most Powerful Women in Business during her Hearst tenure, she continues to inspire young, professional women today. Her 2007 best-selling book, *Basic Black: The Essential Guide for Getting Ahead at Work (and in Life)*, has sold 160,000 copies and has been translated into 12 languages.

Today, Cathie pays forward a lifetime of industry experience, as she advises and coaches women entrepreneurs. She has mentored three generations of women in business.

Cathie was one of the first publishers to intuit how partnerships could maximize resources and boost visibility and sales, something that today is standard for the industry. She tripled Hearst Magazines’ revenues in 10 years. Perhaps her biggest win was convincing Oprah Winfrey to create a partnership with Hearst to publish *O, the Oprah Magazine*. It was an immediate best seller.

As an angel investor, Cathie has been involved with a number of start-ups. She is also a board member of Path Forward, a non-profit that works with over 100 companies to coach women returning to work after they’ve taken time off to care for children or a loved one. She is on the New York regional board of UNICEF. She is on the board of PubMatic and served on the boards of Coca-Cola and IBM for approximately 15 years.



A past chair of the Magazine Publishers of America, Cathie also briefly served as New York City’s Schools Chancellor under Mayor Michael Bloomberg.

Besides numerous industry honors, The Preservation Resource Center of New Orleans presented its New Orleans Citizenship Award to Cathie in 2009 for Hearst’s leadership in donating time, resources, and volunteers to help the city rebuild after Hurricane Katrina.

She has been married to attorney and watercolor artist Tom Harvey for 40 years. They have two adult children, Alison and Duffy, plus daughter-in-law Rebecca and grandson Jack Parker. Cathie and Tom divide their time between New York, Palm Beach, Southampton and Seattle, where the younger Harveys reside.

“What so many people have learned from Cathie, because she lives it, is how to treat everyone—clients, colleagues, community, family, and friends—with respect, empathy and care. She has never just managed people; she inspires them.”

—Ann Sarnoff, Chair and CEO, WarnerMedia Studios and Networks Group





**Raúl Alarcón, Cathie Black,
Louis Carr, Antonio J. Lucio,
Renetta E. McCann, Aaron M. Walton,
John Wren and Unilever**



Congratulations!

Your contributions to the world of
advertising are truly unforgettable
(and totally searchable)



Greatest minds in advertising



Google

Broadcasting
Entertainment
& Syndication
Fitch Group
Hearst Health
Magazines
Newspapers
Real Estate
Transportation
Ventures

Outstanding Innovations in Advertising

Hearst applauds former Hearst Magazines Chairman & President Cathie Black, and all of tonight's Advertising Hall of Fame inductees, for their inspiration, mentorship and legendary contributions to the industry.

HEARST

NEW YORK TIMES ADVERTISING SALUTES THE 2023 AAF ADVERTISING HALL OF FAME INDUCTEES

RAÚL ALARCÓN

Chairman of the Board & CEO, Spanish Broadcasting System, Inc.

CATHIE BLACK

Principal, Madison Park Ventures; former Chairman & President, Hearst Magazines

LOUIS CARR

President of Media Sales, Black Entertainment Television (BET)

ANTONIO LUCIO

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AARON WALTON

CEO, Walton Isaacson

JOHN WREN

Chairman & CEO, Omnicom

UNILEVER

Corporate Inductee

The New York Times

ADVERTISING



We are proud to support the

AMERICAN ADVERTISING FEDERATION

and join them in honoring the

2023 Advertising Hall of Fame inductees:

RAÚL ALARCÓN

CATHIE BLACK

LOUIS CARR

ANTONIO J. LUCIO

RENETTA E. MCCANN

AARON M. WALTON

JOHN WREN

UNILEVER

MEDIALINK

A UTA Company

A portrait of Louis Carr, a Black man with short grey hair and a goatee, wearing a dark purple suit jacket, a light purple vest, and a light purple shirt with a matching tie. He is standing against a plain white background. A yellow text box is overlaid on the left side of the image.

Q&A WITH LOUIS CARR

Bob Johnson, Founder, Black Entertainment Television and The RLJ Companies; Advertising Hall of Fame Class of 2006:

What is the most important thing you have learned in your life?

Carr:

If you really want to be successful, create a vision and goals that are bigger than yourself, and don't forget to bring others along on your journey. Being the only person in the boat while watching others drown is no fun at all.

Johnson:

What do advertising agencies need to understand most about the Black consumer market?

Carr:

If you don't invest, you cannot expect any returns. It's like the lottery—if you don't play, you can't win.

Johnson:

What does being inducted into the Advertising Hall of Fame mean to you?

Carr:

It means that the industry was paying much more attention than I thought to the commitment, work, partnerships, and consumers I represent. They are starting to understand that Black consumers are the difference makers—not only in culture but also in business.

2023 INDUCTEE

LOUIS CARR

PRESIDENT OF MEDIA SALES, BLACK ENTERTAINMENT TELEVISION (BET)

Louis Carr has been with BET Networks for 36 years, serving as the President of Media Sales for the last 21 years. During his tenure with the company, Carr has transformed the multicultural space for some of the world's biggest brands. Through strategic partnerships with corporations like Procter & Gamble, Unilever, McDonald's, General Motors, Facebook, Apple, and many more, he has been a guide and a consultant on opportunities that exist within black and brown communities. Through his deep understanding of linear TV, digital and social platforms, he has made BET Networks the number one brand and choice for Black consumers. Carr's mantra, "Be led by data and insights," has driven BET to have the largest repository of information on Black consumers than any other media company worldwide. His understanding of this data has inspired him to create content and messages that help marketers sell products and services and help them become good corporate citizens.

In addition to Carr's stellar professional career, he has had a long-term commitment to young people and his community. Carr founded the Louis Carr Internship Foundation (LCIF) 19 years ago to help improve diversity in corporate America through paid internships. The foundation has provided 200 paid internships, in which 60 alumni now have full-time jobs within the industry. He has also created The Blueprint Men's Summit and The Blueprint Connect Podcast, which bring together some of Black America's high profile thought leaders to educate Black men in the areas of Finance, Health, Careers, Relationships, and Entrepreneurship. Staying true to his commitment of giving back, Carr launched his latest brand called WayMaker. He purposed

this initiative to help provide direction, wisdom and inspiration to people wanting to grow their life and change the world. Through the quarterly WayMaker Journal and other avenues, the umbrella brand offers insight from subject matter experts across a wide range of fields.

Carr has authored two books, *Dirty Little Secrets* and *Little Black Book: Daily Motivations for Business and Personal Growth*. He openly lays out his blueprint to greatness, covering much-needed topics like Leadership, Culture, Strategy, Vision, Success, and Diversity.

Most recently, Carr was inducted into the 2023 Advertising Hall of Fame. Carr has also been recognized by theboardIQ as a Top 100 Hall of Fame African American and was named one of the Most Influential Black Corporate Directors by *Savoy Magazine*. He has served on more advertising industry boards than any other African American. He held seats on the International Radio and Television Society (IRTS), the Video Advertising Bureau (VAB), the Advertising Council, and the American Advertising Federation (AAF).

He currently serves on Cedar Fair's Board of Directors, Drake University's Board of Trustees, and The United States Track and Field Foundation (USATF) Board.

Carr attended Drake University on a full athletic scholarship and received a B.A. in Broadcast Journalism. He has been happily married for 36 years. For more information, visit iamlouiscarr.com or follow him on Facebook, Instagram, and Twitter @iamlouiscarr and Louis Carr on LinkedIn.

"Through his counsel and insights, Louis has been a key partner in helping clients better understand Black consumers and unlock opportunities to forge authentic connections that can engage and empower diverse audiences."

—Bob Bakish, President & CEO, ViacomCBS

*Congratulations to my
friend and former colleague
Louis Carr*

on his induction into the 2023 Advertising Hall of Fame.

*Louis, in his unparalleled career, is responsible for
placing more advertising dollars targeted toward the
African American consumer market than any media sales
executive or ad agency and is one of the most influential
and respected leaders in this industry.*

—Bob Johnson

*Founder, BET and
the RLJ Companies*



A TRAILBLAZER. A WAYMAKER. A LEGEND.

BET Media Group celebrates



PRESIDENT OF MEDIA SALES

LOUIS CARR

And his unwavering commitment to advance diversity

KUDOS TO ALL OF THE INDUCTEES OF THE 72ND CLASS
OF AAF ADVERTISING HALL OF FAME



Profound Philanthropist.

Visionary Leader.

Waymaker.

Louis Carr

PRESIDENT OF MEDIA SALES

BET



Waymaker proudly celebrates our visionary Founder and pioneering Waymaker, Louis Carr on his prestigious induction into the AAF Advertising Hall of Fame Class of 2023.



**VISIONARY.
TRAILBLAZER.
INSPIRING LEADER.
EXTRAORDINARY
ACCOMPLISHMENTS.**



Congratulations to Louis Carr
on this well-deserved honor.





For your brave, bold leadership,
and commitment to making lives better—

**BULLDOGS
EVERYWHERE
CELEBRATE YOU,
LOUIS CARR.**



drake.edu

A portrait of Louis Carr, a man with short dark hair and a goatee, smiling. He is wearing a grey blazer over a black turtleneck. A pocket square with a white polka-dot pattern is visible in his jacket. The background is white with two overlapping light grey circles.

CONGRATS LOUIS CARR

HALL OF
FAME
INDUCTEE
2023

And all of tonight's honorees on being inducted into the Advertising Hall of Fame. Louis, thank you for being a trailblazer and WayMaker for the Culture. You have made countless achievements and contributions to the industry. You have inspired us all with your selfless and tireless efforts...this honor is truly well deserved.

From your friends at
Culture Genesis

A portrait of Antonio Lucio, a middle-aged man with grey hair and glasses, smiling warmly. He is wearing a blue and white checkered shirt under a dark blue sweater. He is holding a silver microphone in his right hand. The background is a neutral, textured grey.

Q&A WITH ANTONIO LUCIO

Tiffany R. Warren, EVP, Chief Diversity & Inclusion Officer, Sony Music Group;
Founder & President, ADCOLOR:

How has being a Girl Dad MVP impacted the way you see the world?

Lucio:

I have been blessed by five amazing daughters: caring, compassionate, and wickedly smart. They are all a much-enhanced version of me, thanks to their moms. I see the world through their eyes, and I know that it will indeed be a better place if they play roles of impact in it.

Warren:

What is your hope for the present and future of DEI?

Lucio:

More than ever, I believe that our industry will deliver its most meaningful work when we finally become a clear representation of all the communities we serve, both in numbers and in the strengths of our individual and collective voices.

Warren:

What is the career achievement you are most proud of?

Lucio:

The teams that I was able to build around the world. Creating environments where people working together could achieve extraordinary things in business and culture while finding meaning and well-being.

2023 INDUCTEE

ANTONIO J. LUCIO

PRINCIPAL AND FOUNDER, 5S DIVERSITY FORMER GLOBAL CMO, META, HP, VISA AND PEPSICO

Antonio is the principal and founder of 5S Diversity, a company aimed at advancing the marketing practice through marketing transformation and Diversity and Inclusion. He is also an Executive Fellow at Yale SOM. Antonio was inducted into the American Marketing Association Hall of Fame in May 2022.

For the last 40 years, Antonio has been an experienced and successful global CMO and marketing industry leader who has worked with some of the most recognized companies and iconic brands across multiple categories. He held Global CMO roles for Facebook, HP Inc, and Visa, as well as the role of Chief Innovation and Portfolio Transformation Officer for PepsiCo Inc. Antonio has been a regular feature in the Forbes Most Influential CMOs, achieving top 5 positions in 2017 (#2), 2018 (#4) and 2019 (#3).

Antonio is a recognized thought leader and global influencer in marketing transformation. He is known for his compelling vision and commitment to tangible action. Antonio successfully drove growth by building businesses, brands, and marketing teams that have stood the test of time throughout his career. He is skilled in developing successful strategies that drive revenue

by building high-performing teams and marketing ecosystems, infusing deep analytics into effective communication strategies, and driving meaningful innovation throughout the customer's journey.

Antonio is also known for his inclusive leadership philosophy of driving meaningful results through diversity, inclusion, and equity. For Antonio, diversity is a business imperative driven more by bold action than words and pronouncements. In all his roles, he delivered business results while significantly increasing the representation of women and people of color across senior levels in the entire marketing ecosystem: clients, agencies, and production houses. Antonio has been a celebrated and award-winning champion of diversity by organizations like ANA/AIMM, the 3% Conference, ADCOLOR, FREE THE WORK, *Adweek*, and *PRWeek*.

Antonio earned a B.A. in history from Louisiana State University. He was born in Spain, raised in Puerto Rico, and resides with his wife Ashley in San Francisco. Antonio is the proud father of five daughters. He is fluent in English and Spanish and has a working knowledge of Portuguese.

“There is one thing Antonio loves even more than developing brands, and it’s developing people. There is a huge diaspora of his mentees across the global marketing ecosystem, and his commitment to diversity, equity, and inclusion is second to none. He drove significant improvements in diversity across his teams, his agencies, and the work they did together both in front of and behind the camera.”

—Andrew Robertson, President & CEO, BBDO Worldwide

ANTONIO AARON LOUIS RAÚL RENETTA

Aaron Walton
2022 ADCOLOR
Lifetime Achievement Honoree

Antonio Lucio
2021 ADCOLOR
Lifetime
Achievement
Honoree

Louis Carr
2022 ADCOLOR
Lifetime
Achievement
Honoree

And now
**ADVERTISING
HALL OF FAME
INDUCTEES**

Congratulations!
From your friends at



ADCOLOR

Raúl Alarcón
2022 ADCOLOR
Lifetime
Achievement
Honoree

Renetta McCann
2020 ADCOLOR
Lifetime
Achievement
Honoree

Who Said What?

Match the quote to the Advertising Hall of Fame inductee

1 “Success for me is very much tied to the word ‘freedom.’ To do what you want. To be able to express yourself and start something from nothing and see it grow both on a personal and professional level.”



2 “There’s a lot of work to be done.... Right now, it’s very critical that people don’t just look out the window. People need to look in the mirror and say, ‘What else can I be doing to improve our communities and improve our country overall?’”



3 “Inclusion is an individual experience. It’s individually defined and individually a success. And all of us in this room have moments in time where we think we are included or excluded, and until companies can find a way to make room for all of those machinations, it’s still gonna be a hard struggle.”



4 “It’s amazing our business is constantly changing. One constant is it’s all about the consumer.”



5 “Follow your passions and love what you do. Nothing happens overnight or comes easily. So don’t be afraid to experiment a little and be open to ideas.”



6 “Your career will be determined by your ability to build, nurture, and grow sustainable brands over a period of time. I have a simple formula: $E = I^2 + DEA$. Emotion = Insight + Innovation + Digital Engagement + Experiences + Accountability. Developing an emotional connection is the ultimate objective of marketing.”



7 “People are not just buying your product or service anymore. They’re buying your culture or what you stand for.”



8 “We want our entire business to work towards the transformations in society that will tackle social inequality and unfairness, and end the marginalisation of individuals and groups who are under-represented simply because of who they are.”

a



Antonio J. Lucio
5S Diversity; Meta, HP, Visa, PepsiCo

b



Cathie Black
Madison Park Ventures; Hearst Magazines

c



Unilever
Corporate Inductee

d



Louis Carr
Black Entertainment Television (BET)

e



Raúl Alarcón
Spanish Broadcasting System

f



Aaron M. Walton
Walton/Isaacson

g



John Wren
Omnicom Group

h



Renetta E. McCann
Publicis Groupe

Answers: 1e, 2d, 3h, 4g, 5b, 6a, 7f, 8c



Congrats to all of this year’s AAF Hall of Fame inductees from everyone at FCB.

Congratulations, Raúl, Cathie, Louis, Antonio, Renetta, Aaron, John and Unilever.

Amazing things happen when you put People First.
From your friends at RPA.





SHINE

We are excited to celebrate all of the Hall of Fame Inductees this year – and in the years gone by. We are also cheering for the most diverse class in history.

When we see you shine, we see greater possibilities for us all. Thank you for reflecting what's next within advertising.



REFLECT WHAT'S NEXT
10 Years of Amplifying the
Voices of Multicultural Creators



A close-up portrait of Renetta McCann, a woman with short, dark, wavy hair, smiling warmly. She is wearing a dark, textured sweater. The background is a plain, light gray.

Q&A WITH RENETTA McCANN

Esther “ET” Franklin, Global Chief Strategy & Cultural Fluency Officer, Spark Foundry:
What is the greatest gift you’ve ever given away?

McCann:

Great question; hard question. One of my gifts is my curiosity. It inspires me to ask a lot of “what if” type questions that fuel ideas for new possibilities; ways of thinking; possible solutions and outcomes...and ultimately, creativity. So, the short answer is that I give away the fruits of my creativity.

Franklin:

How would you describe your family’s spirit? Your immediate family.

McCann:

Quick-witted, fierce advocates with huge, loving hearts and wicked senses of humor.

Franklin:

You’ve accomplished so much... what have you yet to accomplish that you will continue to REALLY lean into?

McCann:

I really want to understand what it means to be a changemaker at this age and stage. Why stop now?

2023 INDUCTEE

RENETTA E. McCANN

CHIEF INCLUSION EXPERIENCE OFFICER, PUBLICIS GROUPE

Renetta McCann has been recognized as one of the leading innovators and most influential executives in the advertising, marketing and media industries, with a global reputation for not only building brands, but also the organizations and leadership to sustain them.

As Chief Inclusion Experience Officer for Publicis Groupe, she works to drive inclusion at all levels of the organization, with an emphasis on ensuring that the company's clients are benefiting from the many strategic advantages that diverse teams deliver. Taking a true "workplace to marketplace" approach, Renetta works with internal teams to support the protocols and processes associated with Multicultural intelligence and marketing; in addition to working externally with industry bodies to move the entire advertising ecosystem forward in support of more inclusive marketing practices and standards.

Renetta is no stranger to the Publicis family. She began her career at Leo Burnett, and, after a long tenure, she became the CEO of Starcom MediaVest Group Worldwide. Under her leadership, client billings exceeded \$26 billion and the global workforce rose to over 6,000 people. Prior to her current role, she served as the Chief Talent Officer for Leo Burnett USA as well as Publicis Communications North America.

Along the way, Renetta has been an active volunteer and contributor to various industry and civic organizations. Currently she serves on the ANA AIMM Committee and is the co-chair of the DEI track for the organization; is on the Executive Committee of the Chicago Community Trust; the Marketing Committee of the Robert and Ann Lurie Children's Hospital; the board of Chicago Shakespeare Theatre; and was recently selected to join the board of the HistoryMarkers.

She is a frequent name in the press. In 2002, she was named "Corporate Executive of the Year" by *Black Enterprise* magazine and was selected Ad Woman of the Year by the Chicago Advertising Federation. *Essence* named her one of "50 Women Who are Changing the World" and she received a Matrix Award in 2006 from New York Women in Communications. She has appeared on the pages of *Advertising Age*, *Business Week*, and *Chicago* magazine. In 2014 the American Advertising Federation honored her with a Diversity Achievement Award for her contributions as an Industry Influential and she received The Pantheon Award from the 4A's MAIP program. Recently, she was featured on *Adweek's* list of "11 Inspiring Women Who Have Broken Down Advertising's Most Persistent Barriers." In September, 2020, Renetta was honored with an ADCOLOR Lifetime Achievement Award and the Sheldon J. Levy Leadership Award. In October 2020, Renetta received the Chicago Advertising Federation's Silver Medal Award.

After nearly 30 years of communications management and leadership, she went back to the books, earning an M.S. in Learning and Organizational Change from Northwestern University. She worked as an executive coach and organizational change consultant before rejoining Burnett in the fall of 2012. Currently, she is an adjunct lecturer in the MSLOC program, teaching a course on organizational design. Renetta has also served as a Corporate Director of Tribune Publishing (now named Tronc).

She lives in Chicago with her husband Kevin and children, Ella and Alexander.

“Renetta’s most important contribution to our industry is her uncanny knack for identifying, developing, and growing talent. Some of the best and brightest minds in our business—many of whom have served as CEOs and leaders of major media companies—have been under Renetta’s leadership or guidance at some point.”

—Maurice Lévy, Chairman of the Supervisory Board, Publicis Groupe

CONGRATULATIONS

Renetta McCann

A LEGENDARY LEADER WITH GRACE AND GRIT



ELITE MEDIA

A Partner in Change

For every hour of mentorship. For every door opened. For every brand you have made stronger... We celebrate your continued impact on our industry.



Trailblazer. Diversity Champion. Industry Icon.
AAF Advertising Hall of Famer.



Publicis Groupe congratulates **Renetta McCann**, Chief Inclusion Experience Officer, recipient of the David Bell Award for Industry Service

And applauds the rest of the 2023 Advertising Hall of Fame Inductees



BURRELL CONGRATULATES THE

WAYMAKER

LOUIS CARR

AARON WALTON

**EXPERIENTIAL
MAKER**

**BOUNDARY
BREAKER**

RENETTA McCANN

YOU HELPED THE WORLD SEE IN COLOR

Still
expanding
her world.
And ours.

RENETTA

McCann

Six-word stories are kind of her thing and this is ours for her. As a South Side girl with a story to tell, she reminds us that we all have something to share. We invite you to congratulate her on her induction to the AAF Advertising Hall of Fame at SixWordsForRenetta.com.



Leo Burnett



Q&A WITH AARON WALTON

Earvin “Magic” Johnson, Chairman and CEO,
Magic Johnson Enterprises:

If you could tell little Aaron something, what would it be?

Walton:

*Own your uniqueness. Embrace your fabulousity.
Dream more. Dance more. Laugh more. Stay curious.
There’s a lot more—much of which can be summed up
in two words: Be unapologetic.*

Johnson:

60s, 70s, 80s, 90s—what’s your favorite decade and why?

Walton:

*I’m going to “Kobayashi Maru” the question (look it up).
They’re all my favorites for different reasons. 60s: The Civil
Rights Movement and Motown. 70s: High school, Political
Awakening and Norman Lear shows. 80s: College, Pepsi,
and Michael Jackson. 90s: My first company, the internet.
2000: Rynshu, WI.*

Johnson:

Have you completed anything on your bucket list?

Walton:

*As I write this, I realize I am in the process of completing
something on my bucket list. I have always wanted to be
a part of the advertising world. So to not only be a part
of it, but to have made a real difference—what an honor.*

2023 INDUCTEE

AARON M. WALTON

CEO, WALTON ISAACSON

Recognized as a trailblazer and thought leader, Aaron Walton's focus on innovation and cultural engagement has transformed traditional marketing and advertising strategies, driving unprecedented results for clients. As the CEO / co-founder of Walton Isaacson (WI), a full-service advertising agency, with offices in Los Angeles, Chicago, Dallas and New York, Aaron's focus is squarely on identifying unseen opportunities rooted in cultural insights and connections. He is transforming the definition of the agency model by prioritizing diversity of thinking, encouraging disruption, and homing in on strategic solutions that defy tradition.

Under Aaron's guidance, WI engineered the partnership between the luxury automaker Lexus and Disney's Marvel Studios for the international blockbuster film, *Black Panther* which garnered much recognition, including an ANA Award for Best Multicultural Campaign, an AAF Mosaic Award for Best Integrated Campaign, Campaign of the Year and Auto Campaign of the Year at the Think LA Idea Awards and Best Multicultural campaign at Media Post's Marketing Automotive Awards.

Founded in partnership with famed NBA superstar and entrepreneurial legend, Earvin "Magic" Johnson, the agency has built inventive and dynamic business relationships with brands and organizations such as Lexus, McDonald's, American Airlines, Bristol Myers Squibb, PNC Bank, and Amazon.

Walton began his career as a marketing executive with PepsiCo where he was quickly promoted to brand management for the Pepsi and Mountain Dew brands. After his stint at PepsiCo, Walton started his own company, Aaron Walton Entertainment (AWE), which he sold in 2002 to Omnicom Group's DAS division. Aaron was named President of Omnicom's Radiate Entertainment Group and led over forty networked agencies in strategic growth initiatives.

Walton grew up in Massachusetts and attended Babson College in Wellesley, Massachusetts, where he received a Bachelor of Science Degree with a double major in Management/Organizational Behavior and Communications. As just one of two African-American students in his graduating class, Walton served as Student Body President, and completed a term as a Trustee at Babson.

Aaron's commitment to valuing differences and building cultural inclusion has helped WI win recognition as an agency from *Advertising Age*, *Black Enterprise, Inc.* magazine, *OUT* magazine, the Hispanic Public Relations Association, and The Internationalist. ADCOLOR, one of the industry's most influential diversity change agents, recognized Aaron with an Advocacy Award for his exceptional contributions to the LGBTQ community, and *Business Equality Magazine* named him a Pride Legacy Leader. Additionally, WI was named Southern California's Minority "Supplier of The Year" for their work with Toyota Motor Sales U.S.A.–Lexus Division for an unprecedented six times in eight years.

His leadership in the advertising community has led to several industry Board positions including a 2023 appointment to The Ad Council Board. In 2022, Aaron joined the National Board of the American Association of Advertising Agencies (4A's). During 2020, he was elected Co-President of ThinkLA after serving on the Board of Directors of this prestigious nonprofit advertising trade association for three years. In 2023, he was named to The International Radio & Television Society Foundation, a charitable organization dedicated to creating future media leaders. Aaron is also a member of the National Advertising Review Board, the *Ad Age* Diversity Council and the AIMM/ANA Catalyst Committee.

Walton's commitment to societal change is also reflected in Board and Advisory roles for some of the nation's most influential cultural and advocacy organizations. In 2021, he was named to the Board of the Human Rights Campaign (HRC) Foundation. Walton had previously served on the Board of GLAAD from 2009-2011. He is also a board member of Young Audiences New York, Alonzo King LINES Ballet, Tectonics Theatre Company, and a member of the San Francisco Symphony Advisory Council.

In 2023, Aaron was named Agency Executive of the Year by *Ad Age*. He is a recipient of Babson College's Martin Luther King Jr. Leadership Award, recognized by the American Association of Advertising Agencies as one of the 100 People Who Make Advertising Great, and has twice been selected as a recipient of the *Ebony Magazine* Power 100 list—an award given to the nation's most influential Americans from the worlds of religion, business, media, and the creative arts.

"His career in media and advertising has spanned decades, and his passionate commitment to our industry has made a lasting impact on both business and society at large."

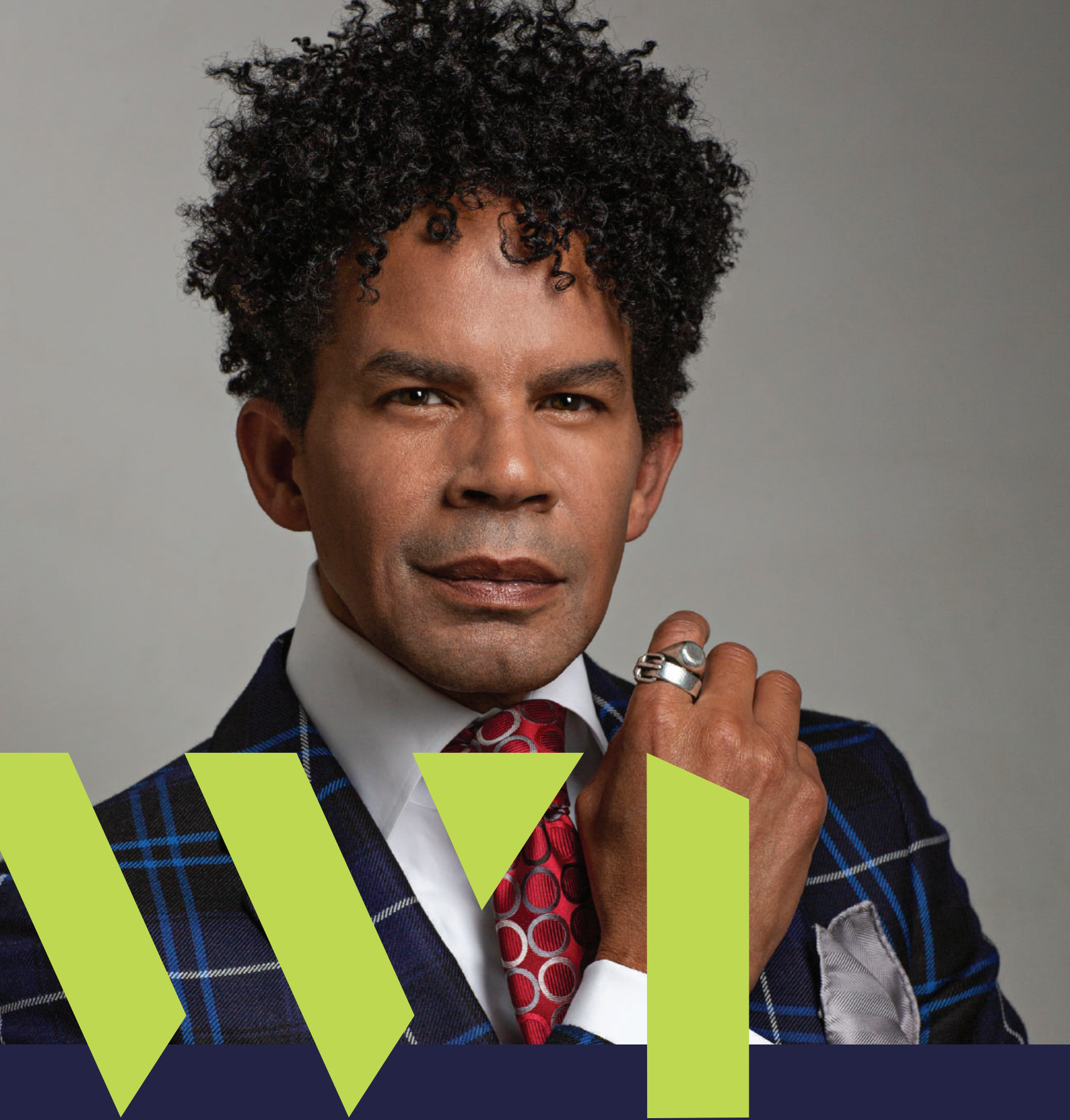
—Earl "Butch" Graves, Jr., CEO, Black Enterprise



**Breaking boundaries.
Breaking new ground.
Breaking through.**

Congratulations Aaron and Louis.
Keep showing the world what's next.

Thank You 



CONGRATS TO AARON WALTON,

our Angelic Troublemaker in Chief. And
to tonight's AAF Hall of Fame inductees.
You all put the class in Class of 2023.



Strength in numbers

When people work together for something they believe in, they can change the world. That's the power of connections. We're proud to celebrate this legacy and to help connect people with their dreams.

AT&T is pleased to support the American Advertising Federation.

Congratulations to this year's inductees.



**Industry changer.
Statement maker.
Culture shifter.
Mic dropper.**

Welcome to the
Advertising Hall of Fame.

CONGRATULATIONS,
AARON WALTON.

 **LEXUS**
EXPERIENCE AMAZING



Q&A WITH JOHN WREN

Chuck Brymer, Former President
& CEO, DDB Worldwide:

What qualities do you look for in your teams and new employees?

Wren:

I surround myself with those who are inquisitive, thoughtful, and passionate about getting results. Just as important, I look for teammates who have a sense of humor and balance the intensity of our work with moments of levity.

Brymer:

Who wins—strategy or culture?

Wren:

I often say culture will eat strategy for lunch any day of the week. This is why we continue to support our strong agency brands and their unique cultures. Their individuality is what breeds exceptional creativity and innovation and attracts the industry's top talent.

Brymer:

What is the most important risk you took and why?

Wren:

The proposed Publicis/Omnicom merger would have created an unassailable group if both companies had been combined. After nine months, Maurice Levy and I mutually agreed to call it off, and I have no regrets. Our business has never been stronger, proving that sometimes the biggest risk in today's changing world is not taking any risks at all.

2023 INDUCTEE

JOHN WREN

CHAIRMAN AND CEO, OMNICOM GROUP

John Wren is the Chairman and CEO of Omnicom Group, a Fortune 500 company and premier global provider of marketing and communications services. He was named CEO in 1997 and Chairman in 2018. Under his leadership, Omnicom has achieved status as a world-class company with one of the best corporate and divisional management in the advertising industry.

Omnicom manages a portfolio of practice areas, networks and numerous specialty agencies consistently recognized as being among the world's best creative, including BBDO, DDB, FleishmanHillard, Interbrand, Ketchum, OMD, PHD, RAPP, and TBWA. Omnicom companies work with more than 5,000 global, national, and local clients, offering services in advertising, strategic media planning and buying, precision marketing, commerce and brand consulting, CRM, public relations, healthcare marketing and other specialty communications services.

Omnicom was recognized as the "World's Most Effective Holding Company" in the 2021 Global Effie Effectiveness Index. It was also named "The Most Creatively Awarded Holding Company" by WARC Creative 100. The company routinely is ranked by *Forbes* as the "Best Employer in the U.S.," as well as for Diversity in 2021. Wren has been recognized as one of the Best-Performing CEOs in the World by *Harvard Business Review*, Best CEO by Institutional Investor and as Executive of the Year by *Advertising Age*.

Wren was part of the team that created Omnicom Group in 1986, two years after entering the advertising business as an Executive Vice President with Needham

Harper Worldwide. He was appointed CEO of the Diversified Agency Services (DAS) division of Omnicom in 1990 and was responsible for developing the division into the holding company's fastest growing and largest operating group, comprised of innovative companies in a wide array of communication disciplines ranging from public relations to branding.

From CEO of DAS to leading Omnicom seven years later, Wren has always championed the company's investment in the recruitment and development of top talent through several key pro-grams, including Omnicom University, one of the pre-eminent professional development programs within the industry. In addition, he has long made diversity, equity, and inclusion (DE&I) a priority within the company, hiring one of the industry's first Chief Diversity Officers in 2009 and supporting the company's continual progress through its OPEN 2.0 action plan established in 2020. Due to these efforts and more, the American Advertising Federation (AAF) honored him as a pioneer and supporter of diversity.

Wren is a member of the International Business Council of the World Economic Forum and is active in a few philanthropic endeavors. A member of the Board of Directors of Lincoln Center for the Performing Arts, Mr. Wren also supports healthcare education for disadvantaged communities. He has been recognized for his contributions to the community with numerous accolades, among them the Gold Medal Award from the Catholic Youth Organization and the Ellis Island Medal of Honor.

"There is no one quite like John in his position today. Amidst a public company whose shareholders must be served, John has found an ingenious way to support creativity to that end. In doing so, he has grown Omnicom literally dozens of times over, but also made the world a fresher, funnier, more surprising place for all of us to live in."

—Jeffrey Goodby, Co-Chairman, Goodby Silverstein & Partners



"SOMETIMES
GOOD THINGS
HAPPEN TO
GOOD PEOPLE."

YOU'RE RIGHT
AGAIN, **JOHN.**

Congratulations from everyone at

OmnicomGroup

TBJWA

John Wren, AAF Hall of Fame Inductee.
Congratulations from all of your friends and fans at TBWA.

TBWA



“GOOD NEWS CAN WAIT.”

**Not this time, John.
Not this time.**

**The AAF Advertising Hall of Fame
just got better. Congratulations from
all your friends at**

BBDO

ADVERTISING HALL OF FAME

CLASS OF 2023

R A Ü L A L A R C Ó N

L O U I S C A R R

A A R O N W A L T O N

JOHN WREN

A N T O N I O L U C I O

R E N E T T A M C C A N N

C A T H I E B L A C K

U N I L E V E R



OMNICOM MEDIA GROUP

CONGRATULATES

JOHN WREN

and his fellow 2023 Advertising Hall of
Fame inductees for their lasting
contributions to the advertising industry

“RULES
ARE WHAT THE
ARTIST BREAKS.
THE MEMORABLE
NEVER
EMERGED
FROM A
FORMULA”

BILL
BERNBACH

BILL
BERNBACH

JOHN  THANK YOU FOR LEADING THE WAY

YOUR INSPIRING ABILITY TO EVOLVE AND INNOVATE HAS CONTINUALLY PUSHED THE INDUSTRY FORWARD. YOU'VE ALWAYS BEEN A RULE-BREAKER AND A CHANGE-AGENT. NOW, YOU'RE A HALL OF FAME. CONGRATULATIONS FROM ALL OF US AT DDB

John, tonight you're the Star.





Congratulations to John Wren

Congratulations from everyone at DAS and CCN to John Wren, Chairman and CEO, Omnicom Group and all of tonight's Advertising Hall of Fame® inductees for achieving the highest distinction in the industry.

Lorem ipsum



Group of Companies

CCN COMMUNICATIONS
CONSULTANCY
NETWORK

OMNICOM PUBLIC RELATIONS GROUP
OMNICOM BRAND CONSULTING GROUP



Unilever

CONGRATULATIONS

Edelman congratulates Unilever on its
induction into the Advertising Hall of Fame.

We celebrate Unilever's achievement along with all of this year's honorees:

Raúl Alarcón

Cathie Black

Louis Carr

Antonio J. Lucio

Renetta E. McCann

Aaron M. Walton

John Wren



2023 CORPORATE INDUCTEE

UNILEVER

Business has the power to change things for the better. That was the belief held by the founders of Unilever.



William Lever



Anton Jurgens



Simon Van Den Bergh

In 1884 William Lever pioneered the first branded soap, making hygiene accessible to all at a time when disease was easily spread. He made it his mission to improve the health of those living in Britain, building a factory and a village to house his workers, and offering free education to staff and their families. He believed that “nothing can be greater than business that is governed by conscience.”

As Lever Brothers grew, it joined with The Margarine Union (or Unie)—a business headed by the Van den Bergh and Jurgens families. They cared for staff and society, introducing health insurance for workers and making healthcare accessible to families who otherwise couldn’t afford it.

Both Lever Brothers and The Margarine Union were passionate about making quality products more affordable for the working classes and improving social conditions for their workers. Their coming



together in 1930, to create one company, allowed them to take products and purpose to even more people across the globe.

Today, Unilever is one of the world’s largest consumer goods companies with products used by 3.4 billion consumers every day. We have more than 400 brands available in over 190 countries globally including Dove, Knorr, Hellmann’s, Magnum, Axe, Ben & Jerry’s, Degree, Seventh Generation, TRESemmé, and Vaseline.

Since our founding, Unilever has been on a journey to put people first and embed purpose into everything we do. That purpose is still at the heart of our business and has never been more important. Which is why Unilever is driven by three simple, yet powerful, beliefs: that brands with purpose grow, companies with purpose last and people with purpose thrive. →

Notable Moments in Unilever History...

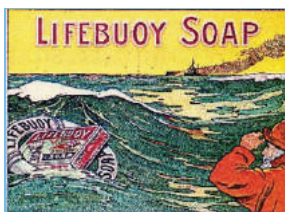
1880s

1884—William Lever and Lever & Co, a family grocery, launch the first ever branded soap named Sunlight and two years later it becomes the first brand to advertise in-home.



1890s

1894—With accessible health and hygiene in mind the Lever Brothers create a new affordable product called Lifebuoy Soap. It was the first antibacterial soap.



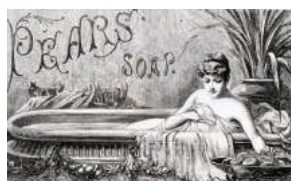
1897—Iconic filmmakers the Lumiere Brothers debut first commercial for Sunlight soap.

1900s

1900—The trademark for Stork Margarine was registered in London on August 10th, 1900, by Jurgens, the Dutch manufacturer of butter and margarine. Following the formation of Van den Berghs and Jurgens in 1927, advertising and promotion was concentrated on new Stork Margarine.



1917—Lever Brothers acquires Pears Soap, a company founded in 1789. Thomas Barratt of A & F Pears is often called 'the father of advertising' for his innovations in the field.



1920s

1922—Lever Brothers buys Wall's, a popular sausage company which is beginning to produce ice cream to sell in the summer when demand for sausages falls. They become the first factory to produce ice cream that is pre-hardened and wrapped for mass distribution.



1925—The famous global "film star" campaign for Lux product begins. The campaign would continue for another six decades and featured stars including Joan Crawford, Sophia Loren, Michelle Pfeiffer, Bette Davies, Marlene Dietrich, Ginger Rogers, and Natalie Wood. The campaign wrapped in the 1980s.



1926—Lever Brothers launches its Clean Hands Campaign to educate children about dirt and germs.



1926—The Colman's Mustard Club launched with characters, or Officers of the Club, created to promote the various uses of Colman's Mustard.



1928—Lux Toilet Soap launched the first beauty soap to be marketed specifically at women and priced in a way that was accessible to everyone.

1930s

1930—Unilever came into being on January 1st 1930. It was formed from the merger of the Dutch Margarine Union and Lever Brothers Limited, which at the time was described as one of the biggest industrial amalgamations in European history. The 'Uni' from Union and 'Lever' from Lever Brothers were joined to create the name 'Unilever'.

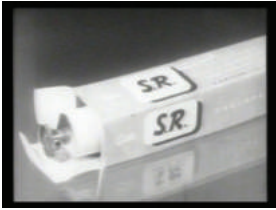
1940s

1941—During the Blitz in the UK, Lifebuoy soap provides a free emergency washing service to Londoners.

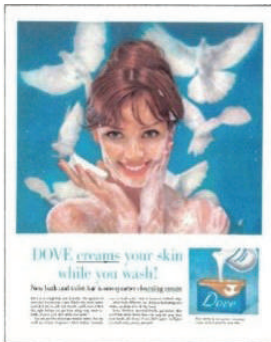


1950s

1955—On September 22nd Unilever airs the very first advertisement on UK commercial TV, which is for Gibbs SR toothpaste (the very first product TVC ever in the UK!).



1957—Dove launched in the US with a revolutionary new beauty cleansing bar, with its patented blend of mild cleansers and moisturizing cream.



1960s

1967—Unilever establishes the Unilever U as our corporate logo to reflect our durability and internationally minded and dynamic character.

1967—Unilever airs the UK's first color TV commercial, which is for Birds Eye peas.

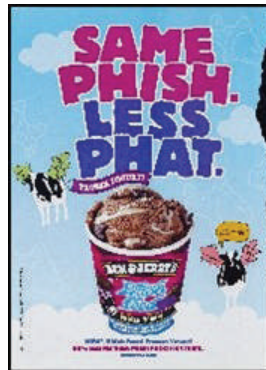
1980s

1983—Axe body spray for men is the first standalone body spray on the market.



2000s

2000—Bestfoods joins Unilever in the second-largest cash acquisition in history. Slim-Fast Foods, Ben & Jerry's and the Amora-Maille culinary business in France are also acquired.



2000—Knorr joins the Unilever family and becomes one of the world's largest cooking brands, sold in more than 78 countries around the world.



2002—Lifebuoy launches its hygiene education program reaching 51,000 villages in rural areas of India.

2004—Dove launches the Campaign for Real Beauty in the US, Brazil, and Canada (later extended Globally). It features real women in the ads, chosen to challenge conventional stereotypes about beauty, offering an alternative to the unattainable supermodel images usually portrayed in advertising.



2005—The Dove Self-Esteem Project is founded. The project delivers self-esteem education to young people, to help the next generation of women grow up feeling happy and confident about the way they look.

2010s

2010—Unilever brings personal care brands such as TRESemmé, Alberto VO5, Nexxus, St. Ives and Simple into the portfolio.

2017—Unilever starts movement to #UnStereoType how men and women are portrayed in marketing.

2018—Unilever launches its own brand: Love Beauty and Planet. The revolutionary new beauty brand has sustainability at its heart.

2018—Dove gains PETA cruelty-free accreditation and PETA's cruelty-free logo will begin to appear on Dove packaging.

2020s

2020—The Vegetarian Butcher partners with Burger King® to launch the Plant-Based WHOPPER®, in Latin America, the Caribbean and China.



2021—Unilever champions a new era of beauty by elimination of the word 'normal' from all of Beauty and Personal Care brands' packaging and advertising.

2021—Hellmann's launches the 'Make Taste Not Waste' campaign to tackle food waste.

2021—Unilever reveals world first paper-based laundry detergent bottle.

2023—Unilever pledges to up investment in female-founded start-ups and forms the Global Innovation Coalition for Change.

AdAge

Raúl Alarcón

**Chairman of the Board and CEO,
Spanish Broadcasting System**

Cathie Black

**Principal, Madison Park Ventures;
former Chairman and President,
Hearst Magazines**

Louis Carr

**President of Media Sales,
Black Entertainment Television (BET)**

Antonio J. Lucio

**Principal and Founder, 5S Diversity
and former Global Chief Marketing Officer at
Meta, HP, Visa and PepsiCo**

Renetta E. McCann

**Chief Inclusion Experience Officer,
Publicis Groupe**

Aaron M. Walton

CEO, Walton Isaacson

John Wren

Chairman and CEO, Omnicom Group

Unilever

Corporate Inductee

We are proud to toast
your achievements.

Congratulations Unilever on your induction into the AAF Hall of Fame!



It has been a privilege to partner with you for
6 successful years—augmenting over 25 beloved brands.
We look forward to many more.

**Best,
Your friends at Snapchat**



Can't find diverse talent?

There are 107 Historically Black Colleges & Universities (HBCUs) nationwide, many of which are unaware of the opportunities that exist within the advertising industry. Your company can help change that.

The American Advertising Federation has developed HBCUs for Advertising to remove the barriers that may exist at often underfunded HBCUs, and have partnered with companies such as Amazon, Google, RPA, The Trade Desk, and UM to provide resources and transform the industry.

Learn how you can partner
with us at aaf.org/HBCUs4Ad

aaf american
advertising
federation

HBCUs
for advertising

CONGRATS
TO THE 2023
AAF HONOREES



RAÚL ALARCÓN
CATHIE BLACK
LOUIS CARR
ANTONIO J. LUCIO
RENETTA E. MCCANN
AARON M. WALTON
JOHN WREN
UNILEVER

stay
loud

SAVE THE DATE

ADVERTISING HALL OF FAME

INDUCTION CEREMONIES
& GALA DINNER

APRIL 25, 2024

CIPRIANI WALL STREET

NOW ACCEPTING NOMINATIONS
FOR THE 2024 ADVERTISING HALL OF FAME
DEADLINE: JUNE 30, 2023
LEARN MORE AT [AAF.ORG/AHOF](https://aaf.org/AHOF)

aaf american
advertising
federation

aaf upcoming events

For more information about AAF's events and programs, visit aaf.org.

MAY 5, 2023 | [AAF.ORG/AHOA](https://aaf.org/AHOA)

ADVERTISING HALL OF ACHIEVEMENT NOMINATION DEADLINE

Now accepting nominations for the 2023 Advertising Hall of Achievement—the premier event that honors talented individuals age 40 and under who have made a significant impact on our industry.

JUNE 1–4, 2023 | [HYATT REGENCY ST. LOUIS AT THE ARCH](https://aaf.org/HYATT)

ADMERICA

The AAF's annual conference met to enhance enthusiasm for the advertising industry and the leadership skills of our grass roots network.

AMERICAN ADVERTISING AWARDS GALA

The industry's largest creative competition recognizing excellence in the art of advertising, marketing, and media.

NATIONAL STUDENT ADVERTISING COMPETITION

The premier college advertising competition that provides students the real-world experience of creating a strategic campaign for a corporate client.

THE MOSAIC 10 PANEL DISCUSSION

A discussion of the consumer-selected "Top 10" list of the multicultural advertising, marketing, and media moments that made an impact in 2022.

JUNE 30, 2023 | [AAF.ORG/AHOF](https://aaf.org/AHOF)

ADVERTISING HALL OF FAME NOMINATION DEADLINE

Now accepting nominations for the 2024 Advertising Hall of Fame—"The Biggest Night in Advertising" honoring the legends who have raised the standard for advertising excellence.

SEPTEMBER 22, 2023 | [CAPITALE](https://aaf.org/CAPITALE) | NEW YORK CITY

MOSAIC AWARDS CEREMONY & DINNER

Honoring the companies and individuals who have display their commitment to diversity, equity, and inclusion through creative work, advocacy, and company-wide initiatives.

NOVEMBER 16, 2023 | [THE LIGHTHOUSE AT PIER 61](https://aaf.org/LIGHTHOUSE) | NEW YORK CITY

ADVERTISING HALL OF ACHIEVEMENT INDUCTION CEREMONIES & DINNER

The Advertising Hall of Achievement is the premier event recognizing top young thought leaders making a significant impact on our industry and their communities.



FUTURE LEGENDS OF ADVERTISING

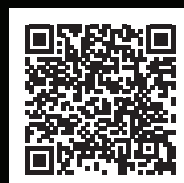


FEATURING WENDA HARRIS MILLARD • BERNICE CHAO • TJ ADESHOLA
BOZOMA SAINT JOHN • RENETTA McCANN • ANGELA GUZMAN • DEBORAH WAHL
CRYSTAL ZERRENNER • BING CHEN • JORDAN MUSE • ANTONIO LUCIO • LOUIS CARR
DAISY EXPOSITO-ULLA • STEPHANIE NADI OLSON • MICHAEL KASSAN • ELLE MCCARTHY

**TUNE IN FOR A PODCAST
THAT'S, WELL...LEGENDARY!**

JOIN HOSTS ROSS MARTIN AND HAYLEY ROMER AS THEY CHAT WITH THE FUTURE AND PRESENT LEGENDS OF OUR INDUSTRY TO GET THEIR TAKE ON EVERYTHING FROM RISK-TAKING TO THE FUTURE OF GAMING AND MOBILITY.

YOUR QUE WILL THANK YOU.



PRESENTED BY IHEARTMEDIA AND THE AMERICAN ADVERTISING FEDERATION.
EXECUTIVE PRODUCED BY LAURA CORRENTI, HAYLEY ROMER AND ROSS MARTIN.
PRODUCED BY RYAN MARTZ AND NOELLE FLORES FOR IHEARTPODCASTS.

OUR SHARED
PASSION FOR
PERFORMANCE &
GOOD GROWTH
CREATES REAL
AND MEANINGFUL
CHANGE IN
THE WORLD.



Congratulations to everyone
who takes the stage tonight.
Your leadership is extraordinary!



Unilever

| **MINDSHARE** |

group^m



Unilever

Unilever is honored to join the



Hall of Fame

Congratulations
to the Class of 2023

