

ANA

2022 ANA

BRAND MASTERS CONFERENCE

presented by



BOB LIODICE
CEO - ANA



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

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**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.



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



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

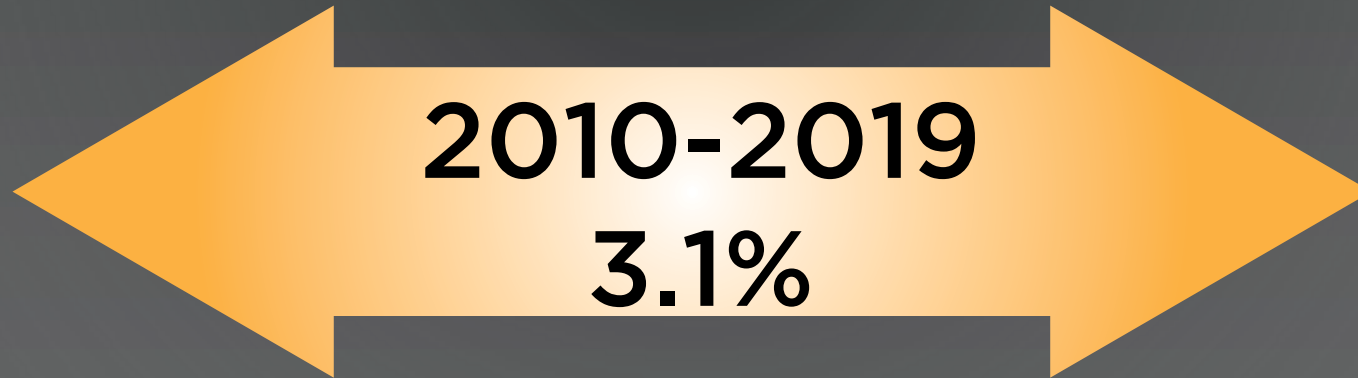
1.9%

2015-2019

4.1%

2010-2019

3.1%





THE ANA GLOBAL CMO GROWTH COUNCIL

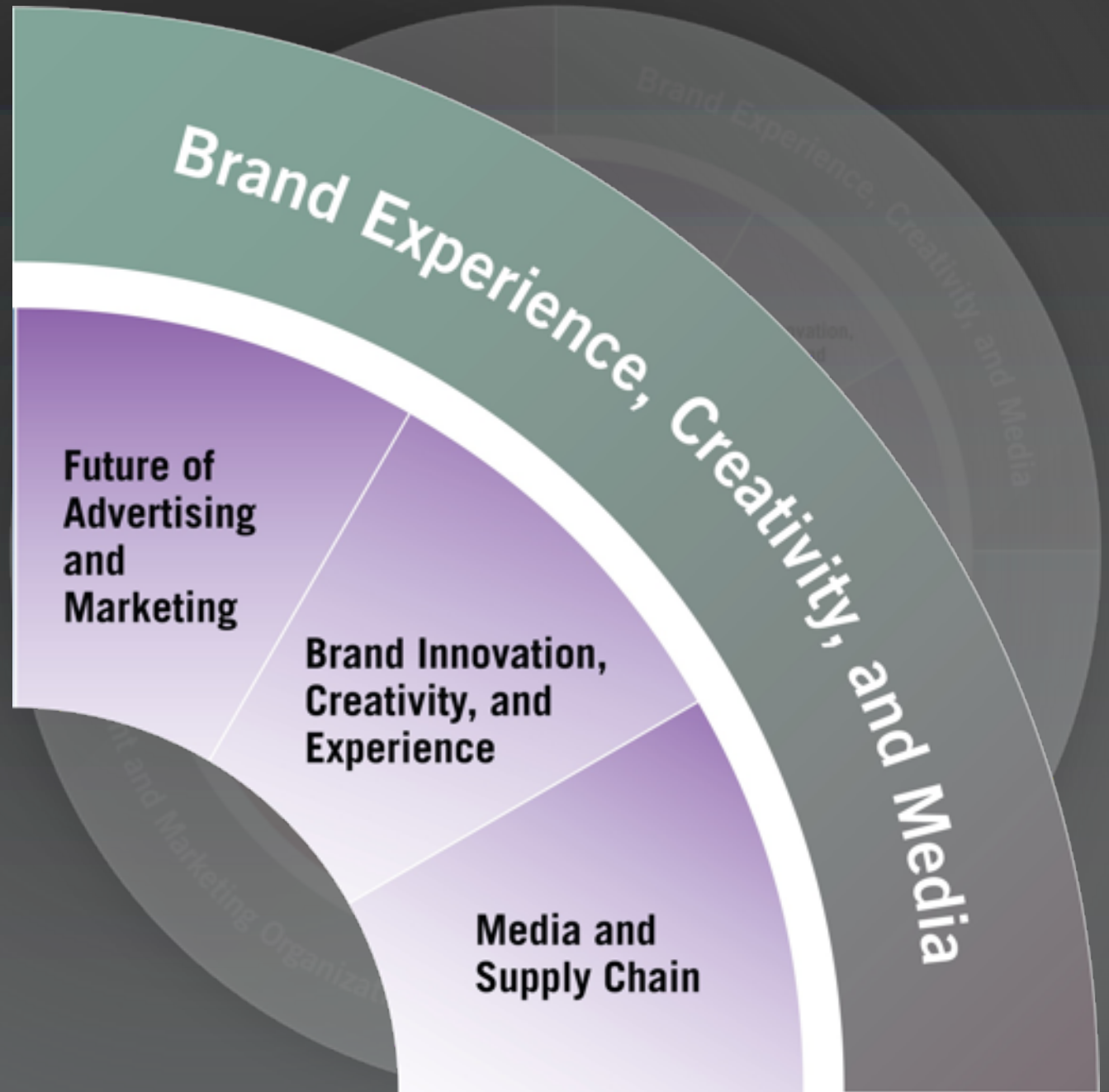
A Global Force for Good and Growth



ANA GROWTH AGENDA

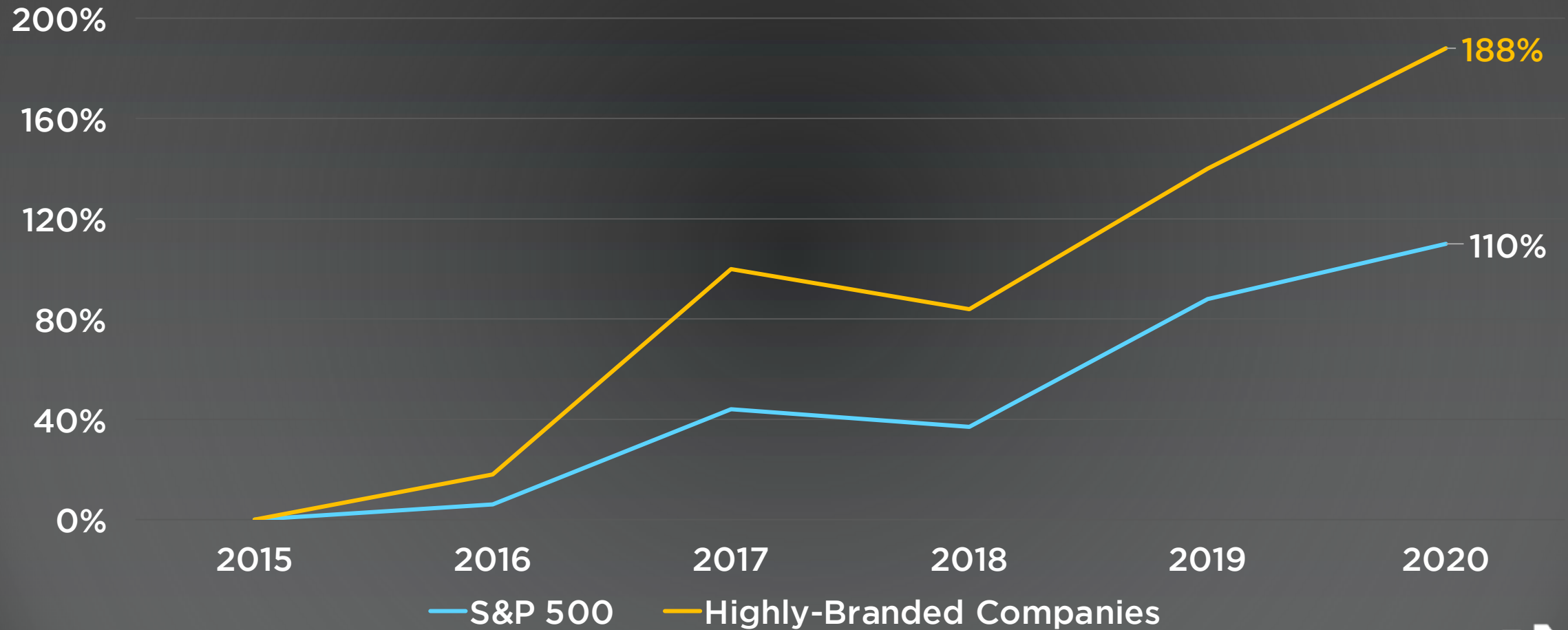


ANA GROWTH AGENDA



**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



ACTIVATING BRANDS

Investment
Creativity
Courage

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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





**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



Be brave.

We consume products that we love. We consume products that capture our imagination and attention. **Marketing is not for the faint of heart.**

You don't do great work by being safe.

Andrea Brimmer
Chief Marketing Officer



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

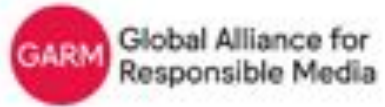
- Non-Identity Solution Testing



Privacy for

America®

Brand Safety



GARM Aggregated Measurement Report

Volume 1 | April 2021



Ad Fraud



tag

TRUSTWORTHY
ACCOUNTABILITY
GROUP

Talent Development

ANA's Global Day of Learning



CMO
GROWTH COUNCIL

ANA CANNES
LIONS

RESET
REBOOT
REOPEN

MARKETING'S GLOBAL DAY OF LEARNING



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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

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



**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

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