



ANA

2021 ANA MULTICULTURAL MARKETING & DIVERSITY CONFERENCE

PRESENTED BY **sxm**
MEDIA

OCTOBER 24–26



BOB LIODICE

CEO
ANA

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#ANAmulti



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It's Time
To Look
FORWARD

MAGIC!!



**“When you live your purpose,
magic can occur.**

**Purpose means bringing
joy to the everyday.**

**It allows a business
to be a force for good
and a force for growth.**

Rachel Ferdinando

SVP & Chief Marketing Officer



The best marketing happens at the intersection of brand and culture. **Humanity drives the most powerful insights.**

Focus on the math, but never forget about the magic. **Magic is what we instinctively feel as humans.** Never lose sight of that.



Ukonwa Ojo
Chief Marketing Officer
Amazon Prime Video and Studios



Force for Good
and a
Force for Growth



Show up and
stand up as a brand.

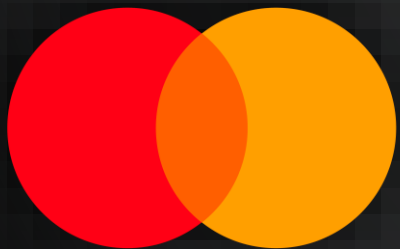
Be there with a sense of
responsibility, empathy,
and **purpose.**

Marisa Thalberg
EVP, Chief Brand and Marketing Officer

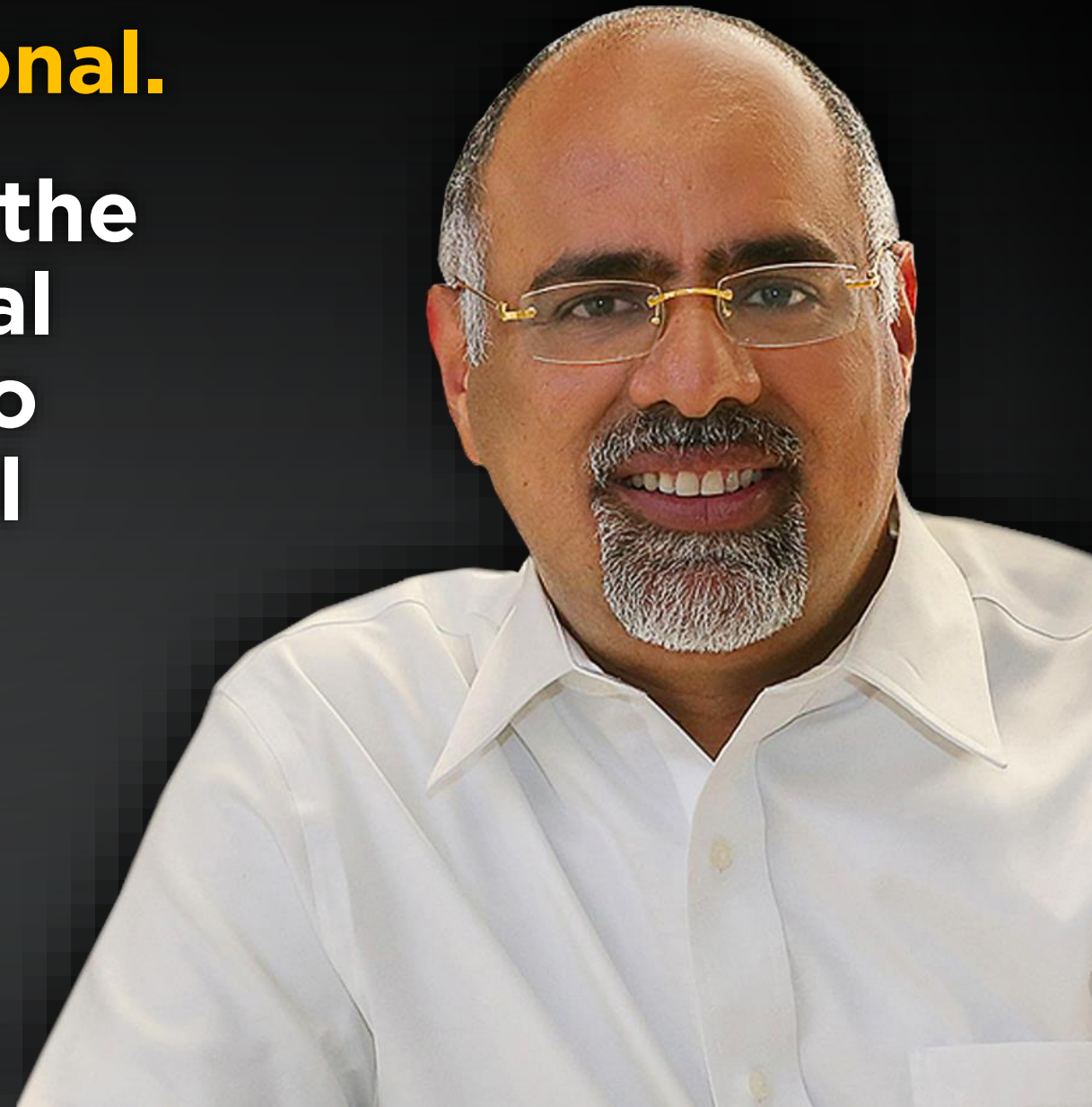


Purpose cannot be optional.

It has to be ingrained in the business. If you solve real problems for people who really need it, profits will follow.



Raja Rajamannar
CMO



ANA GROWTH AGENDA





THE ANA GLOBAL CMO GROWTH COUNCIL

A Global Force for Good and Growth



ANA

Diversity, Equity, and Inclusion



ANA BUSINESS ENTERPRISES



166 Member Companies



60 Universities



87 member companies



THE DEI CHALLENGES

- **Industry Diversity**
- **The Accurate Portrayal of Women and Cultures in Ads**
- **Supplier Diversity**
- **Media Investment Inequality**
- **Society and Bias**

Industry

DIVERSITY

What's good for business is **diversity**.
And what's good for us is to advocate
in the right way.

Unwavering courage and a sustained
commitment are required...

And it has to last for years.

Manoj Raghunandanan

Global President, Self Care

Johnson & Johnson





ANA

AIMM

ALLIANCE FOR INCLUSIVE AND
MULTICULTURAL MARKETING



A DIVERSITY REPORT FOR THE ADVERTISING/ MARKETING INDUSTRY

ANA MEMBERSHIP ETHNICITY

	White	African American/ Black	Asian	Hispanic	Other
2021	73%	6%	11%	9%	1%
2020	74%	6%	10%	8%	2%
2019	75%	6%	9%	8%	2%
2018	74%	6%	10%	8%	2%



**MAJOR INDUSTRY
TREND CHANGES
ARE EMERGING!**

White

69%

Ethnically Diverse

31%



#SeeALL

Accurate **Portrayal** of Women and Culture in Ads



CULTURAL
INSIGHTS
IMPACT
MEASURE™



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.

SEEHER

- 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



Supplier Diversity



The Growth of Supplier Diversity

MAY 2021





VIRTUAL SUPPLIER DIVERSITY FAIR

MEET BLACK-OWNED MEDIA COMPANIES
FRIDAY, OCTOBER 1, 2021



● FEATURED PARTICIPANTS ●





m.a.v.e.n
diversity



**Media
Framework**

nielsen
.....

**Systemic
Investment
Inequality**



Commitment to Diverse Media

Heather Stewart

General Director, Global Media and Marketing Services



Society and Bias



ANA/AIMM Commitment to Equality, Inclusion, and Systemic Change

from America's Marketers, Media Companies, Agencies, Production Companies, and Service Providers

At ANA and AIMM, we strongly believe that every person — regardless of race, ethnicity, sexual orientation, gender identity, ability, religion, age, or culture — should have equal rights, equal representation, opportunities, support, understanding, respect, consideration, voice, and the ability to achieve their full potential. For more than 20 years, we have used our collective voices, reach, and commitment to create an industry that is more inclusive, understanding, and reflective of diverse segments. Although we have done a lot, it is not enough.

As we experience unprecedented loss due to the novel coronavirus, Black and Brown communities continue to face an age-old virus that has infected America

and we commit to do everything in our individual and collective power to end systemic racism and achieve equality and justice.

they haven't done enough and what action is needed to advance. And we commit to interventions that will have an immediate and sustained impact on equality, inclusion, and systemic change in our ecosystem and in our society.

| institutional
examining why

- 📍 **We will achieve representation that better reflects our country's demographics throughout the industry:** marketers, media companies, agencies, production companies, and service providers. This means equity in representation at every level, access, and voice — in other words, a seat at the table. In our yearly diversity reports to the industry, we will include clear actionable steps and guidelines for companies to achieve parity and extend that work to the balance of the industry.
- 📍 **We will conduct courageous conversations and work with our membership's Employee Resource Groups (ERGs) to understand the systemic inequities throughout the industry so that together we can establish programs that can fix these systems.**



The road to
equality and inclusion
starts with
equal representation
across the creative and
media supply chain

MARC PRITCHARD

ANA Chairman & Chief Brand Officer



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