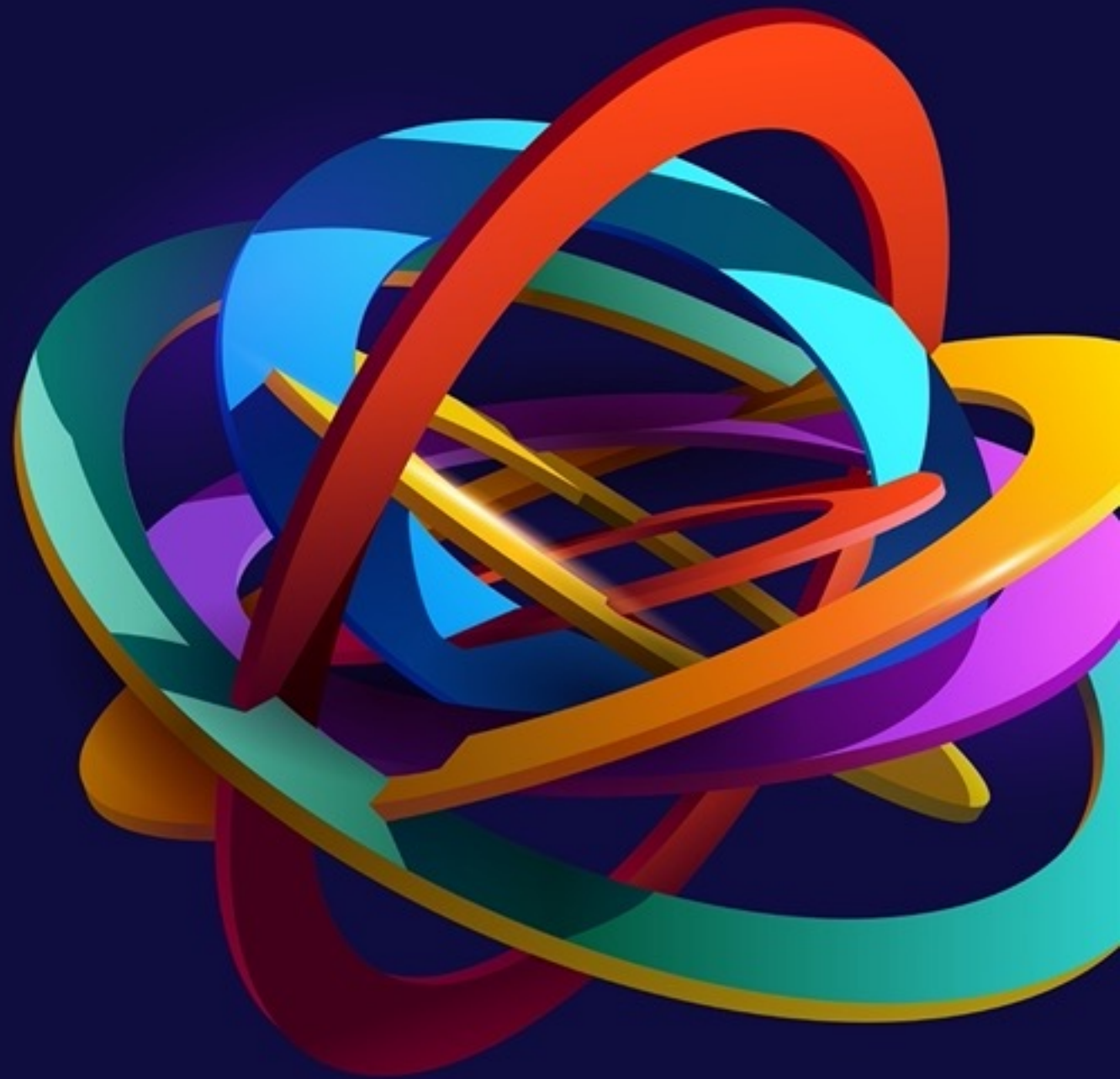




2024 ANA BRAND MASTERS CONFERENCE

BOB LIODICE
CHIEF EXECUTIVE OFFICER | ANA





“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product over another.”

Seth Godin

Marketing and Leadership Expert

**DECISION
MAKING!!**

MARKETERS' RESPONSIBILITY

“We make marketing decisions....

We are counted on to steer the ships of our brands.”



The Good Feet Store

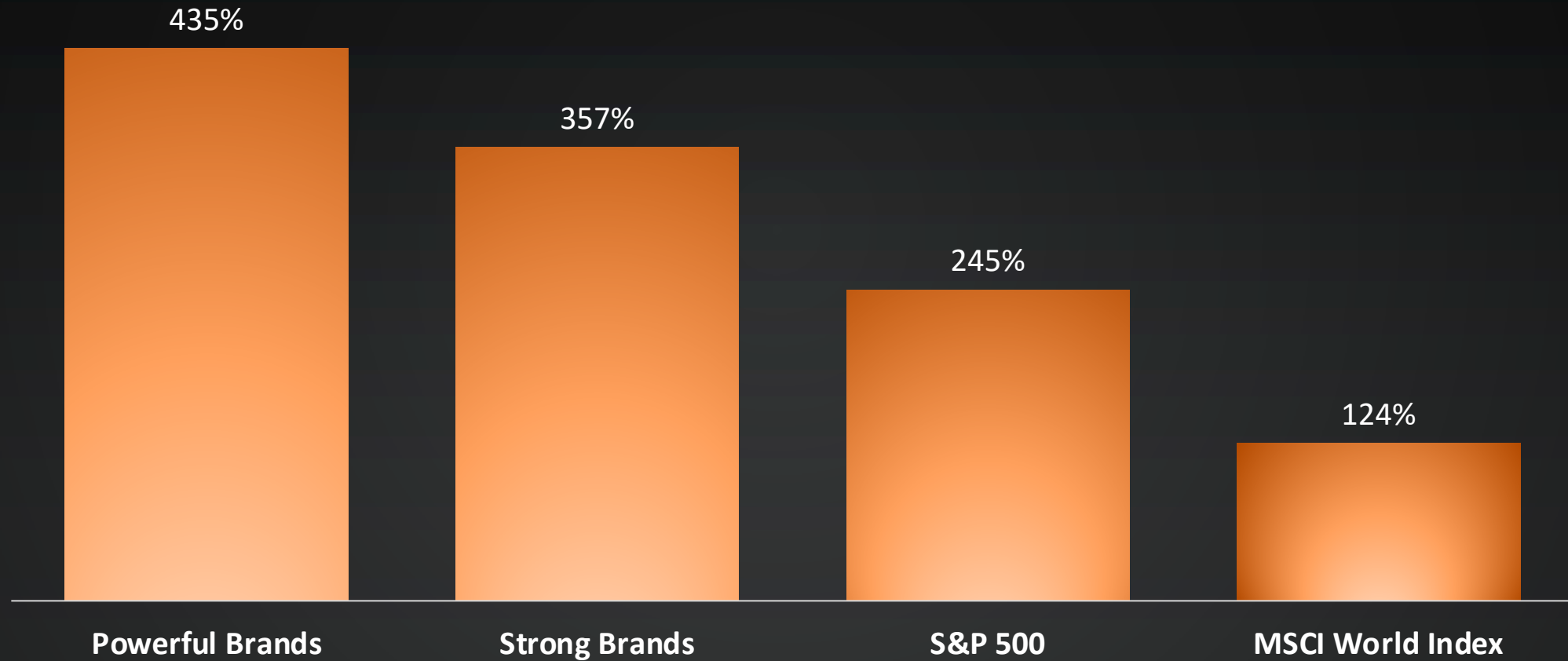
Doug Zarkin
Chief Brand Officer

Activate Brands: **DRIVE GROWTH**

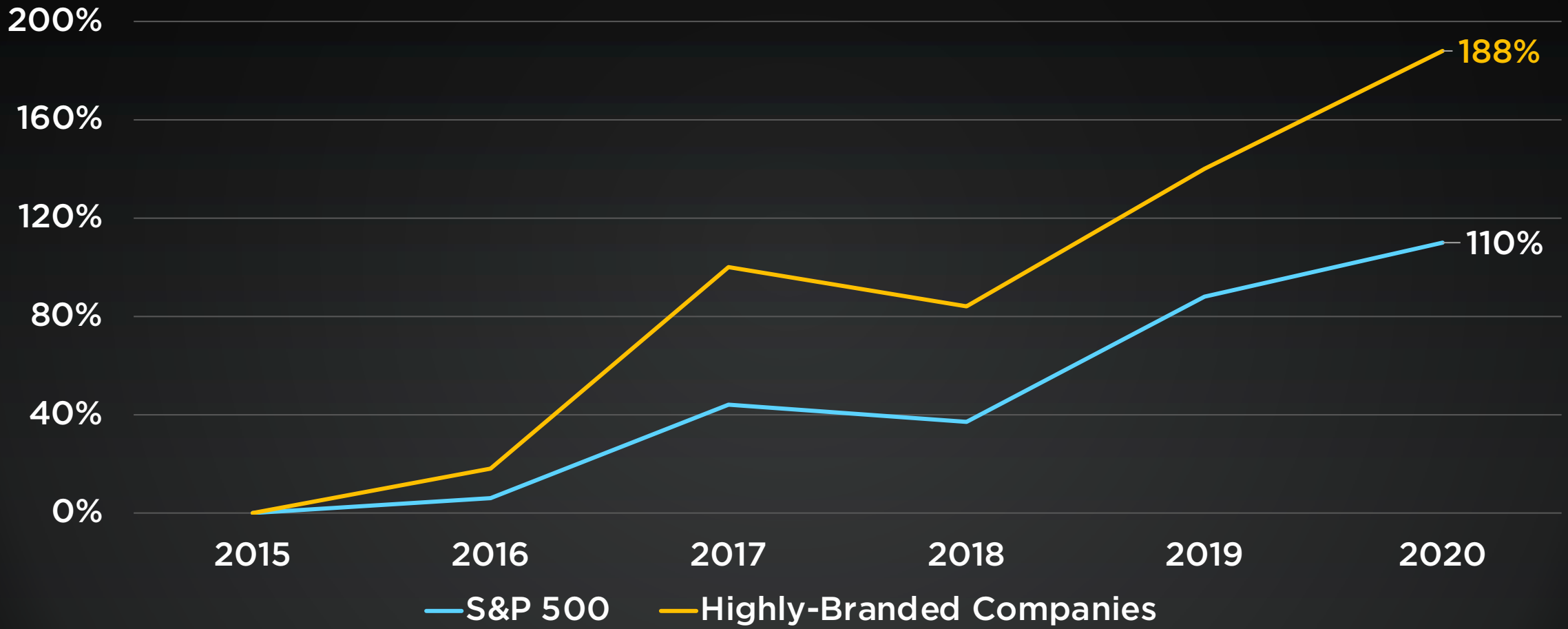


Strong Brands = Superior Returns

2006-2022



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





**Driving
Brand Growth
Is
COMPLEX**



Virgin

“Branding demands
commitment:
commitment to
continual reinvention;
striking chords with
people to stir their
emotions; and
commitment to
imagination.”

Sir Richard Branson

Founder

ANA GROWTH AGENDA



UNLOCKING BRAND GROWTH

- **Media Excellence**
- **Data and Analytics Superiority**
- **Growth in Measurement Capability**
- **Leveraging Technology**
- **Outstanding Talent**
- **Advancing DEIB**

**But it begins with
Creativity!!**



“Marketing magic exists
between consumer truth
and product truth.

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

Soyoung Kang
CMO, eos

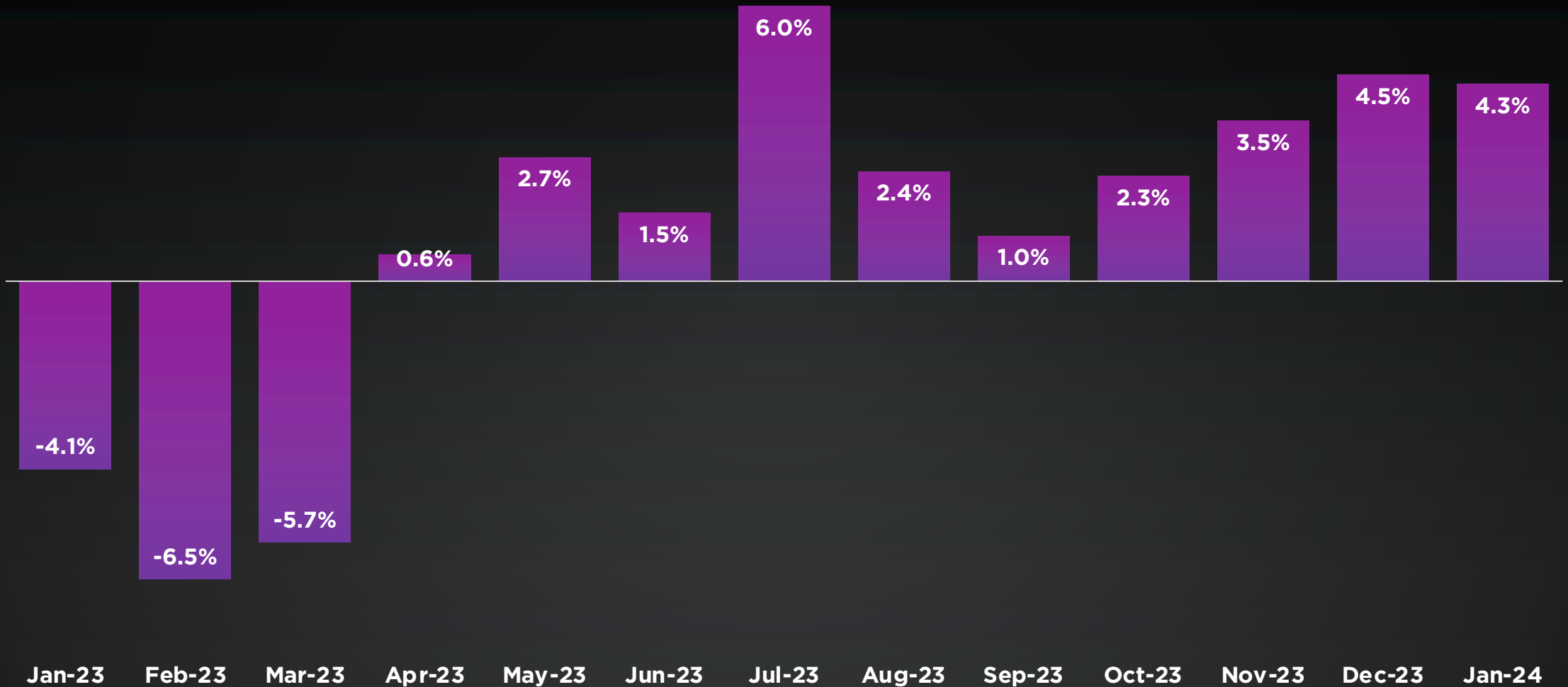


**Brands
Need So
Much More...**

Media Excellence **DRIVES GROWTH**



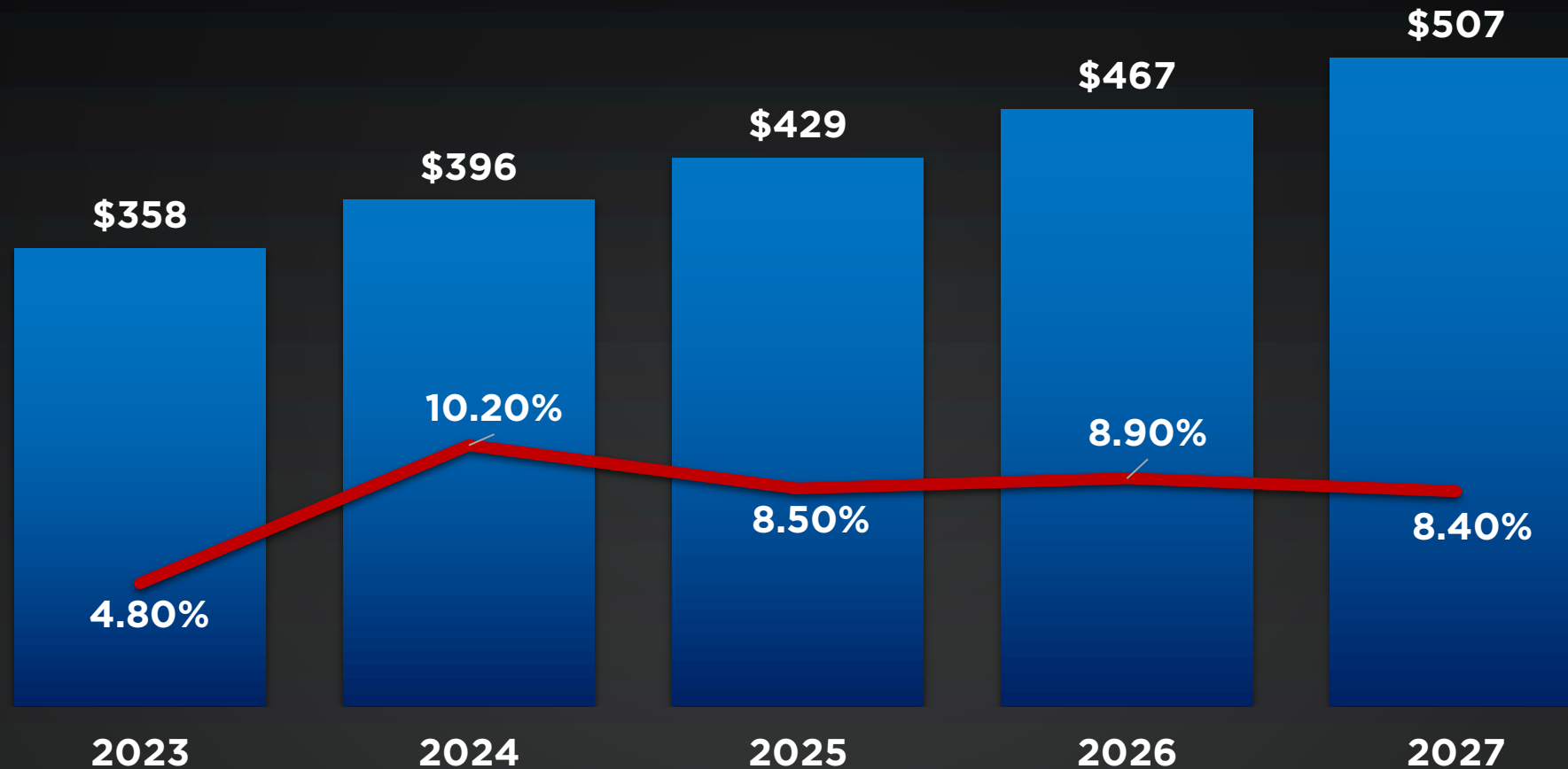
Monthly Change in U.S. Ad Spending



Source: Guideline's U.S. Ad Market Tracker, February 2024

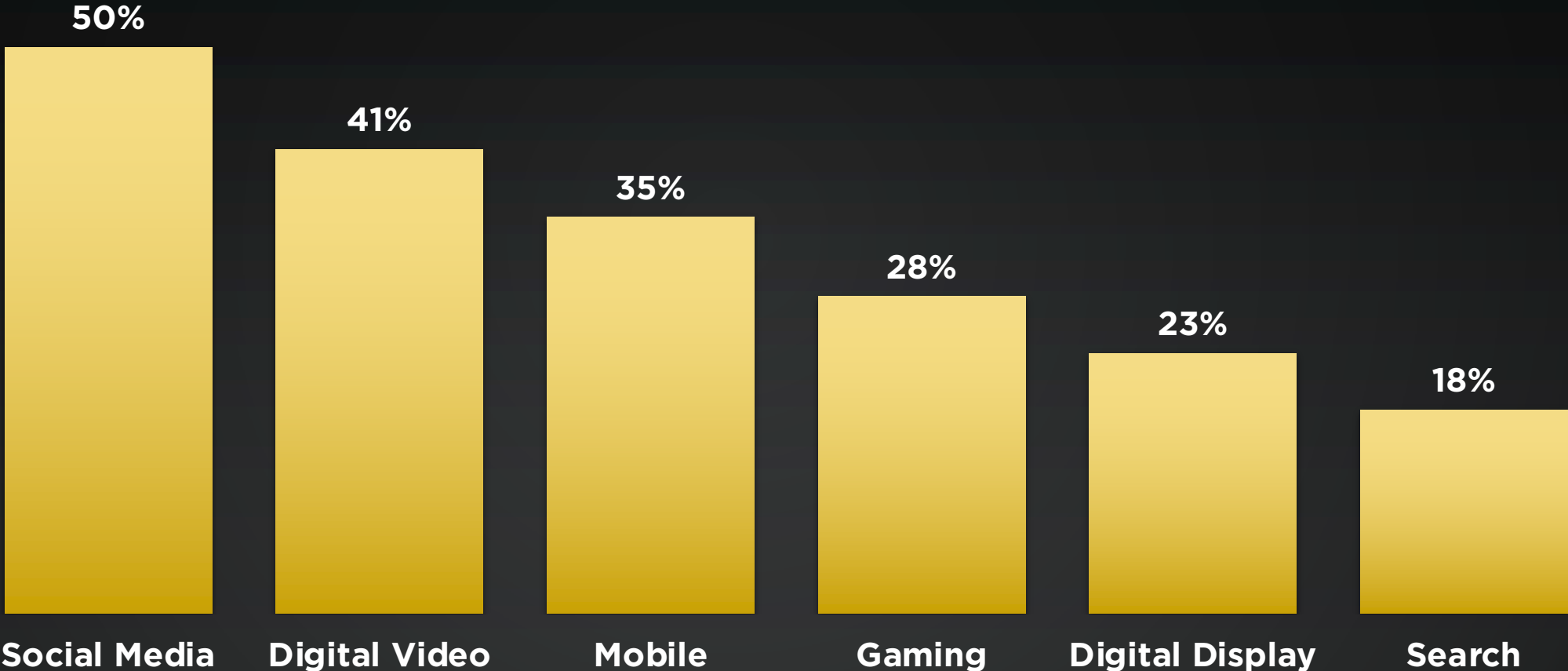
Total U.S. Media Ad Spending

Billions



Media Forms with Potential for Innovation and Opportunity

% of respondents



Source: Integral Ad Science, 2024 Industry Pulse Report December 2023



Citizen's Bank

**Superior Data
Quality
for Brand Growth**

MARKETING DATA QUALITY

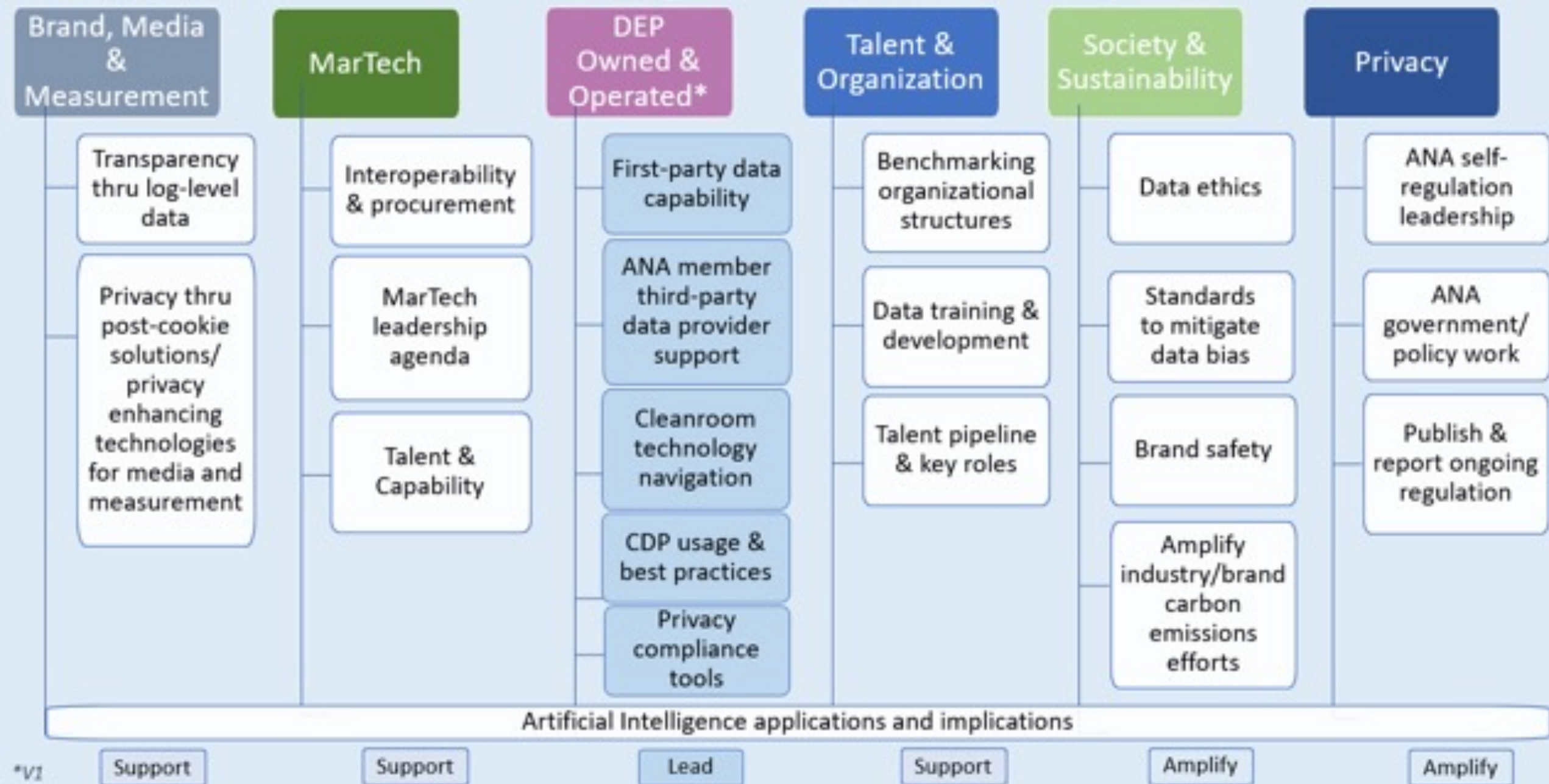
Only 47%
of marketing professionals
feel that the quality of
their marketing data
allows them to make
effective decisions on
where to spend resources

Critical Elements To Improve Data Quality

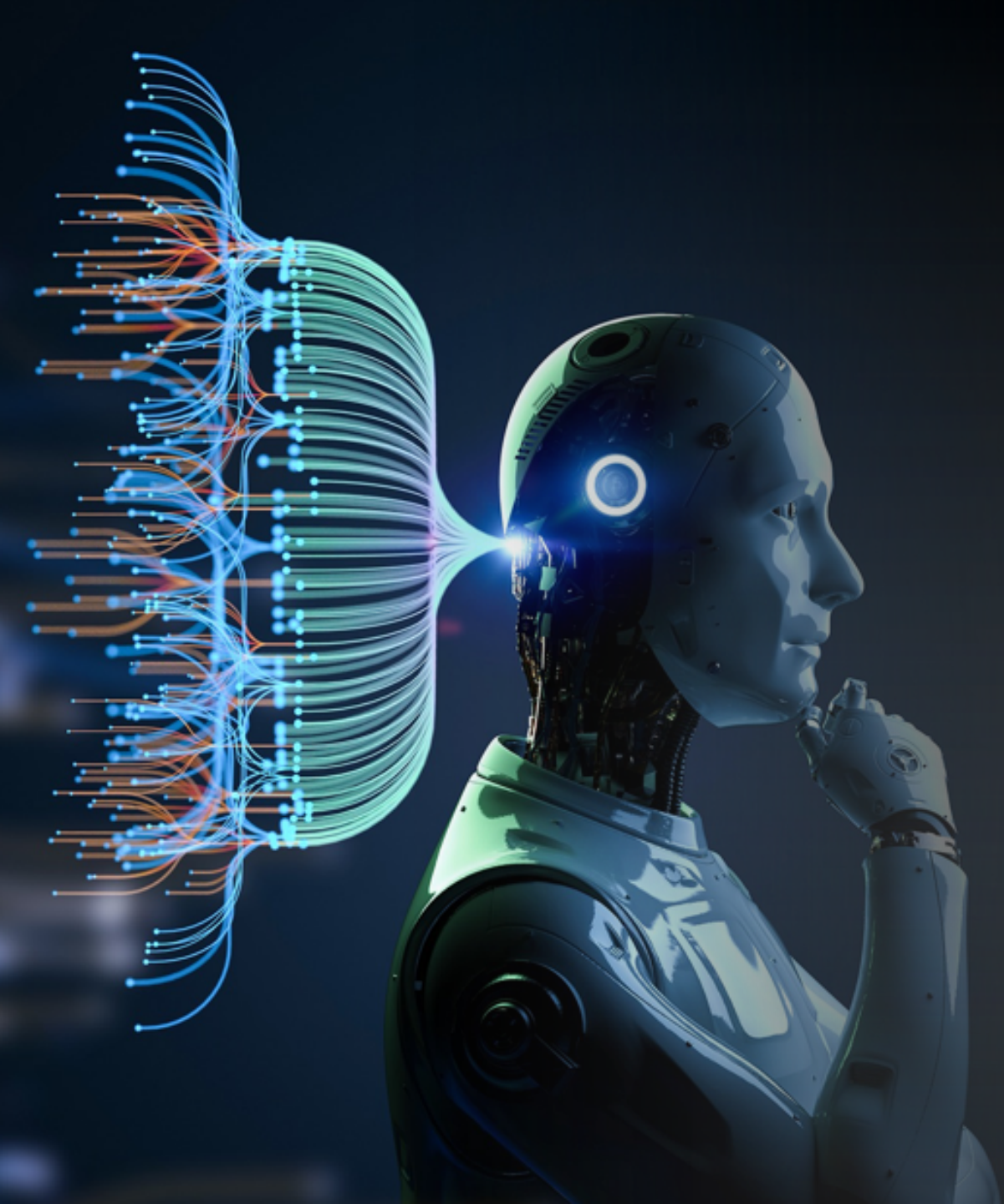


Data Impact on ANA

Data is permeating across much of the ANA Growth Agenda



**Technology
Drives
Brand Growth**



Artificial Intelligence

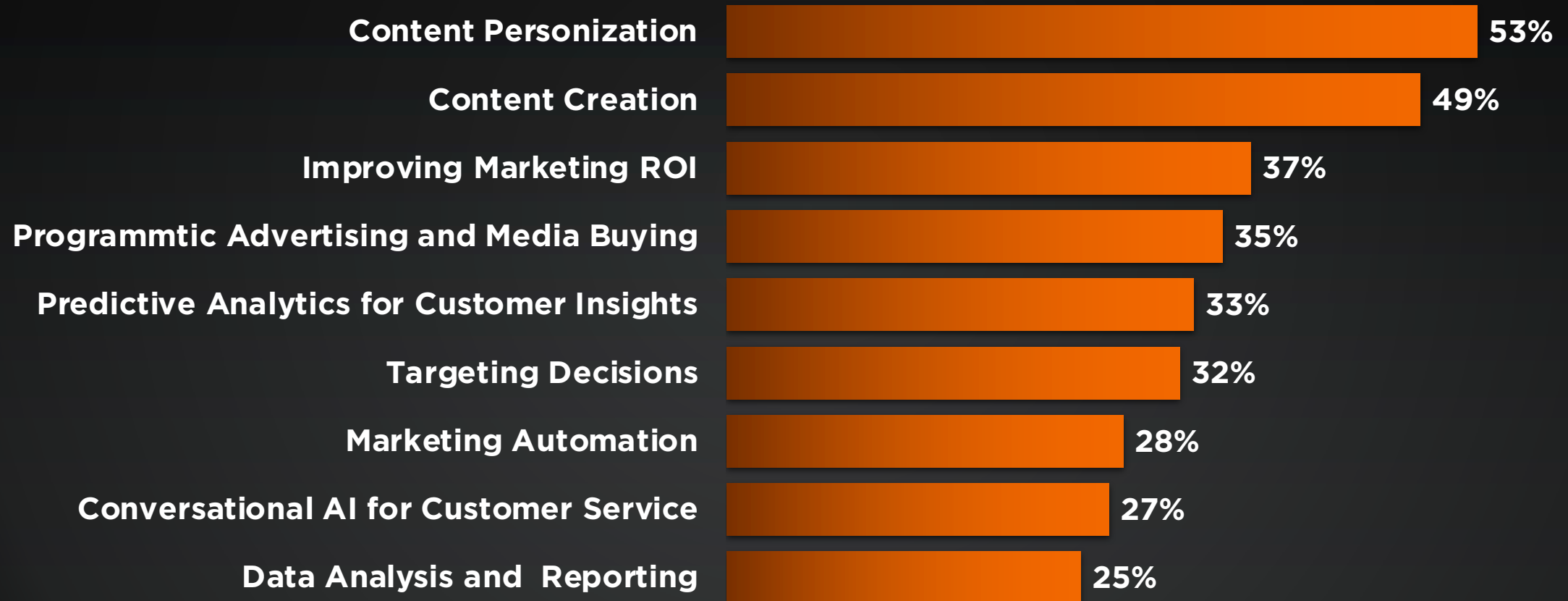
**“Artificial
intelligence will
have a
more profound
impact
on humanity than
fire, electricity, and
the Internet.**

Alphabet

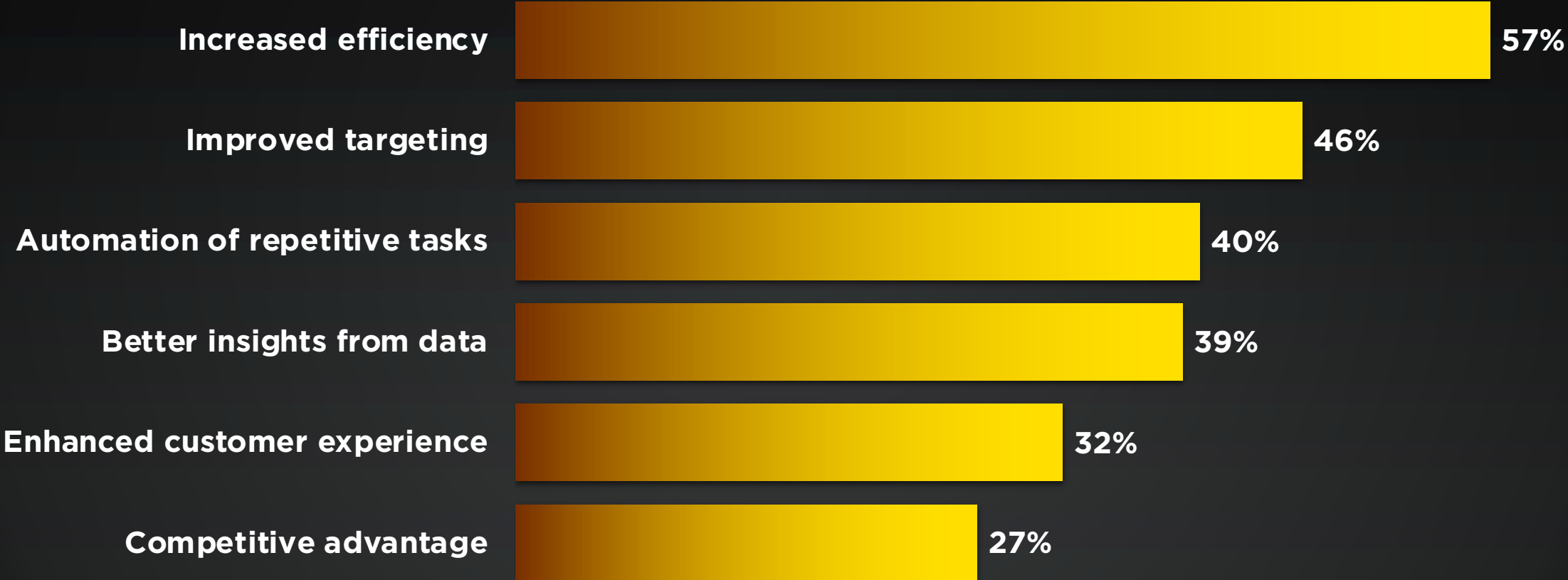
Sundar Pichai
CEO



Top Marketing Uses for AI



Top AI Marketing Key Benefits



Source: Ascend2, Leveraging AI in Marketing, 2024

AI Impact

+6.2%

Improved Sales Productivity

+7.0%

Increased Customer Satisfaction

-7.2%

Lower Marketing Overhead Costs

BRAND AUTHENTICITY DRIVES GROWTH

Purpose

DEIB

Sustainability

“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[✓]

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



Unilever

**DEIB EXCELLENCE
DRIVES GROWTH**



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

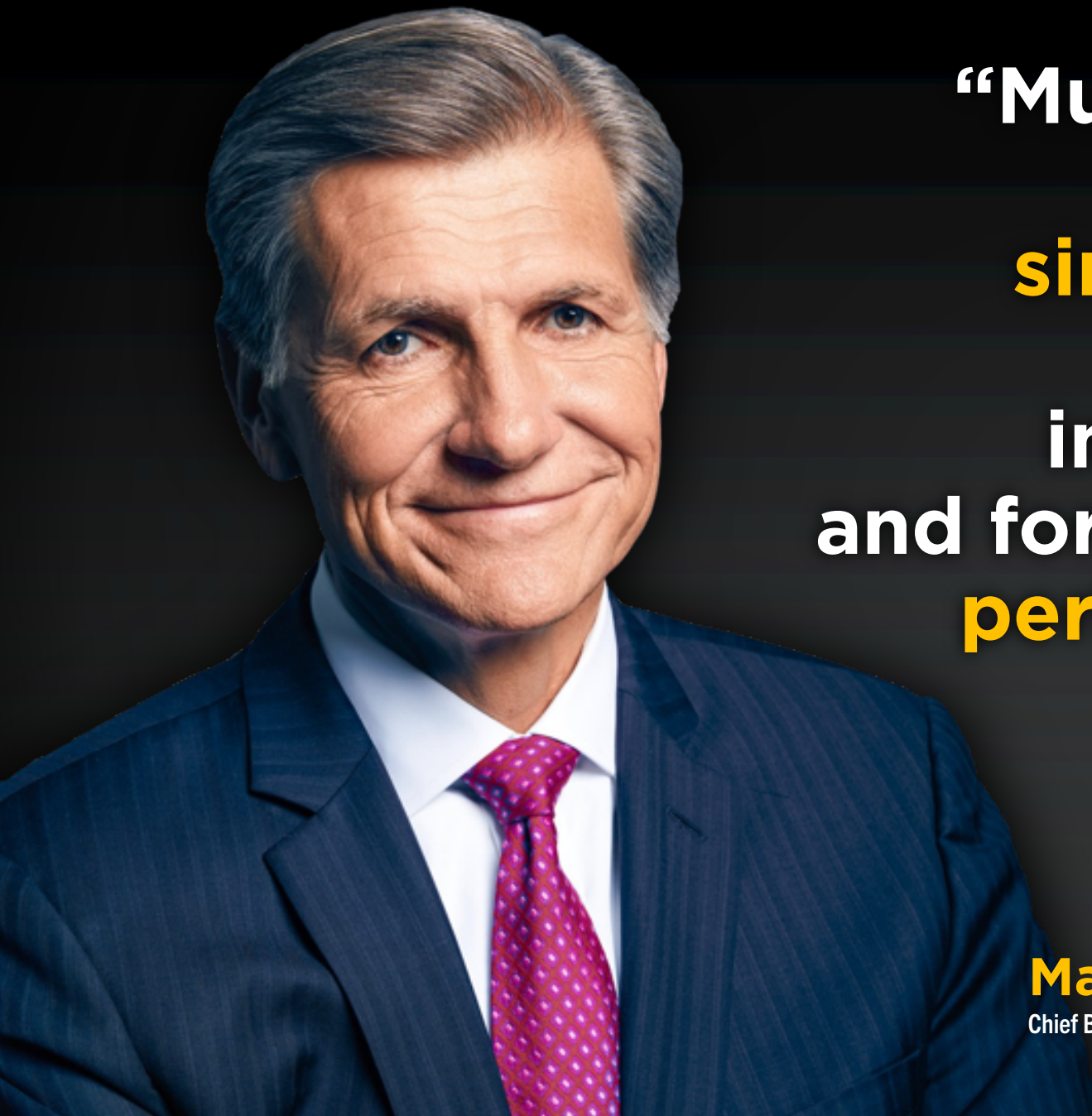
Unwavering courage and a sustained
commitment are required...

And it has to last for years.

Manoj Raghunandanan

Global President, Self Care





**“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



Sustainability
DRIVES GROWTH



AD
NET
ZER 

ALL FOR NONE

ANA

**PROGRAMMATIC
MEDIA
SUPPLY CHAIN
TRANSPARENCY
STUDY**

FIRST LOOK



JUNE 2023

ANA.NET

ANA

**PROGRAMMATIC
MEDIA
SUPPLY CHAIN
TRANSPARENCY
STUDY**

COMPLETE REPORT



**PLAYBOOK
SUMMARY
PAGES
20-26**

DECEMBER 2023

ANA.NET

A Digitally-Trained Workforce **DRIVES GROWTH**



**ANA
MISSION**



**TRAIN
THE WORLD**

**60,000
individuals**



**Marketing
Training &
Development
Center**

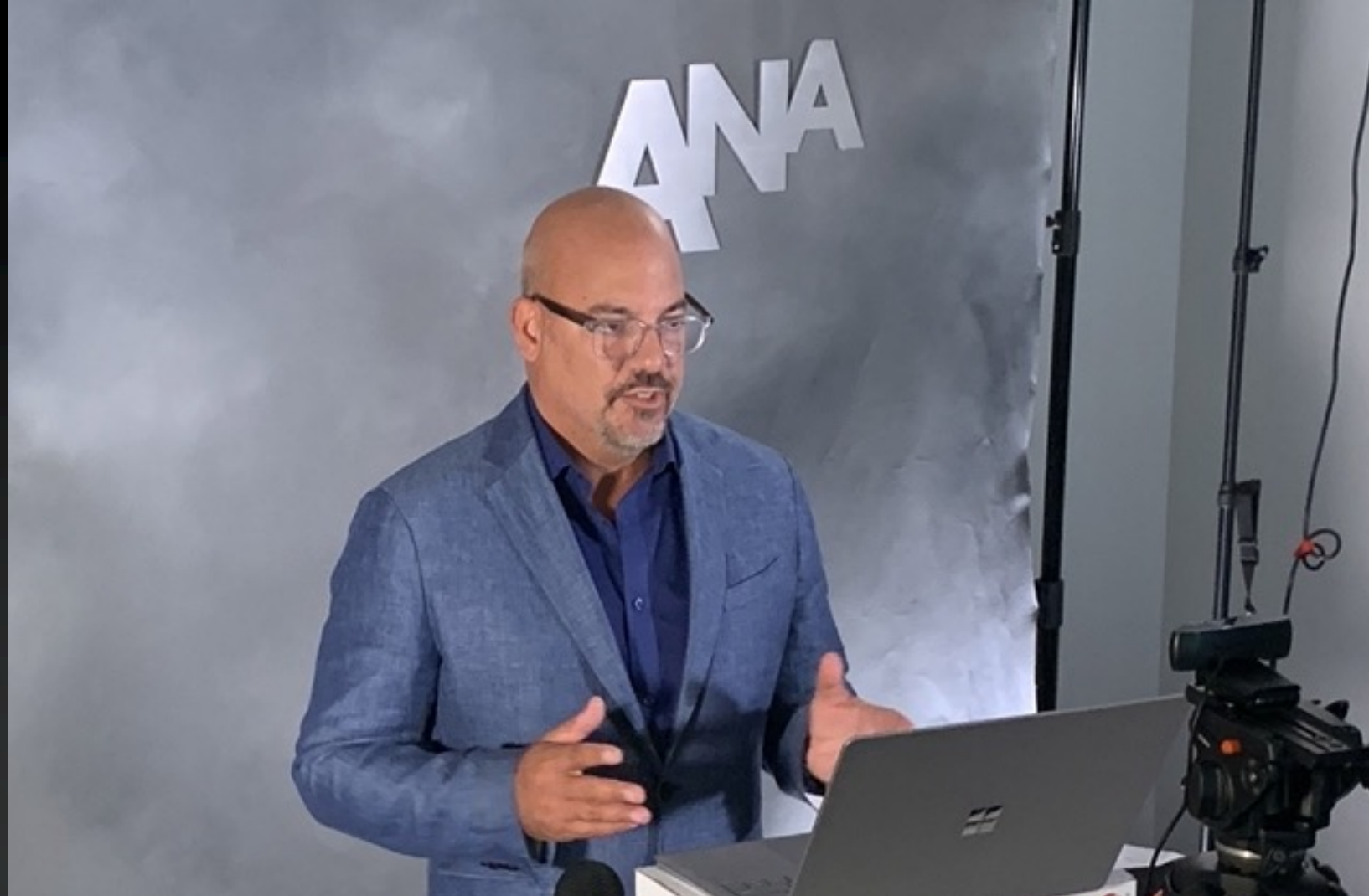


**THE ANA
EDUCATIONAL
FOUNDATION**



**Institute
for Real
Growth**

ANA's Global Weeks of Learning



CMO
GROWTH COUNCIL

ANA CANNES
LIONS

RESET
REBOOT
REOPEN

MARKETING'S GLOBAL DAY OF LEARNING



**Oustanding
Leadership
Drives Growth**



**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**

Brand **Growth and** **Performance**

ANA GROWTH AGENDA

