



ANA

**2021 ANA MASTERS
OF MARKETING CONFERENCE**

FORCE FOR GOOD. FORCE FOR GROWTH.

OCTOBER 5-8



BOB LIODICE
Chief Executive Officer
ANA



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**2021 ANA MASTERS
OF MARKETING CONFERENCE**

FORCE FOR GOOD. FORCE FOR GROWTH.

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



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

and a
force for
growth.

MARC PRITCHARD

ANA Chairman & Chief Brand Officer

So...

**What does it
mean to be a
Force for Good?**



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



**“Bring the love...
bring the authenticity.**

**Put your heart on the
table as much as you put
your wallet on the table.**

**Treat the consumer like
you treat your brethren.”**

Olivier François

Global President, Chief Marketing Officer



So...

**What does it
mean to be a**

Force for Growth?

CMO Leadership in Command

**Industry Collaboration
and Partnership**



CMO
GROWTH COUNCIL



THE ANA GLOBAL CMO GROWTH COUNCIL

**A Global Force
for Good and Growth**



ANA MISSION

DRIVING GROWTH

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



HUMANITY FOR GROWTH



**“Our profession needs to
obsess about the humans at
the heart of business.**

**If we can figure out how to
serve their needs, this will be a
much richer profession.”**

DEAN ARAGON

Chief Marketing Officer





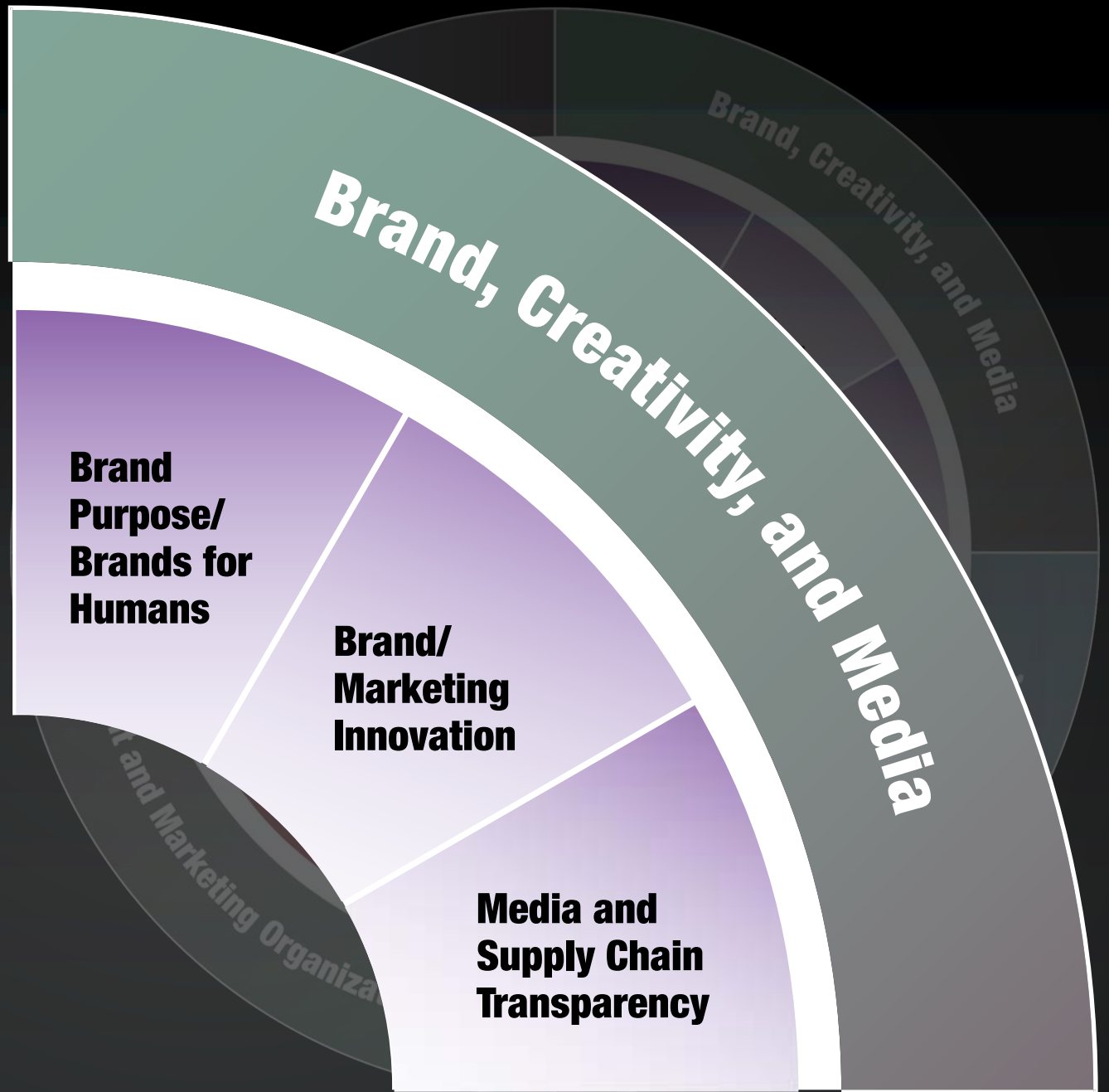
UNLOCKING GROWTH BY CHALLENGING THE INDUSTRY

- **Why can't we measure with accuracy**
- **Why can't we portray ads that accurately portray women and cultures**
- **Why can't we harness technology to increase transparency**
- **Why can't we train staffs to make better marketing and media decisions**
- **Why can't we create a diverse industry**
- **... and much more**

ANA GROWTH AGENDA



ANA GROWTH AGENDA

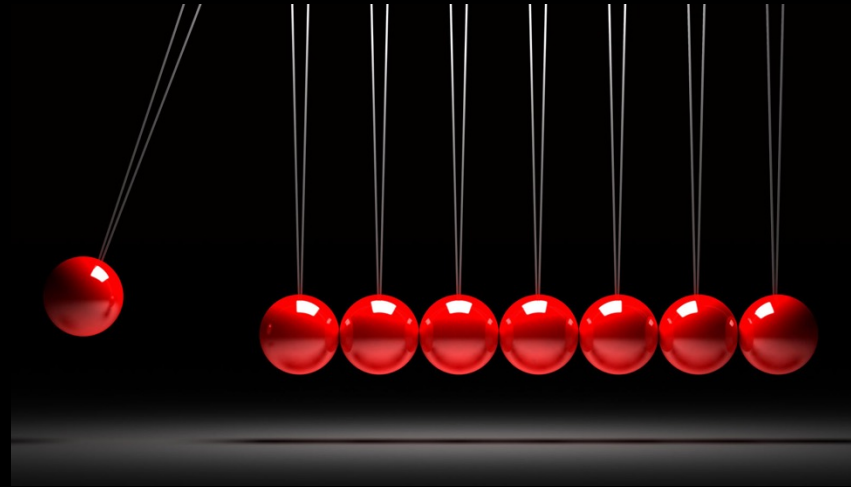


Media

We Are Living Newton's 3rd 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 GOALS



Brand-safe environments



A transparent ecosystem where we can clearly understand true value in the ecosystem (agencies & media owners alike)



Ecosystems and relationships with customers that follow all privacy laws



A clear path to understanding the transition to the evolving digital ecosystem



Maximize our investments across channels — more difficult in the world of walled gardens



Reform in the largest video marketplace in the world

Programmatic Media Transparency Study

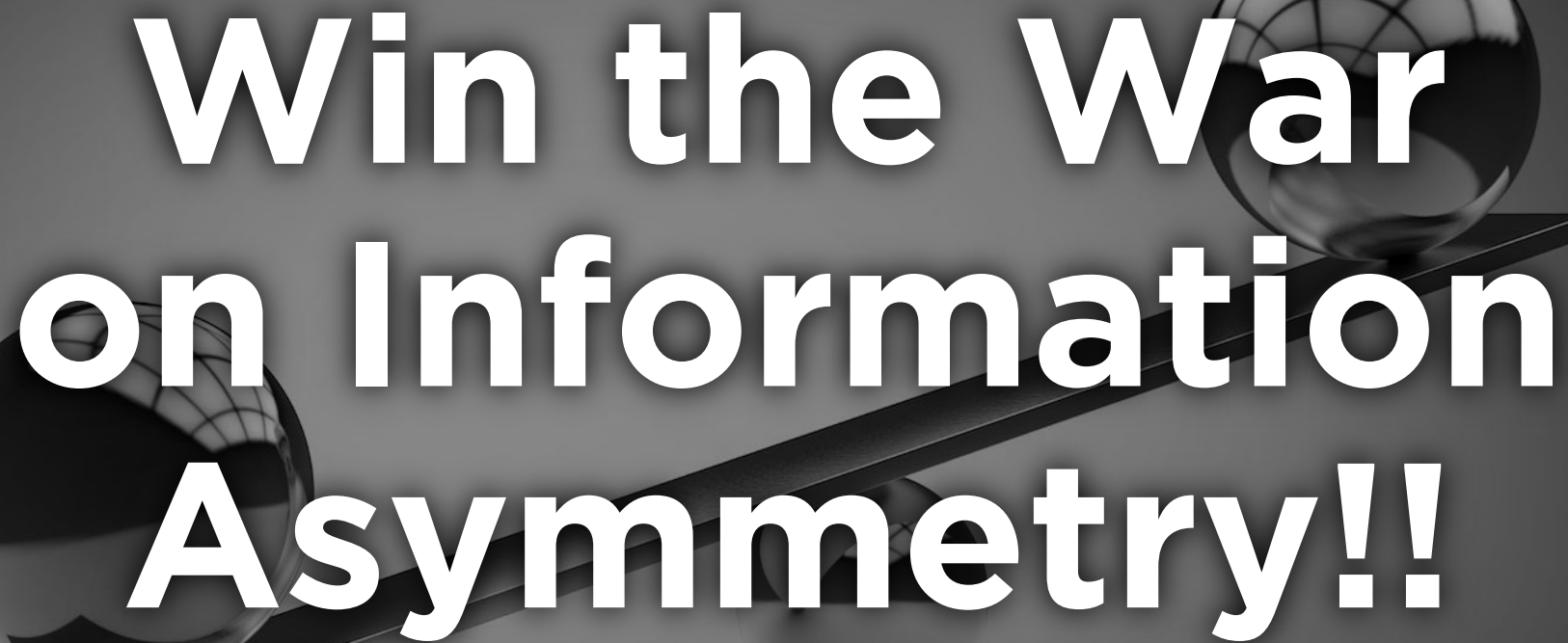
- Market riddled with material issues, lack of transparency, fractured accountability, and mind-numbing complexity
- Identify ways for advertisers to eliminate waste
- Billions of \$\$ in productivity and savings to be gained



Programmatic Media Transparency RFP

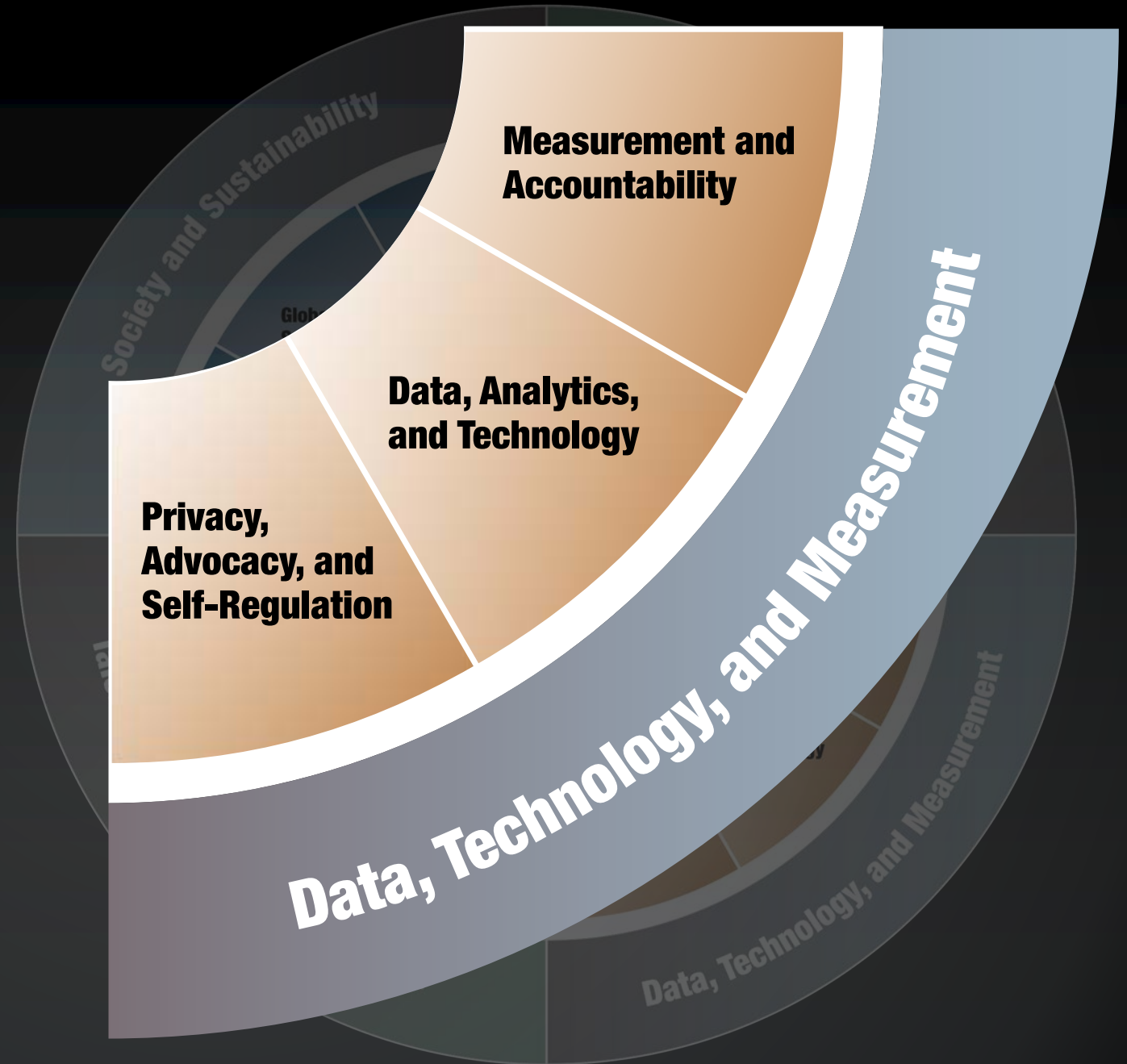
Eliminating Waste Throughout the
Entire Programmatic Marketplace

APRIL 2021



**Win the War
on Information
Asymmetry!!**

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Measurement



THE CROSS-MEDIA MEASUREMENT MISSION



- To create a marketer-centric cross-media measurement system for advertising providing complete measurement of all ad exposures
- Enables planning optimization, frequency management, and outcome measurement
- Ensure relevant and positive consumer ad experience

Privacy and Addressability

Google “cookie”
deprecation

Apple IDFA
policies

**PARTNERSHIP
FOR
RESPONSIBLE
ADDRESSABLE
MEDIA**





Privacy for

America®

Tech for Growth

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ANA's Global Day of Learning



CMO
GROWTH COUNCIL

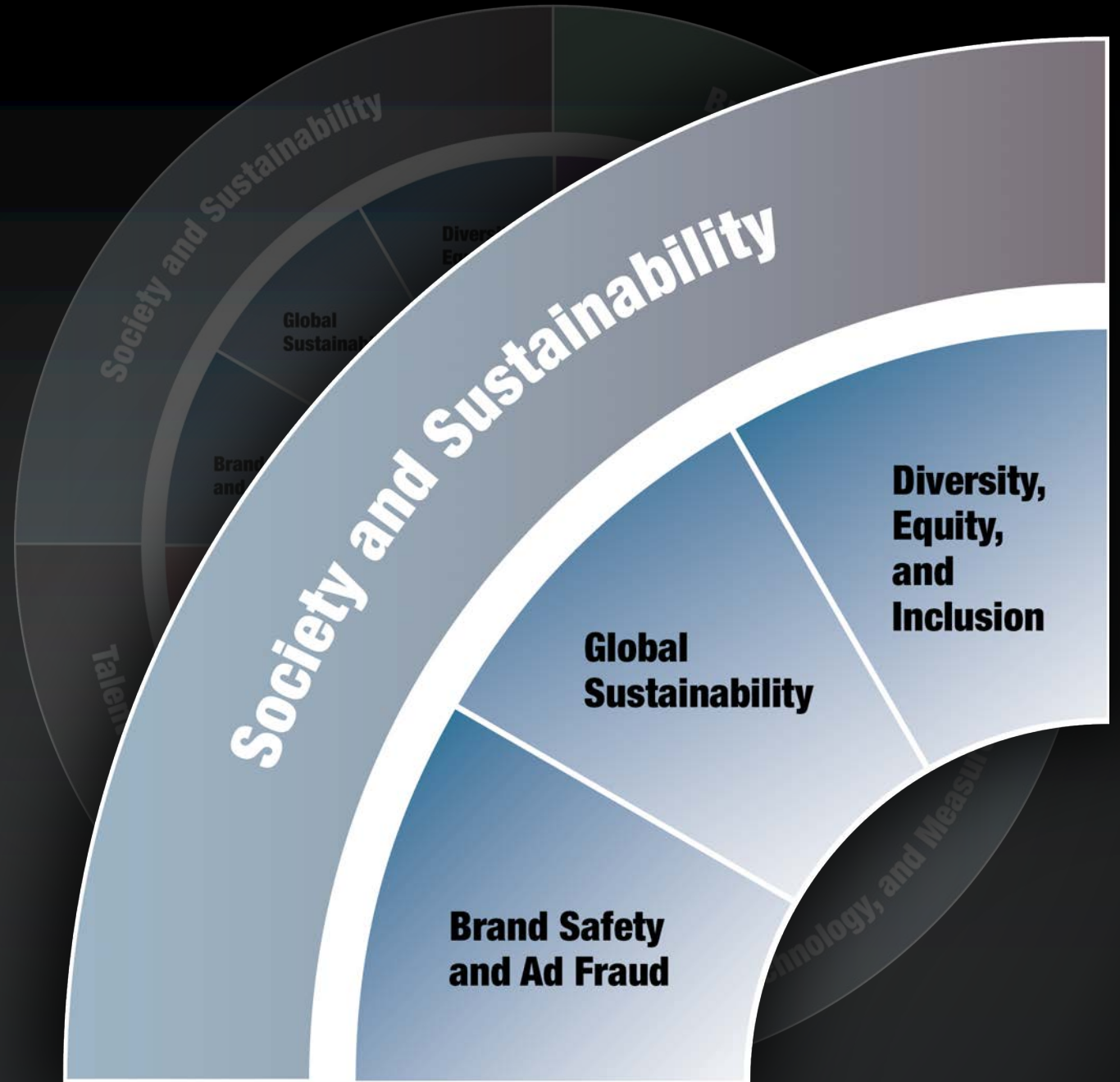
ANA CANNES
LIONS

RESET
REBOOT
REOPEN

MARKETING'S GLOBAL DAY OF LEARNING



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Brand Safety



**A
MASSIVE
step forward**



GARM Aggregated Measurement Report

Volume 1 | April 2021



#ENGAGE
#RESP[♥]NSIBLY

**Gender +
Culture +
Humanity =
GROWTH**



SEEHER

Mission:

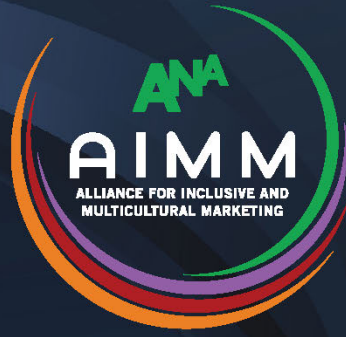
To drive the accurate portrayal of women and girls in marketing, advertising, media and entertainment, so they see themselves as they truly are and in all their potential.



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AIMM

ALLIANCE FOR INCLUSIVE AND
MULTICULTURAL MARKETING



A DIVERSITY REPORT FOR THE ADVERTISING/ MARKETING INDUSTRY

ANA MEMBERSHIP ETHNICITY

	Caucasian	African-American/ Black	Asian	Hispanic	Other
2020	74%	6%	10%	8%	2%
2019	75%	6%	9%	8%	2%
2018	74%	6%	10%	8%	2%



**NOT A TIME
FOR THE
TIMID**

- A time of big opportunities and equally big challenges
- Billions \$\$ in growth opportunity and Billions \$\$ in waste
- Take back our industry
- Stand as an industry
- Own and lead the agenda



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

and a
force for
growth.

MARC PRITCHARD

ANA Chairman & Chief Brand Officer

ANA GROWTH AGENDA



DREAM

CRAZY