

**2021 ANA/BAA**

**MARKETING LAW CONFERENCE**

**BOB LIODICE**

**CEO**











It's Time  
To Look  
**FORWARD**



**VRBO**

**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





**Verizon – Love calls back**

**Force for Good**  
and a  
**Force for Growth**



Show up and  
stand up as a brand.

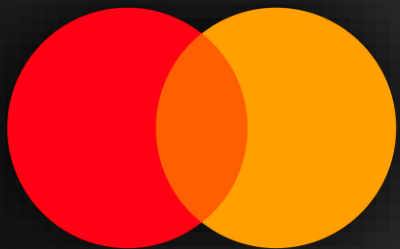
Be there with a sense of  
**responsibility, empathy,**  
and **purpose.**

**Marisa Thalberg**  
EVP, Chief Brand and Marketing Officer

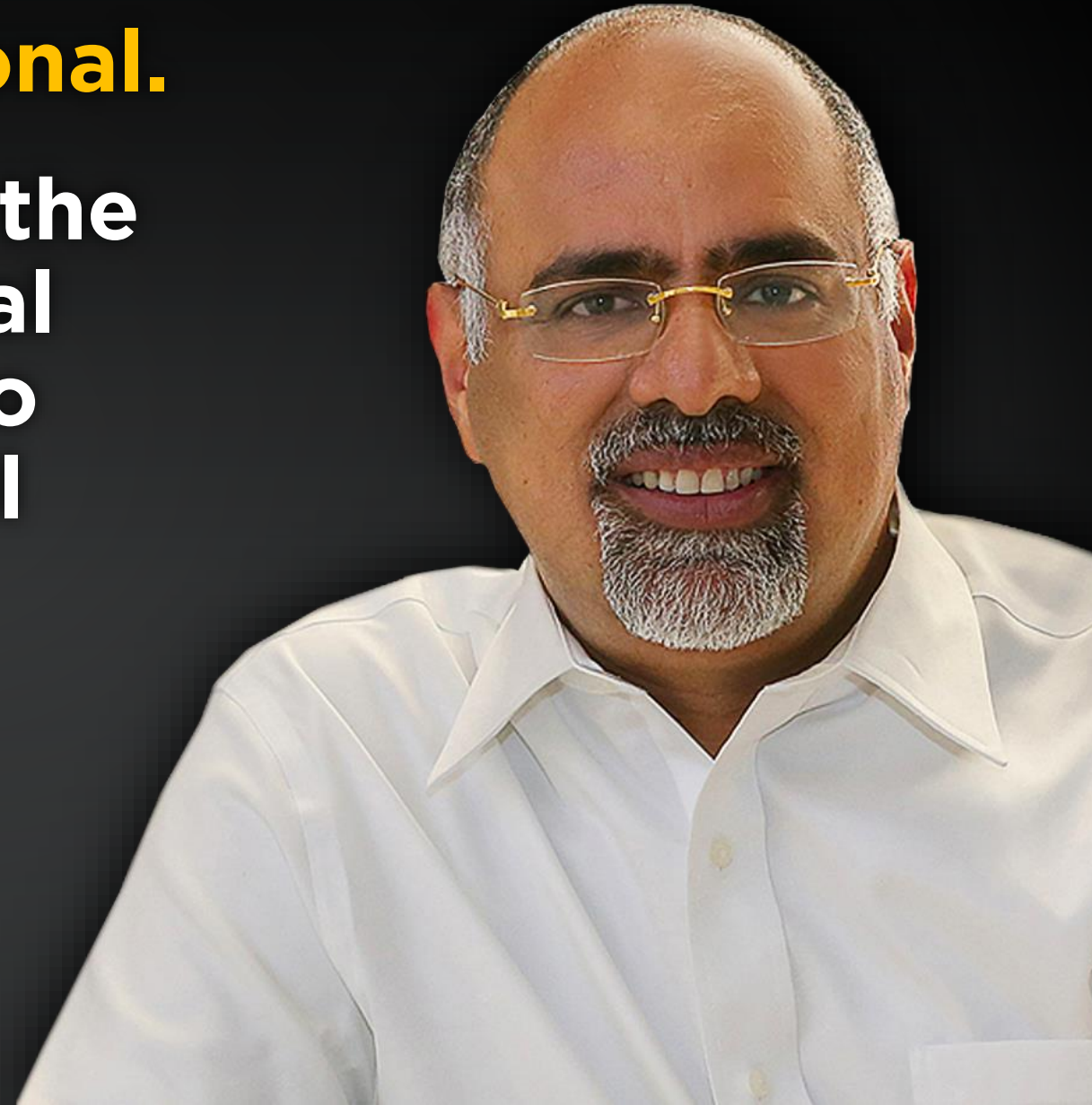


**Purpose cannot be optional.**

**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





**Canadian Down Syndrome – Google AI**

# ANA GROWTH AGENDA





# THE ANA GLOBAL CMO GROWTH COUNCIL

A Global Force for Good and Growth





**ANA**

**Diversity, Equity,  
and Inclusion**



# ANA BUSINESS ENTERPRISES



162 Member Companies



60 Universities



87 member companies

ReedSmith

Driving progress  
through partnership



# THE DEI CHALLENGES

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



**Wash the Asian Hate Video**

# Industry DIVERSITY

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

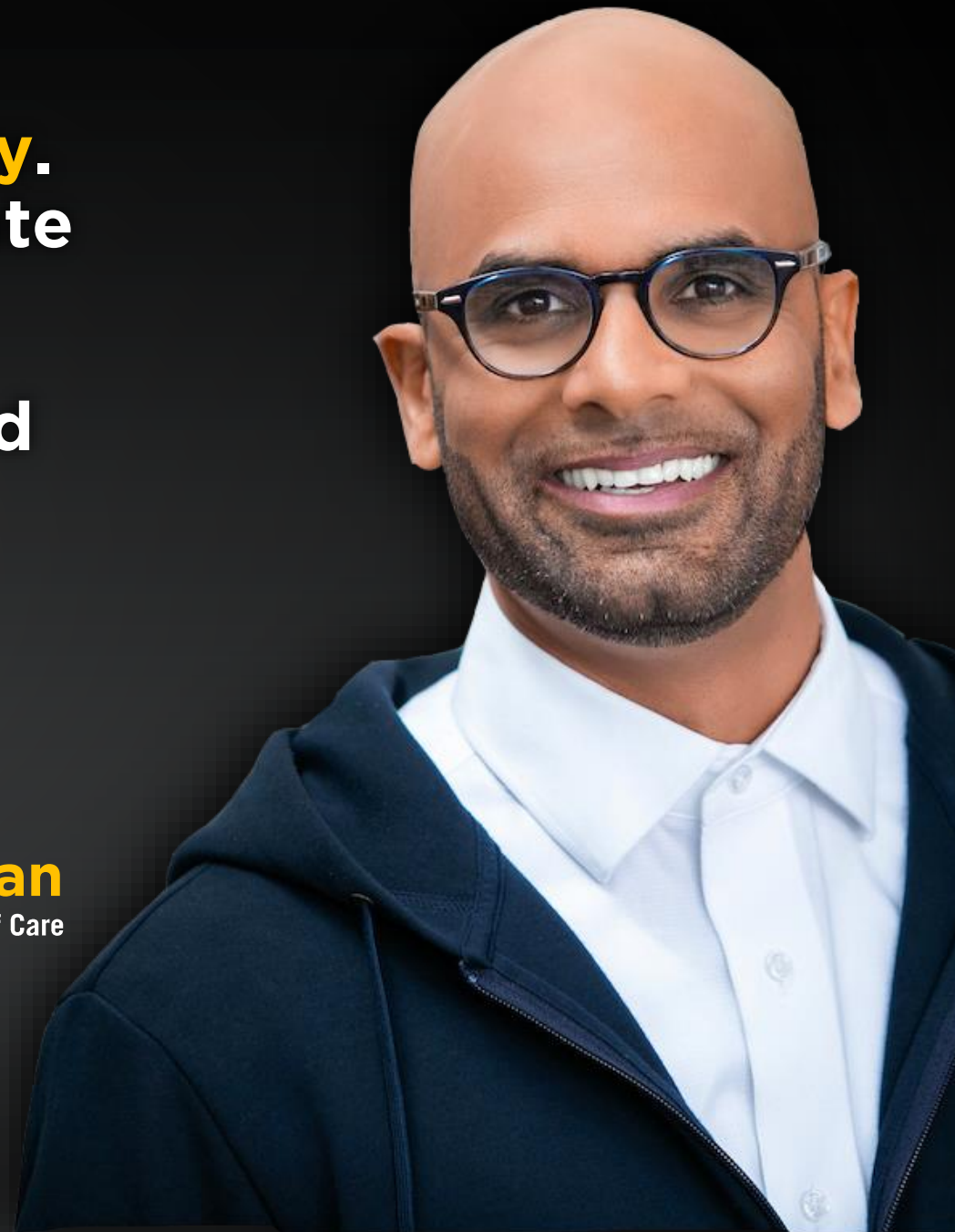
Unwavering courage and a sustained  
commitment are required...

**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**



**AIMM-MIKADO-GoodInAll**

# 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.

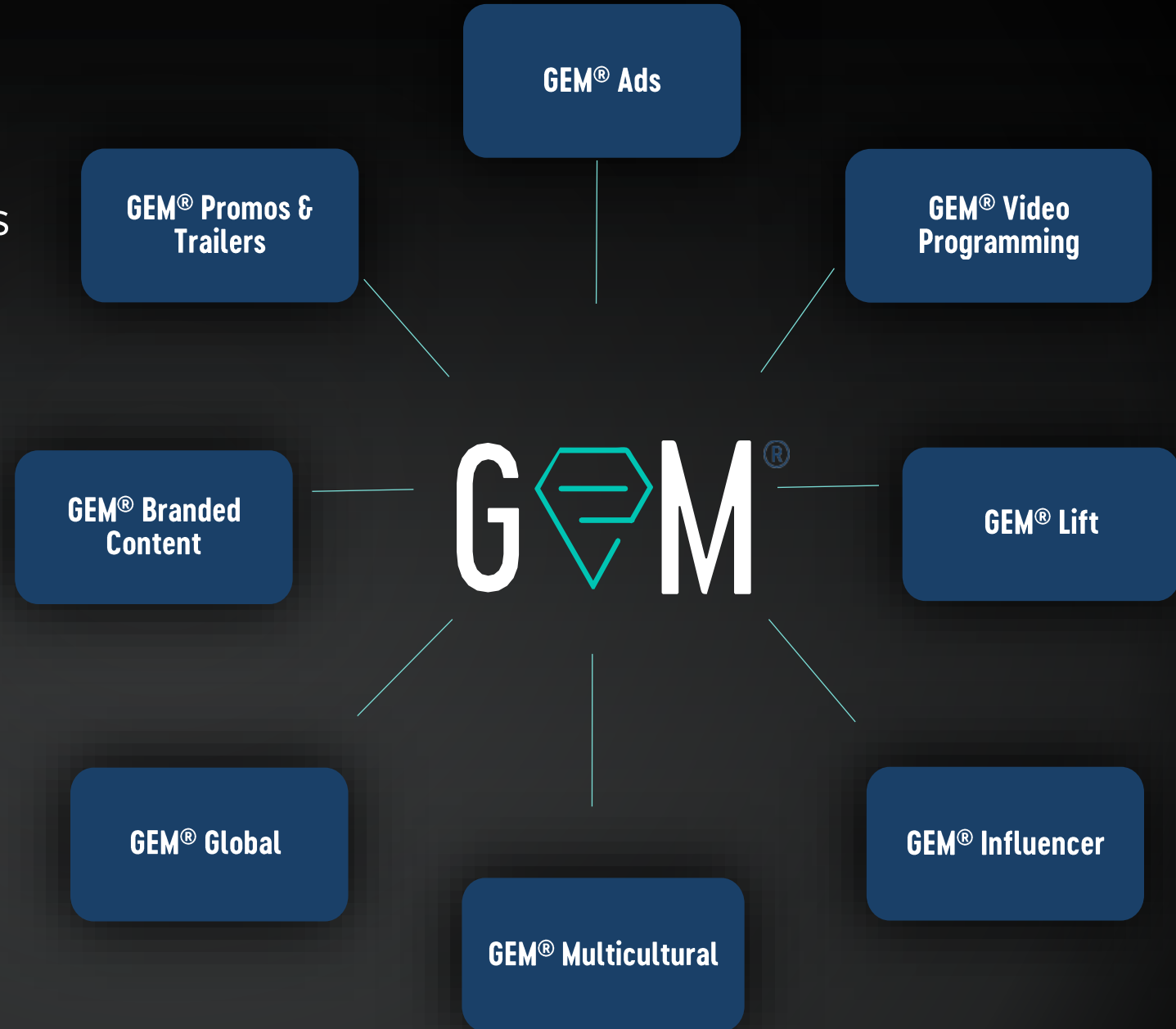




**SeeHer Anthem 2021 Update**

# 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





**Mattel**

# Supplier Diversity



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# The Growth of Supplier Diversity

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MAY 2021





# VIRTUAL SUPPLIER DIVERSITY FAIR

MEET BLACK-OWNED MEDIA COMPANIES

FRIDAY, OCTOBER 1, 2021

● FEATURED PARTICIPANTS ●

ANA





**m.a.v.e.n**  
**diversity**



**Media  
Framework**



**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 for four centuries: racism. As America marches for an end to racism, injustice, and inequality against Blacks, the marketing and advertising industry is here to say we see you, we hear you, we are with you, and we commit to do everything in our individual and collective power to end systemic racism and achieve equality and justice.

As marketers and industry leaders, we commit to unflinchingly examining our own history and current practices to shine a light on systemic and institutional biases that exist within the industry. We can no longer accept the shortcomings of many of our diversity and inclusion initiatives. We commit to examining why 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.

- **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



**P&G Bias**



*Thank  
You*

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