



# **2021 ANA BRAND ACTIVATION & CREATIVITY CONFERENCE**

**BOB LIODICE**

**CEO**





The **world** will  
never be the same  
again...



It will be...

**BETTER!**

# The New Reality

A guide to marketing in a post-COVID-19 world

**ANA**



**Focus on the consumer first.**  
Be sincere and transparent.  
Align your brand message  
with the current context of  
today's environment.

**Build trust** and go  
beyond the product and  
include messaging focused  
on the community, family,  
and CSR efforts.

**Kirk McDonald**  
CEO

group<sup>m</sup>

The image features a person's hands using a laptop, with a smartphone held in the other hand. The background is a blurred office setting. Overlaid on the image are various digital data graphics, including a circular gauge showing 80%, a bar chart, and several sets of arrows pointing in different directions. The text is centered and reads: 

# New Consumer Habits and Expectations



**NEW  
HABIT**

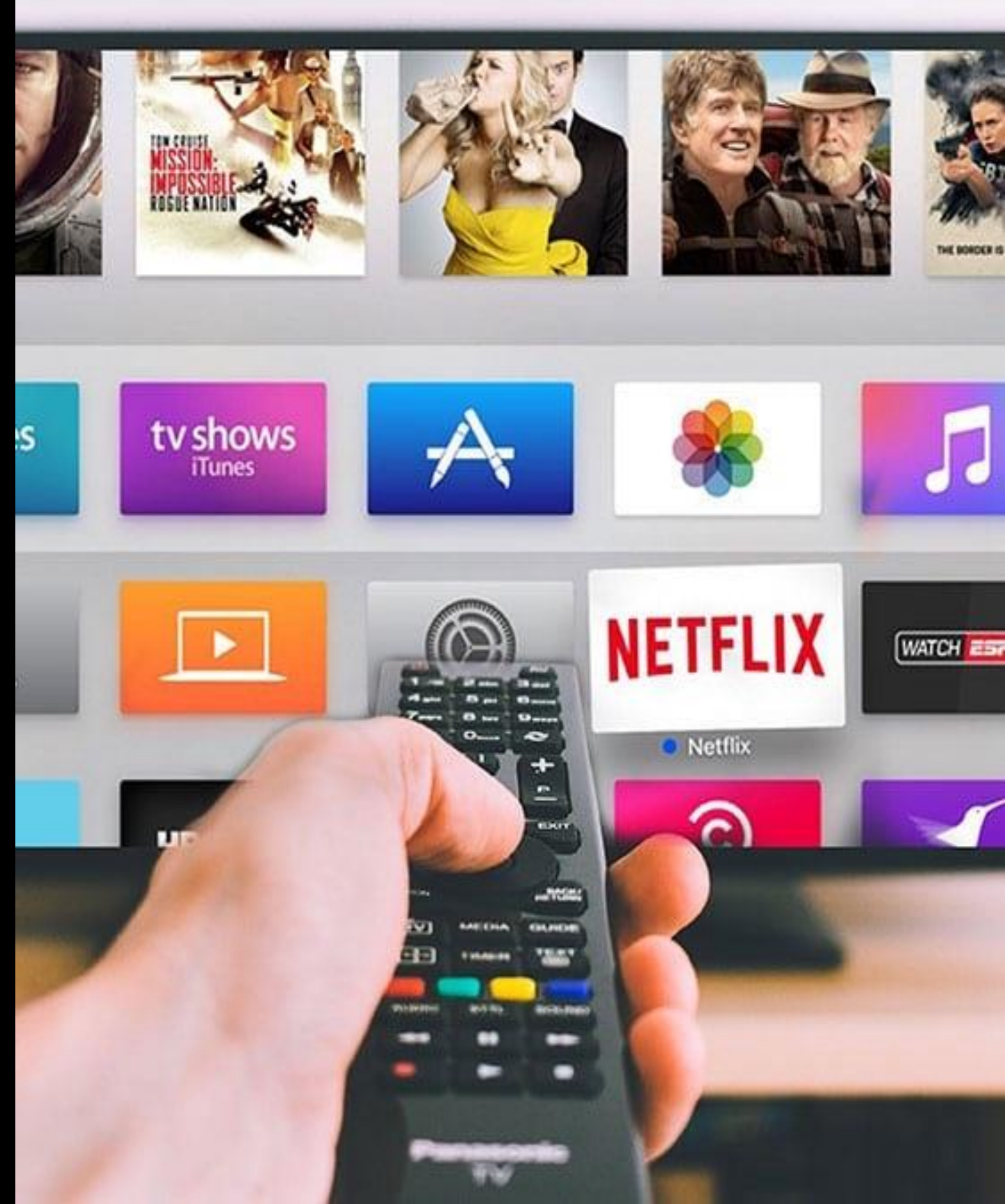
**Consumers  
widely adopt  
previously  
ignored  
innovations**

**Connected TV**



# Connected TV

- 78% TV HH, +123% YOY
- \$13B US ad spend 2021
- 50% CTV programmatic
- IVT rates 19% - 24%
- Need common standards for all video screens





**NEW  
HABIT**

**Consumers  
embrace  
a new kind of  
Experiential  
Marketing**



**NEW  
HABIT**

**Consumers  
forge  
relationships  
with virtual  
influencers**

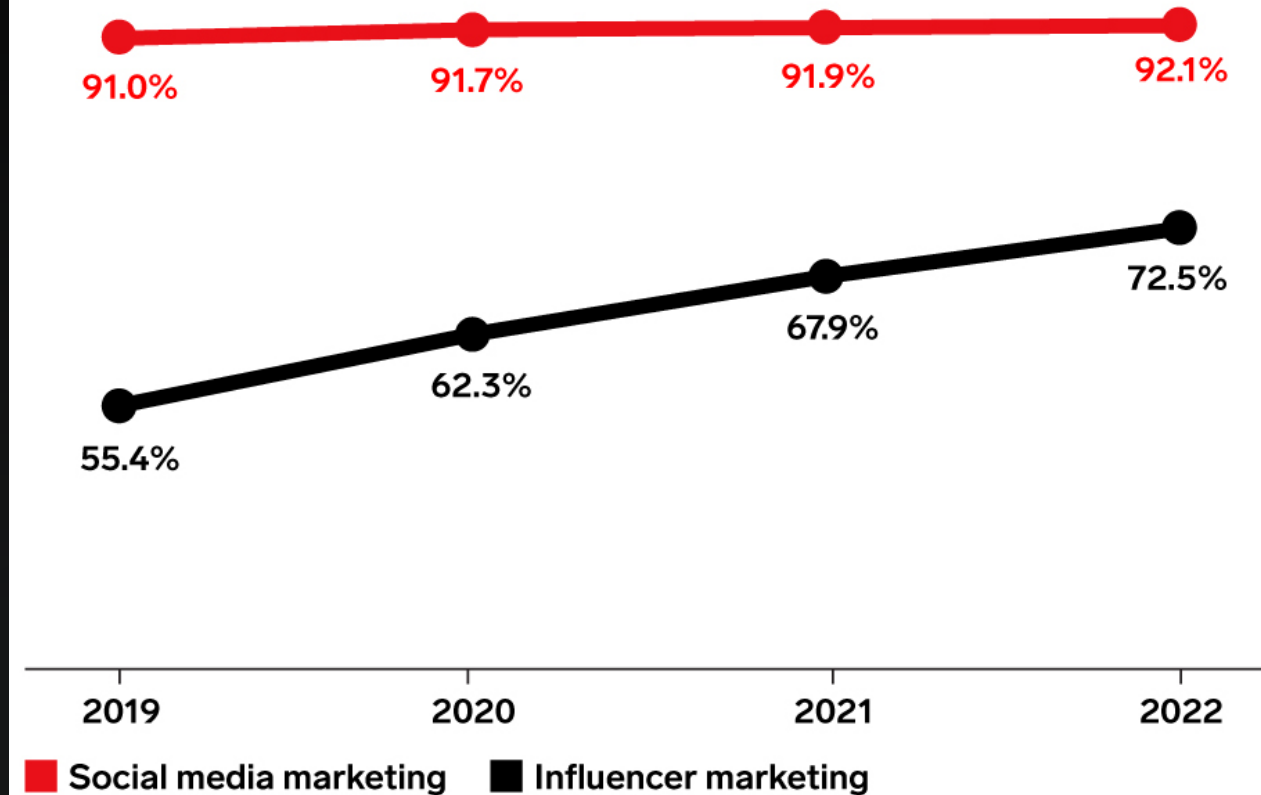
# Influencer Marketing

Fast growth social media platform

\$24 billion category by 2025

## Share of US Marketers Using Social Media and Influencer Marketing, 2019-2022

% of total marketers



Note: companies with 100+ employees; includes both paid and unpaid (i.e., compensation in the form of free product or trips) brand-influencer partnerships

Source: eMarketer, Nov 2020

262207

eMarketer | InsiderIntelligence.com



**NEW  
HABIT**

**Consumers further  
move toward  
online shopping**



**NEW  
HABIT**

**Consumers place  
even greater  
importance on  
Brand Purpose**

**“It’s in our brand purpose to be conveyors of conviviality, where the world will be a better place if we build bridges and unleash the power of human connections.”**



Pernod Ricard

**ANN MUKHERJEE**

Chair and CEO



# Marketing's New Work Processes



**“Often we think as classic marketers there is only one way to do things.**

**Now, out of necessity, we are discovering there are new ways to **get the job done.**”**



**RAND HARBERT**  
CMO



**“The success of our business will depend on our ability to anticipate and solve for consumers’ rapidly changing needs and behaviors.**

**Leverage the power of your whole business to identify trends, challenge processes, build best practices, and pilot with pace.”**

**JODI HARRIS**

Global VP



**ANA** MISSION

**DRIVING  
GROWTH**

FOR YOU, THE INDIVIDUAL  
FOR YOUR BRANDS AND BUSINESSES  
FOR OUR INDUSTRY  
FOR HUMANITY

# ANA GROWTH AGENDA



# MARKETERS' RESPONSIBILITY

**“We make marketing decisions....**

**We are counted on to steer the ships of our brands.”**

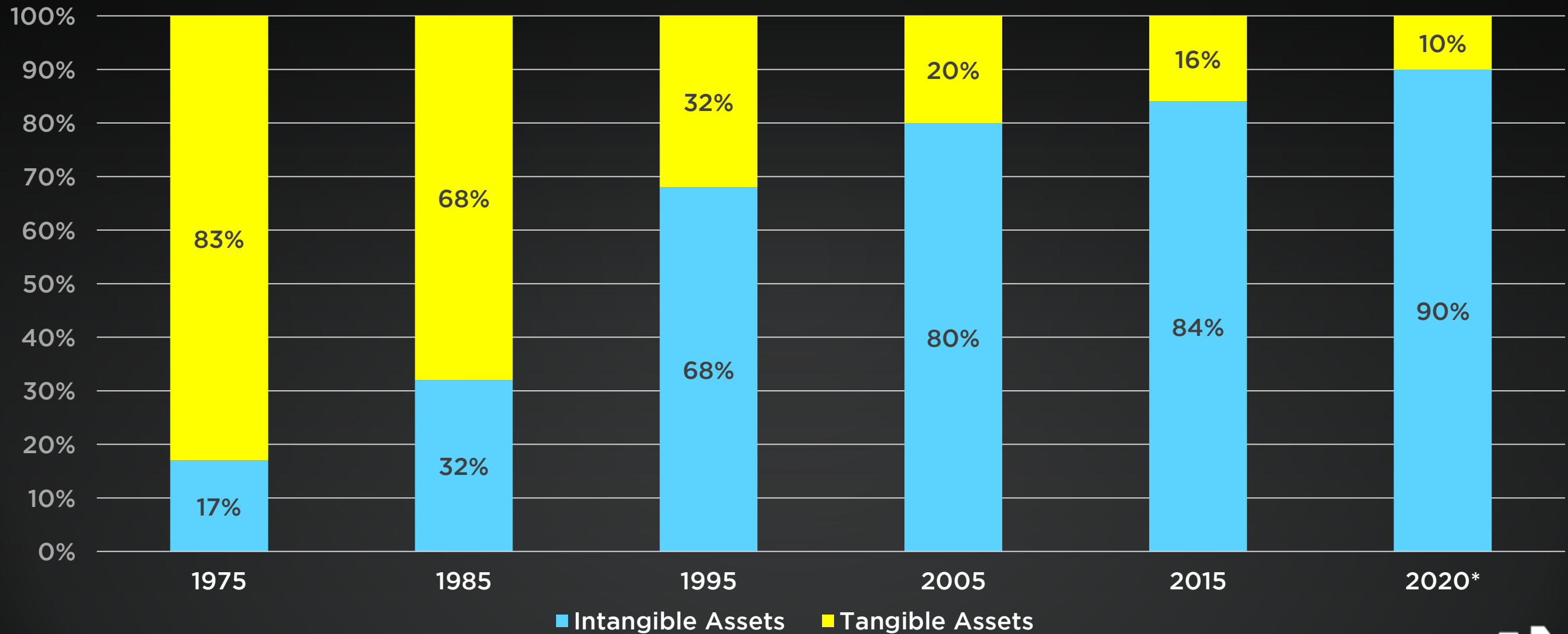


**Doug Zarkin**  
Chief Marketing Officer

**LUXOTTICA®**

**Activating Brands =  
Increased  
Brand Value**

# Components of S&P 500 Market Value



Source: Ocean Tomo. Intangible Asset Market Value Study; \*2020 Interim Study Update, Jul. 2020.



# Constellation Annual Increases in Beer Segment Marketing and Operating Income

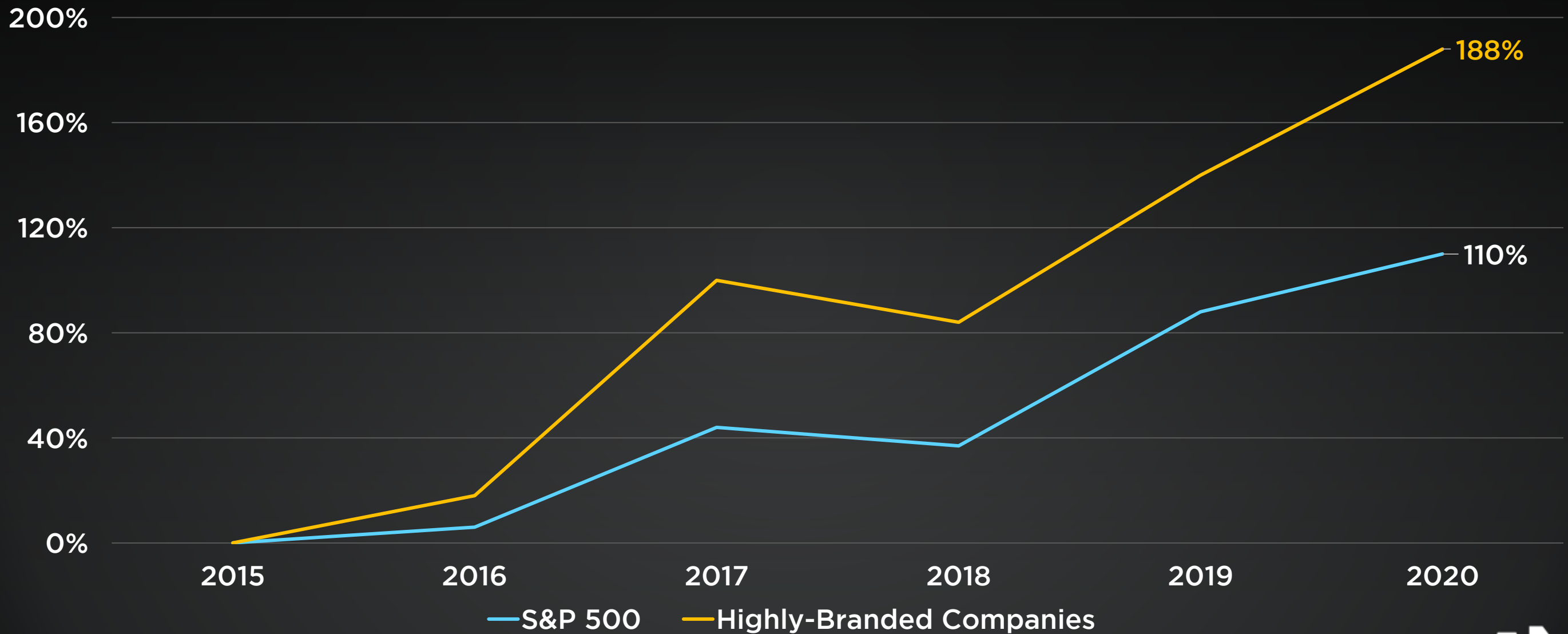
Dollars in Millions	Marketing Spending Increase	Operating Income Increase
Fiscal 2017 vs. 2016	\$59	\$270
Fiscal 2018 vs. 2017	\$46	\$308
Fiscal 2019 vs. 2018	\$64	\$203
Fiscal 2020 vs. 2019	\$76	\$205

Source: Constellation's Form 10-Ks





# Most Highly-Branded Companies vs. S&P 500 Index



Source: Brand Finance



**BUT...**

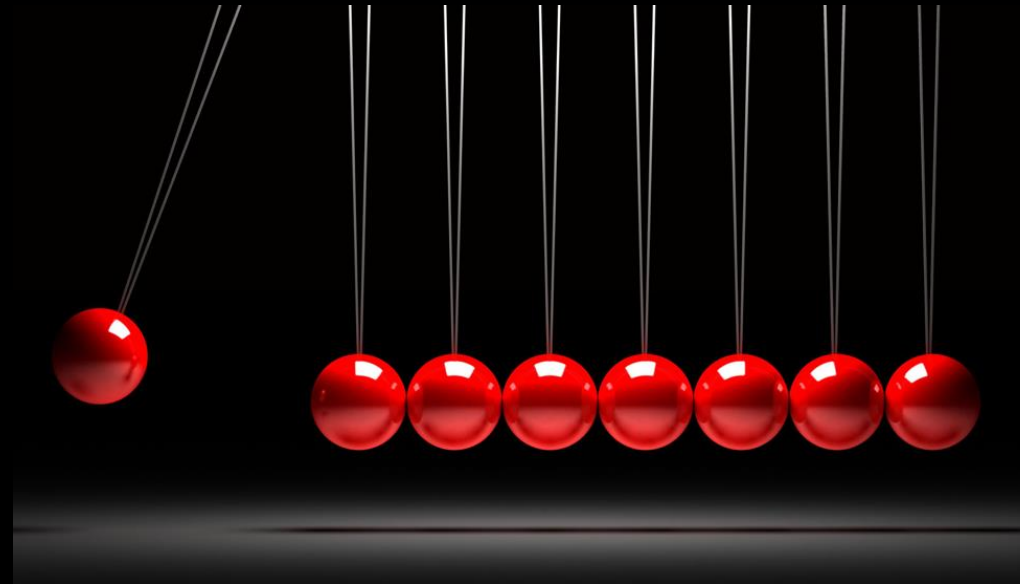
**ACTIVATING AND  
BUILDING BRANDS  
HAS BECOME  
CHALLENGING**

# Complex Media Landscape

# We Are Living Newton's Third Law of Motion: "For every action there is an equal and opposite reaction."

## Big Opportunities

- Programmatic
- 1st-Party Data
- CMM
- CTV
- Brand Purpose
- DEI
- Influencer Marketing
- Data
- Targetability
- Social Commerce



## Big Challenges

- Transparency
- Cookie Deprecation
- Standardization
- IVT
- Brand Safety
- Supply Chain
- Measurement
- Privacy
- Viewability
- Walled Gardens
- Apple IDFA

# MEDIA ACTIVATION CHALLENGES

Gender

+

Culture



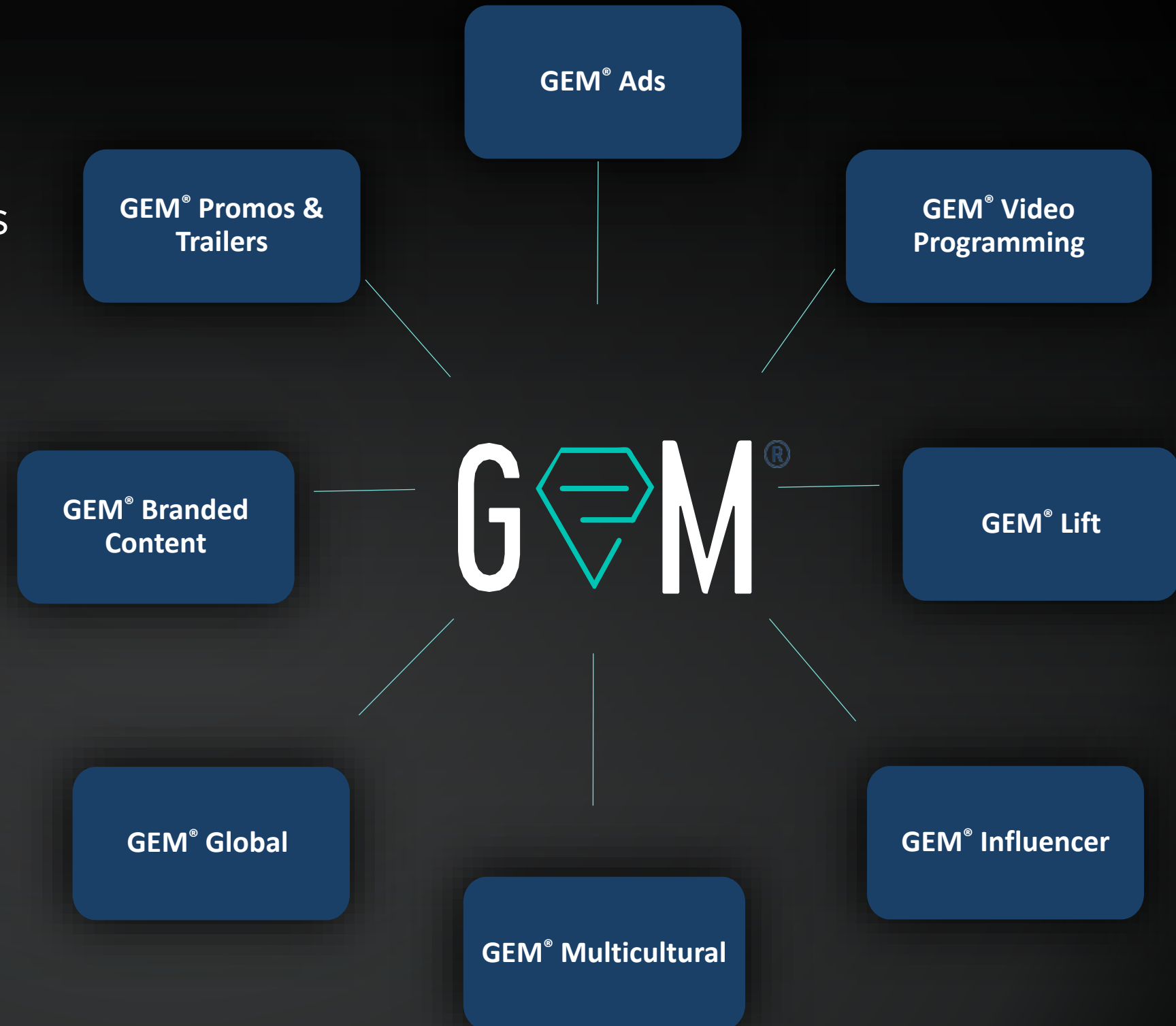
**SEEHER**

**Mission:**

To drive the accurate portrayal of women and girls in marketing, advertising, media and entertainment, so they see themselves as they truly are and in all their potential.

# GEM®

- 160,000+ ads tested over 4 years with category and platform benchmarks
- Available in 14 countries/ 87% of global ad spend
- Ads with high GEM® scores
  - +33% brand recognition
  - +12% call to action
  - 5 x increase in sales for hi-scoring ads





**pqmedia**  
CUSTOM MEDIA RESEARCH





# KEY FINDINGS

Multicultural Marketing  
represents only

**5%**

of the total advertising spend

Only

**55%**

of marketers employ  
Multicultural Marketing



CULTURAL  
INSIGHTS  
IMPACT  
MEASURE™



Be a force  
for **good...**

and a  
force for  
**growth.**

**MARC PRITCHARD**

ANA Chairman & Chief Brand Officer

**BRAND ACTIVATORS**

**DREAM**

**CRAZY**