



2023

ANA Multicultural Marketing & Diversity Conference

presented by amazon ads

Bob Liodice
CEO | ANA



Happy Anniversary

Demographics Advertising Experience Innovative Dalawampu't lima 25 Venticinco Responsibility Growth Change Twenty-Five Multicultural Asian Marketing DEI&B Fünf und zwanzig BIPOC Results Influence Connections

hai mươi lăm năm Ethnicity Language Marketing LGBTQ+ Cultural 营销 Diversity Industry Digital Inclusive Acceptance Mobile, DWAHDCEHPIHTYPTA Five Diversity Impact Diversity Annual Change



Bill Duggan
Group EVP
ANA



Gilbert Davila
Co-Founder
ANA AIMM



Multicultural Marketing is Mainstream Marketing

MARC PRITCHARD
ANA Chairman & Chief Brand Officer



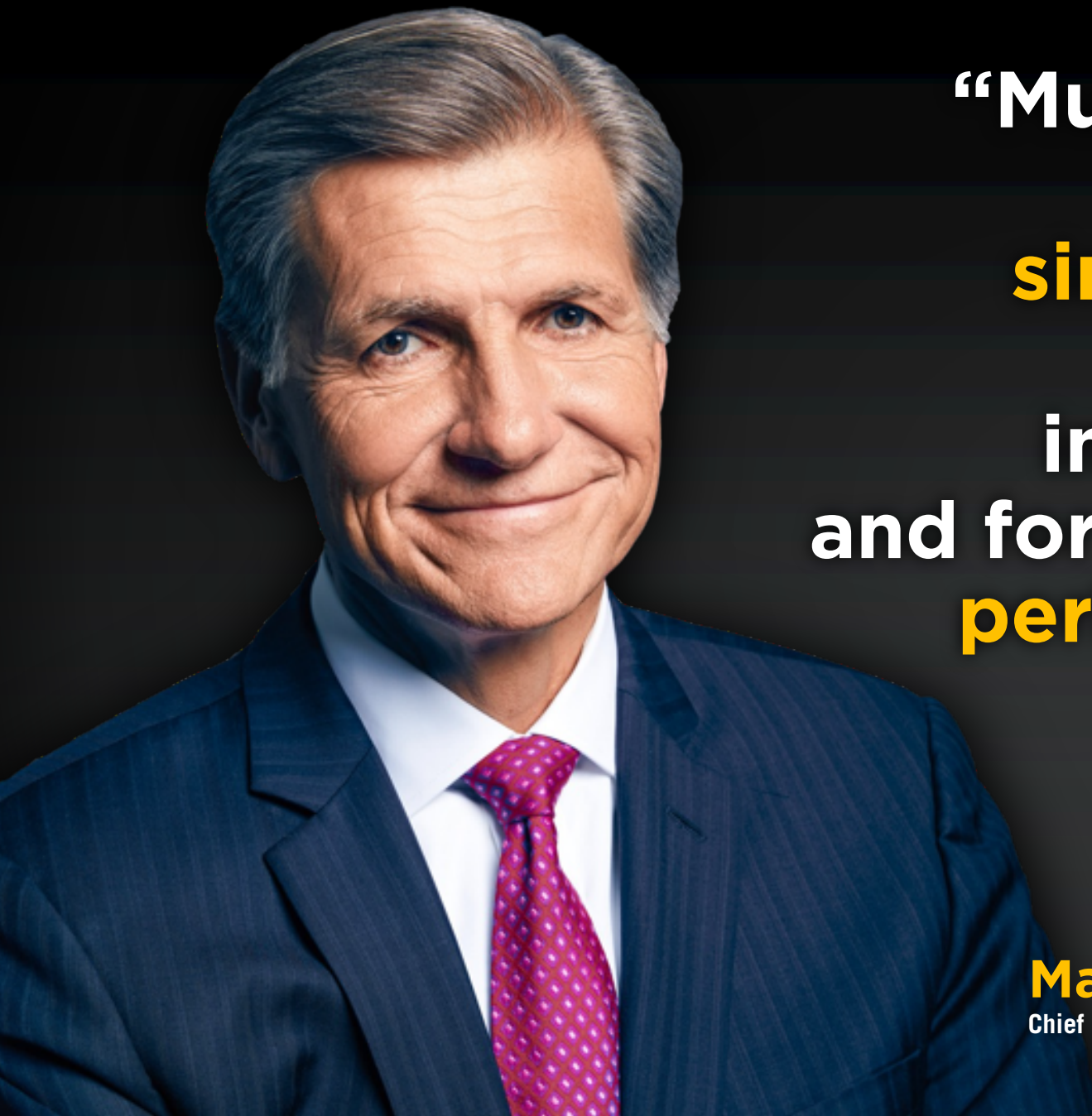
“The **best marketing**
happens at the
intersection of
brand and culture.”



Ukonwa Ojo

Former Global Chief Marketing Officer and US General Manager
Amazon Prime Video and Studios





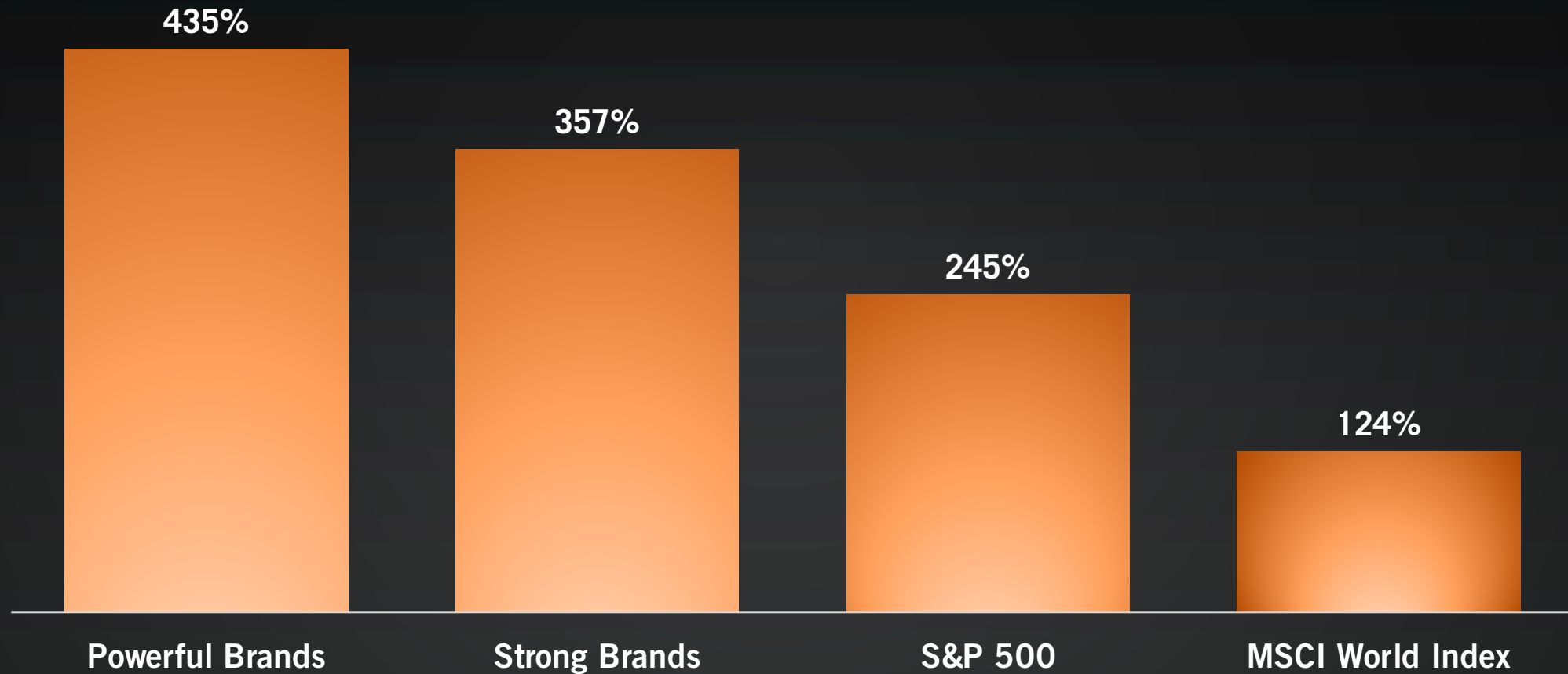
**“Multicultural marketing
may be the
single biggest source
of growth
in our industry now,
and for the next several years...
perhaps even decades.”**

Marc Pritchard
Chief Brand Officer

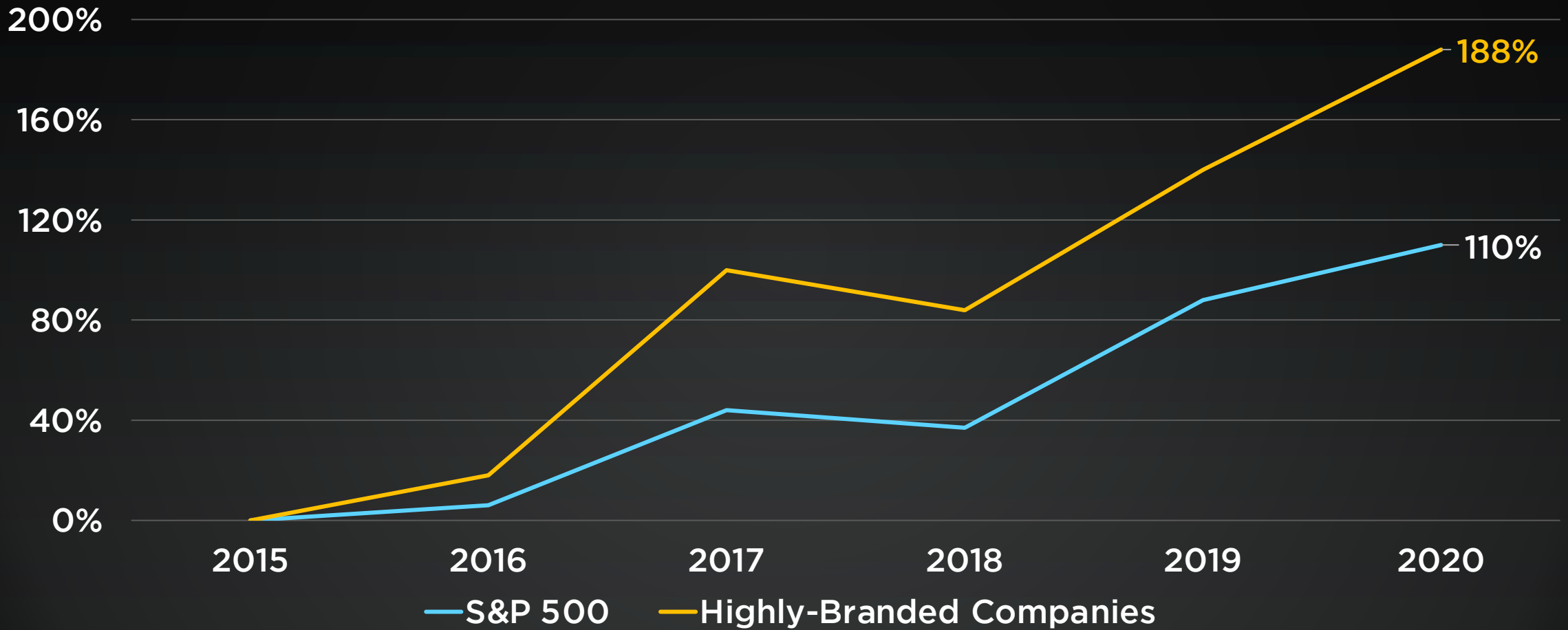


Strong Brands = Superior Returns

2006-2022



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



Source: Brand Finance

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.

DEIB
momentum
is **slowing!**

SLOW

A photograph of a two-lane asphalt road winding through a rural landscape. The road is paved and has white dashed lines. The word "SLOW" is painted in large, white, block letters across the road in the foreground. The landscape consists of rolling green hills under a cloudy sky. The lighting is dramatic, with some shadows and highlights on the hills.

GROWTH IN DEI INVESTMENTS

2022

+10.7%

2023

+2.3%

DEI SPENDING WEAKENING IMPACT

- **Stock returns**
- **Sales**
- **Customer retention/acquisition**
- **Employee retention/acquisition**

“Fewer marketers
expect **DE&I** to be a
marketing priority over
the next five years.”

**IT'S TIME TO ELEVATE
OUR SUPPORT FOR**

DEIB

AND DRIVE GROWTH!!

What's good for business is **diversity**.
And what's good for us is to advocate
in the right way.

Unwavering courage and a sustained
commitment are required...

And it has to last for years.

Manoj Raghunandanan

Global President, Self Care



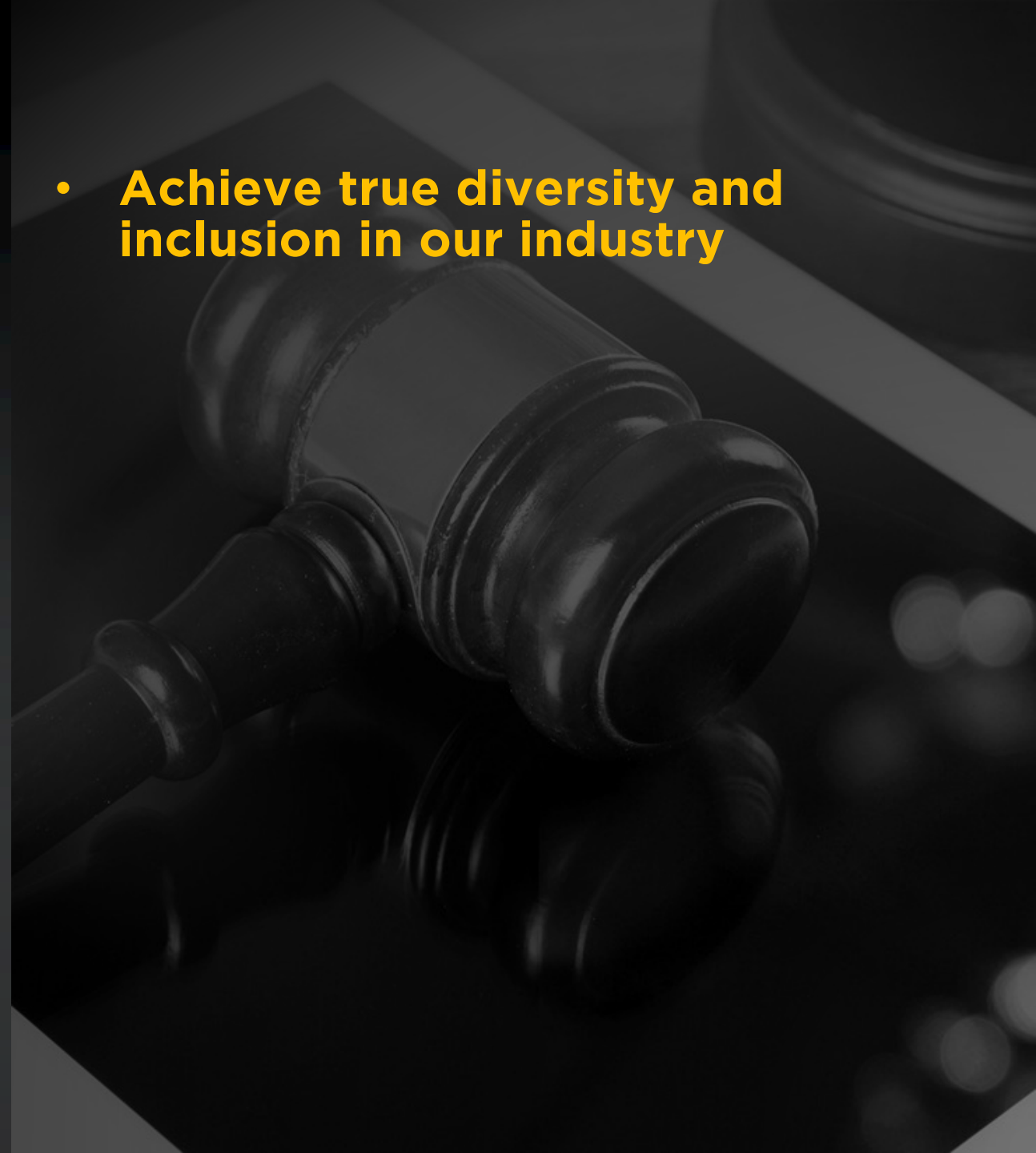
**ANA
GLOBAL CMO
GROWTH COUNCIL
MANDATES**



ANA GLOBAL CMO GROWTH COUNCIL MANDATES



- Achieve true diversity and inclusion in our industry



ANA GLOBAL CMO GROWTH COUNCIL MANDATES



- Achieve true diversity and inclusion in our industry
- Achieve equal representation in the media and creative supply chain

ANA GLOBAL CMO GROWTH COUNCIL MANDATES



- Achieve true diversity and inclusion in our industry
- Achieve equal representation in the media and creative supply chain
- Eliminate systemic investment inequalities in the media and creative supply chain

ANA GLOBAL CMO GROWTH COUNCIL MANDATES



- Achieve true diversity and inclusion in our industry
- Achieve equal representation in the media and creative supply chain
- Eliminate systemic investment inequalities in the media and creative supply chain
- **Eliminate bias and racism by accurately portraying culture and gender in advertising, content, and media**

ANA GLOBAL CMO GROWTH COUNCIL MANDATES



- Achieve true diversity and inclusion in our industry
- Achieve equal representation in the media and creative supply chain
- Eliminate systemic investment inequalities in the media and creative supply chain
- Eliminate bias and racism by accurately portraying culture and gender in advertising, content, and media
- **Eliminate hateful and harmful content online**



DEIB Strategy
DRIVES GROWTH

ANA GLOBAL GROWTH COUNCIL - DEI

Talent Measurement	Academic Connection	Talent Acquisition	Gender Equity Certificate	HBCU Connect	Inclusion Research	ERG / BRG Resources	Company Practices
National Conference	TALENT ACQUISITION AND RETENTION						Market Data
Committees	MULTICULTURAL & INCLUSIVE MARKETING	Key Mandates around DEIB				RESEARCH, TOOLS, AND TRAINING	Case for Growth
Alliance for Inclusive and Multicultural Marketing		<ul style="list-style-type: none"> • Achieve true diversity and inclusion in our organizations • Achieve equal representation in the media and creative supply chain 					Gender Equity Measure (GEM)
#SeeHer		<ul style="list-style-type: none"> • Eliminate systemic investment inequalities in the media and creative supply chain 					Cultural Insights Impact Measure (CIIM)
DEI & LGBTQ+ Forums		<ul style="list-style-type: none"> • Eliminate bias and racism by accurately portraying all humanity in advertising, content, and media 					Accurate Data Attribution
Company Practices		<ul style="list-style-type: none"> • Eliminate hateful and harmful content online 					Inclusive Culture Brief
	SUPPLY CHAIN EQUITY: MEDIA, CREATIVE, AND PRODUCTION						Diversity Training
Research Insights	Combat Online Hate	Company Practices	Diversity Supplier Database	Conferences Spotlights	Supplier Guidelines	Supplier Diversity Fairs	Benchmarking Spend

A diverse crowd of people, including men and women of various ethnicities, are shown cheering and celebrating. Many have their mouths open in excitement, and some have their arms raised. The background is dark, making the people stand out.

Representation
DRIVES GROWTH



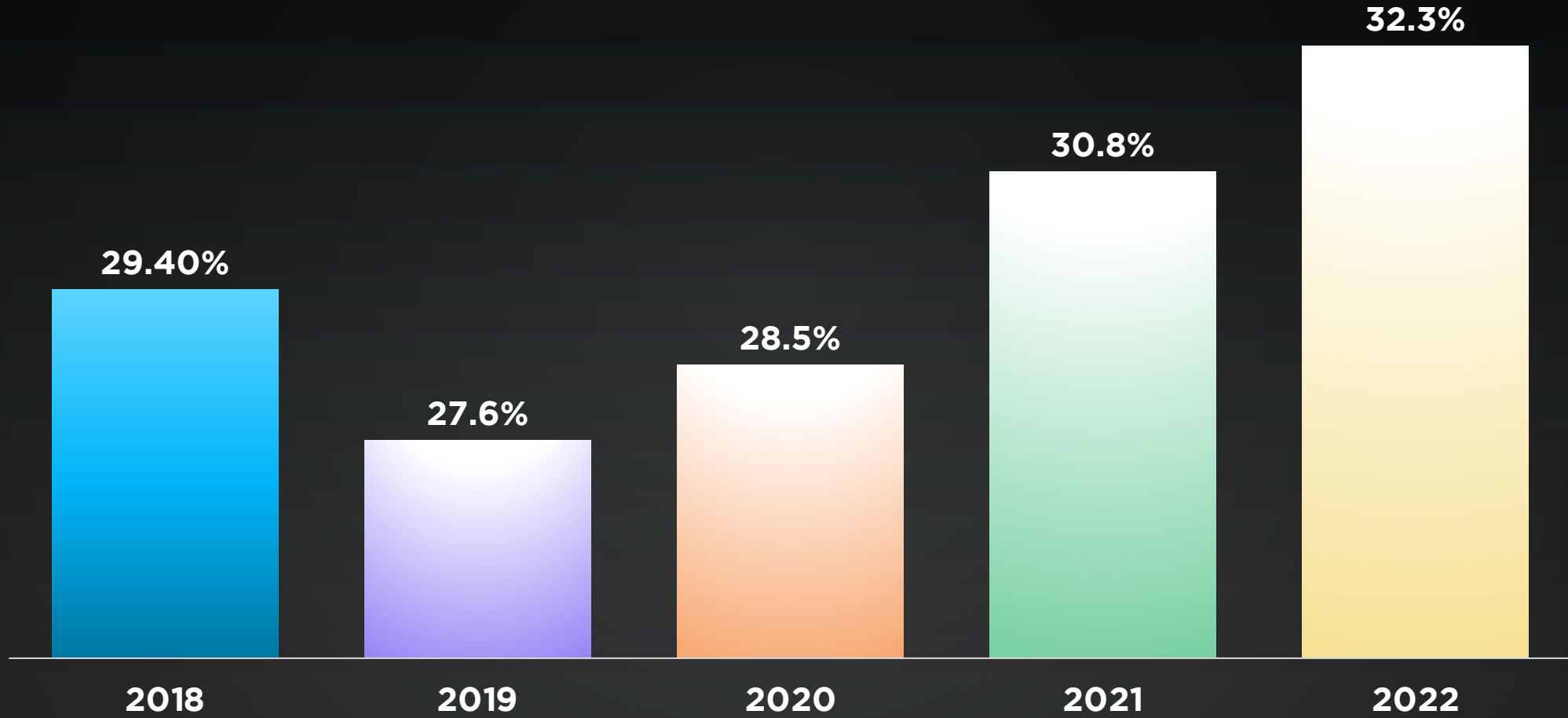
A DIVERSITY REPORT FOR THE ADVERTISING/ MARKETING INDUSTRY

NOVEMBER 2022

**Our Industry
is Making Demonstrable
Diversity Progress!**

Diverse Representation

% Total Industry



Inclusion DRIVES GROWTH





ANA

AIMM

ALLIANCE FOR INCLUSIVE AND
MULTICULTURAL MARKETING



POWER UP!

A Special Report
from the ANA's
Alliance for Inclusive
and Multicultural
Marketing

GROWTH THROUGH INCLUSIVE MARKETING

**A CMO's Guide for
Modern Marketing
Leaders**





Cultural Inclusion
Accelerator[™]

**AIMM's study on the most
culturally inclusive
brands to spur authentic
consumer portrayals
through cultural insights**





#SeeALL

Gender Equality **DRIVES GROWTH**





Female Representation

68%

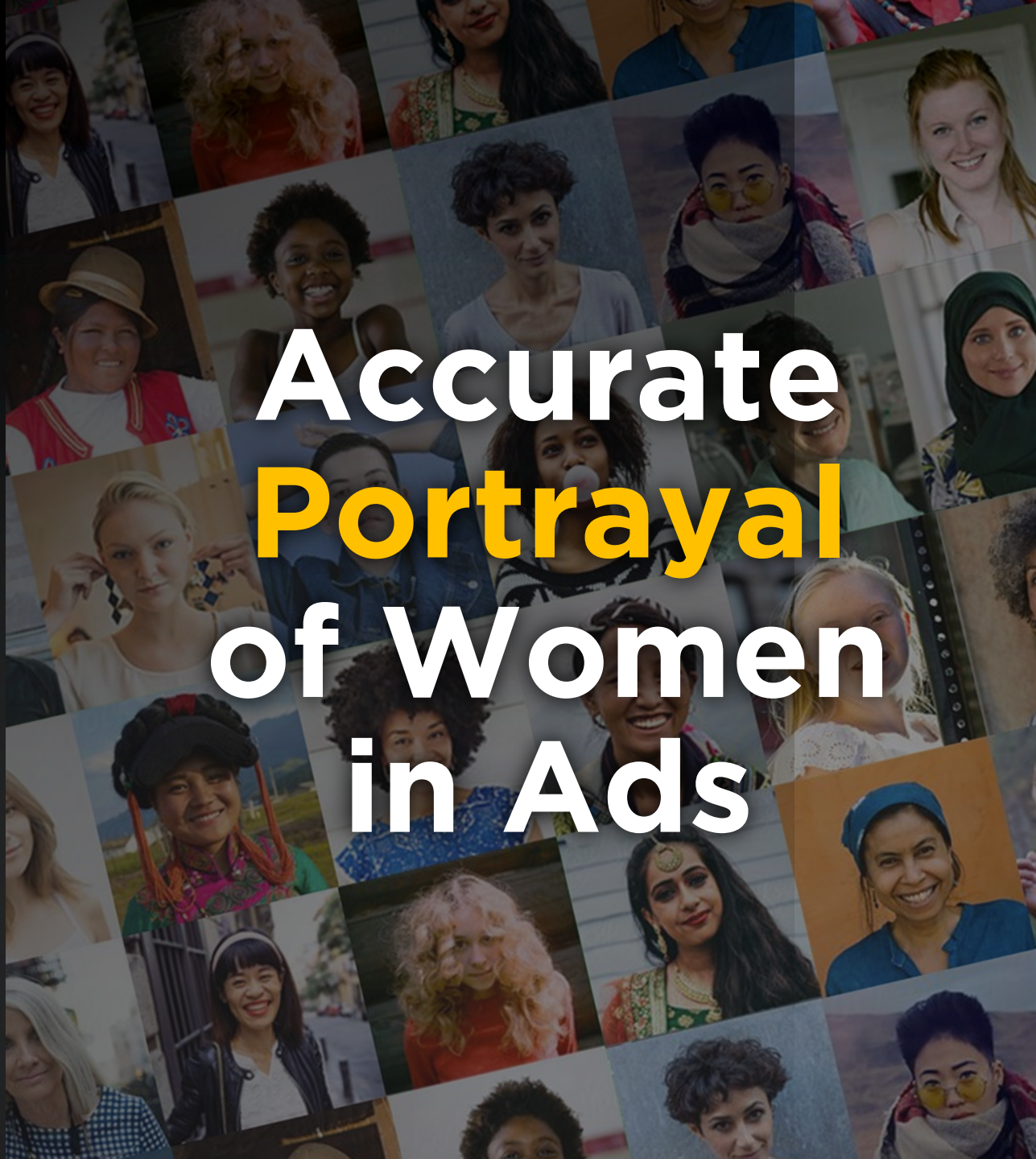
of our industry

56%

of our senior
leaders

SEEHER

ANA



Accurate Portrayal of Women in Ads

DEIB Measurement
DRIVES GROWTH



CULTURAL
INSIGHTS
IMPACT
MEASURE™

Gender Equality Measure (GEM)

- 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





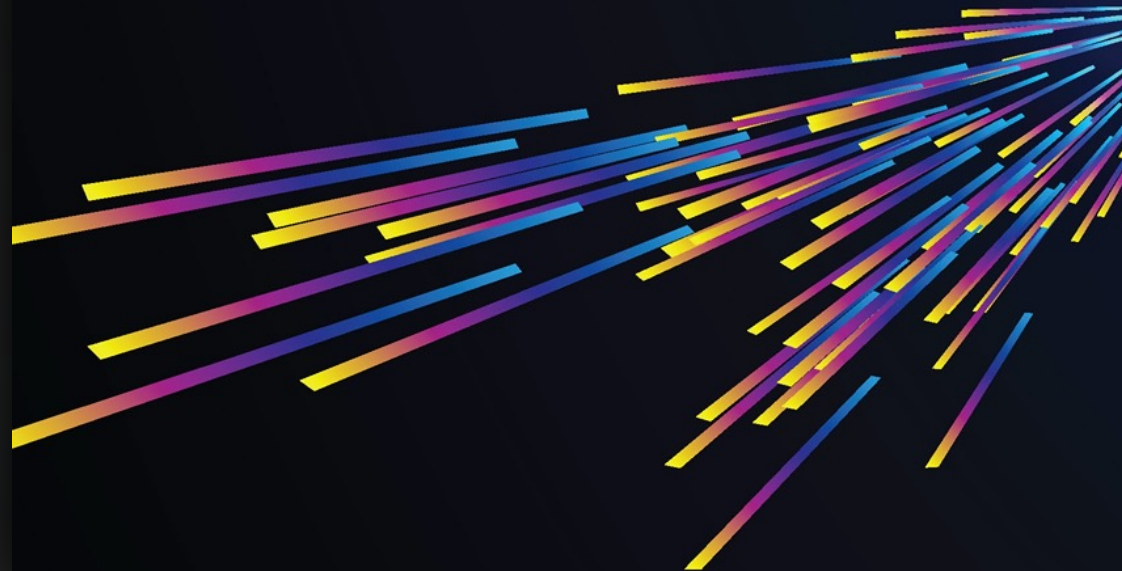
Supplier Diversity
DRIVES GROWTH



**AND NOW A WORD FROM
THE DIVERSE SUPPLIERS:
THE SUPPLIER
PERSPECTIVE ON
CERTIFICATION**

MORE IN A PORTFOLIO OF ANA WORK ON SUPPLIER DIVERSITY

DECEMBER 2021





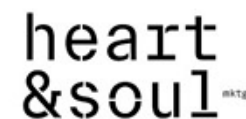
VIRTUAL SUPPLIER DIVERSITY FAIR

MEET MINORITY SMALL BUSINESS COMPANIES

TUESDAY, OCTOBER 4, 2022

● FEATURED PARTICIPANTS ●

ANA





Diverse Media

GROWTHFRONTS

SEEHER  SHE FRONT

A close-up photograph of a hand typing on a black computer keyboard. The background is dark and out of focus. Overlaid on the image is the text "Eliminating Online Hate" in white and "DRIVES GROWTH" in yellow.

Eliminating Online Hate
DRIVES GROWTH

ANA | ENGAGE
RESPONSIBLY



**Talent, Training,
and Education
DRIVES GROWTH**

aef

**THE ANA
EDUCATIONAL
FOUNDATION**





MY VOICE MATTERS:

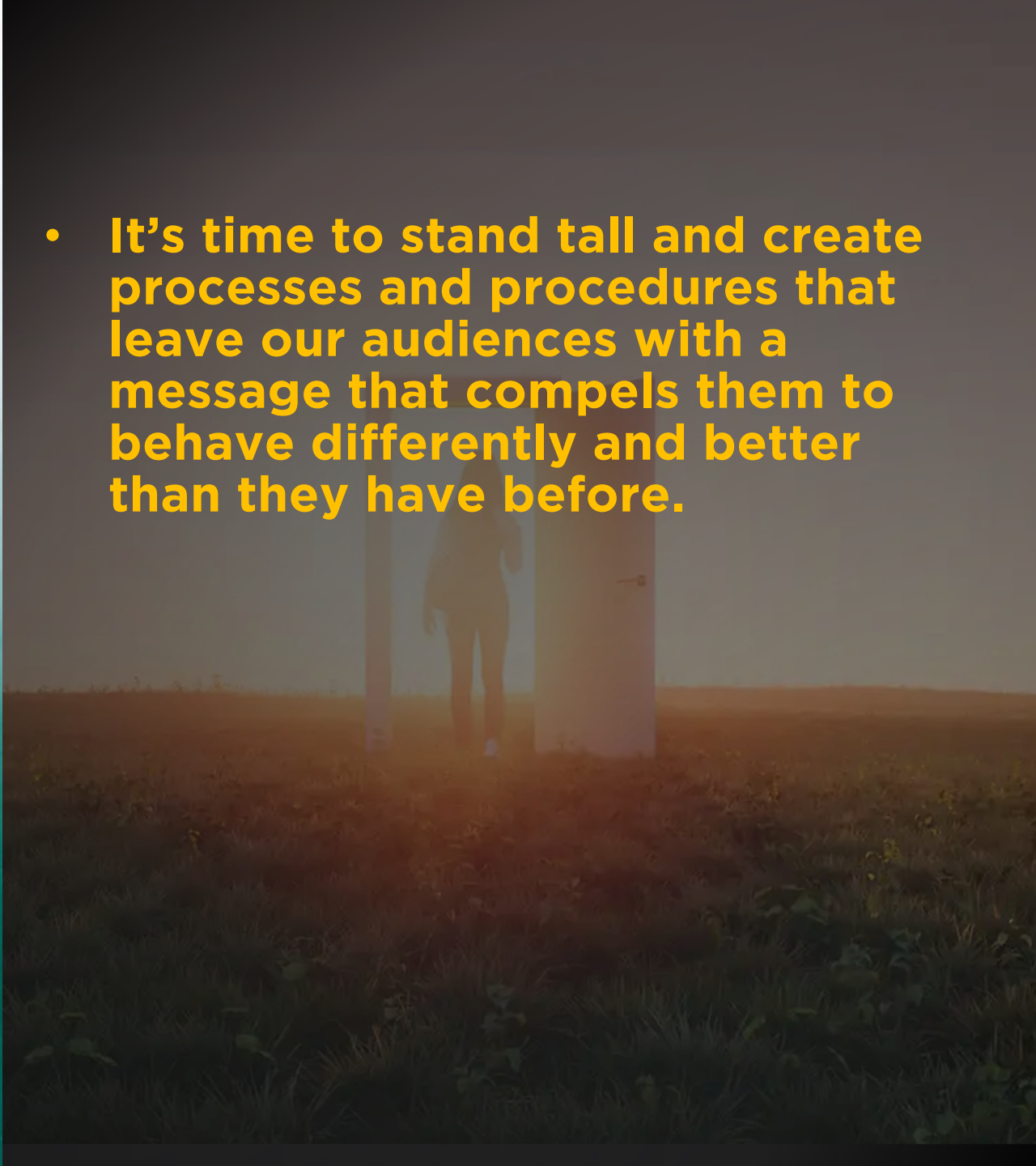
LINKING
INCLUSION
TO BUSINESS
GROWTH

TIME
for
change





TIME
for
Change

- It's time to stand tall and create processes and procedures that leave our audiences with a message that compels them to behave differently and better than they have before.
- 



TIME
for
Change

- It's time to stand tall and create processes and procedures that leave our audiences with a message that compels them to behave differently and better than they have before.
- **We will be successful when we eliminate systemic barriers.**



TIME
for
Change

- It's time to stand tall and create processes and procedures that leave our audiences with a message that compels them to behave differently and better than they have before.
- We will be successful when we eliminate systemic barriers.
- **We have a responsibility to change the industry by prioritizing the importance of equitable investment, culture and diverse marketing**

ANA

2023

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OCTOBER 10-12

