

case study

american advertising federation

proflink.aaf.org



The American Advertising Federation protects and promotes the well-being of advertising. AAF accomplishes this objective through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters. Over the past five years, Cobalt has collaborated with the AAF to increase the value of membership in the organization through the consistent enhancement of its web site, AAF.org.

SOLVE

One of the most valuable facets of membership in the American Advertising Federation is the opportunity to build relationships with and learn from the true leaders of the advertising industry. These leaders include both those implementing the latest campaigns as well as those industry scholars analyzing trends and theory in our nation's institutions. In line with its mission, AAF sought a method by which it could utilize its Web site to bridge the gap between these two constituencies. Cobalt worked with AAF to develop ProfLink, an online database application that helped AAF collect and offer searchable profiles of its educator members.

BUILD

Cobalt created ProfLink to enable AAF to collect, store, and organize detailed profiles of AAF educator members from the finest advertising and marketing programs around the country. With this information compiled in an online database, corporate members could then quickly and easily search for those experts who could lend insight, consulting, and key advice regarding the challenges affecting their business.

ENHANCE

This online application has helped AAF build a stronger connection among these two member constituencies and in turn, members' tie to the organization. A stronger relationship between these members has also built a solid foundation for a more substantial community offline through AAF already-popular conferences, events, and awards ceremonies.

FAST FACTS

- Client Name:** American Advertising Federation (AAF)
- Staff Size (approx):** 25
- Web Site:** www.aaf.org
- Project Duration:** 2 Months
- Working with Cobalt since:** 1997

SERVICES

- Strategic Consulting
- Application Development
- Database Development
- Graphic Design

TECHNOLOGIES

- Microsoft SQL Server
- Visual Basic COM Objects
- XML
- Microsoft Windows 2000 Server

SCREEN SHOTS

