

**ANA**

**2023**

# **ANA Brands for Humanity Conference: Leaders of Impact**

**Bob Liodice**  
CEO





“Marketing magic exists between consumer truth and product truth.

Define and discover **the authentic role** your products play in people’s lives.”

**Soyong Kang**  
CMO, eos



“Brands are in a position  
to **drive change**  
not only within their  
organizations  
but **in society at large.**”

CMOs need to  
take the lead.”

verizon<sup>✓</sup>

**Tony Wells**  
Chief Media Officer, Verizon





**“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



**“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**



# EDELMAN TRUST BAROMETER

- **Business is the most trusted institution, ahead of Government and NGO's**
- **Business is viewed as ethical and competent**
  - **54-point lead in competence**
  - **30-point lead in ethics**



# HUMANITY FOR GROWTH



# Growth Deceleration

Fortune 500  
Average Annual Rate of Growth

2000-2010

4.0%

2010-2015

2.0%

2015-2020

2.8%



**Brand Building  
and B4H  
Drives Growth**



**B4H  
DRIVES  
GROWTH**

**Two in three  
consumers will pay  
more for products and  
services from brands  
that are committed  
to making a  
positive social change.**




# PURPOSE-LED ORGANIZATIONS

Twice as likely to have  
above average shareholder  
returns

**10%**  
higher growth

**41%**  
higher present value of  
growth operations



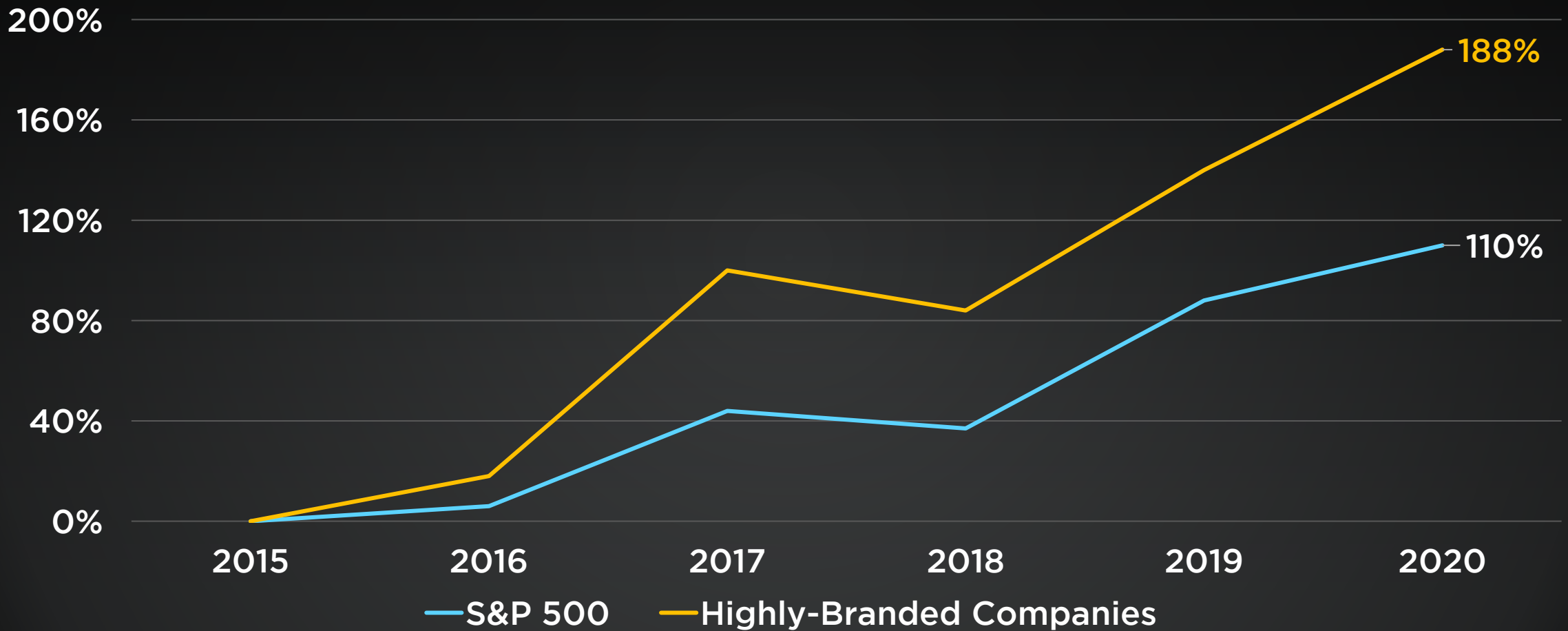
PURPOSE

# PURPOSE-LED ORGANIZATIONS

Outperform  
the stock market by

**206%**

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



Source: Brand Finance

**Each**  
**percentage point**  
**of growth adds**  
**\$500 billion**  
**annually to our Industry**



# THE ANA GLOBAL CMO GROWTH COUNCIL

A Global Force for Good and Growth







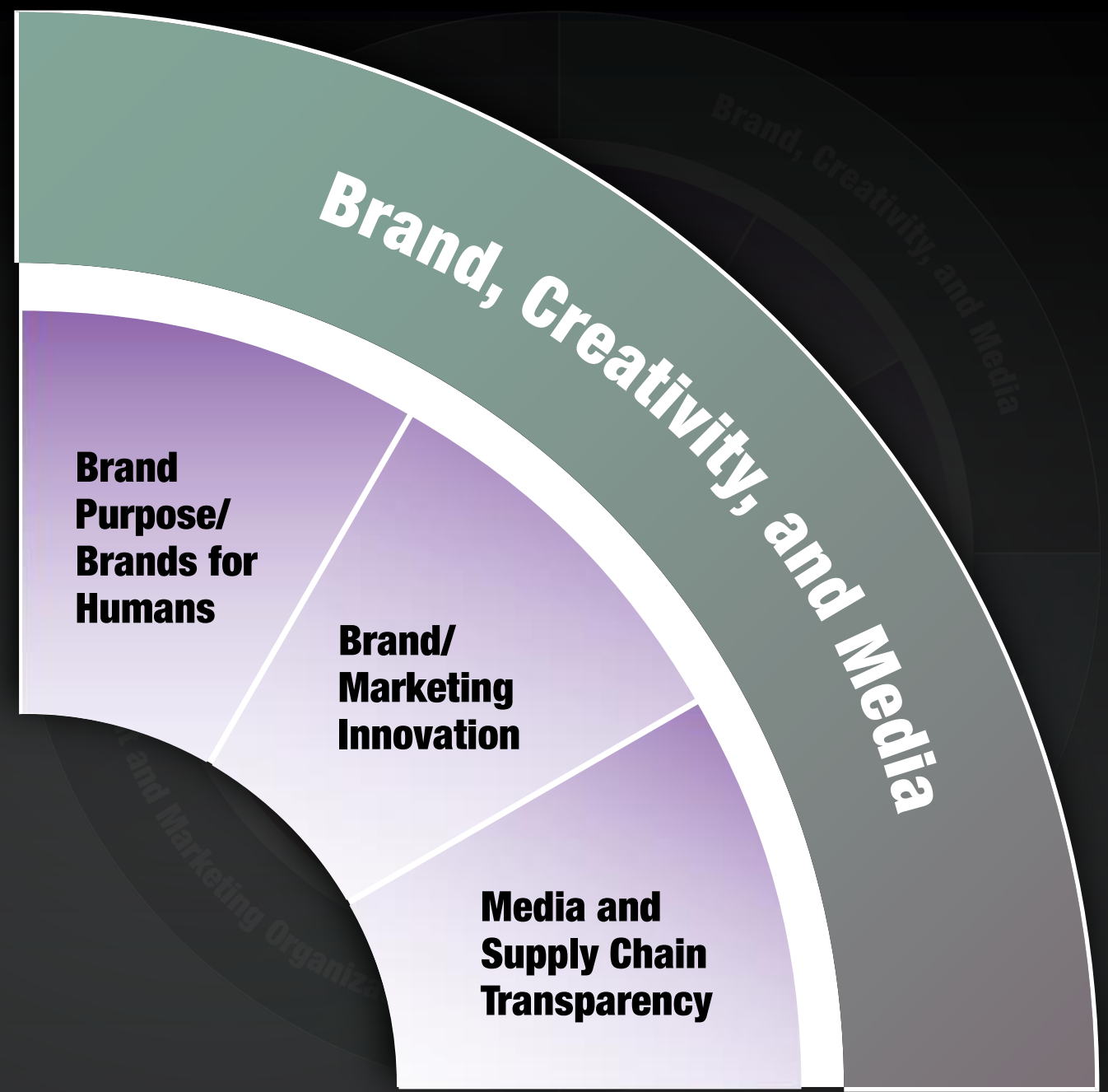
**GLOBAL**  
**CMO**  **GROWTH**  
**COUNCIL**

**“The marketing function has a responsibility to help the entire corporation relentlessly act **in a human centric way**, creating real value to identify and address human needs in innovative ways with the **people it serves.**”**

# ANA GROWTH AGENDA



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**“Doing good is  
fundamentally good  
for business.”**

**We have a responsibility and  
opportunity to create positive  
change and inspire people to  
make positive choices for  
themselves and the planet.”**

**JANE WAKELY**

EVP, Chief Consumer and Marketing Officer



**PEPSICO**



SEEHER ANA

ANA | ENGAGE RESPONSIBLY  
Stop online hate speech

ANA Nonprofit Federation

ANA  
SOCIETY AND SUSTAINABILITY COLLECTIVE

ANA  
Brands for Humanity Coalition



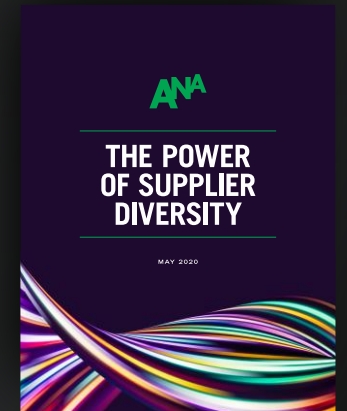
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AIMM  
ALLIANCE FOR INCLUSIVE AND MULTICULTURAL MARKETING

aef THE ANA EDUCATIONAL FOUNDATION

ANA CENTER FOR Ethical MARKETING

ANA CENTER FOR BRAND purpose

ANA  
THE POWER OF SUPPLIER DIVERSITY  
MAY 2020



**Gender Equality**  
**Drives Growth**

SEEHER

ANA

Accurate  
Portrayal  
of Women  
in Ads

SEEHER

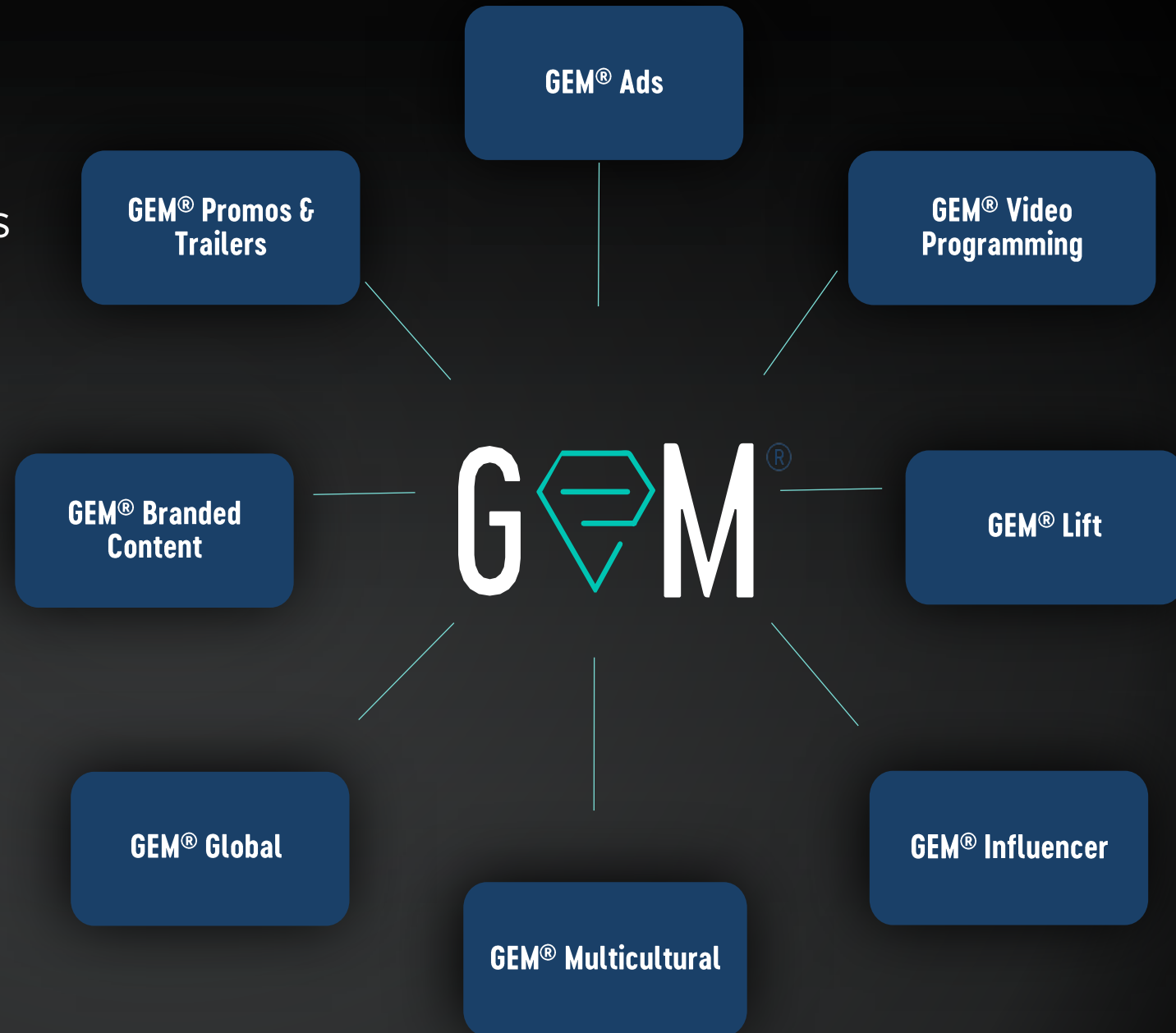
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- Music
- Sports
- Education
- Content Production
- Health



# 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



**Diversity and  
Inclusion  
Drives Growth**



ANA

AIMM

ALLIANCE FOR INCLUSIVE AND  
MULTICULTURAL MARKETING



**#SeeALL**

**Sustainability**  
**Drives Growth**

AD  
NET  
ZER 

ALL FOR NONE

**Our Own  
Industry's Talent  
Drives Growth**



**Marketing  
Training &  
Development  
Center**



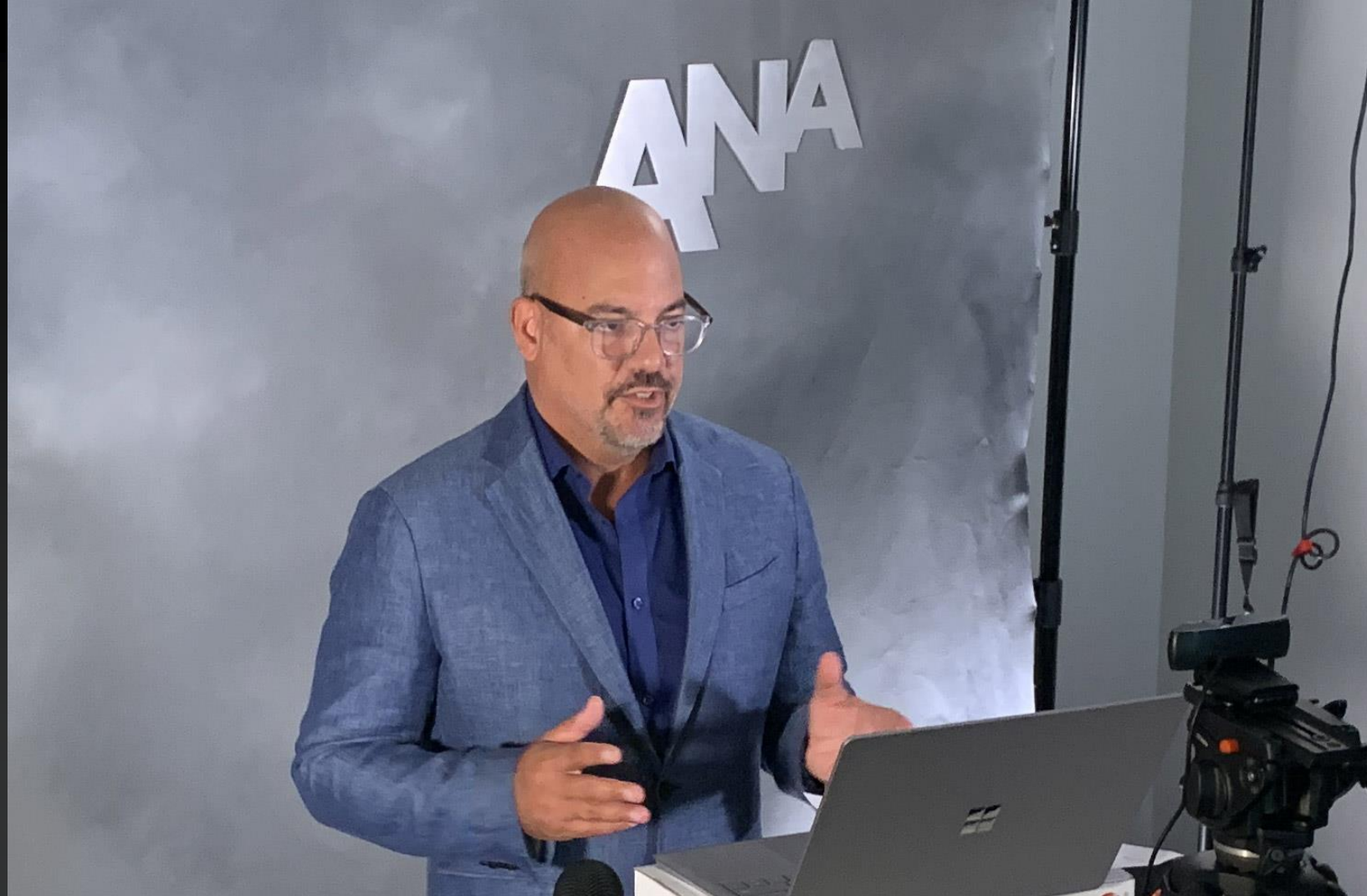
**THE ANA  
EDUCATIONAL  
FOUNDATION**



**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



# ANA GROWTH AGENDA





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