



**DATA AND
ANALYTICS**

2021 ANA MASTERS OF DATA & TECHNOLOGY CONFERENCE

BOB LIODICE
ANA 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

A person is shown from the side, wearing a striped shirt, using a silver laptop. Their left hand is on the keyboard, and their right hand is holding a black smartphone. The background is a blurred office setting. Overlaid on the image is a semi-transparent digital interface with various icons, including a group of people, a mail envelope, a circular progress indicator showing 80%, and several arrow symbols. The text 'New Consumer Habits and Expectations' is centered in a large, bold, white font.

New Consumer Habits and Expectations



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





**NEW
HABIT**

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



**NEW
HABIT**

**Consumers
widely adopt
previously
ignored
innovations**



**NEW
HABIT**

**Consumers
forge
relationships
with virtual
influencers**



**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

**Technology
Drives**

Purposeful Marketing



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 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



Data and Analytics Drive Growth



ZILLOW

**FOR
SALE**

Strategic Crossroads

**Insights from customer
centric analytics**

**Shift from a product
mindset to a consumer
mindset**

**Reduce stress of buying
and selling homes**



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....

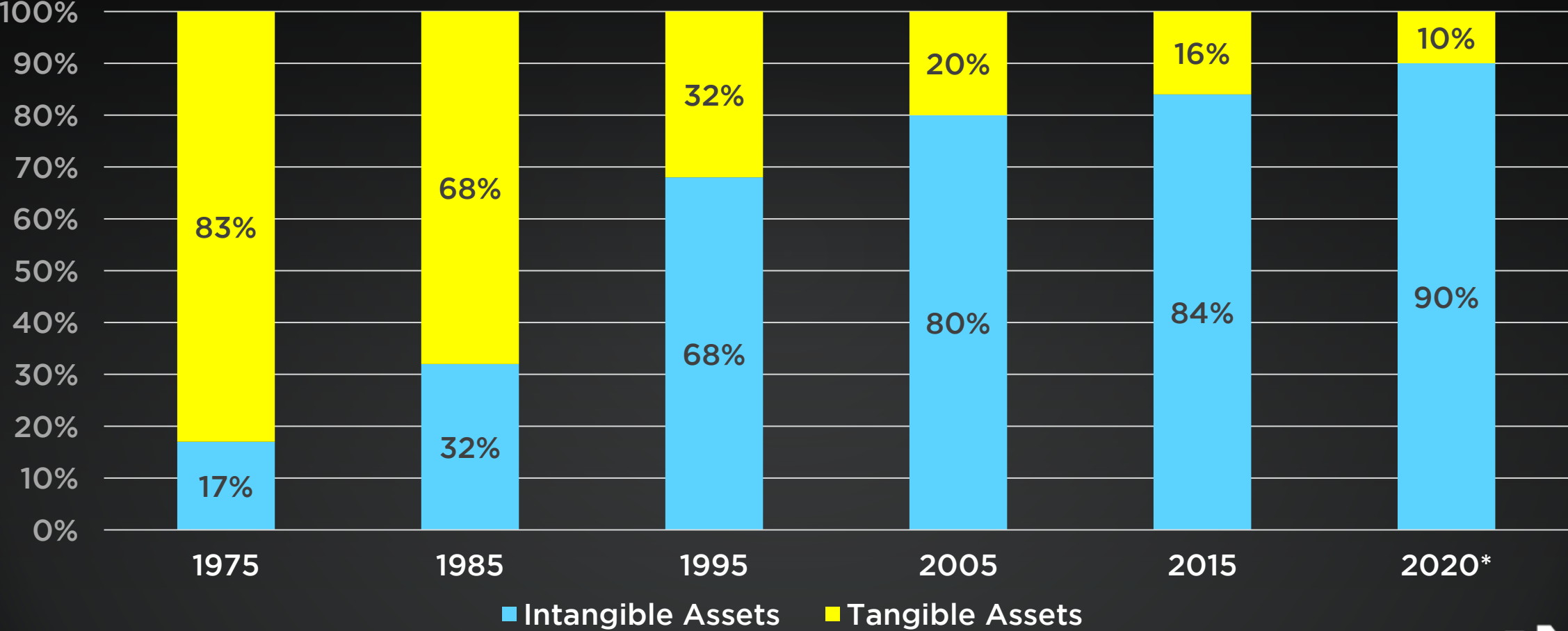
We are counted on to steer the ships of our brands.”

Doug Zarkin
Chief Marketing Officer

LUXOTICA[®]



Components of S&P 500 Market Value



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



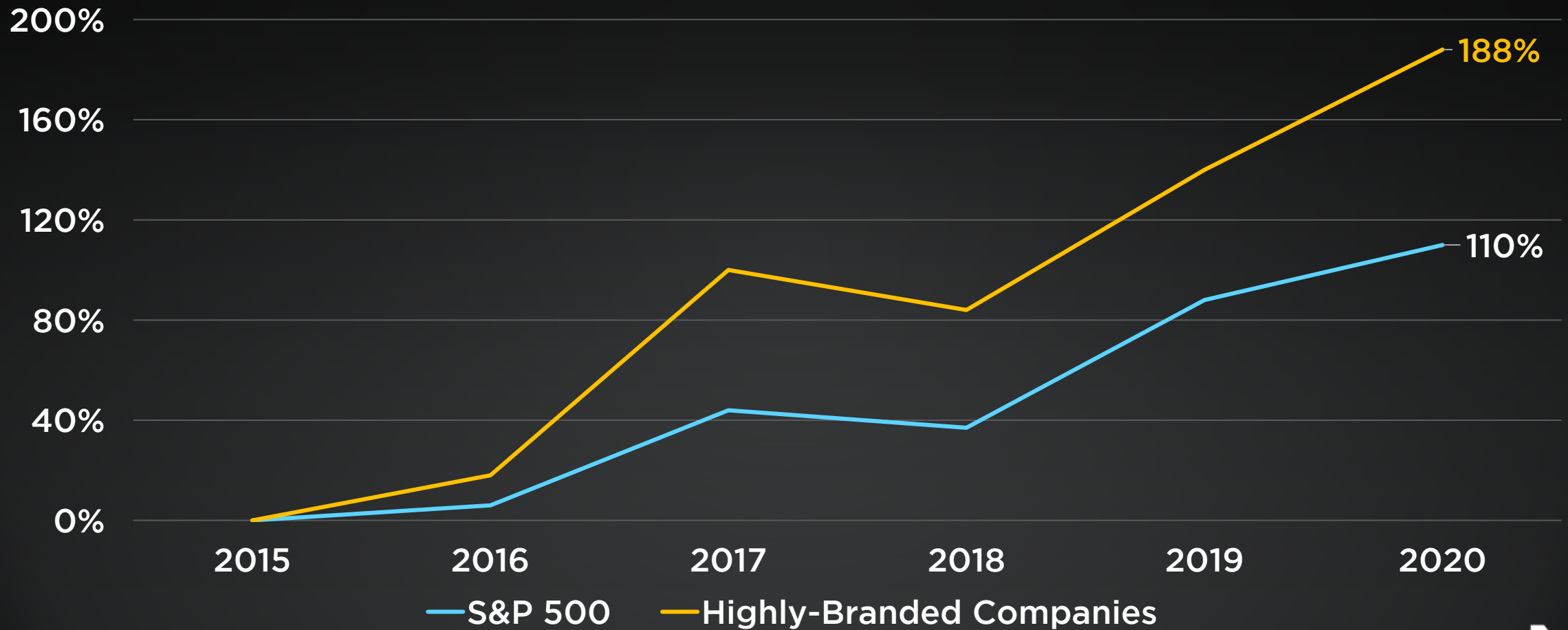
Constellation Annual Increases in Beer Segment Marketing and Operating Income

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



**Artificial
Intelligence
Drives Growth**

Machine Learning
Drives Growth



FOSSIL

**Increased competition for
smartwatches**

**Utilized predictive
analytics to influence
consumer behavior**

FOSSIL

**Gender + Culture
+ Analytics =
GROWTH**



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

MARKETING TECHNOLOGISTS

DREAM

CRAZY