



**DATA AND
ANALYTICS**

2022 ANA

MASTERS OF DATA & TECHNOLOGY CONFERENCE

MARCH 28-30



BOB LIODICE

CEO

ANA



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

The Environment

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



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

ABInBev

Marcel Marcondes
Global President, Beyond Beer Co.



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?

**“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







**“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



Technology plants
the seeds for an
optimistic future



ANA MISSION

**DRIVING
GROWTH**

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

“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



Fortune 500

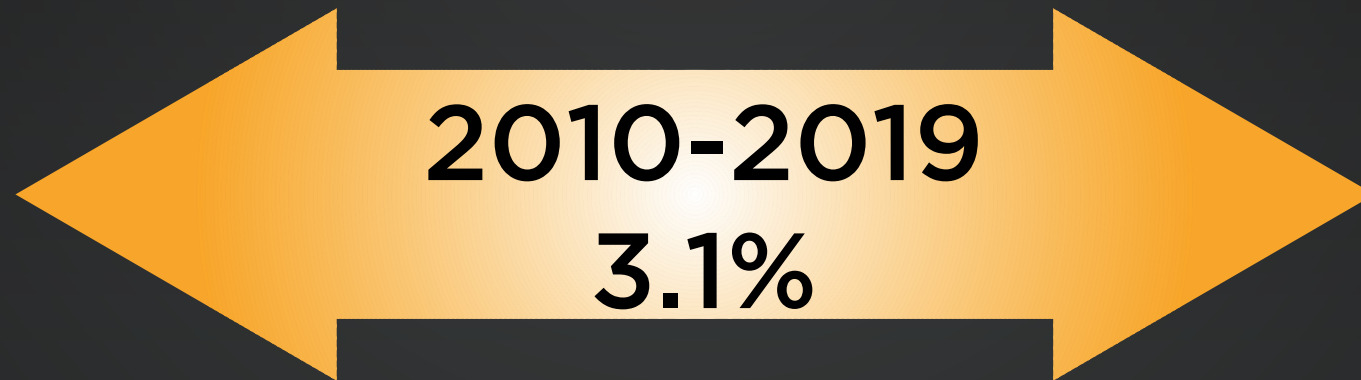
Average Annual Growth Rates

2010-2015

1.9%

2015-2019

4.1%



ANA GROWTH AGENDA





CMO
GROWTH COUNCIL

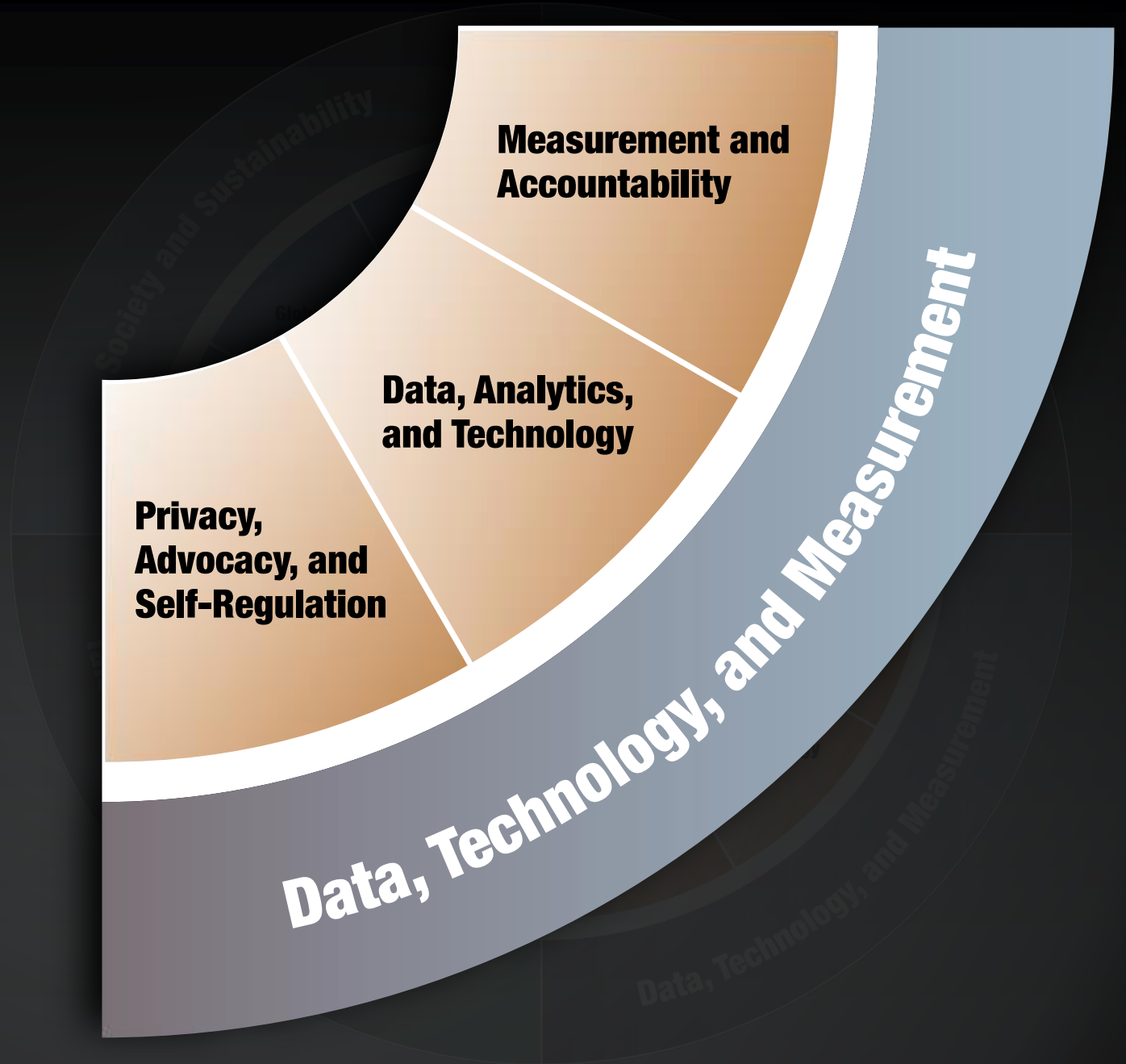


THE ANA GLOBAL CMO GROWTH COUNCIL

**A Global Force
for Good and Growth**



ANA GROWTH AGENDA



Data and Analytics Drive Growth

**Marketing
Technology
Drives Growth**

“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 New Reality

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

ANA

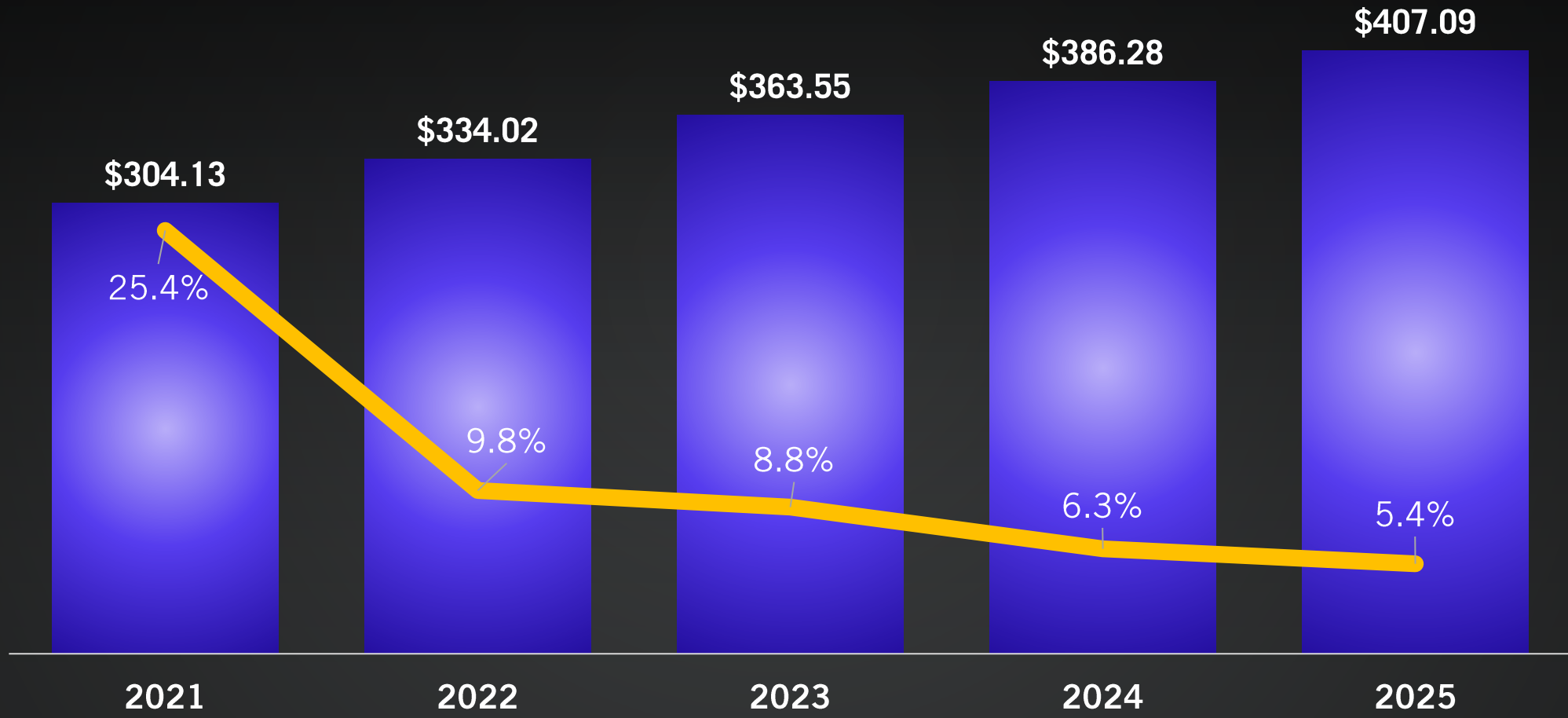
Media Landscape

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

Total Media Ad Spending

U.S. 2021-2025 (billions)



Source: eMarketer Oct '21

Total Media Ad Spending, by Media

U.S. 2022 (billions)



**Data-Driven
Marketing
Drives Growth**

**Data, Analytics,
Technology, and
Measurement**
are the cornerstones
for unlocking **Growth**

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

**3P Cookie
Deprecation**

**Apple
Opt-in**

Portfolio of Solutions

Digital Advertising Alliance

- Alternative Media Identifiers

Marketers

- Non-Identity Solution Testing



Privacy for

America®

**Gender + Culture
+ Analytics =
GROWTH**

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

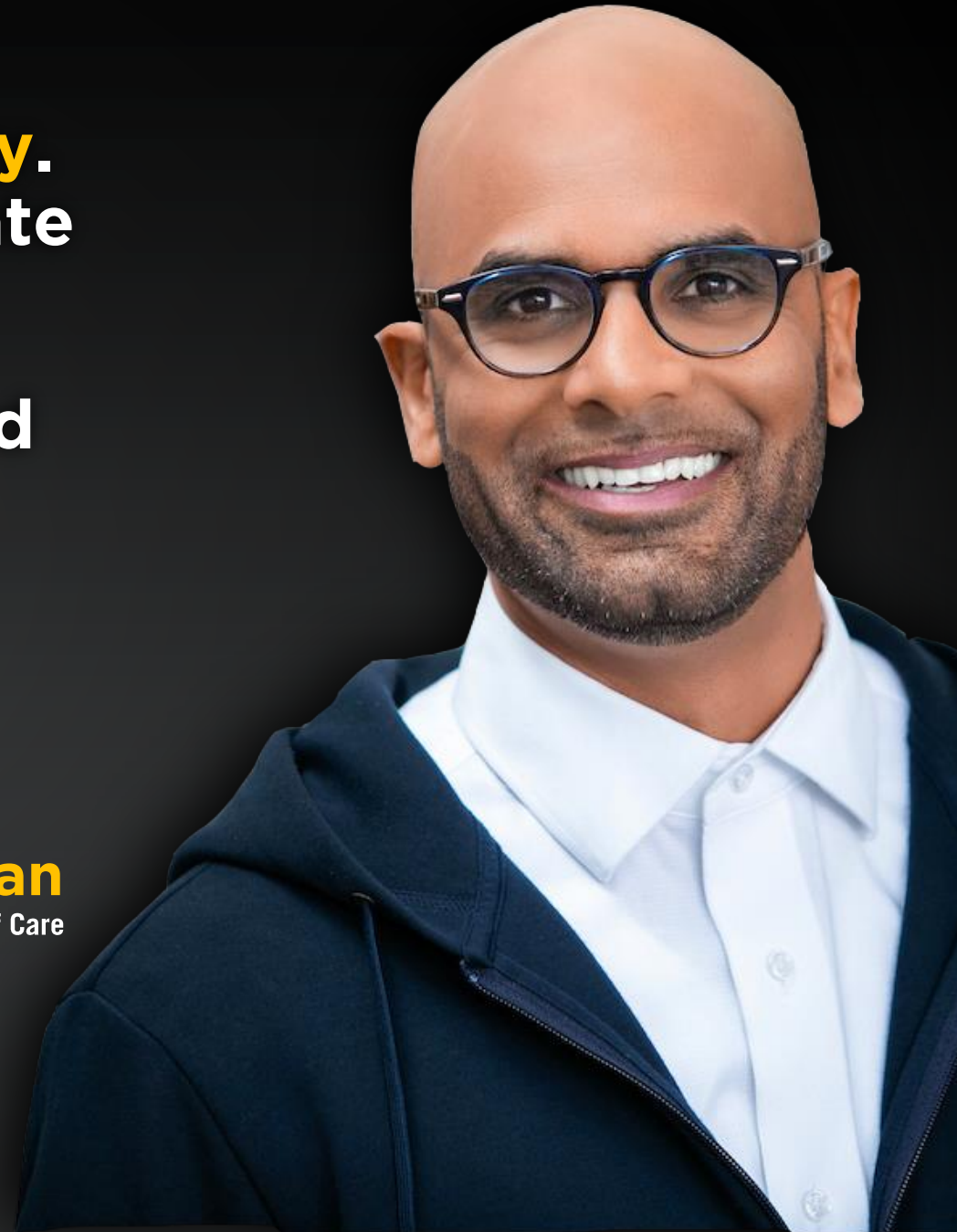
Unwavering courage and a sustained
commitment are required...

And it has to last for years.

Manoj Raghunandanan

Global President, Self Care

Johnson & Johnson



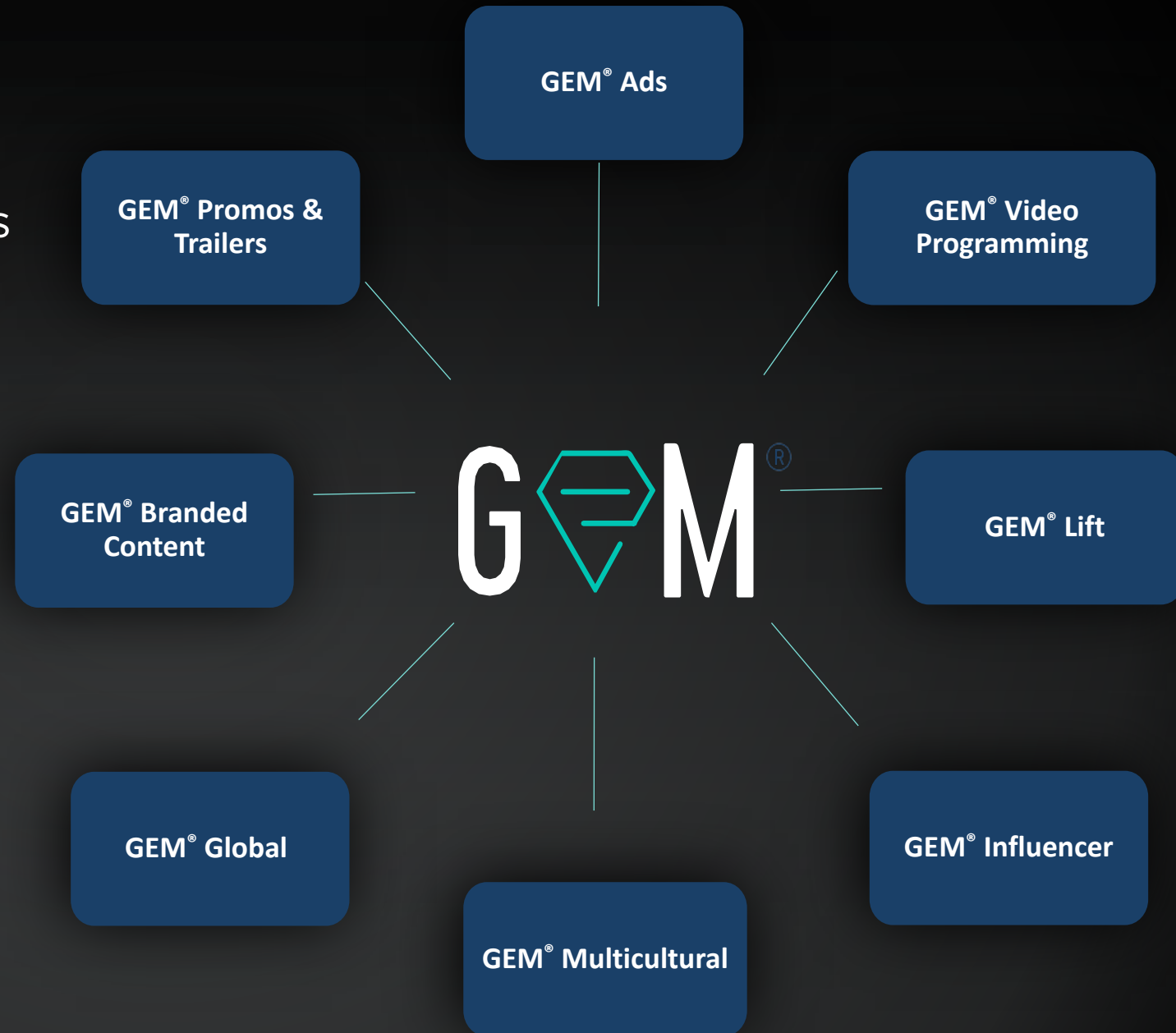
Accurate **Portrayal** of Women and Culture in Ads



CULTURAL
INSIGHTS
IMPACT
MEASURE™

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





ANA GROWTH AGENDA





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CEO**

MASK POLICY

Social Distancing Stoplight Approach with Lanyard Colors



GREEN

OK with pre-COVID behaviors such as high-fives, handshakes, and hugs



YELLOW

Desires some caution, and respects social distancing guidelines – 6 ft.



RED

Desires extreme distancing, and is taking the highest precautions

WI-FI INFO



Network Name:
ANAData&Tech
Network Password:
dataandtech

ANA EVENTS APP



Q&A ON THE COMPUTER

ANA DATA AND ANALYTICS
DRIVING GROWTH

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Association of National Advertisers Sandbox

Announcement
Click on the hamburger menu icon to return to the home page.

Sessions

- Session 1**
12:00pm - 1:00pm
- Session 2**
1:00pm - 2:00pm

Q&A ON THE APP

The image shows two screenshots from a mobile application. The left screenshot displays the 'Events' menu with a blue arrow pointing to the 'Q&A (ask and upvote questions for our...)' option, which is circled in red. The bottom navigation bar also has a 'More' icon circled in red. The right screenshot shows a session detail page for 'Monday, March 28' with a 'Q&A' logo and a 'MENU' icon. The session list includes:

- RESPONSIBLE MARKETING – FOR PEOPLE AND FOR BRANDS**
2:00pm - 2:10pm
Speakers: Sheila Colclasure(Kinesso), Jordan Abbott(Acxiom)
- OVERCOMING THREE MARKETING MEASUREMENT CHALLENGES**
2:10pm - 2:47pm
Speaker: Andy Hasselwander(MarketBridge)
- THE GOLDEN AGE OF CX: WHY MADTECH IS THE INNOVATION OF THE FUTURE**
2:47pm - 3:23pm
Speaker: Chris Bell (Oracle)

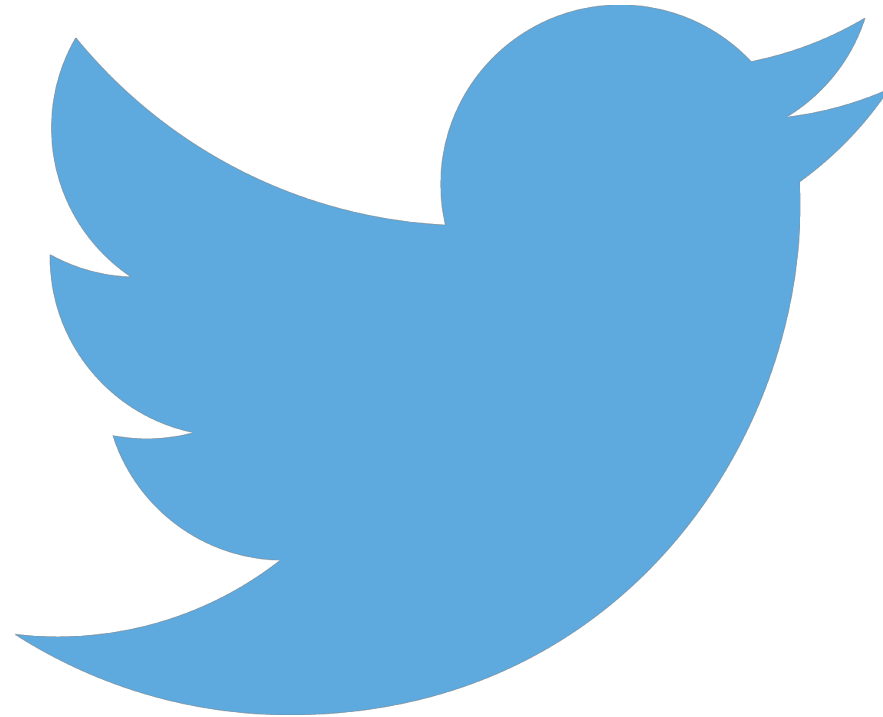
NEED HELP?

**EMAIL OUR
SUPPORT TEAM**

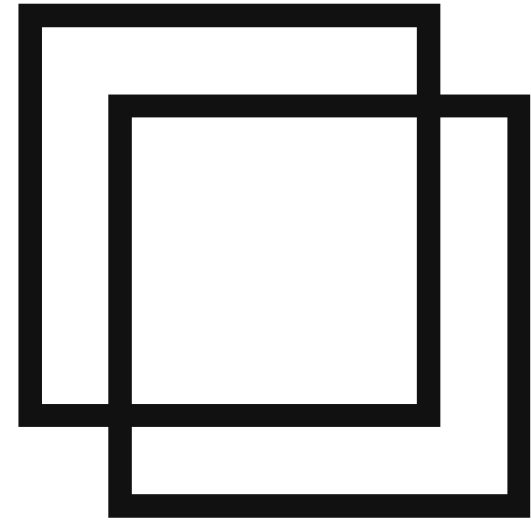
streaming@ana.net



#ANADataMasters



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A **Cint** Group Company

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Brainrider

COMCAST 
TECHNOLOGY SOLUTIONS

 DISQO

 Extreme
Reach

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ANDREA BRIMMER

Chief Marketing and PR Officer

Ally Financial Inc