

ANA

2022 ANA

MASTERS OF MARKETING

FORCE FOR GROWTH. FORCE FOR GOOD.

OCTOBER 25-28

A diverse group of people of various ages and ethnicities are shown in a state of high energy and celebration. Many have their arms raised in the air, some with clenched fists, and their mouths are wide open as if shouting or cheering. The background is dark, making the people stand out. The overall mood is one of joy and triumph.

**Time to
CELEBRATE!!!**

2022 ANA
**MASTERS
OF MARKETING**

FORCE FOR GROWTH. FORCE FOR GOOD.

2022

**The industry has
reconvened!!!**



An aerial, high-angle photograph of a large, diverse crowd of people gathered in an outdoor space, likely a conference or festival. The people are densely packed and engaged in various activities. The background is a dark, semi-transparent overlay that allows the crowd to be visible but not distracting from the text.

2022 ANA

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3000 attendees

2000 in-person/1000 virtual

Environmental Challenges

- COVID
- Stagflation
- Social Strife
- Global Unrest/Ukraine Invasion
- Crime

Lessons Learned



“We are sprinting through an endless obstacle course. Take a recovery break and reflect on what the world needs now and what we can do as marketers and business leaders to help. The world is ripe for even more purpose and positivity.”

Esi Eggleston Bracey

COO, Beauty & Personal Care



Unilever

Humanity
drives the
most powerful insights.



Ukonwa Ojo
Former Chief Marketing Officer
Amazon Prime Video and Studios



“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

B4H

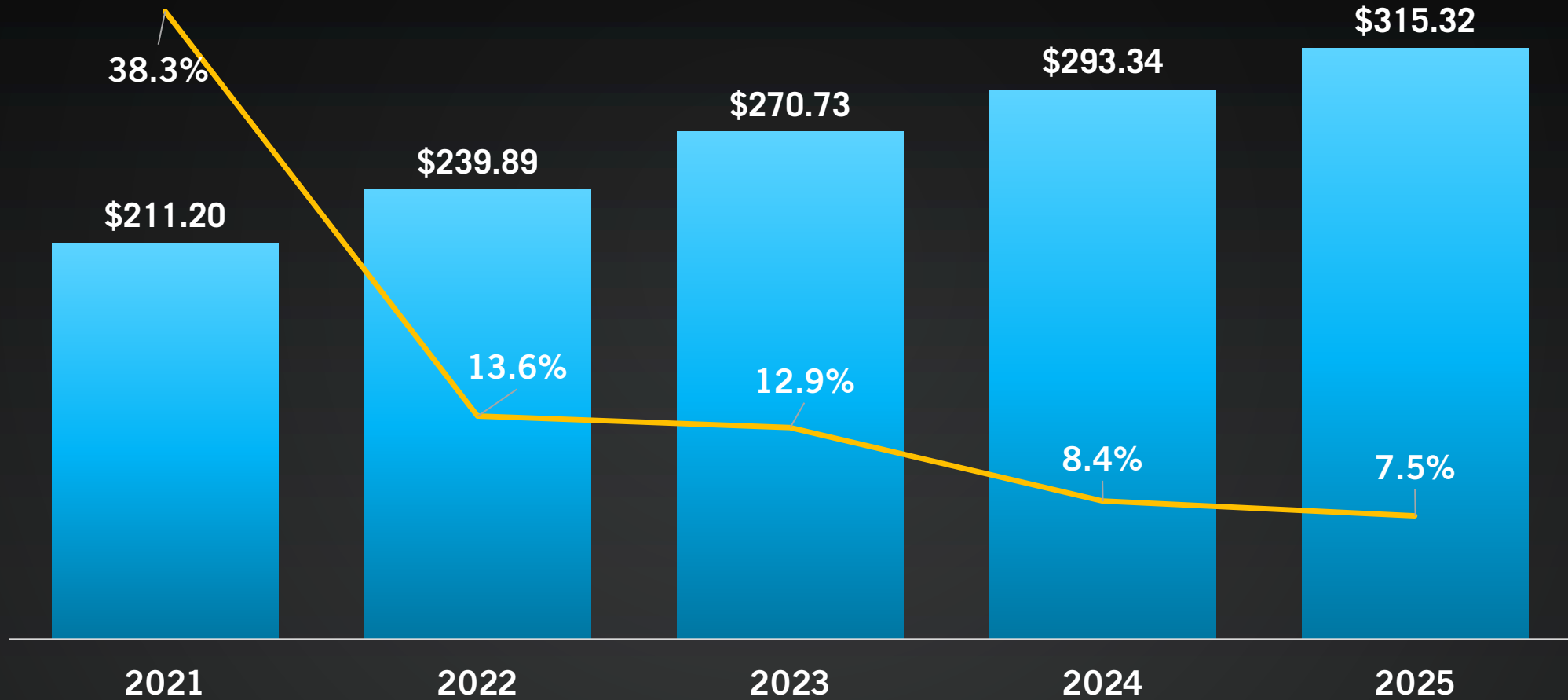
BrandsForHumans

**Digital/Technology
plants the seeds
for an
optimistic future**

Dynamic Media Landscape

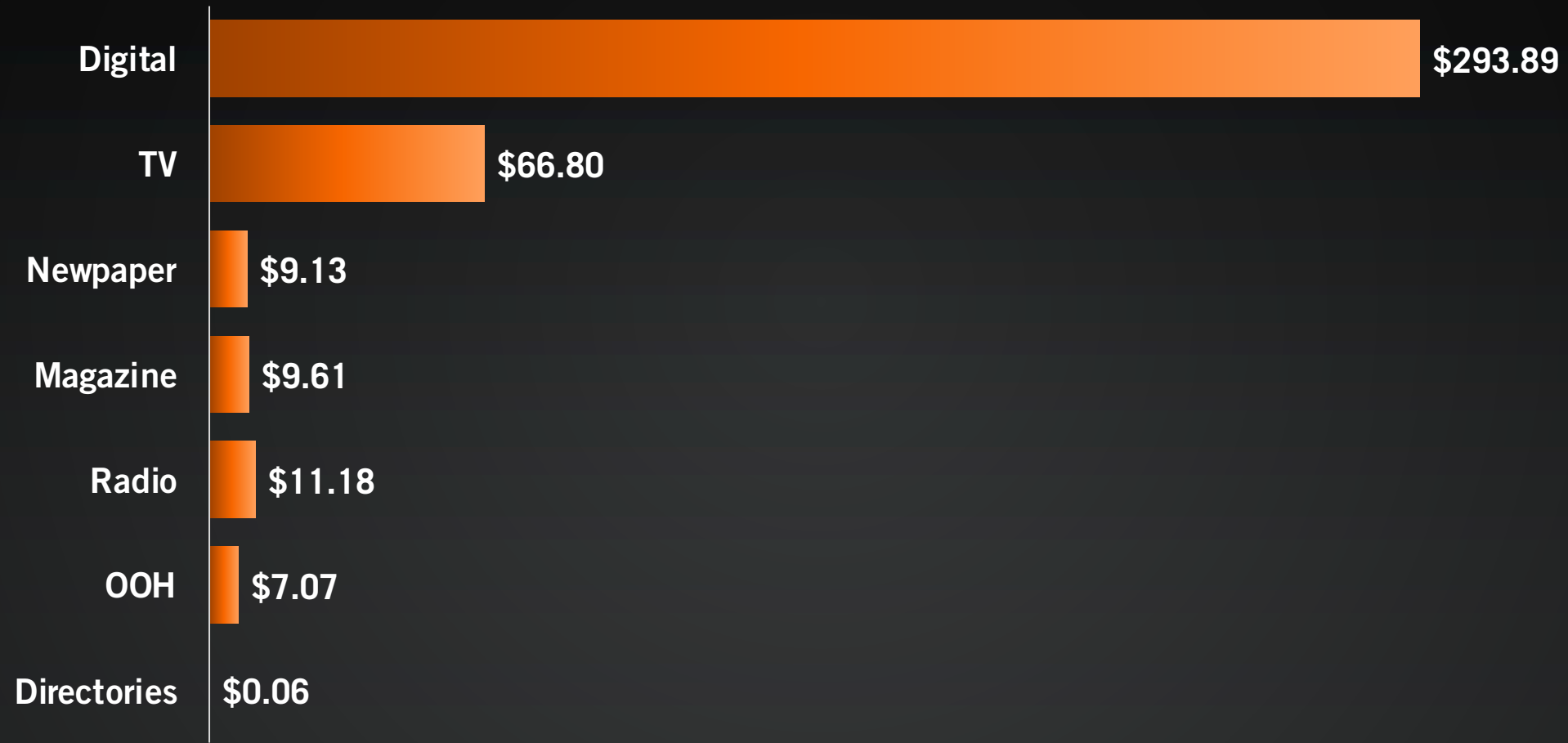
Digital Ad Spending

U.S. 2021-2025 (billions)



Total Media Ad Spending, by Media

U.S. 2022 (billions)





DIGITAL MARKETING TRENDS

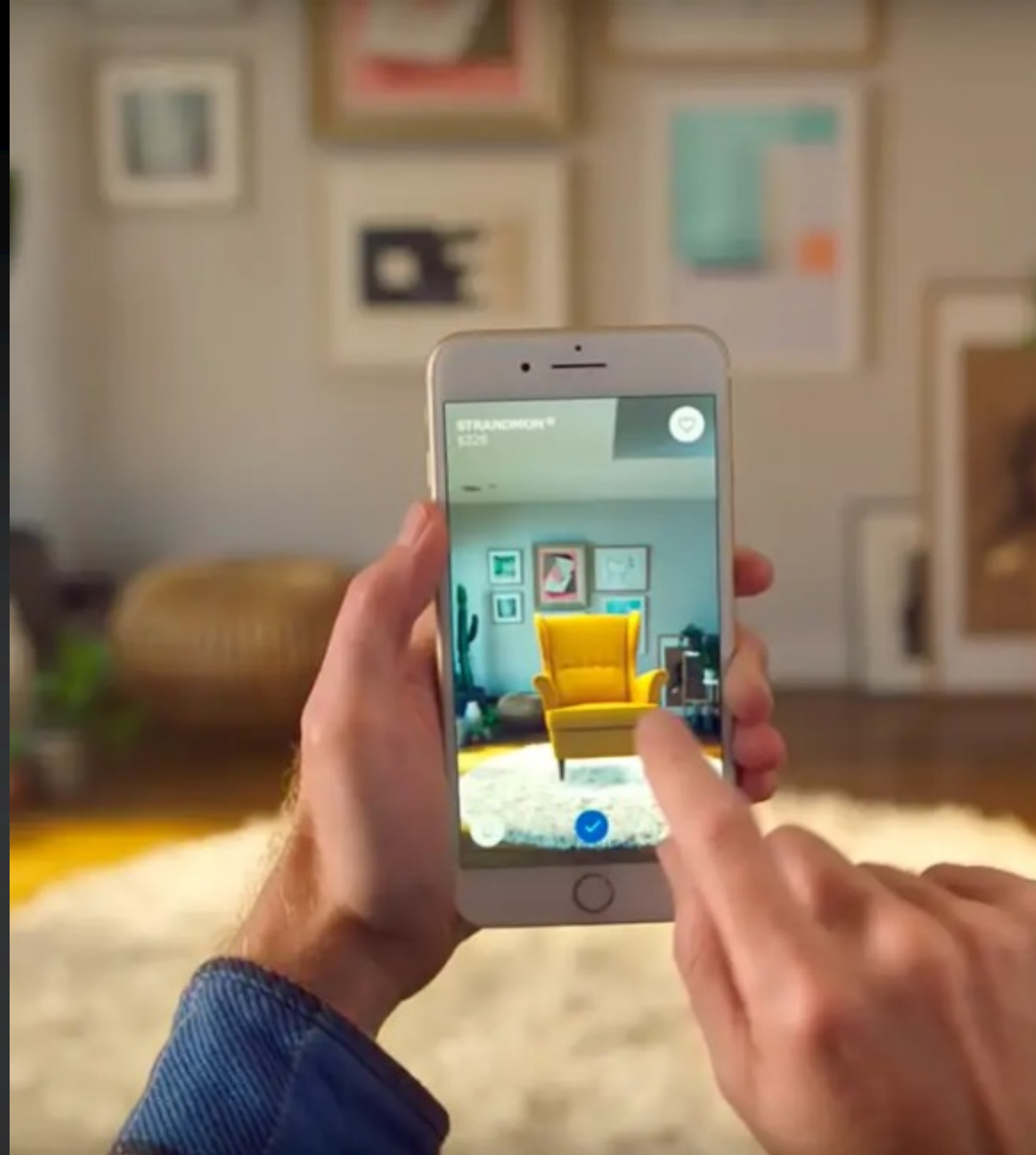
- **Influencer marketing takes center stage**
- **TikTok advances viral commerce**
- **Personalization delivers customized experiences**
- **AI/Metaverse are here to stay**
- **Long-form video content consumes more screen time**

**Global metaverse
projected to reach
\$1.7T by 2025**



Welcome to the Meta Lite Bar, the first-ever brand hosted bar in the metaverse and the only place
MEANT FOR 21+

**5G accelerates VR,
AR and XR
and delivers richer,
more immersive
brand experiences**

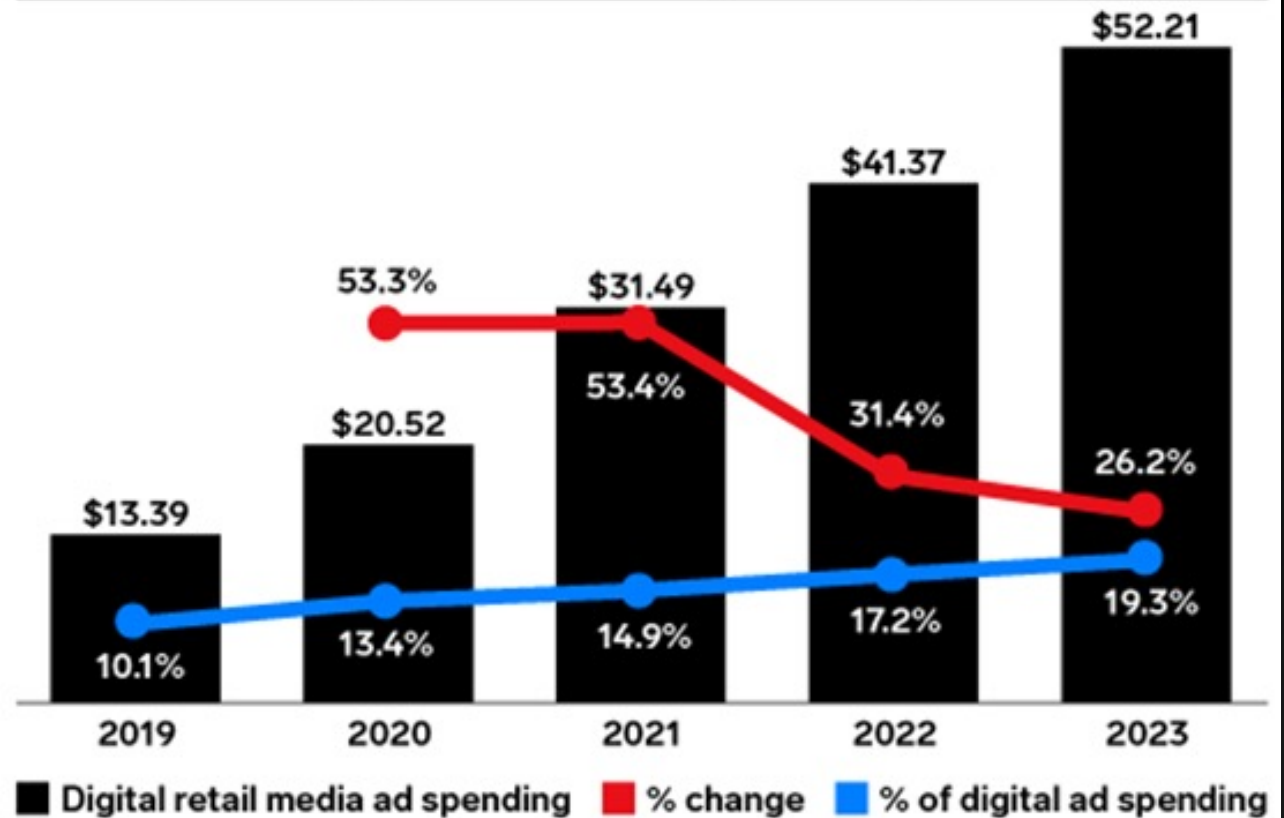


Retail Media Networks

\$50B ad category...
and growing

Capturing 1 in 5
digital dollars

US Digital Retail Media Ad Spending, 2019-2023
billions, % change, and % of digital ad spending



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce or is bought through a retailer's media network or demand-side platform (DSP); examples of websites or apps primarily engaged in retail ecommerce include advertising on Amazon, Walmart, and eBay; examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps
Source: eMarketer, Oct 2021

The Power of Social Shopping

In just one day in October 2021, two of China's top live-streamers, Li Jiaqi and Viya, sold \$3 billion worth of goods – three times Amazon's average daily sales









Influencer Marketing

\$13.8B global
\$4B in U.S.





Projected \$25B
by 2025



 **addisonrae**  • [Follow](#) 




 **addisonrae**  LIMITED EDITION merch drop with [@itembeauty](#) ;) [#ITEMcofounder](#) [#wereanitem](#) 

1w

 **sonyadakar**  Cuteeeeeee  








1w 360 likes Reply





— View replies (1)


 **itembeauty**  *so excited* for this! 

1w 2,180 likes Reply

— View replies (12)

 **christendominique**      

 Liked by [dahlbackelin](#) and 2,795,048 others

DECEMBER 8

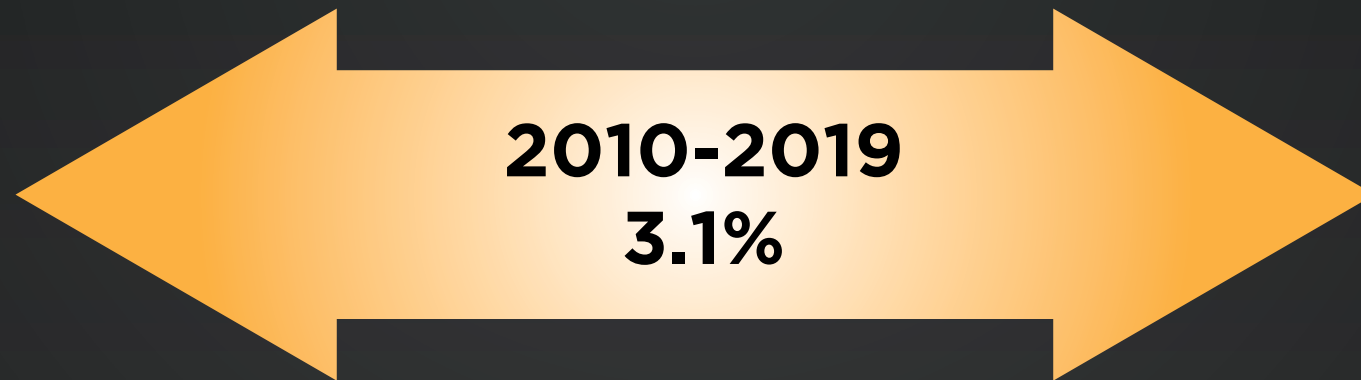
Add a comment... [Post](#)

Fortune 500

Average Annual Growth Rates

2010-2015
1.9%

2015-2019
4.1%



**THE U.S.
ECONOMY IS
NOT GROWING**

**Quarter 1
GDP**

(1.6)%

**Quarter 2
GDP**

(0.6)%



INDUSTRY HEADWINDS

- **Measurement and Accountability**
- **Programmatic Media Transparency**
- **Privacy and Addressability**
- **Talent Shortage**
- **Fraud**
- **Brand Safety**

Message From ANA Board Of Directors:

**IT'S TIME TO
TAKE OUR INDUSTRY BACK...
AND DRIVE GROWTH!!**

**A one percentage point
change in revenue growth**

**\$500 BILLION
OVER THREE YEARS**



CMO
GROWTH COUNCIL



THE ANA GLOBAL CMO GROWTH COUNCIL

**A Global Force
for Good and Growth**



ANA MISSION

DRIVING GROWTH

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

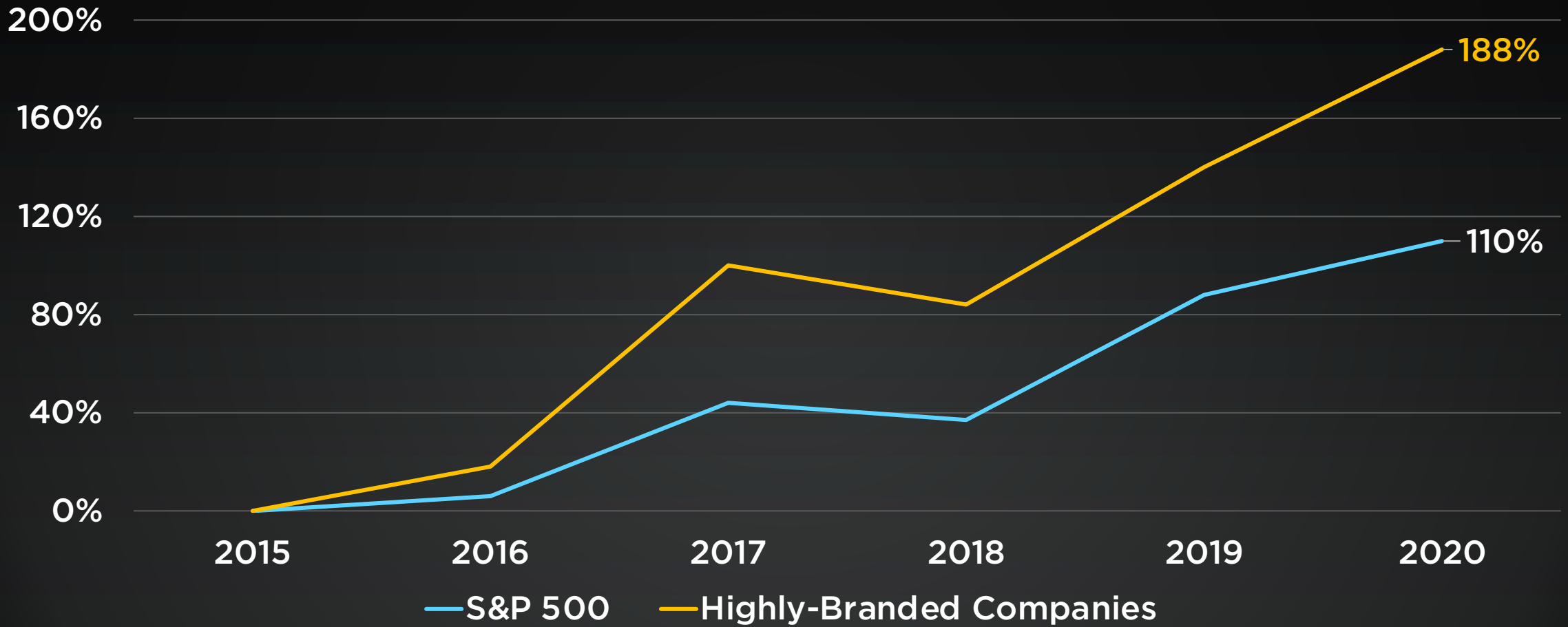
ANA GROWTH AGENDA



Activating Brands **DRIVES GROWTH**



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



Source: Brand Finance

Making Media More Productive **DRIVES GROWTH**



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**



KEY MEDIA GROWTH PRIORITIES

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

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

Data-Driven Marketing **DRIVES GROWTH**



Accurate Measurement **DRIVES GROWTH**






**“ Video ad
measurement
is a complete mess ”**

COMPLEXITY OF MEASUREMENT SUBSTANTIALLY INCREASED OVER THE LAST 2 YEARS

- **Alternative currency testing disruption**
- **Growth of ad supported streaming and CTV ads**
- **Fragmentation and incompleteness of solutions**
- **Impact of Apple Tracking Transparency policy on measurement**

ANA MEASUREMENT AGENDA

- **Built through the lens of the marketer**
 - **Measurement Readiness in a Cookie-less Ecosystem**
 - **U.S. Cross-Media Measurement Initiative**
 - **Measurement in Diversity, Equity, and Inclusion**
- 
- A grayscale photograph of a hand holding a camera lens, positioned on the right side of the slide. The lens is the central focus, with its internal elements and mounting visible. The hand is shown from the side, gripping the lens. The background is a soft, out-of-focus light gray.

**A Well-Trained
Workforce
DRIVES GROWTH**



ANA GROWTH AGENDA





Marketing
Training &
Development
Center



THE ANA
EDUCATIONAL
FOUNDATION



Institute
for Real
Growth

ANA's Global Day of Learning



CMO
GROWTH COUNCIL

ANA CANNES
LIONS

RESET
REBOOT
REOPEN

MARKETING'S GLOBAL DAY OF LEARNING



**Diversity, Equity,
and Inclusion
DRIVES GROWTH**



ANA BUSINESS ENTERPRISES



200 Member Companies



100 Universities



100 Member Companies

SEEHER

ANA

Accurate
Portrayal
of Women
in Ads



SEEHER

ANA

- Music
- Sports
- Education
- Content Production
- Health





ANA

AIMM

ALLIANCE FOR INCLUSIVE AND
MULTICULTURAL MARKETING



#SeeALL

Sustainability
DRIVES GROWTH



AD
NET
ZER 

ALL FOR NONE

ANA GROWTH AGENDA





**HUMANITY
FOR GROWTH**

ANA

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