

ANA

2022 ANA

CONTENT MARKETING CONFERENCE

Bob Liodice
CEO



The Environment

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

The New Reality

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

ANA

**Planting the seeds
for an
optimistic future**



**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



B4H

BrandsForHumans



Simply put...
humanity is
the name of the game.

ABInBev

Marcel Marcondes
Global President, Beyond Beer Co.



Verizon



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



**It's in our brand purpose to
be conveyors of conviviality,
where the world will be a
better place if we build
bridges and unleash
the power of human
connections.**



Pernod Ricard

ANN MUKHERJEE

Chair and CEO



Toyota



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

and a
force for
growth.

MARC PRITCHARD

ANA Chairman & Chief Brand Officer

ANA MISSION

**DRIVING
GROWTH**

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

FORTUNE 500

Average Annual Growth Rates

2010-2015

1.9%

2015-2019

4.1%



2010-2019

3.1%



THE ANA GLOBAL CMO GROWTH COUNCIL

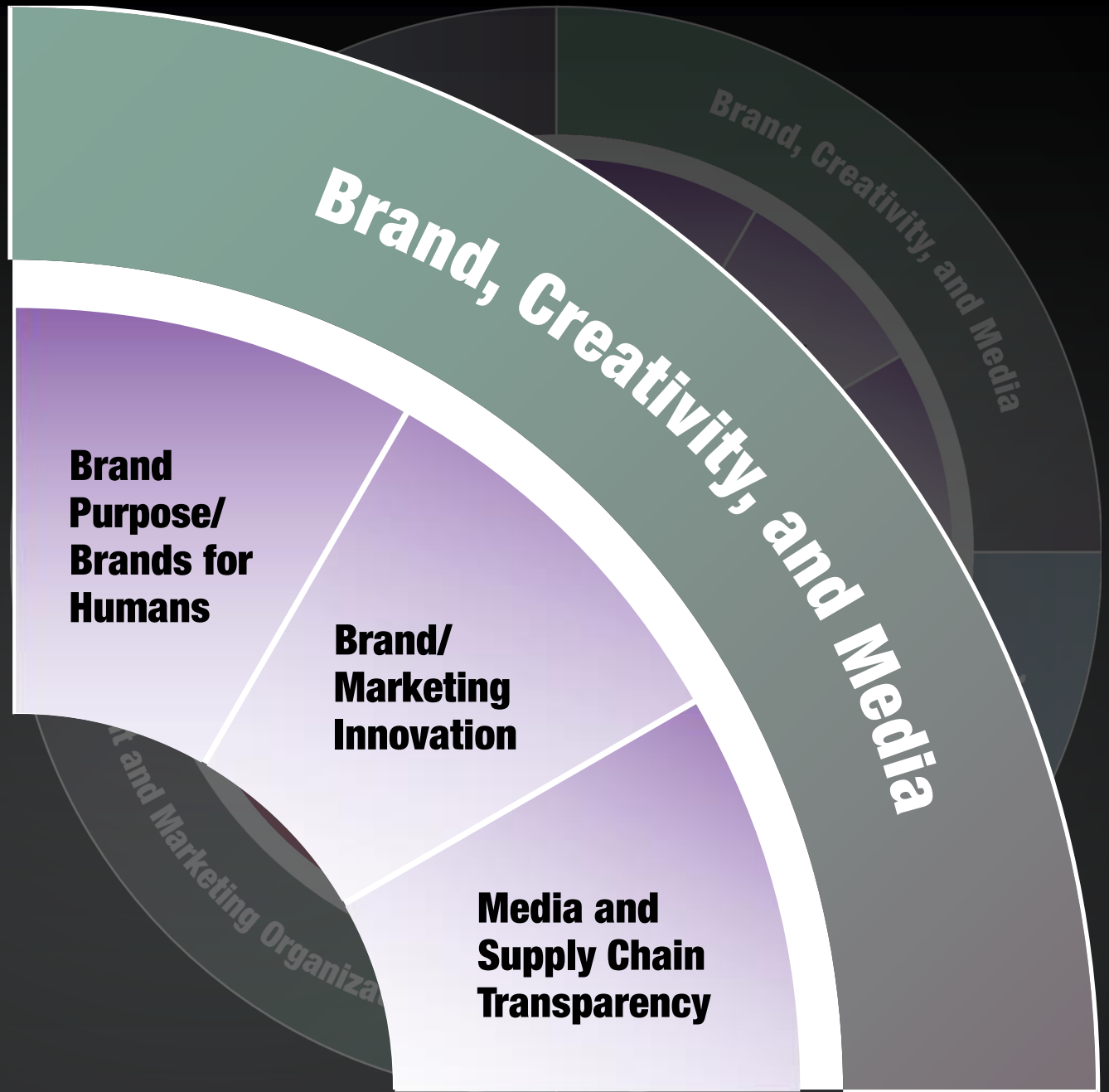
A Global Force for Good and Growth



ANA GROWTH AGENDA

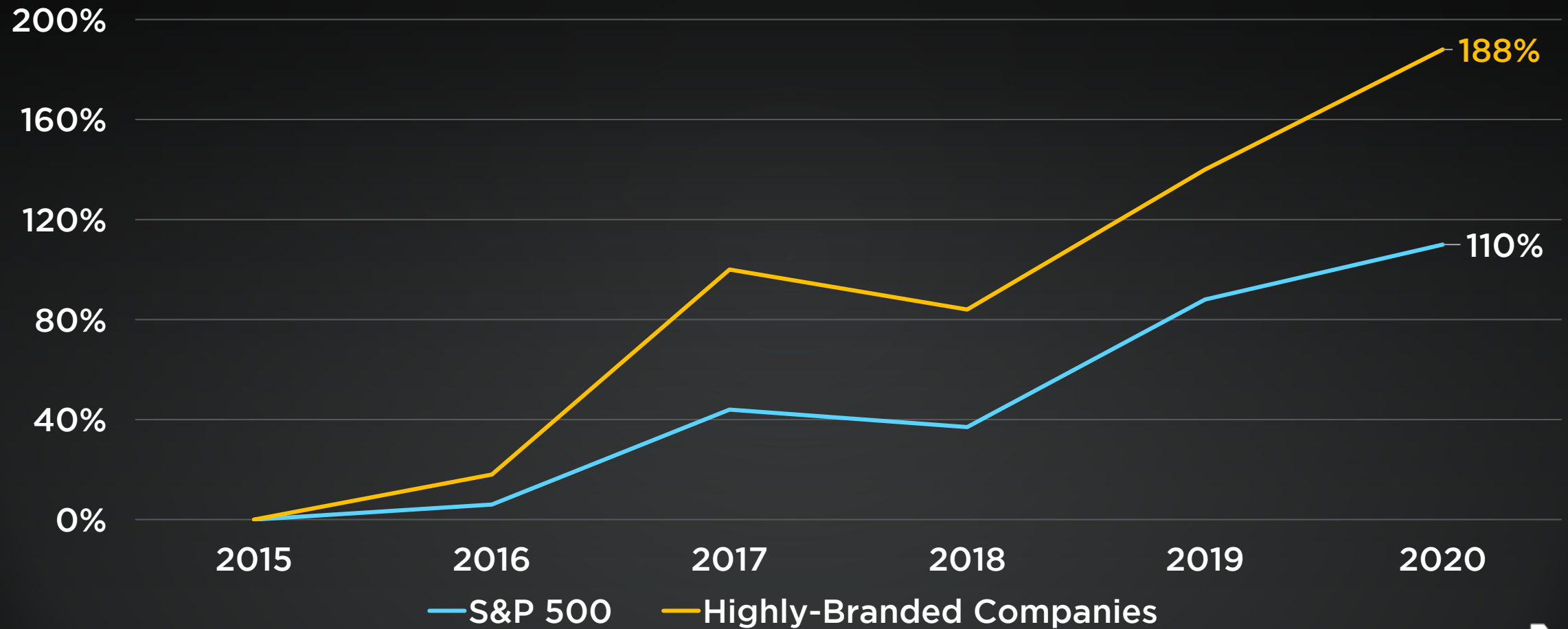


ANA GROWTH AGENDA



**Activating Brands =
Increased
Brand Value**

Most Highly-Branded Companies vs. S&P 500 Index



Source: Brand Finance



BUT...

**Activating and
Building Brands
has become**

CHALLENGING

CREATING

Information that Customers WANT



+

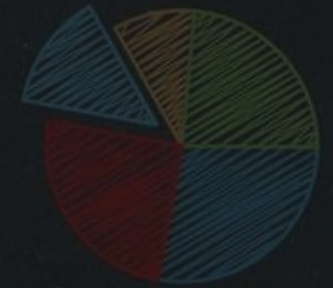


SHARING



CONTENT MARKETING

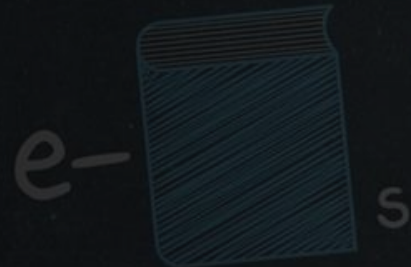
Various FORMATS



digital



online



INFOGRAPHICS

mobile





CONTENT MARKETING


- Big – Over \$300 Billion
- Growing at 16% Annually
- Video Dominates

Source: Statista





Burgerking



**69% OF BRANDS
SPEND MORE
THAN 15%
OF BUDGETS
ON CONTENT
MARKETING**

- 15%: Less than 5%
- 16%: 5–15%
- 33%: 16–30%
- 36%: More than 30%

Source: Statista



**Content
Marketing
DRIVES GROWTH**



MARKETER RATIONALE

- 81%: Strengthening Brand and Image
- 77%: Customer Acquisition
- 73%: Building Customer Loyalty

Source: Statista





Jameson



CONTENT CREATION BY BRANDS

- 52%: More
- 31%: Same
- 17%: Less or Don't Know

Source: Content Matters – Parse.ly



CHANNEL USAGE

- 93%: Social Media
- 85%: Own Website
- 51%: Blogs
- 42%: Separate Content Pages

Source: Statista





JIF

About half
of marketers
don't know
how their content
is performing



MEASUREMENT ISSUE

METRICS TRACKED BY CONTENT MARKETERS

- 62%: Page Views
- 58%: E-mail Engmt.
- 57%: Social Media Engmt.
- 57%: Website Engmt.
- 52%: Conversations
- 43%: Search Rankings



SUCCESSFUL CONTENT ACTIVATION

Investment
Creativity
Courage

ANA

Constellation Annual Increases in Beer Segment Marketing and Operating Income

Dollars in Millions	Marketing Spending Increase	Operating Income Increase
Fiscal 2017 vs. 2016	\$59	\$270
Fiscal 2018 vs. 2017	\$46	\$308
Fiscal 2019 vs. 2018	\$64	\$203
Fiscal 2020 vs. 2019	\$76	\$205

Source: Constellation's Form 10-Ks



Brand Growth

The brands that are growing the fastest today are those that intuitively **understand their customers...**

... and make **brave, iconic moves** that delight and deliver in new ways.

CHARLES TREVAIL

Global Chief Executive Officer

Interbrand





Extra Gum



Driving Brand Growth Is COMPLEX



UNLOCKING BRAND 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



**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

ANA GROWTH AGENDA





**HUMANITY
FOR GROWTH**



VRBO

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CEO

