

2022 ANA MEDIA CONFERENCE

BOB LIODICE
CEO

ANA





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

The Environment

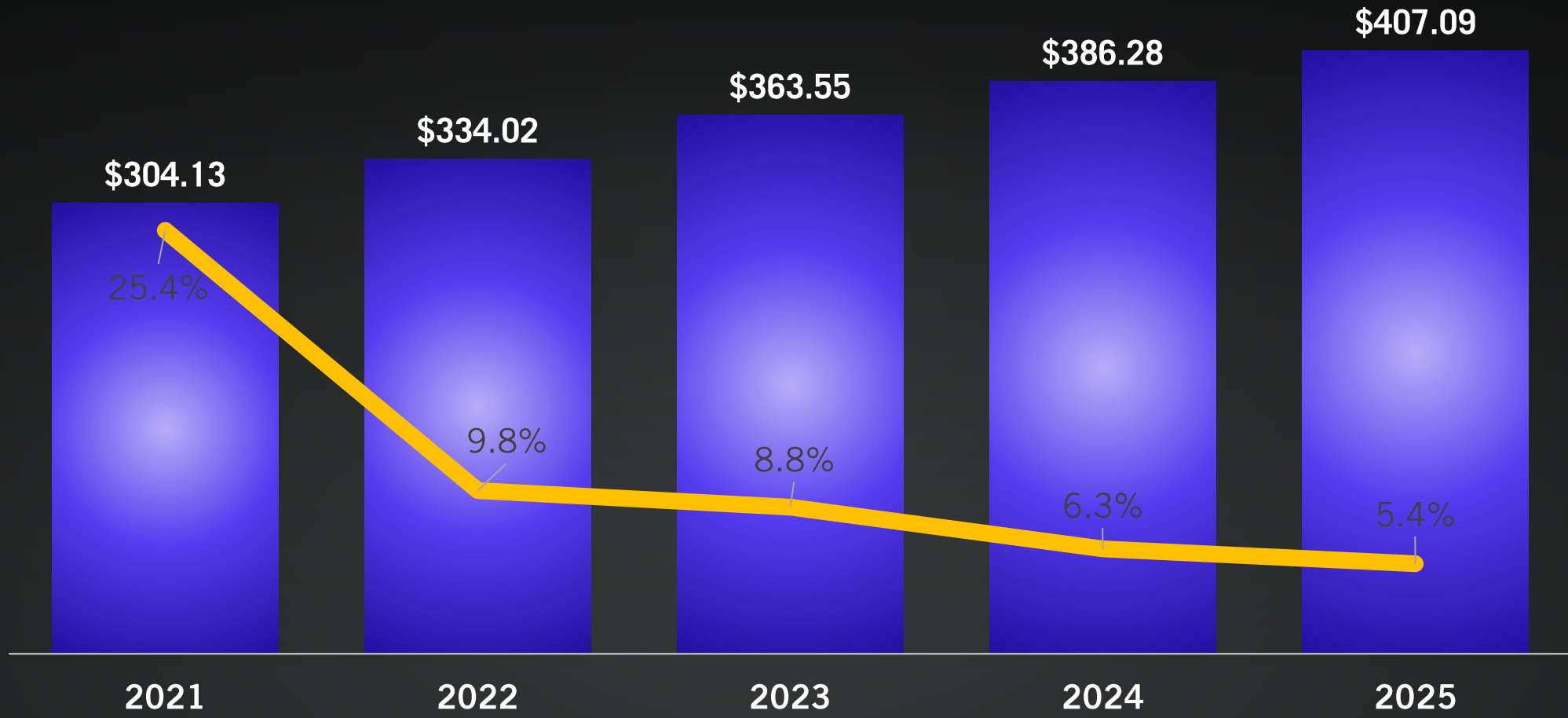
- COVID
- Social Strife
- Economic and Supply Chain Dislocation
- Invasion of Ukraine

**Planting the seeds
for an
optimistic future**

Media Landscape

Total Media Ad Spending

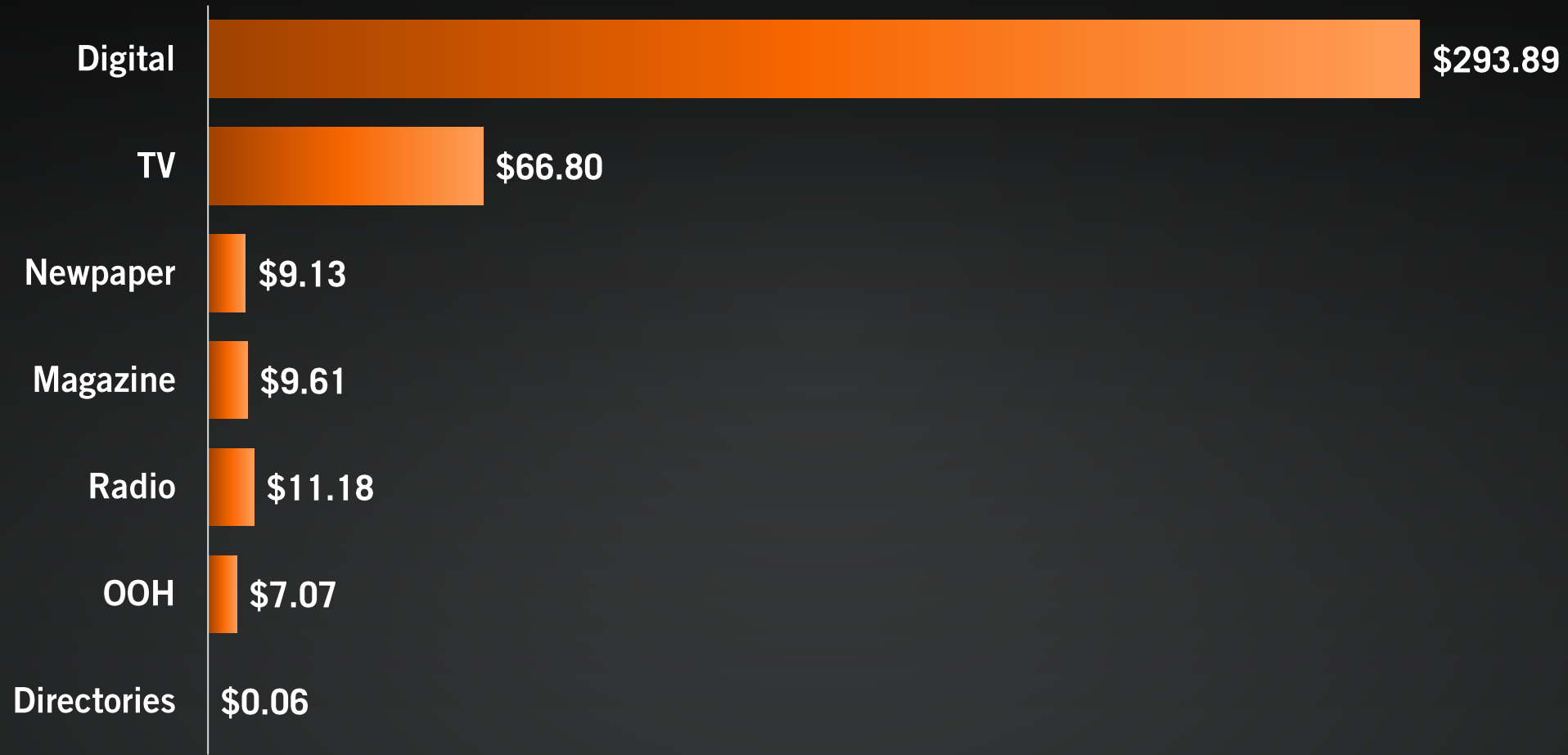
U.S. 2021-2025 (billions)



Source: eMarketer Oct '21

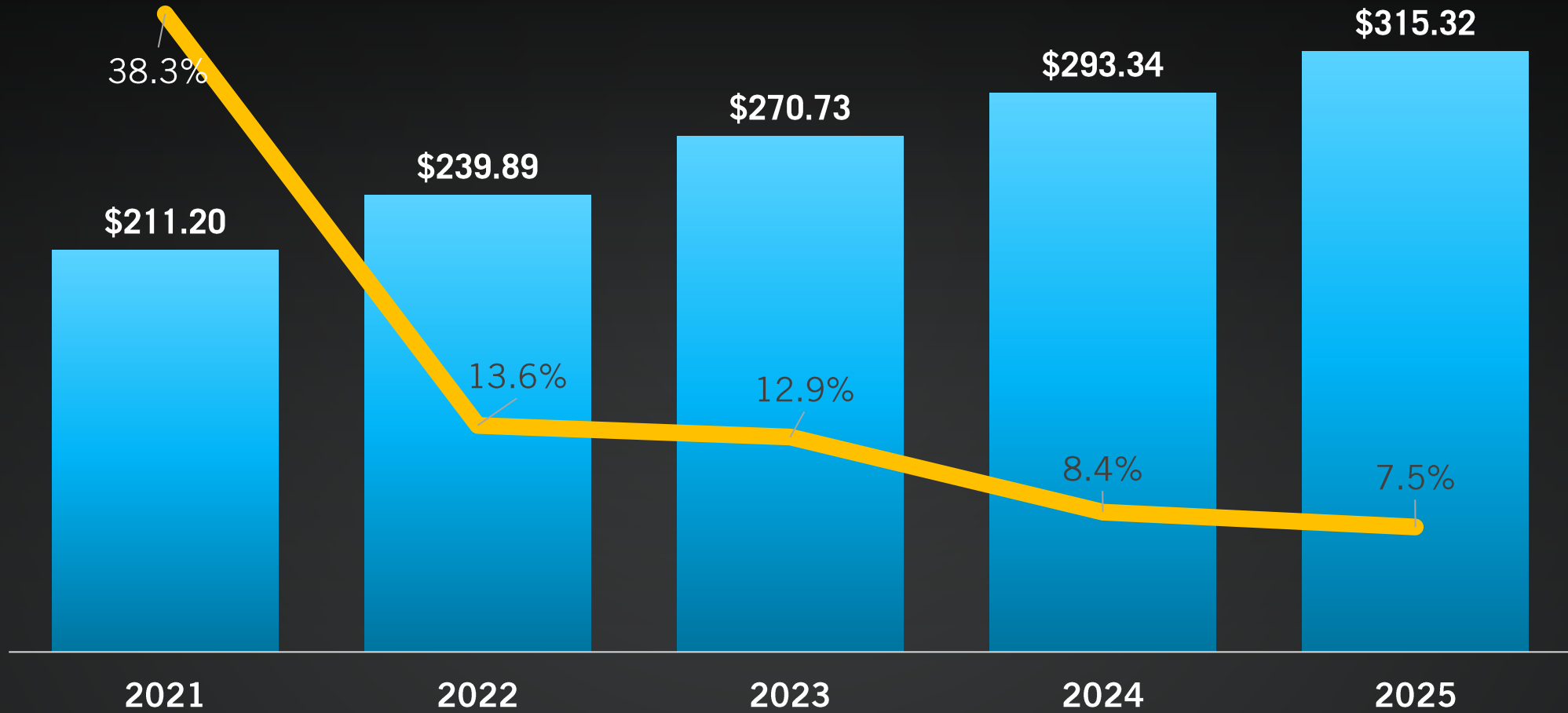
Total Media Ad Spending, by Media

U.S. 2022 (billions)



Digital Ad Spending

U.S. 2021-2025 (billions)

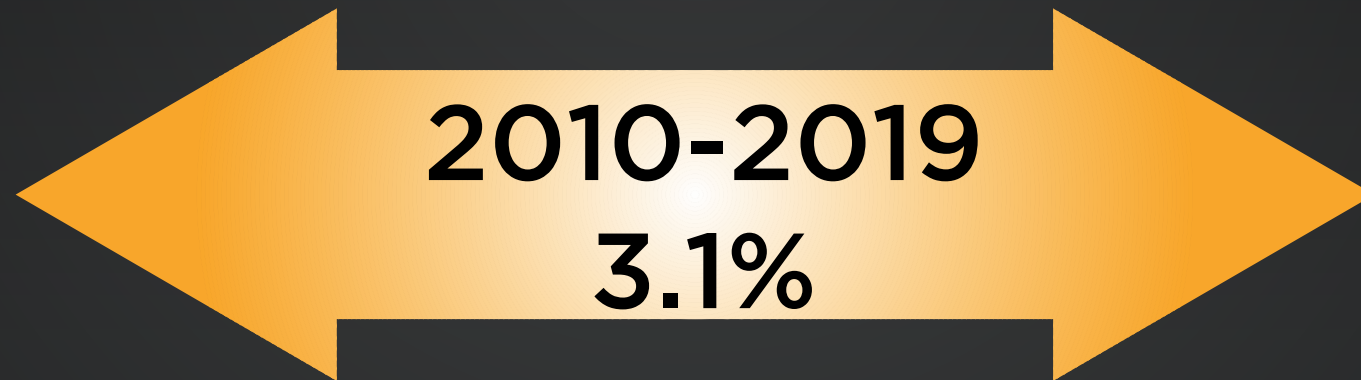


Fortune 500

Average Annual Growth Rates

2010-2015
1.9%

2015-2019
4.1%



The New Reality

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

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ANA MISSION

**DRIVING
GROWTH**

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

ANA GROWTH AGENDA





THE ANA GLOBAL CMO GROWTH COUNCIL

A Global Force for Good and Growth





**“Simply put...
humanity is
the name of the game.”**

ABInBev

Marcel Marcondes
Global President, Beyond Beer Co.



**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



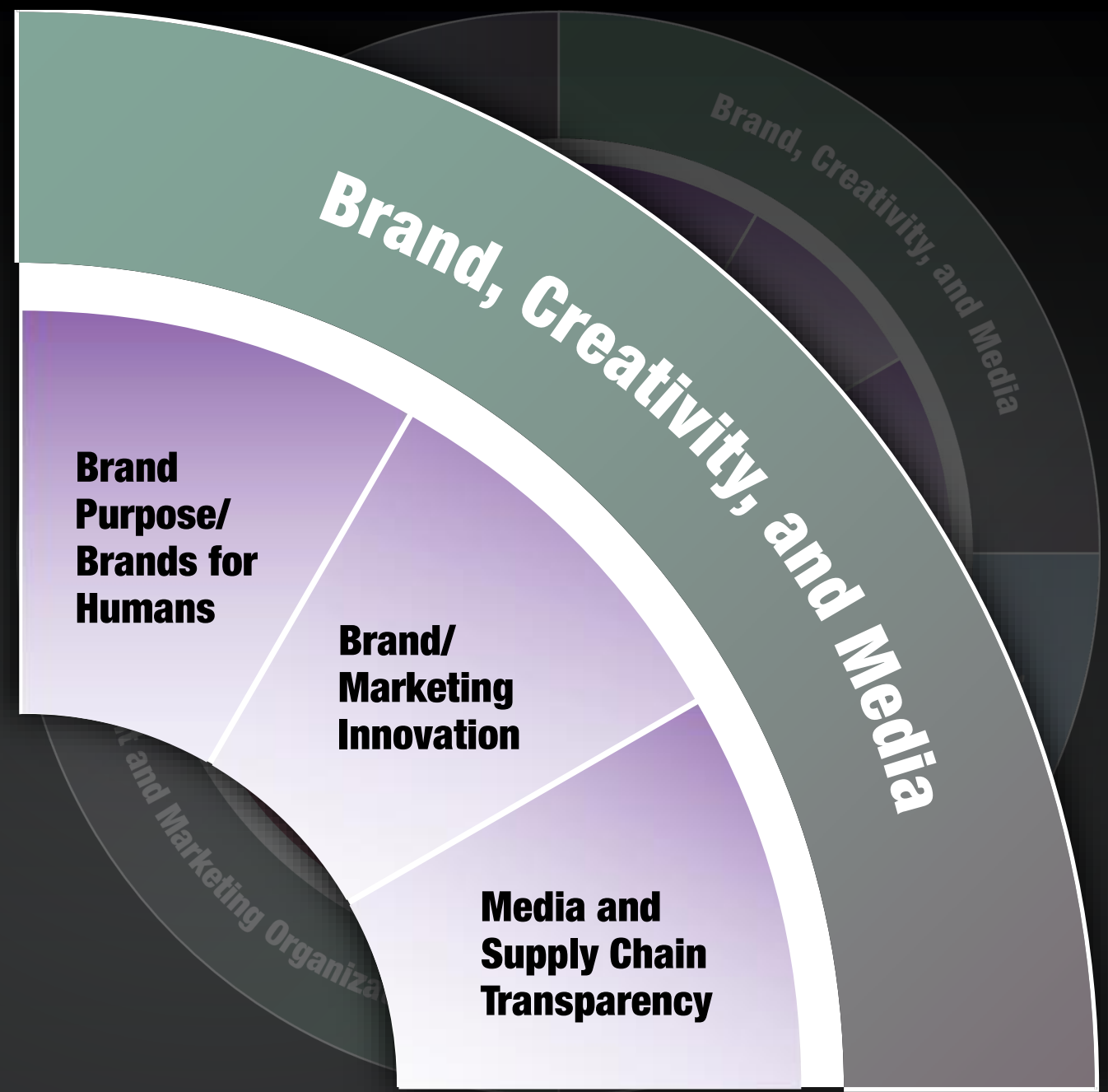
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**Media Leadership
Growth Council**

ANA Media Leadership Growth Council

- Creating an army of Chief Media Officers
- Mirrors the CMO Growth Council
- Set the advertiser media agenda
- Address the most pressing and important industry issues and opportunities
- Unlock initiative, innovation, and learning to drive brand and business growth

ANA GROWTH AGENDA

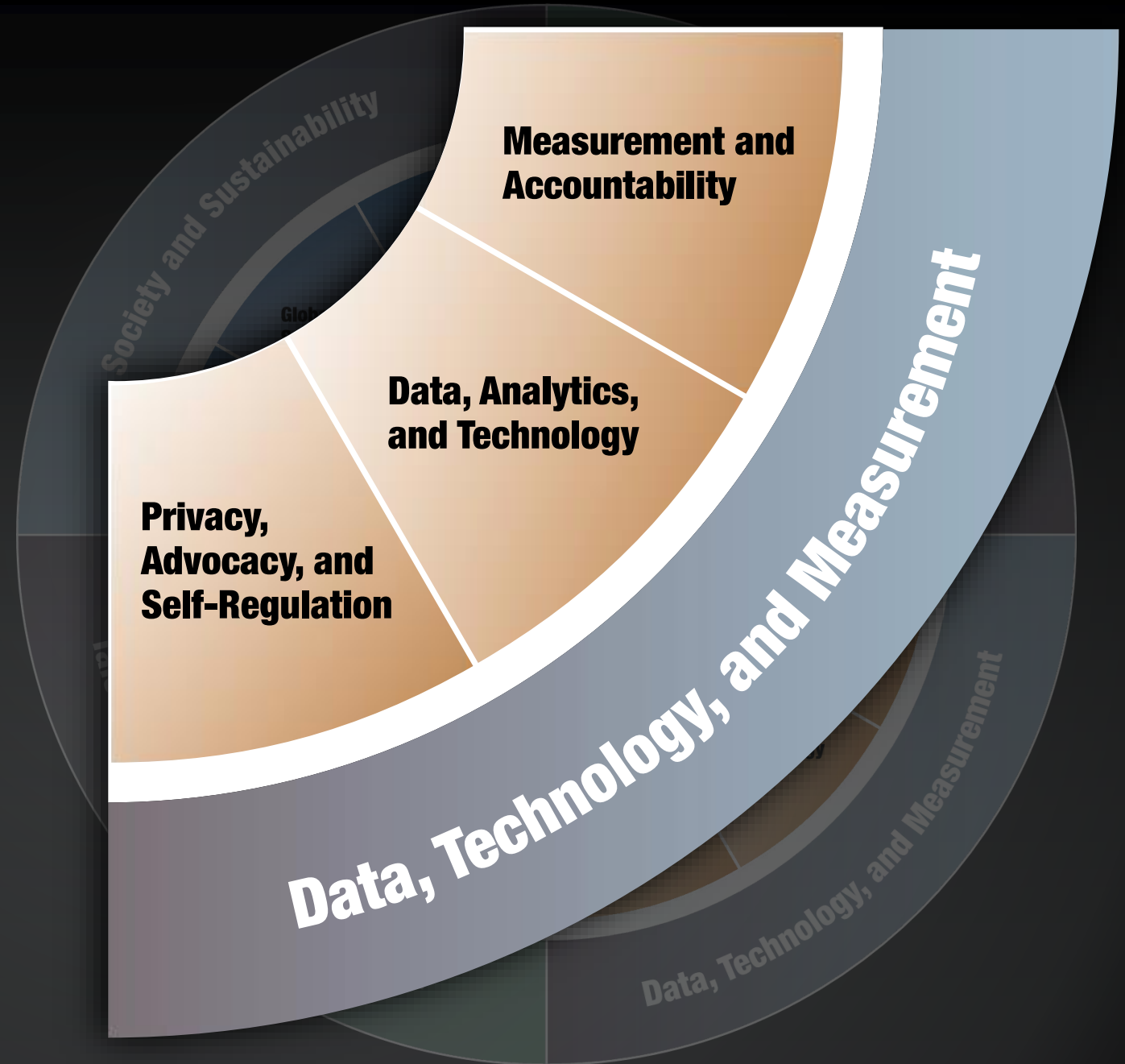




KEY PRIORITIES

- **Brand Building Media Strategy**
- **Media Supply Chain Transparency and Effectiveness**
- **Minority-Owned Media Investments**
- **New Media: Metaverse, AI, AR, Crypto**

ANA GROWTH AGENDA

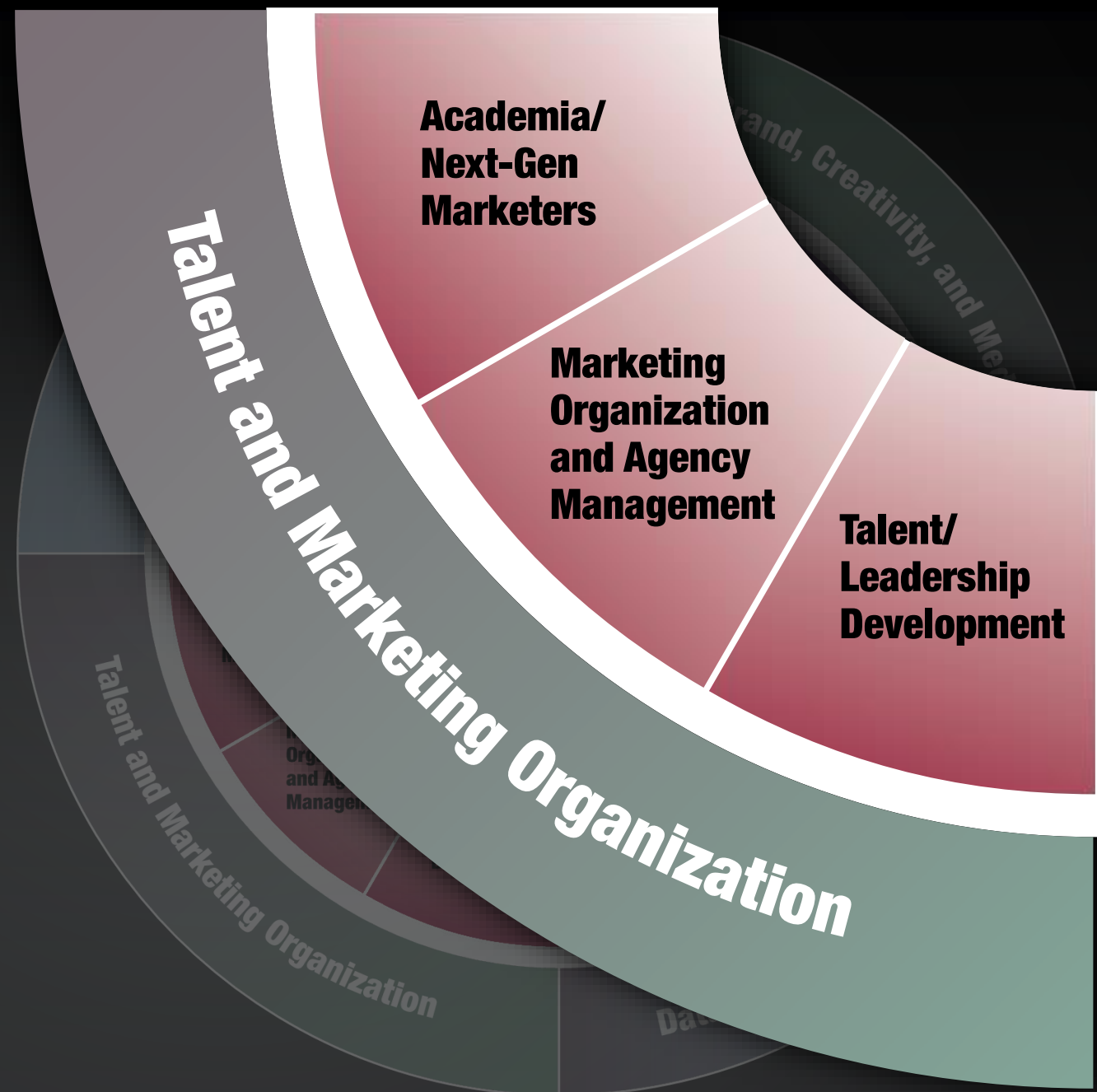




KEY PRIORITIES

- **Data Transparency**
- **Cross-Media Measurement**
- **Privacy and Addressability**
- **Platform Self Regulation**

ANA GROWTH AGENDA

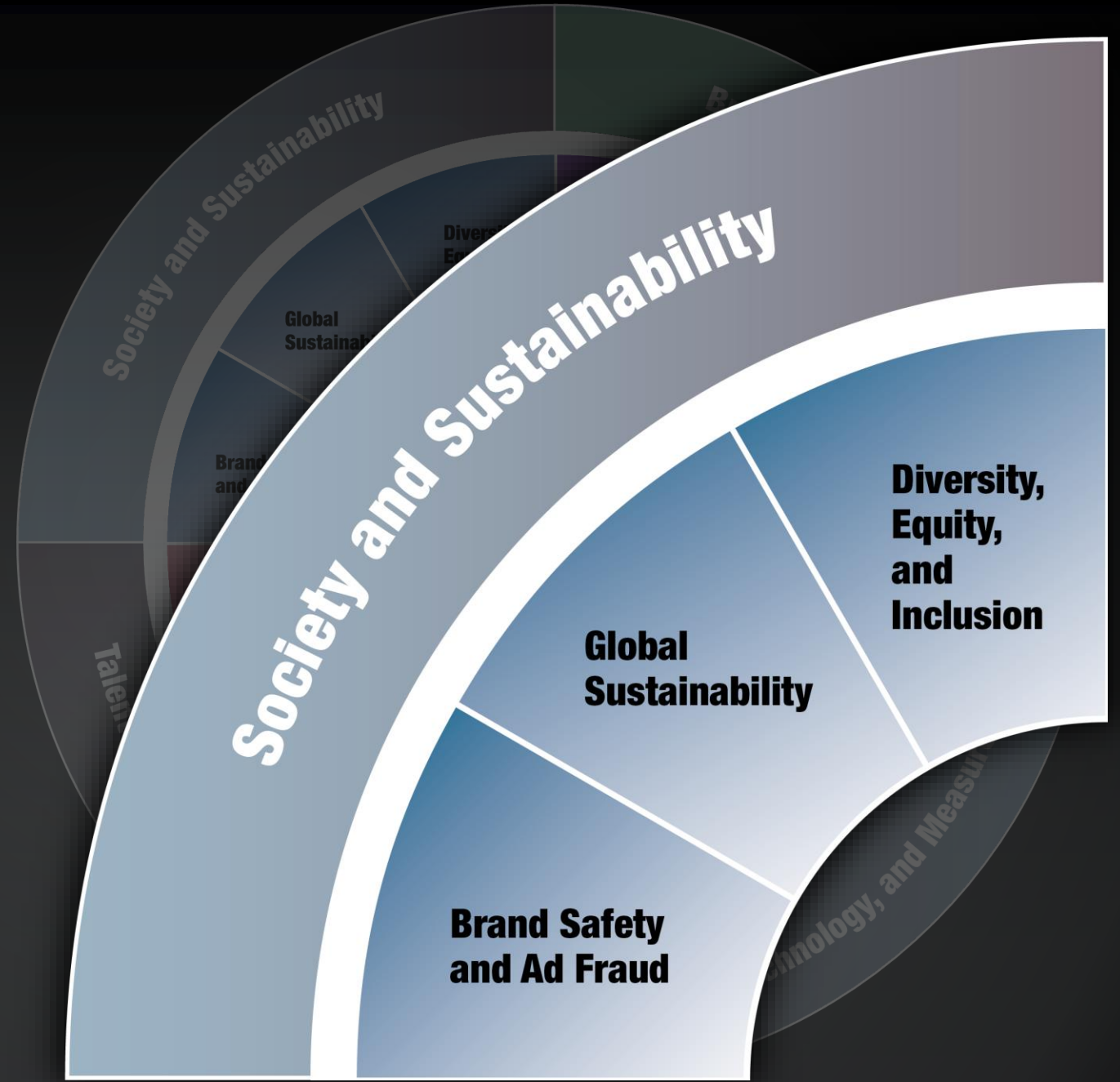




KEY PRIORITIES

- **Media and Supply Chain Talent Development**
- **Media Agency Management and Inhouse Agency Strategy**
- **Academia: Preparing for the Next Generation of Media Executives**

ANA GROWTH AGENDA





KEY PRIORITIES

- **Supply Chain Diversity, Equity, and Inclusion**
- **Supplier Diversity**
- **Media Sustainability**
- **Ad Fraud and Brand Safety**

Changing the Media Landscape

- Serious media challenges sub-optimize brand and business growth
- ANA leadership/industry collaboration
 - Global CMO Growth Council
 - Media Leadership Growth Council

Media Transparency

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

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®

Brand Safety



GARM Aggregated Measurement Report

Volume 1 | April 2021



#ENGAGE
#RESP[♥]NSIBLY

ANA

Ad Fraud



TRUSTWORTHY
ACCOUNTABILITY
GROUP

Social Media Self-Regulation



National Programs

ANA

Diversity, Equity, and Inclusion





THE DEI CHALLENGES

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

ANA BUSINESS ENTERPRISES



185 Member Companies



77 Universities



93 member companies

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

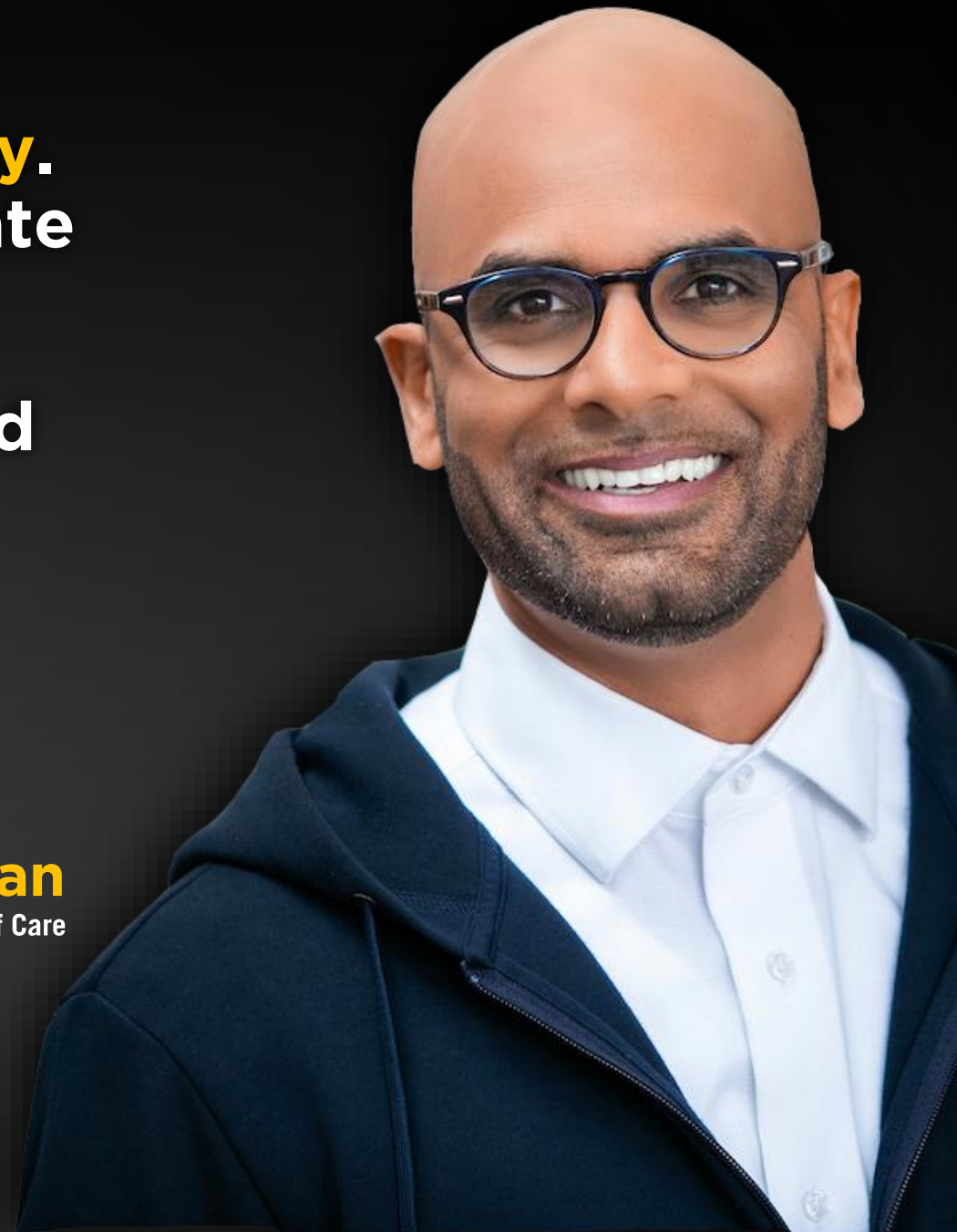
Unwavering courage and a sustained
commitment are required...

And it has to last for years.

Manoj Raghunandanan

Global President, Self Care

Johnson & Johnson





PROGRESS!!

White

69%

Ethnically Diverse

31%

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

Systemic Investment Inequality

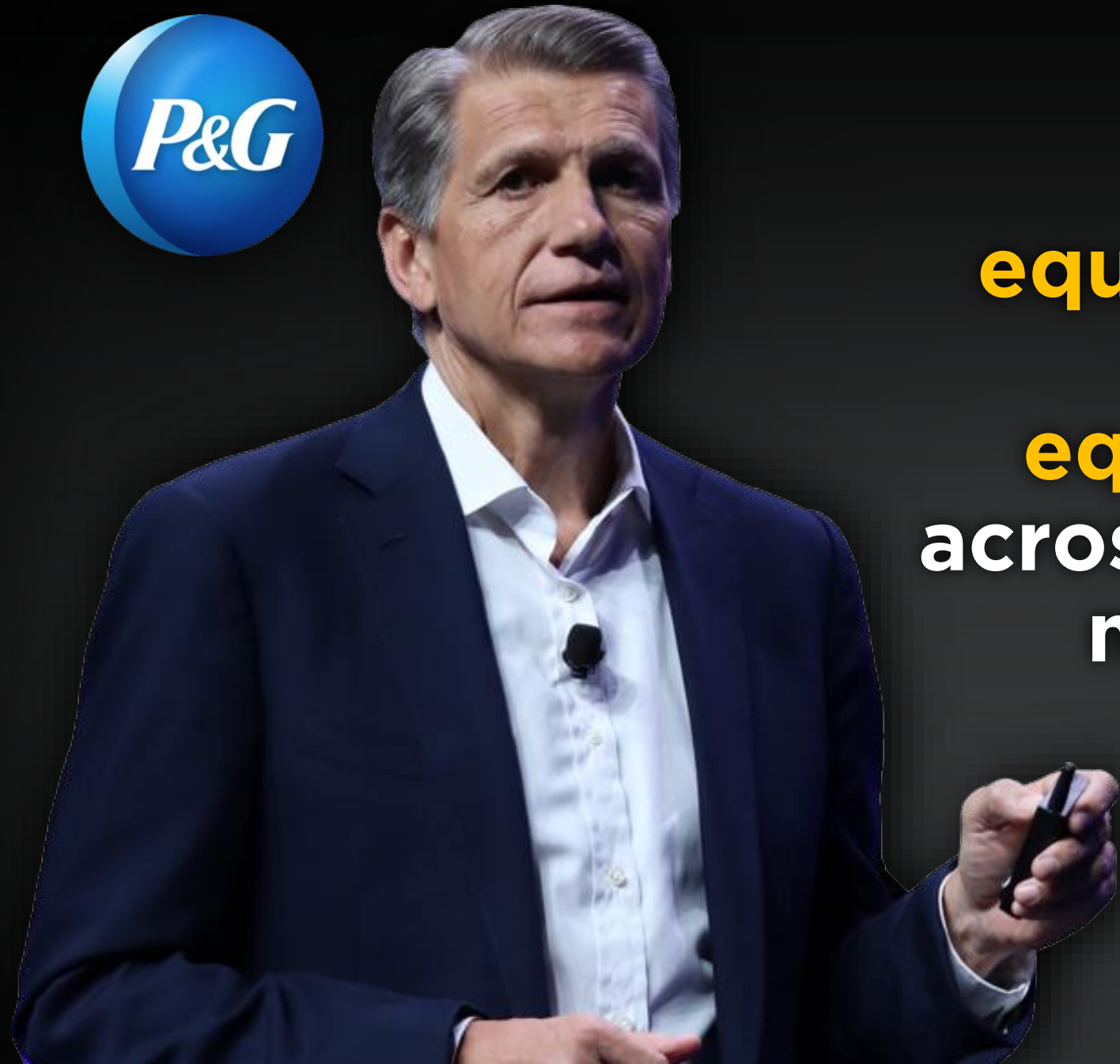


Commitment to Diverse Media

Heather Stewart

General Director, Global Media and Marketing Services





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

MARC PRITCHARD

ANA Chairman & Chief Brand Officer

ANA GROWTH AGENDA



DREAM

CRAZY

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