

ANA

2023

ANA Data, Analytics & Measurement Conference

presented by 

Bill Tucker

Group EVP





“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





Be a force
for **good...**
and a force
for **growth.**

MARC PRITCHARD
ANA Chairman & Chief Brand Officer

Growth Deceleration

Fortune 500
Average Annual Rate of Growth

2000–2010

4.0%

2010–2015

2.0%

2015–2020

2.8%

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

Message from ANA Board of Directors:

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

ANA MISSION

**DRIVING
GROWTH**

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

ANA GROWTH AGENDA



Headwinds

S&P Global Ratings

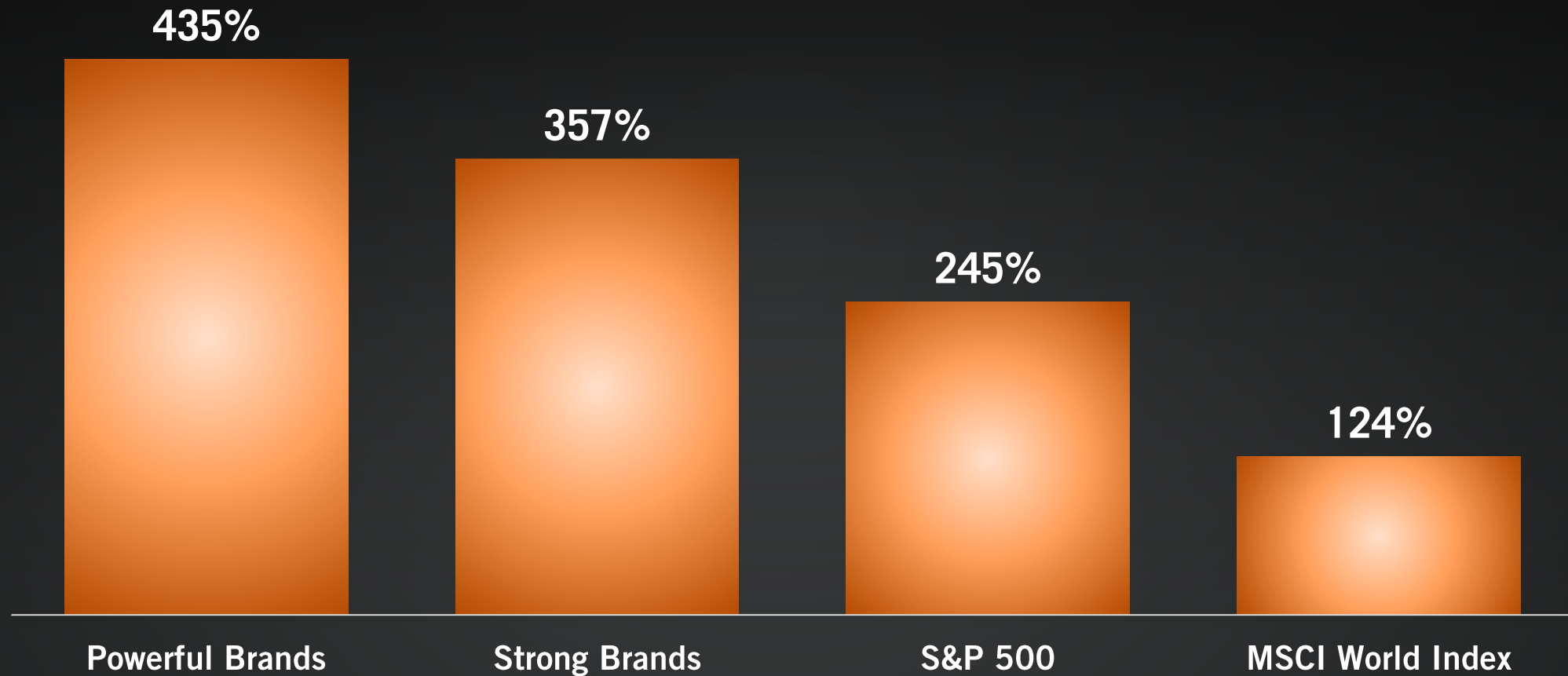
U.S. Macroeconomic Forecast

| (year % change) | 2023f | 2024e | 2025e |
|------------------------|------------|------------|------------|
| Real GDP | 0.7 | 1.2 | 1.8 |
| Real consumer spending | 1.2 | 0.9 | 1.8 |
| Core CPI | 4.7 | 3.0 | 1.9 |
| Unemployment rate | 4.1 | 5.0 | 5.1 |

Source: Economic Outlook U.S. Q2 2023: Still Resilient, Downside Risks Rise, March 27, 2023.

Strong Brands = Superior Returns

2006-2022



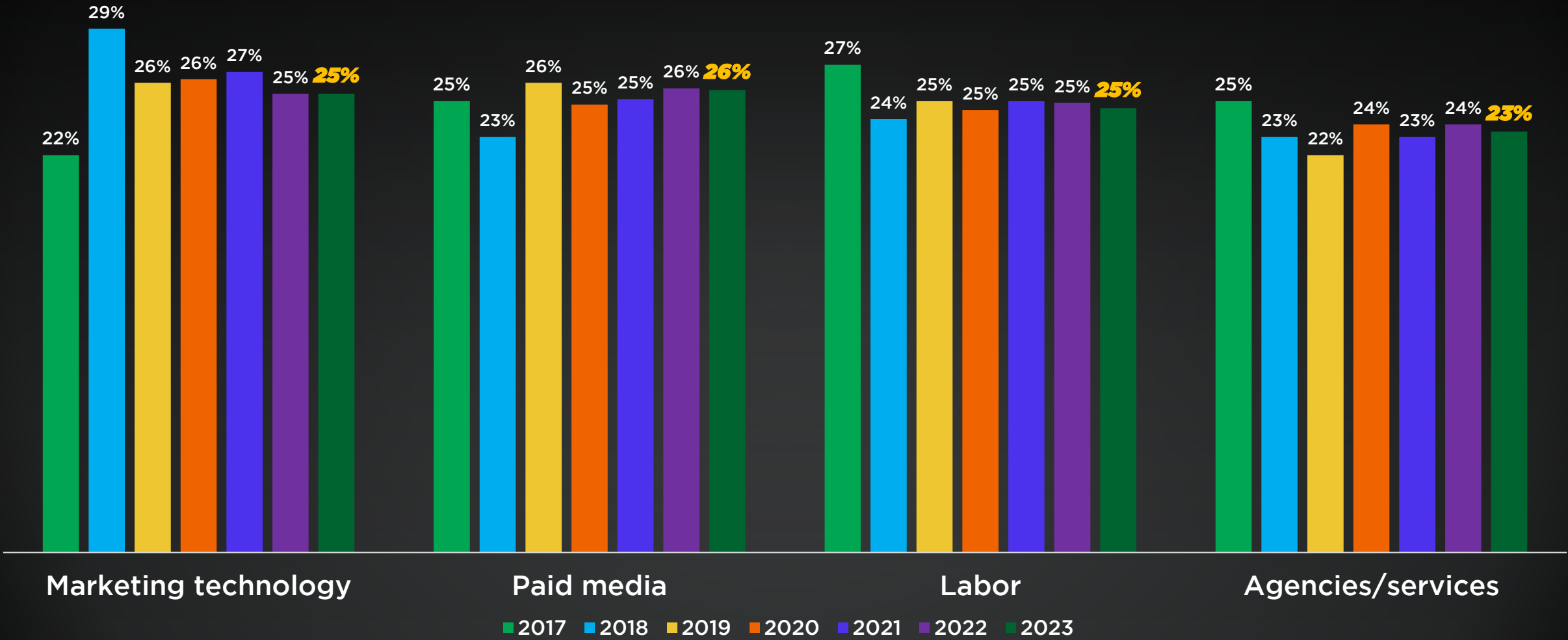
MOST HIGHLY-BRANDED COMPANIES VS. S&P 500 INDEX



Source: Brand Finance

Driving Brand Growth Is COMPLEX

CMO Budget Allocation



UNLOCKING BRAND GROWTH

- **Great Creative**
- **Media Excellence**
- **Data and Analytics Superiority**
- **Advancing Measurement**
- **Outstanding Talent**
- **Advancing DEIB**
- **Leveraging Technology**

Great Creative **DRIVES GROWTH**



MICHELOB ULTRA-ML/AI FUELS CREATIVITY AND RESULTS

The campaign generated

- 3B PR impressions
- Lift of 92.3% in brand awareness scores
- 15% increase in brand impression scores
- 43% increase in purchase intent
- 15% sales lift



Michelob ULTRA.
MCENROE
vs
MCENROE

IT'S ONLY WORTH IT
IF YOU ENJOY IT

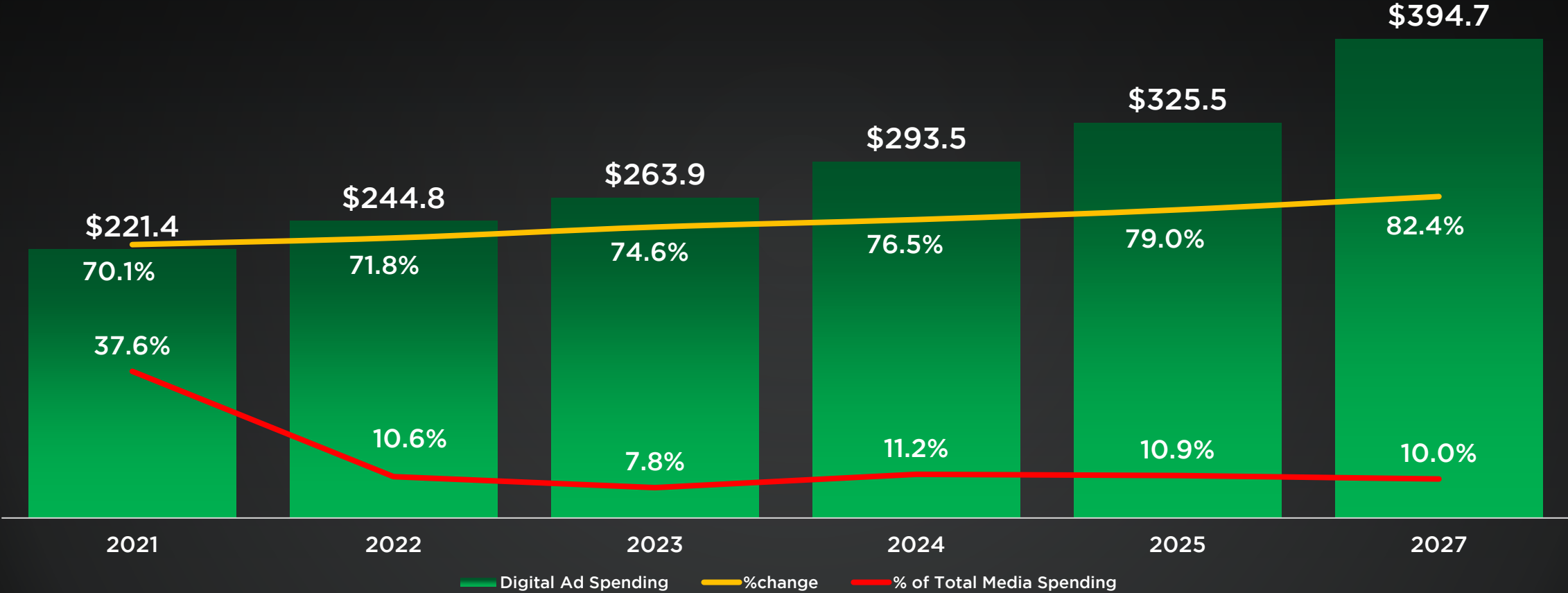
MAY 18TH 8PM/ET

ESPN 2 ESPN+

The
Media Landscape
continues to be
Transformed

U.S. Digital Ad Spending

2021-2027 (billions)



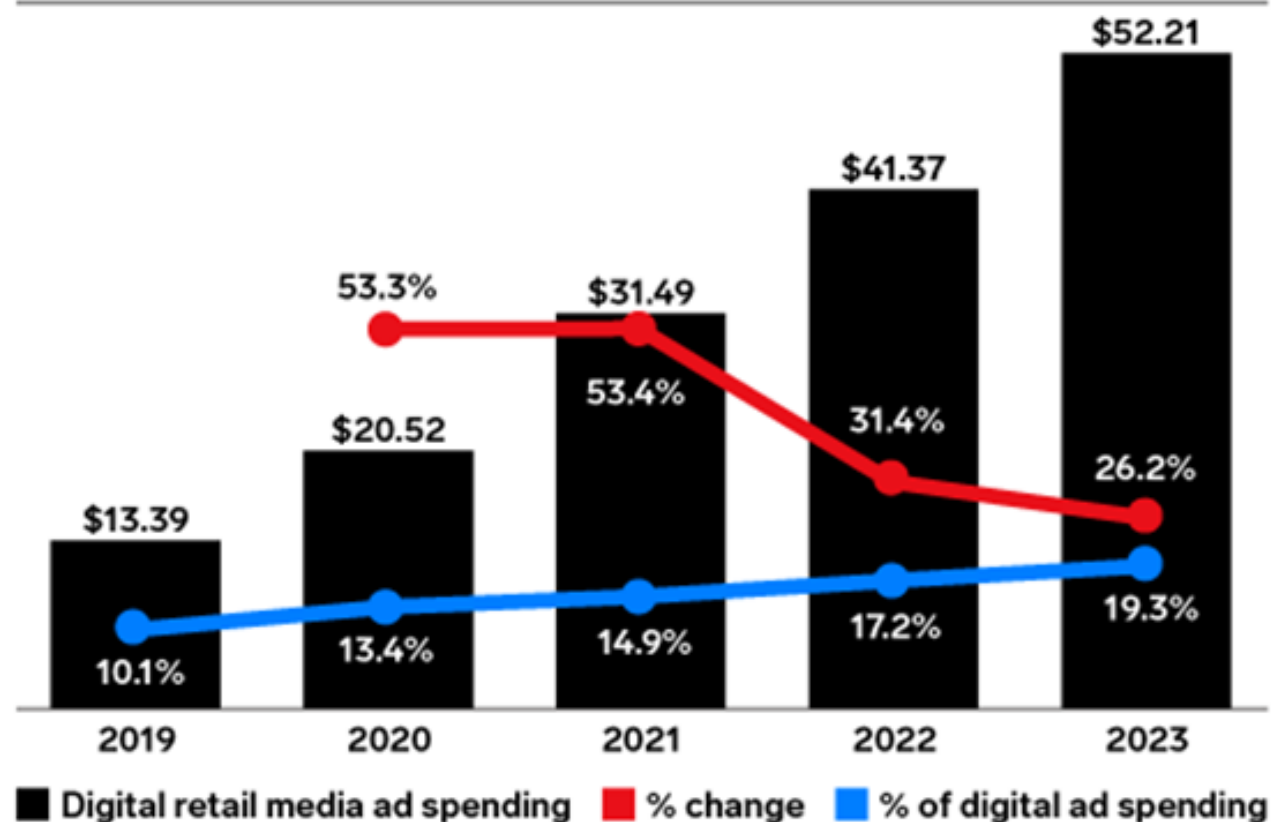
Source: eMarketer March 2023

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



CONNECTED TV

- **2/3 of consumers will continue to shift to CTV from traditional**
- **2023 forecast is \$27B**
- **Ad fraud represents a huge concern**

DIGITAL AND SOCIAL MEDIA ISSUES

- **Ad Fraud**
 - **Brand Safety**
 - **Online Hate**
 - **Digital Media Supply Chain Transparency**
- 
- A hand holding a smartphone is shown in the lower right quadrant. The background is a blurred image of a person's face, overlaid with several semi-transparent social media icons, including hearts and thumbs-up symbols, suggesting a focus on digital and social media interactions.

The Power of AI ChatGPT



The New York Times
A.I. and Chatbots > Become an A.I. Expert | How Chatbots Work | Why Chatbots 'Hallucinate' | How to Use Chatbots | Why

THE SHIFT
GPT-4 Is Exciting and Scary
Today, the new language model from OpenAI may be the most powerful AI tool yet. But the worst risks are the ones we cannot anticipate.

The Telegraph
Why a fake Pope picture could be a warning of humanity
Silicon Valley heavyweights clash over the risks of super-powered AI

PRACTICAL INSIGHTS
How CMOs Can Lead the Way on ChatGPT

The Washington Post
Democracy Dies in Darkness
WORK: REIMAGINED

Quiz: Did AI make this? Test your knowledge.
Try to correctly identify whether AI did work tasks like producing images, articles and...

FORTUNE
TECH · A.I.
Bill Gates says the 'age of AI' will either reduce inequity or...

THE WALL STREET JOURNAL.
English Edition | Print Edition | Video | Audio | Latest Headlines | More

The Jobs Most Exposed to ChatGPT
New study finds that AI tools could more quickly handle at least half of the tasks that auditors, interpreters and writers do now

AdAge
WHY CHATGPT CAN'T SAVE MARKETING—OR MARKETERS
...of shiny objects

**Data and Analytics
Drives Growth**

**Sub-optimal
Data Quality
impacts
Effective
Decision
Making**

Only 47%
of marketing professionals
feel that the quality of
their marketing data
allows them to make
effective decisions on
where to spend resources

DATA AND ANALYTICS INVESTMENT GROWING

- Investments in data analytics grew **37%** last year
- Marketers allocate **9%** of their budgets to data and analytics

Sources:

CMO Survey Deloitte/ Duke Fuqua/ AMA 2022

Gartner - The State of Marketing Budget & Strategy 2022

HAVING A DATA STRATEGY DRIVES COMPANY PERFORMANCE

Data Initiative outcomes outperform when accompanied with data strategy

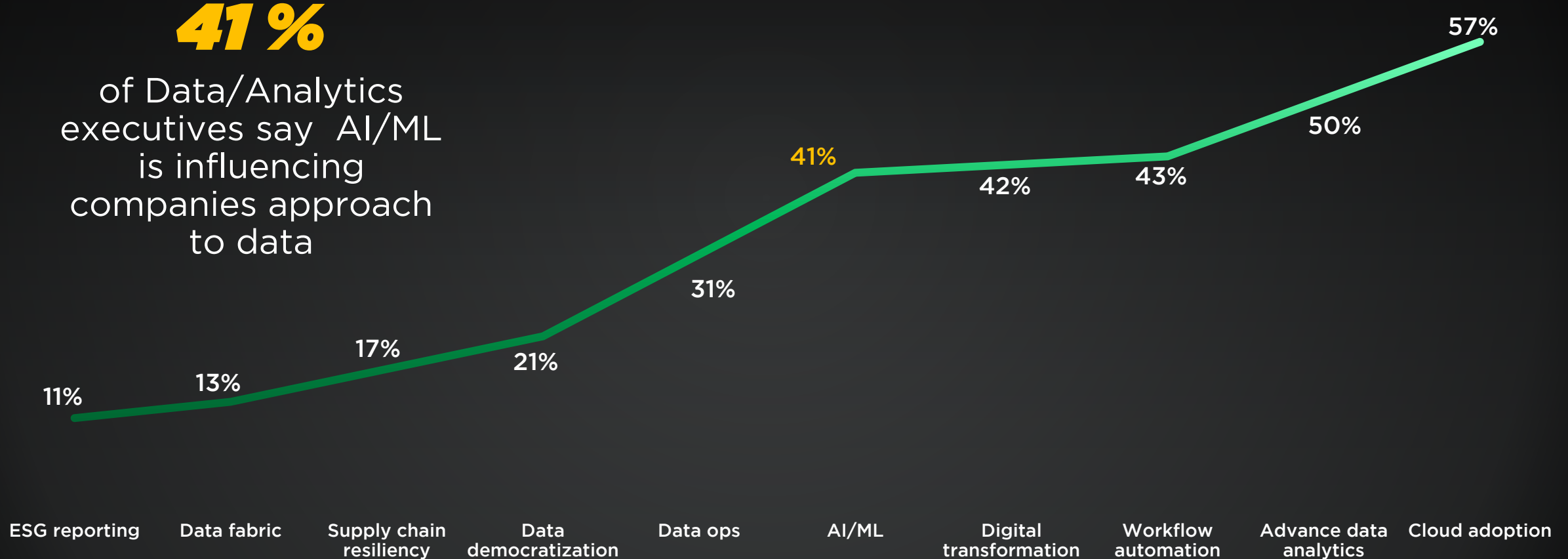
- 20-100% more effective across key metrics
- Revenue generation: highest impact



AI/ML IS INFLUENCING COMPANY'S OVERALL DATA STRATEGY

41%

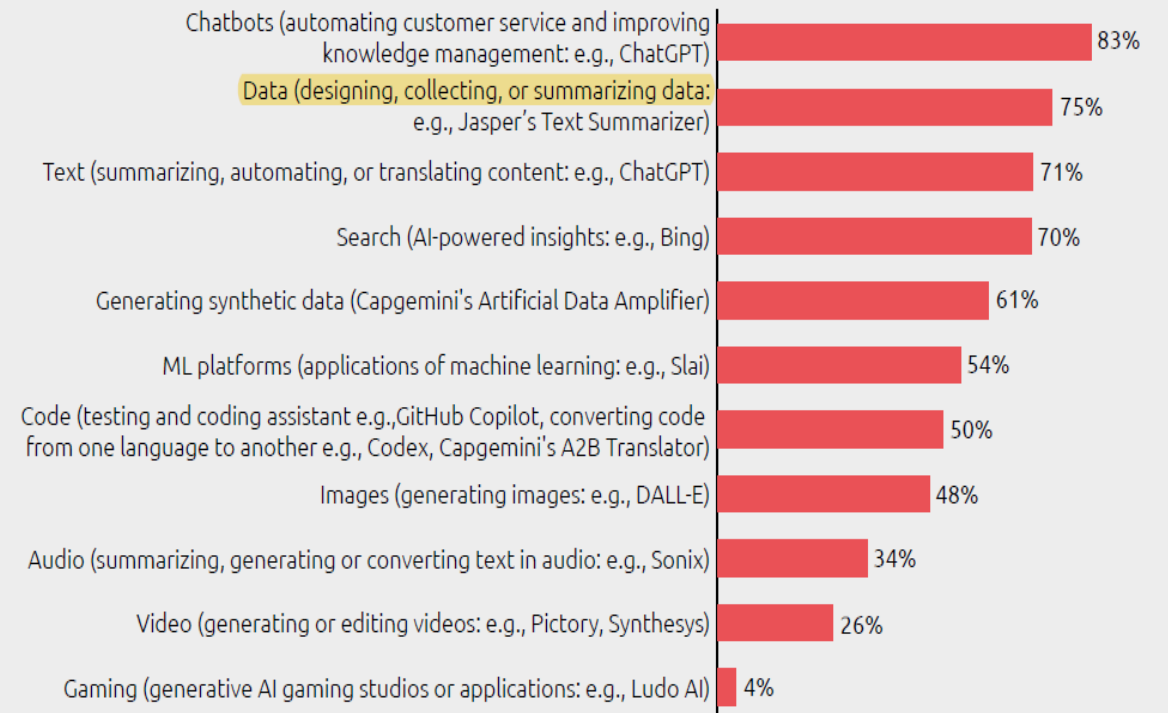
of Data/Analytics executives say AI/ML is influencing companies approach to data



GENERATIVE AI USE IN DATA MANAGEMENT

- **75%** companies use GAI for Data Designing, Collecting and Summarizing a leading use case
- **61%** companies use GAI for Generating Synthetic data

PERCENTAGE OF ORGANIZATIONS THAT FIND GENERATIVE AI PLATFORMS RELEVANT TO THEIR BUSINESS



Source: Capgemini Research Institute, Generative AI Executive Survey, April 2023, N = 800 organizations.

Measurement
Drives Growth

ANA Measurement Agenda

**Marketers
Must Own It**

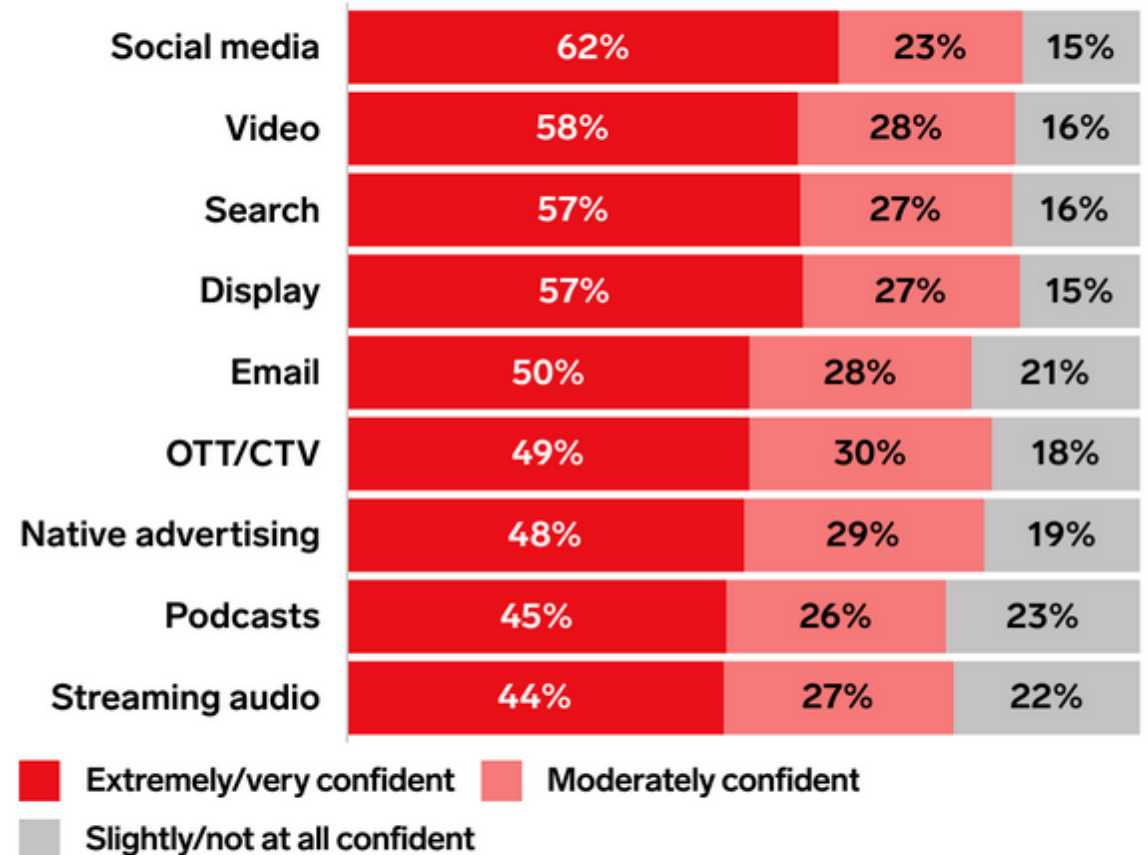
MARKETER CONFIDENCE IN ROI MEASUREMENT IS SUB-OPTIMAL

High confidence levels lacking in all channels—on average only **54%**

- **Social 62%**
- **Video 58%**
- **OTT/CTV 49%**

Fewer Than Two-Thirds of Marketing Professionals Worldwide Have High Confidence in Their ROI Measurement Across Channels

% respondents in each group



Note: n=1,524; numbers may not add up to 100% due to displaying aggregate responses denoting high or low confidence

Source: Nielsen, "2023 Annual Marketing Report"; Insider Intelligence calculations, April 26, 2023

MARKETING METRICS USAGE BY CMO'S SEND POWERFUL SIGNALS

Most in-use

- Sales/revenue
- Digital/Mobile/Web performance

Least in-use

- Brand equity value
- Customer Lifetime Value
- Brand Awareness

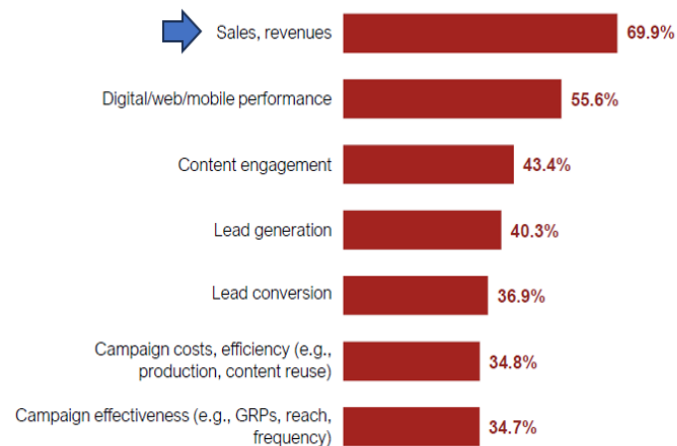
The CMO Survey[®]

March 2023

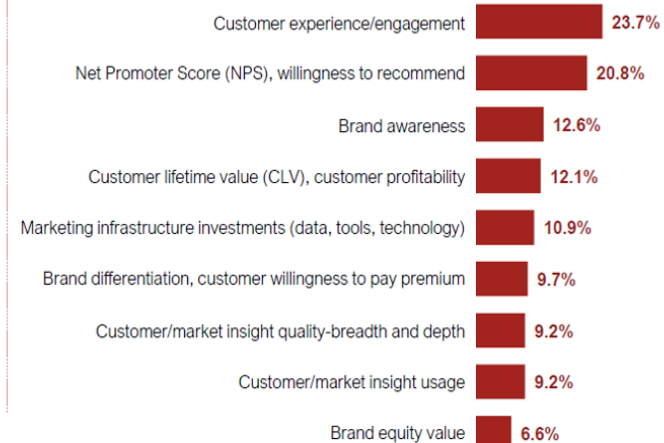
Marketing metrics send powerful signals on business impact

How consistently do you measure the following components of marketing?

Most in-use metrics



Least in-use metrics



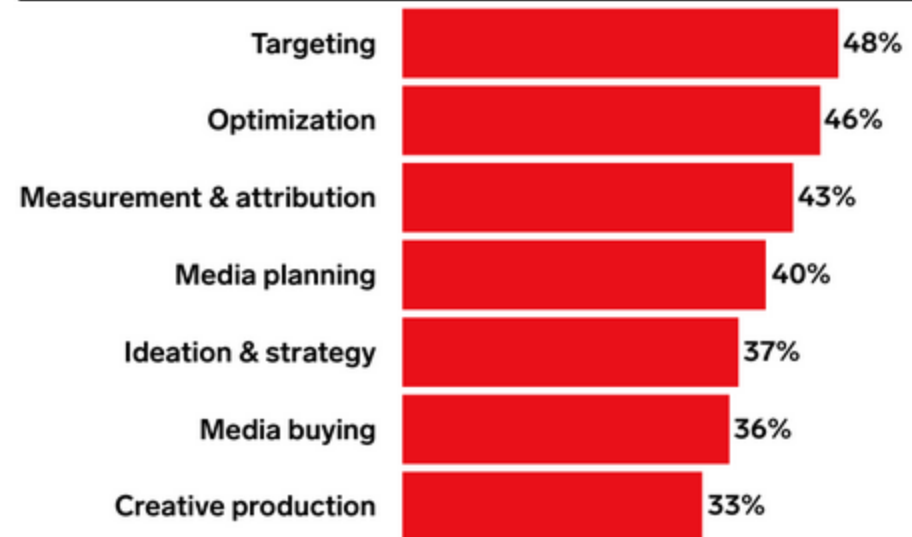
AI AND ML USAGE AMONG BRANDS AND AGENCIES IN MEASUREMENT

Broad application for improving effectiveness

- **Targeting: 48%**
- **Optimization: 46%**
- **Measurement & Attribution: 43%**

Usage of AI and Machine Learning (ML) Technologies Among US Agency and Brand Marketers, Feb 2023

% of respondents



Note: among respondents who are currently using AI or ML

Source: Advertiser Perceptions, May 1, 2023

ANA MEASUREMENT FOR MARKETERS

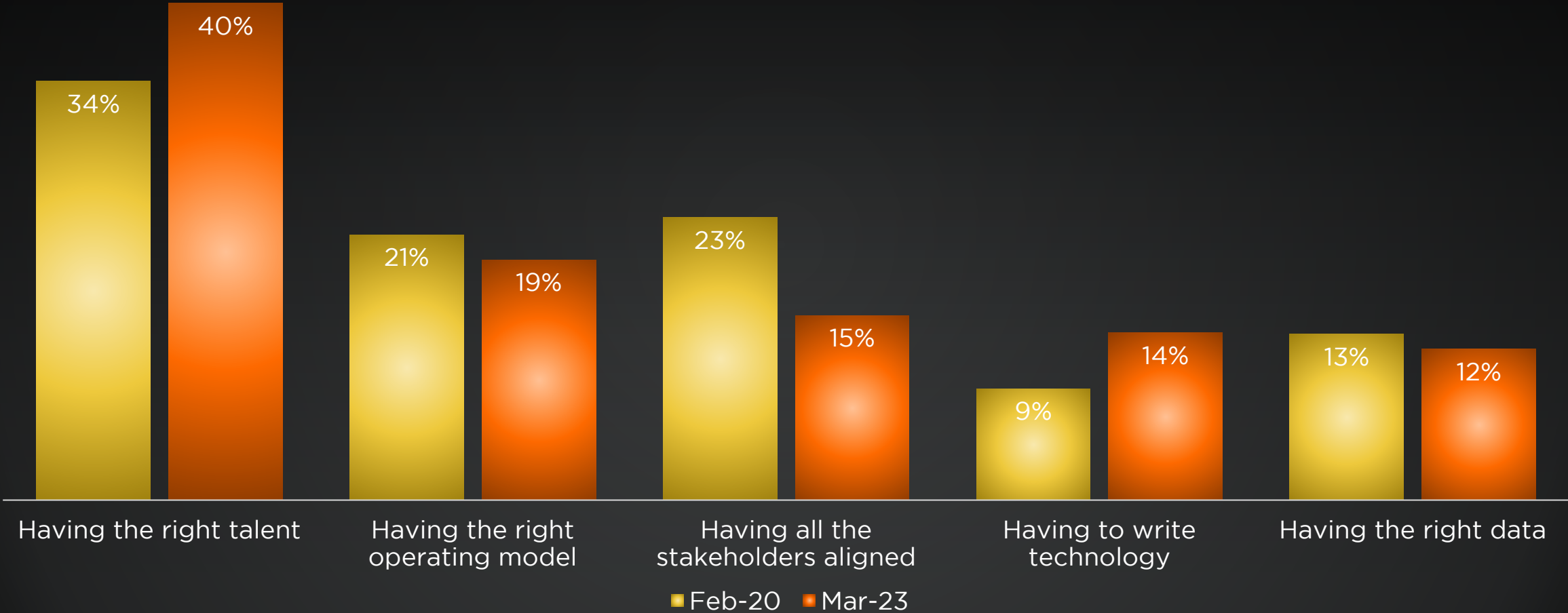
- **Cross-Media Measurement**
- **Evolution of TV Currency**
- **Outcome Measurement**
- **Privacy Preserving Post-Cookie Solutions**
- **Role of Attention in Audience Measurement**



A Trained Workforce **DRIVES GROWTH**



RIGHT TALENT = REVENUE GROWTH



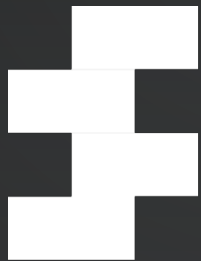
Source: *The CMO Survey: Managing Brand, Growth, and Metrics Report: March 2023*



Marketing
Training &
Development
Center

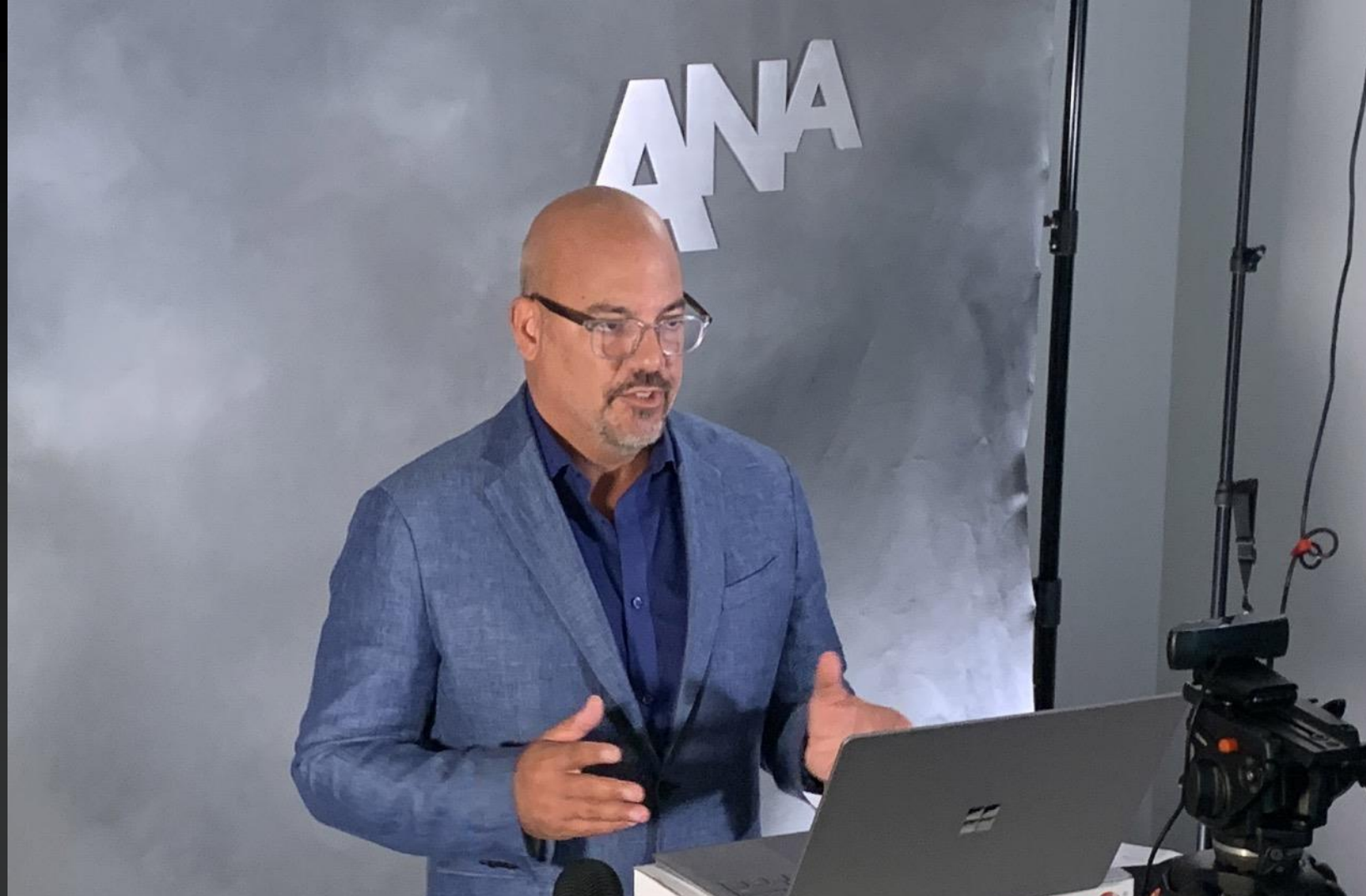


THE ANA
EDUCATIONAL
FOUNDATION



Institute
for Real
Growth

ANA'S GLOBAL DAY OF LEARNING



CMO
GROWTH COUNCIL



RESET
REBOOT
REOPEN

MARKETING'S GLOBAL DAY OF LEARNING





**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**
- **A time to embrace new technologies to drive growth**

Technology
Drives Growth