

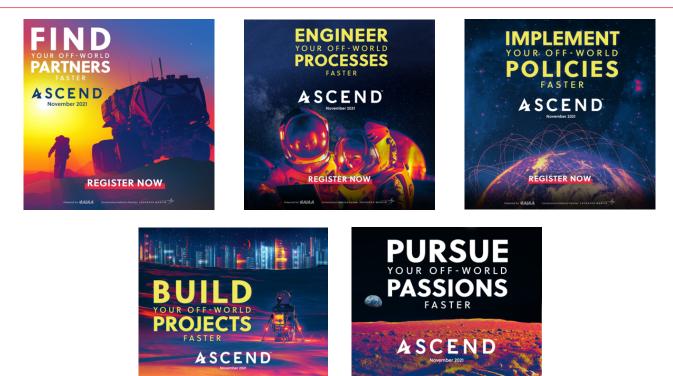
## "Build your off-world future faster!"

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.



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