

# "Build your off-world future faster!"

AIAA ASCEND Brand Positioning, Content Marketing / 2021

In 2020, the American Institute of Aeronautics and Astronautics (AIAA), rebranded its declining Space Forum as, "ASCEND: Accelerating Space Commerce, Exploration and New Discovery," to assert wider relevance in the fast-growing commercial space universe. Following its debut as a virtual event that year, the association hired IAR Marketing to accelerate attendee marketing for 2021 ASCEND, a six-day hybrid event to be held live in Las Vegas and Washington, DC, and online everywhere.

Our strategy was to flip the script and position ASCEND not as a six-day event, but as the hub of a year-round conversation punctuated by events. For example, preliminary ASCENDxSummit webinars and industry milestones such as the Mars Perseverance landing and high-profile space tourism missions were natural hooks for 2021 ASCEND sales and marketing.

- Designed and produced **AIAA's first content marketing campaign** to engage and educate the global community of space professionals, students and enthusiasts in the development of ASCEND program content.
- Created original multimedia content to showcase the industry experts, interdisciplinary thought leaders and prominent partners behind the program, including **NASA, Meta (Facebook), Bechtel, Axiom Space, Morgan Stanley, MIT and Blue Origin.**
- Initiated and cultivated **adjacent industry and media partnerships** to amplify ASCEND's vision and values in social media, advertising, PR and sales promotion.
- Results included **doubling year-over-year attendee revenue, creating new custom media revenue streams and establishing institutional confidence in content marketing** as a scalable growth strategy.

