



**BUSINESS
MARKETING**

2022 ANA

MASTERS OF B2B MARKETING CONFERENCE

presented by **LinkedIn**

**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**



**“Love.
Love the humans you serve.
Love your brands.”**

**When there is love
there is courage.”**

Mathilde Delhoume
Global Chief Brand Officer

LVMH

B4H
BrandsForHumans



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

ANA MISSION

**DRIVING
GROWTH**

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

FORTUNE 500

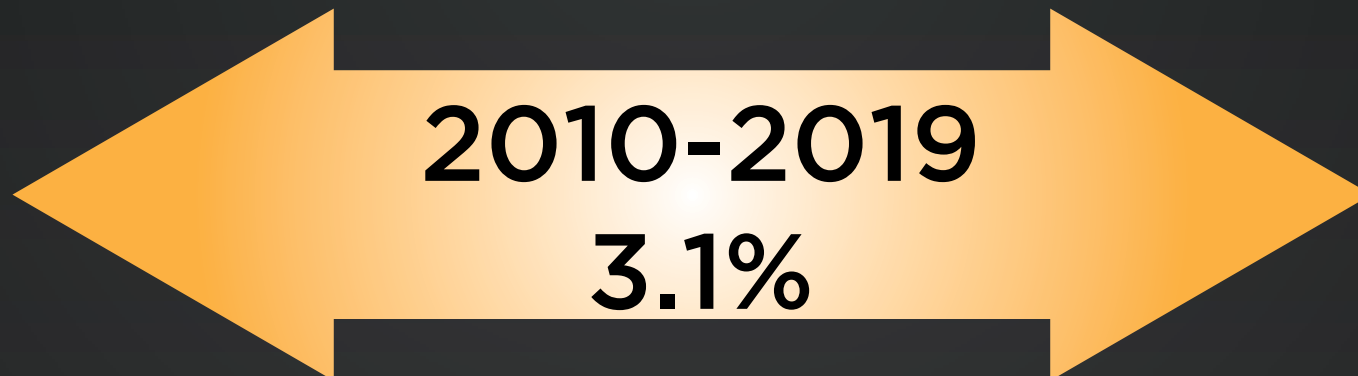
Average Annual Growth Rates

2010-2015

1.9%

2015-2019

4.1%



2010-2019

3.1%

That

SUCKS!



COST OF
1 PP

\$500 BILLION
in Incremental
Global Growth
over 3 Years



THE ANA GLOBAL CMO GROWTH COUNCIL

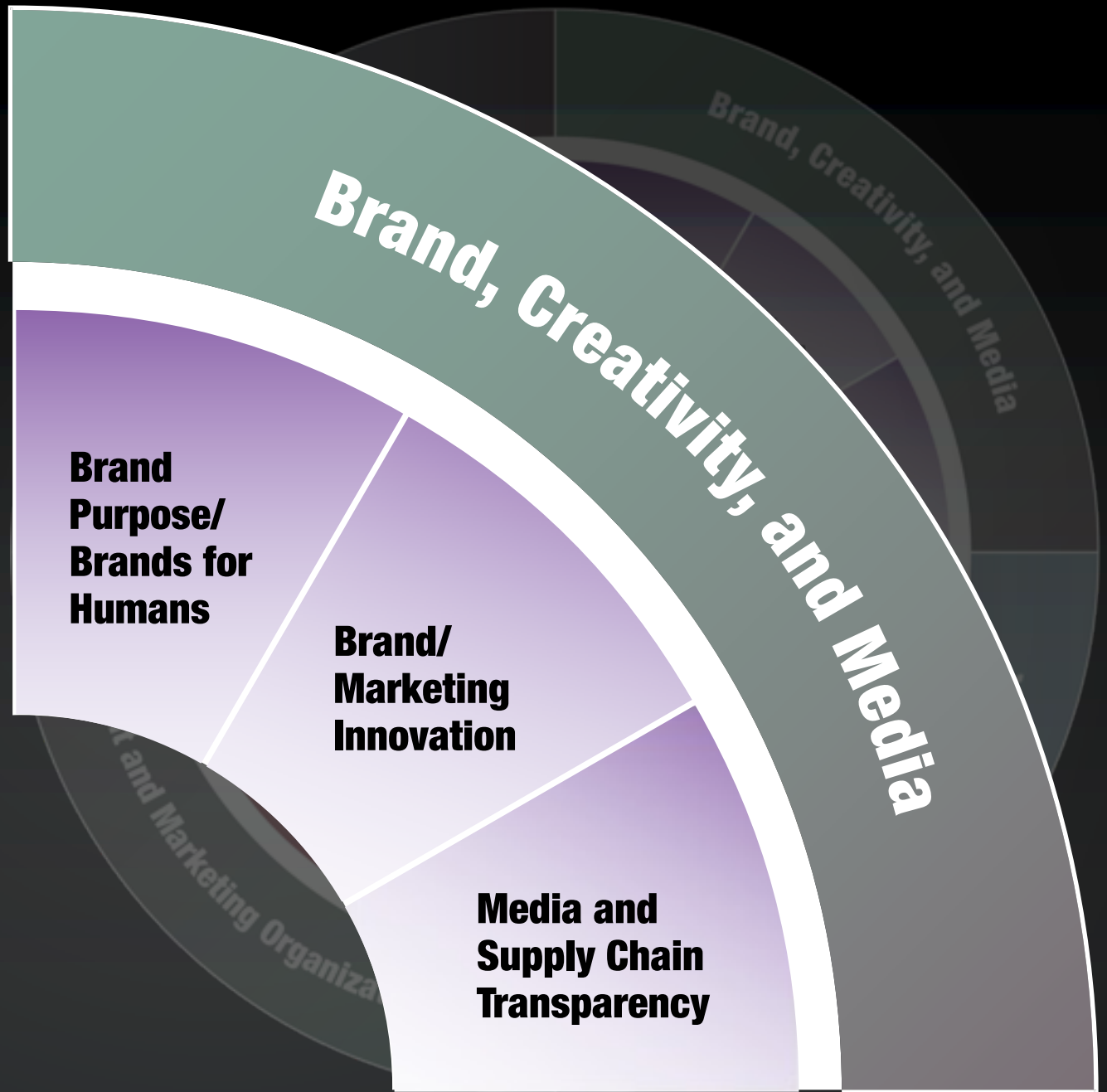
A Global Force for Good and Growth



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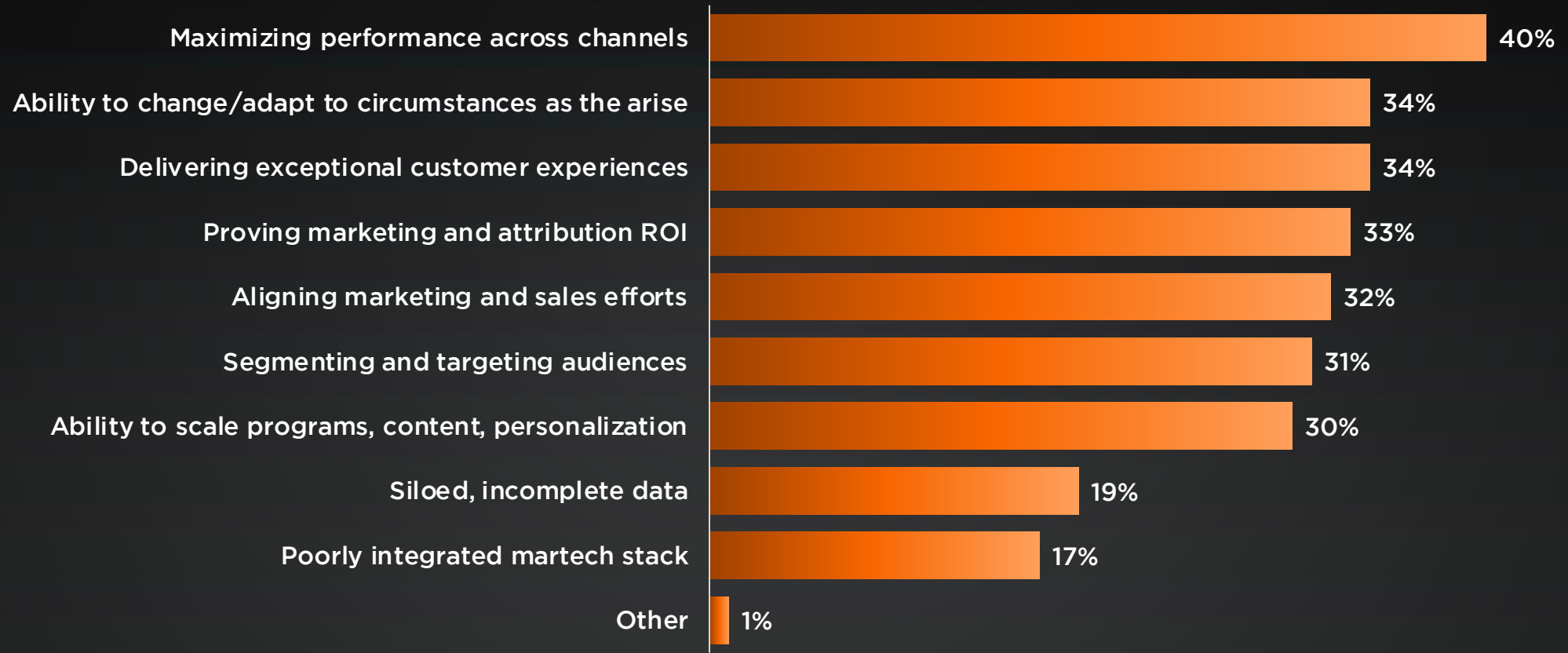
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B2B Brands

Top Marketing Challenges Among B2B Marketers Worldwide

% of respondents, Jan. 2022



**Activating and
Building B2B Brands
has become**

CHALLENGING



ACTIVATING B2B BRANDS

Investment
Content
Creativity

ANA

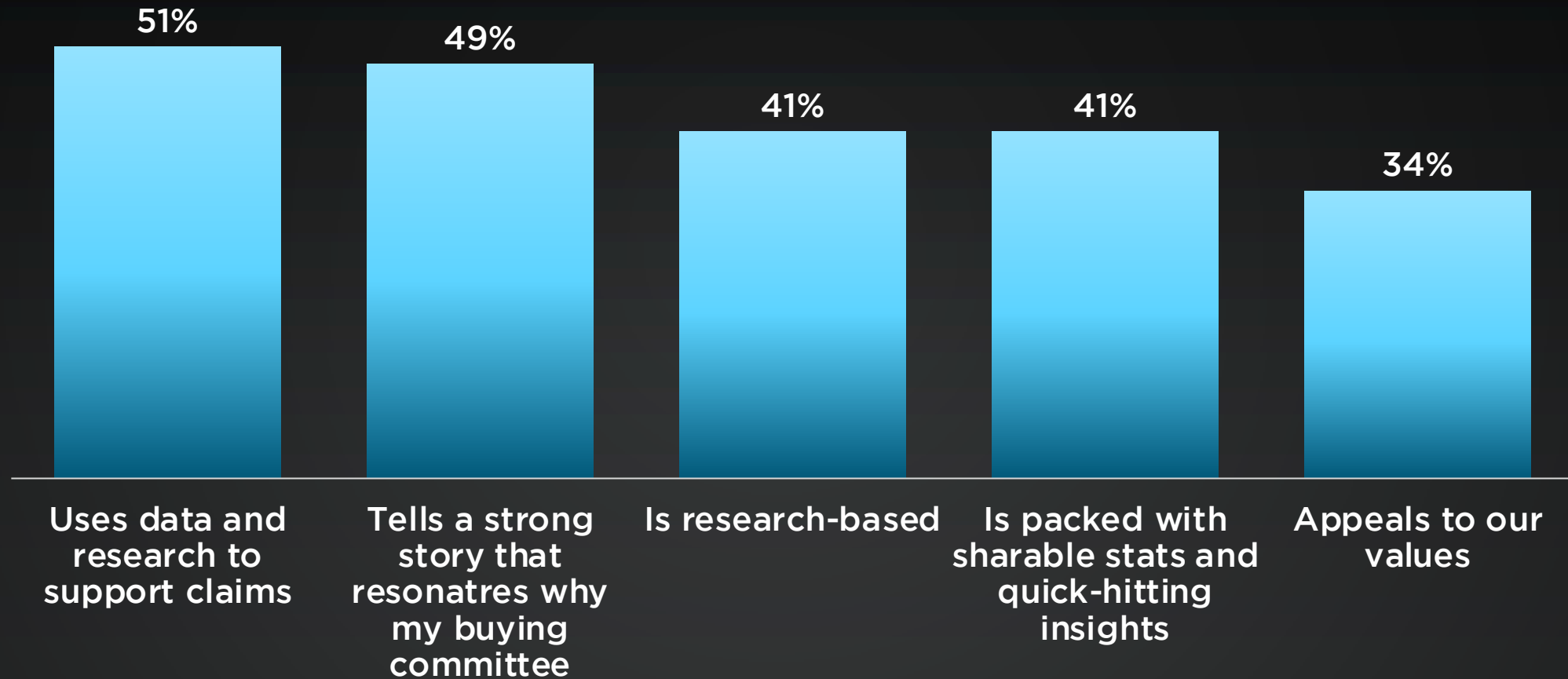
Constellation Annual Increases in Beer Segment Marketing and Operating Income

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



What makes content memorable and triggers you to take a sales call?



B2B Brand Growth

The B2B 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.

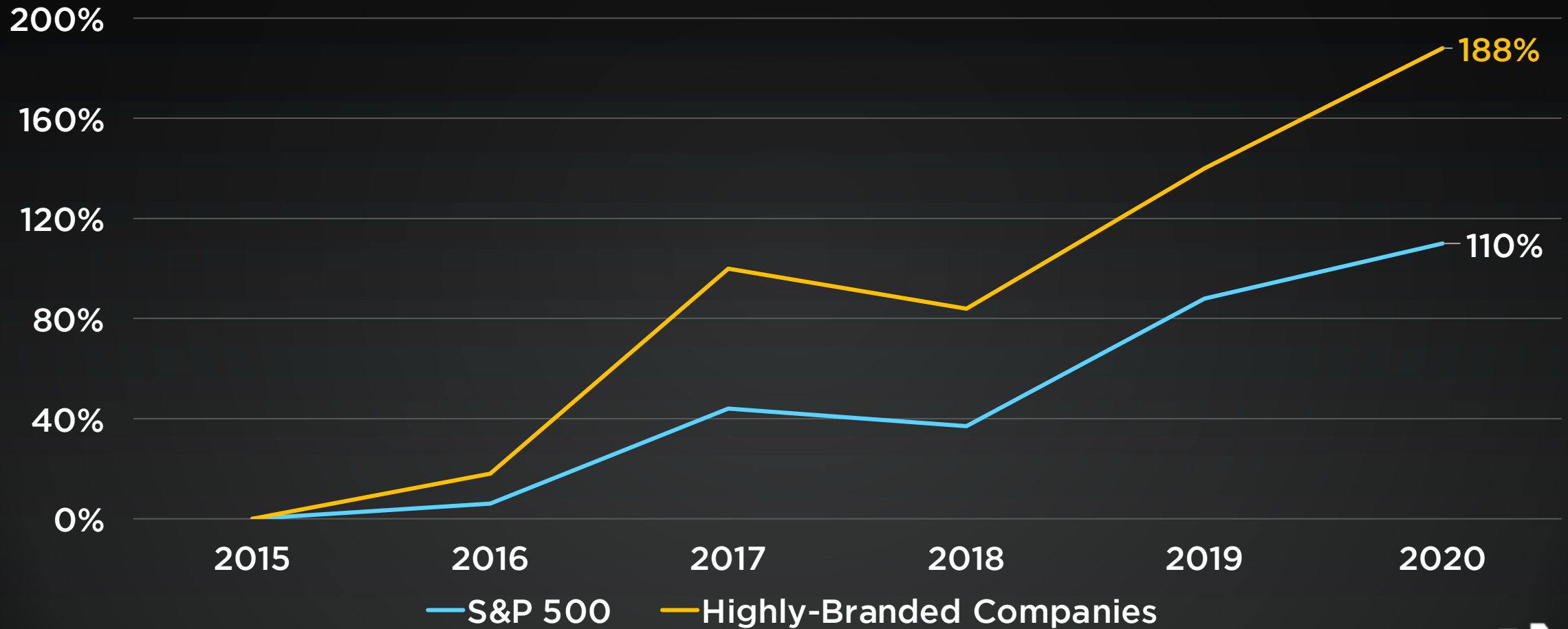
CHARLES TREVAIL

Global Chief Executive Officer

Interbrand



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



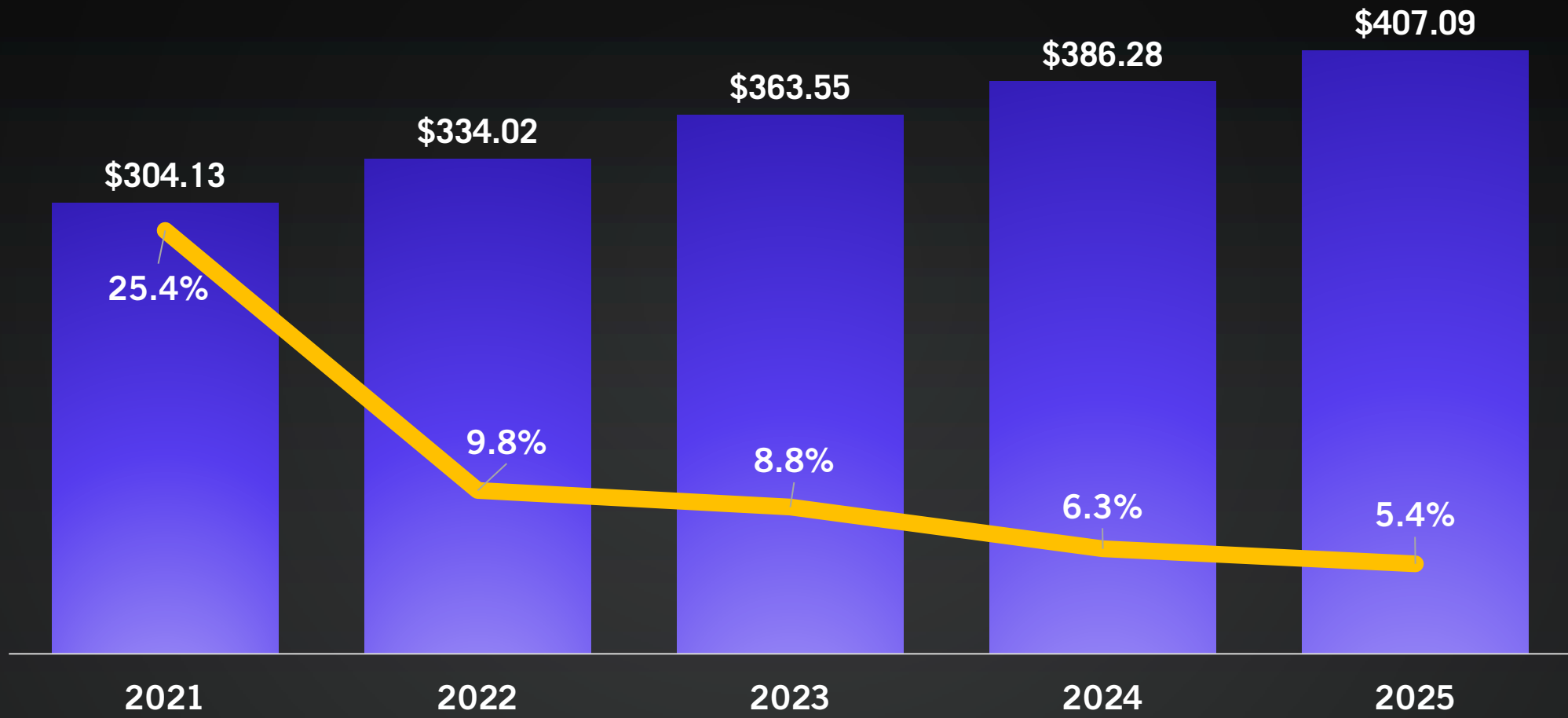
Source: Brand Finance



Media Landscape

Total Media Ad Spending

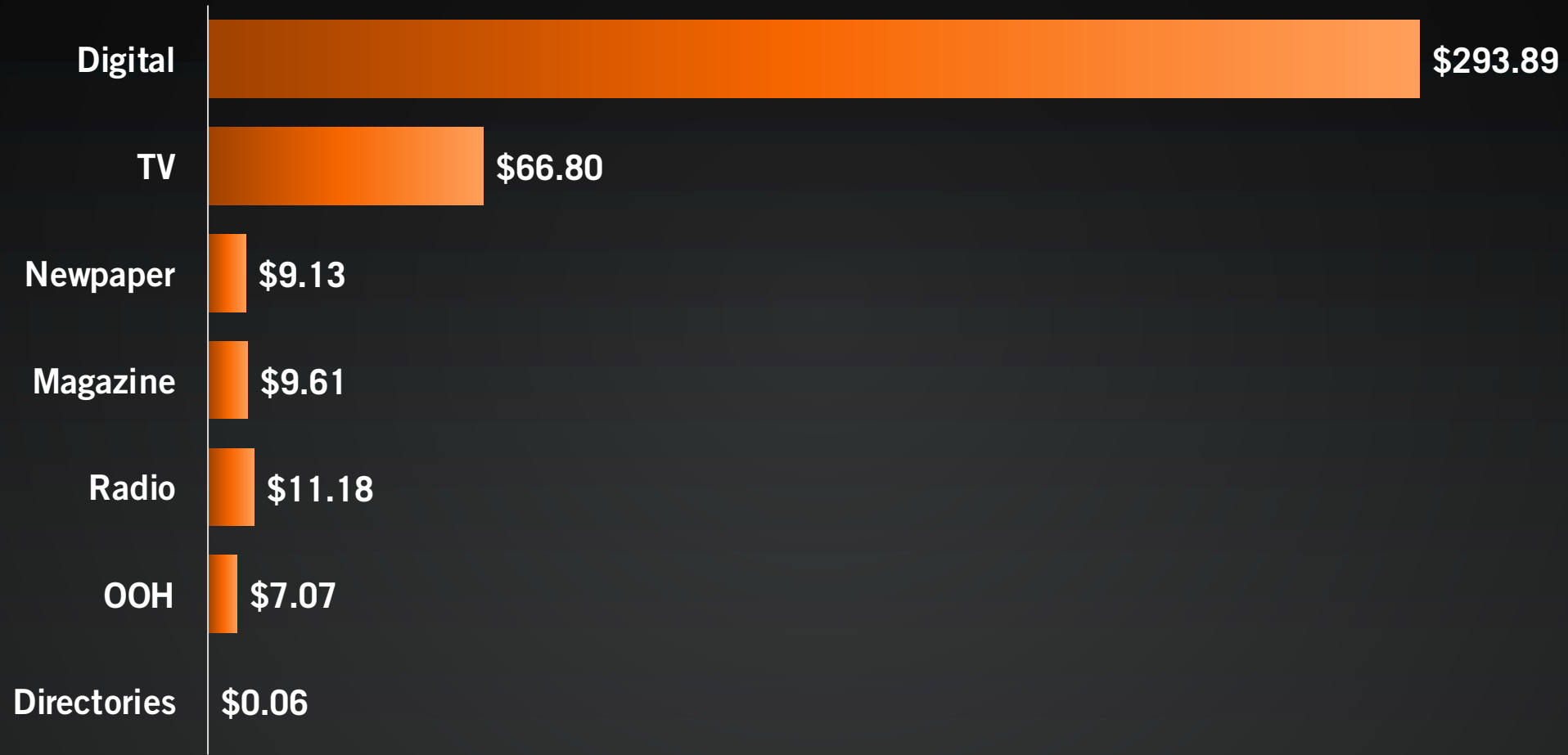
U.S. 2021-2025 (billions)



Source: eMarketer Oct '21

Total Media Ad Spending, by Media

U.S. 2022 (billions)





KEY B2B MEDIA PRIORITIES

- **B2B Brand-Building Media Strategy**
- **Media Supply Chain Transparency and Effectiveness**
- **Minority-Owned Media Investments**
- **New Media: Metaverse, AI, AR, Crypto**

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

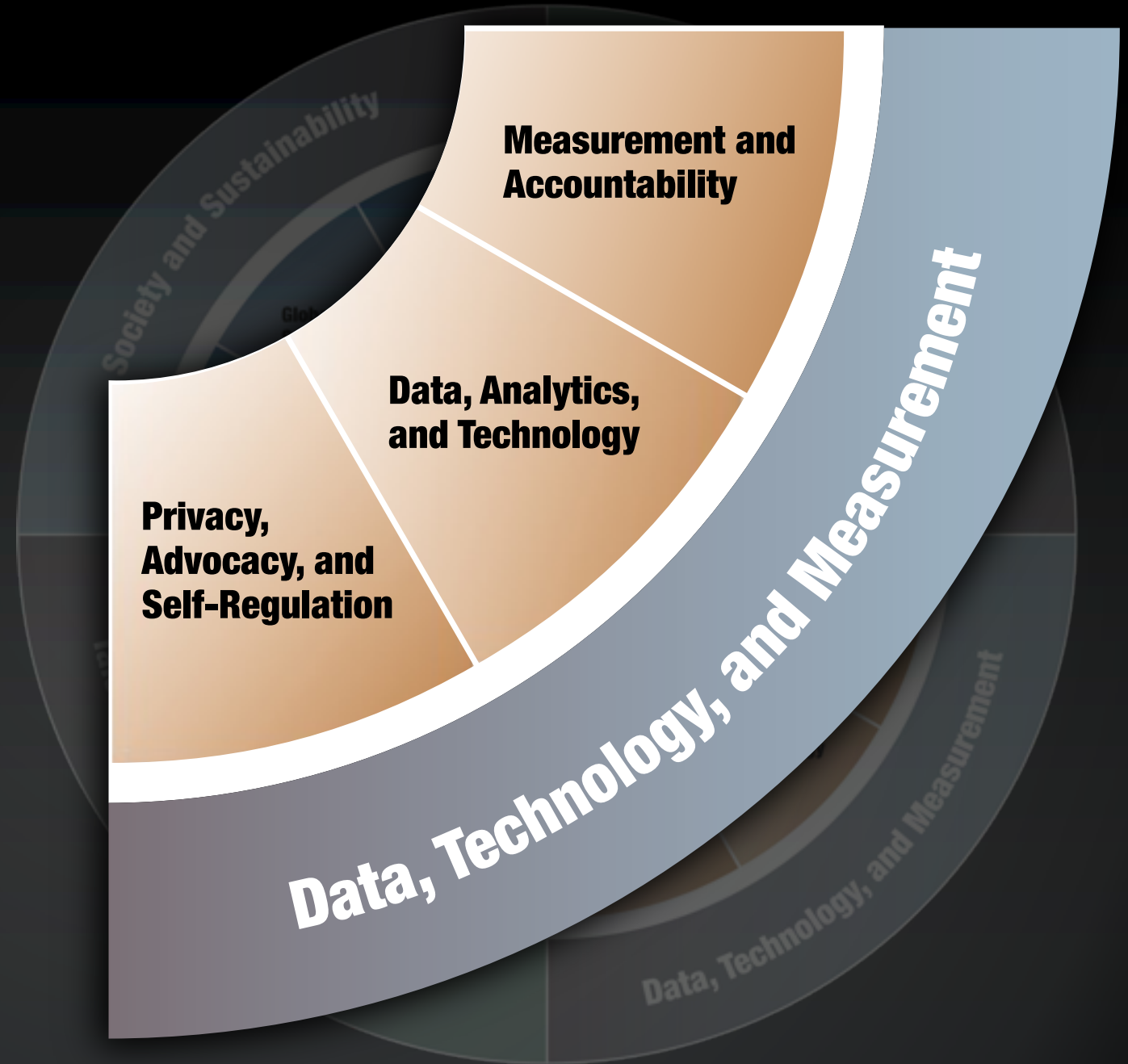


Programmatic Media Transparency RFP

Eliminating Waste Throughout the Entire Programmatic Marketplace

APRIL 2021

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A hand holding a magnifying glass over a circular graphic with priority levels. The graphic contains the text 'MEDIUM / HIGH' at the top and 'LOW / MEDIUM' at the bottom, with 'PRIORITY' written across the center. The background is dark with a subtle grid pattern.

KEY B2B PRIORITIES

- **Data Transparency**
- **Cross-Media Measurement**
- **Privacy and Addressability**
- **Marketing Technology**

Measurement



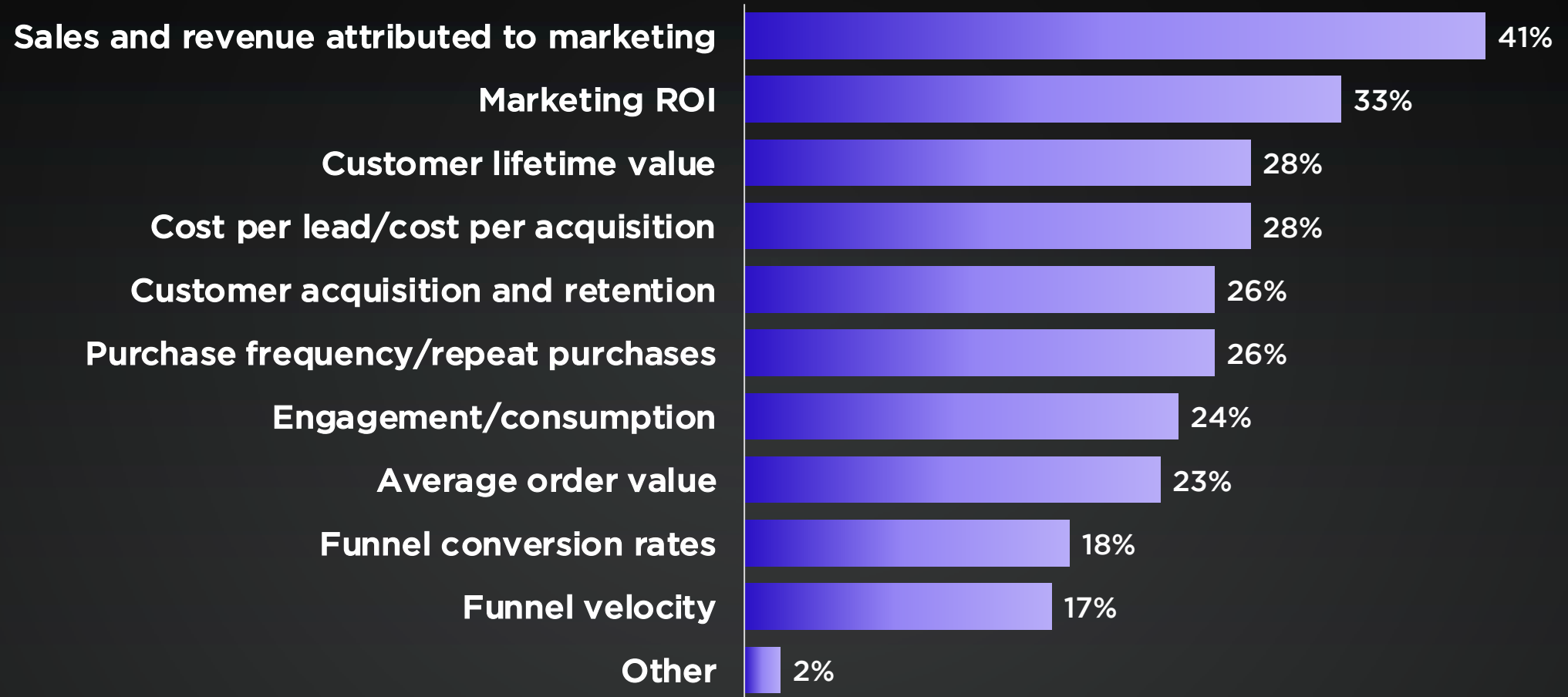
THE CROSS-MEDIA MEASUREMENT MISSION



- 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

Most Difficult Metrics for B2B Marketers Worldwide to Measure

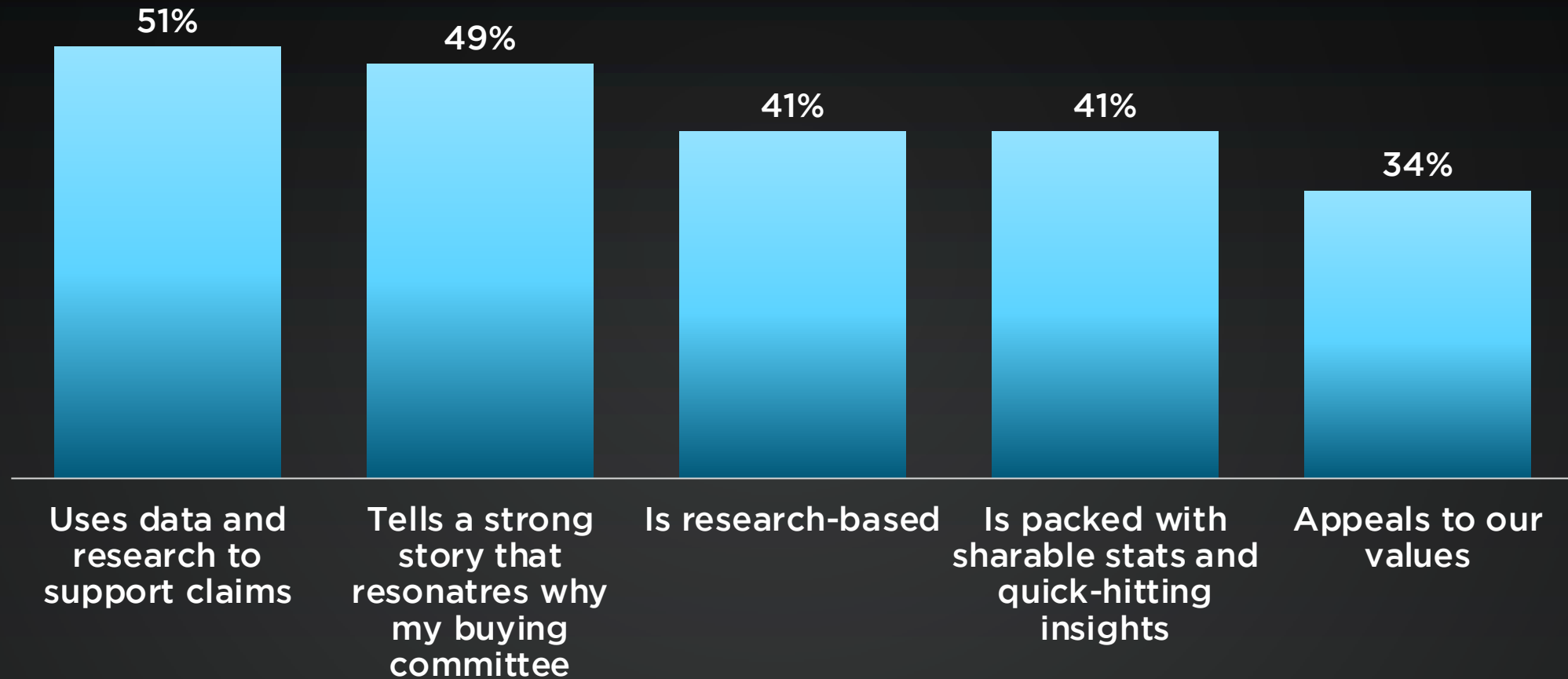
% of respondents, Jan. 2022



Note: Based on the current tech stack

Source: Ascend 2 and Oracle, "Marketing Trends 2022: Marketers Tell About Successes Struggles, and Solutions", March 29, 2022

What makes content memorable and triggers you to take a sales call?



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KEY B2B PRIORITIES

- **Talent Development**
- **Leadership Development**
- **Agency Management and In House Agency Strategy**
- **Academia: Preparing for the next generation of marketing executives**

ANA's Global Day of Learning



CMO
GROWTH COUNCIL

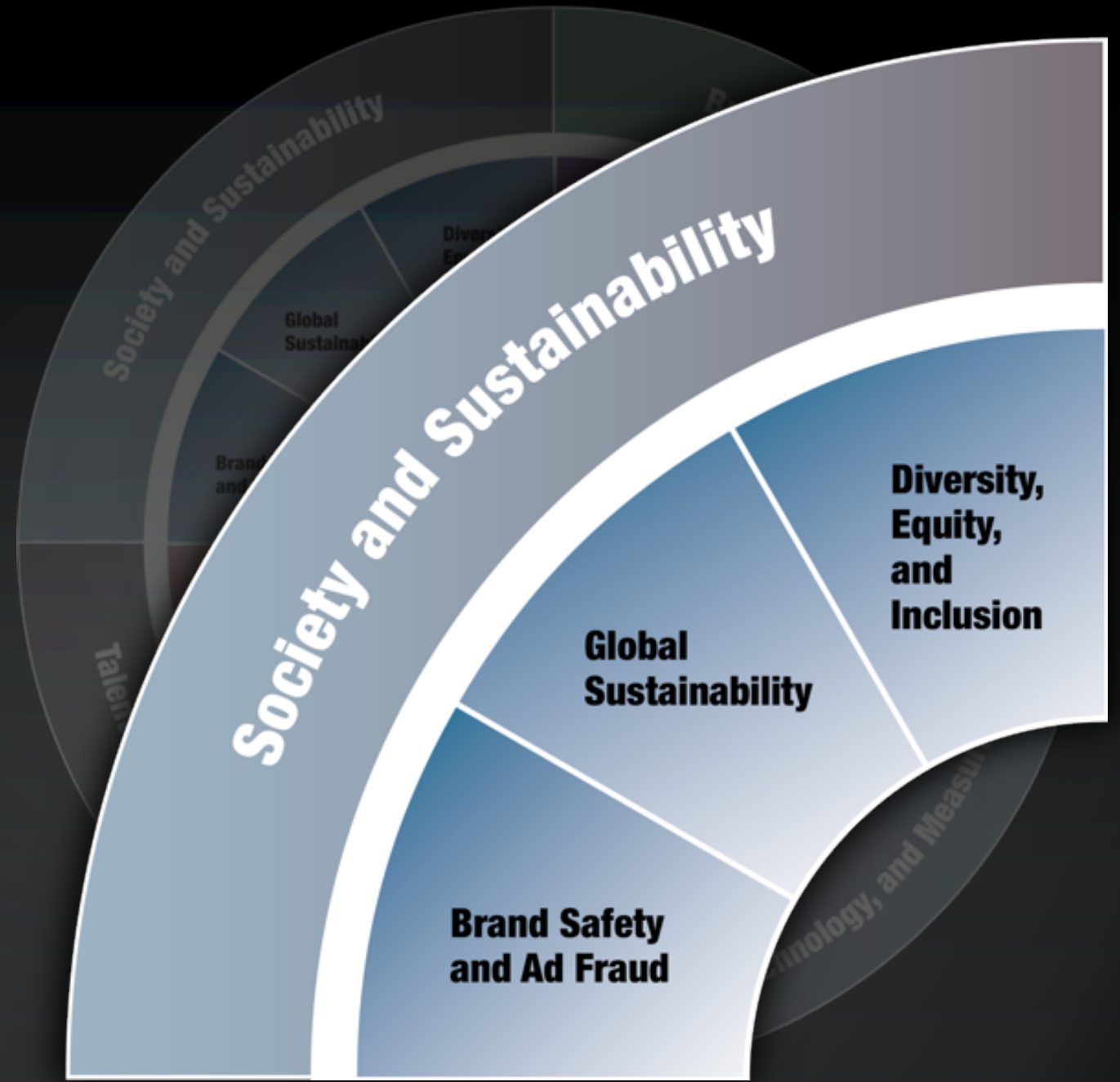
ANA CANNES
LIONS

RESET
REBOOT
REOPEN

MARKETING'S GLOBAL DAY OF LEARNING



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KEY B2B PRIORITIES

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



SUSTAINABILITY

- **Force for Good and a Force for Brand and Business Growth**
- **Authentic Representation of Brands Woven into Business Strategy**



**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**

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HUMANITY FOR GROWTH



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