

# ASK

**RESEARCH SERVICE**

*Resources for Smarter Marketing*

An exclusive benefit of ANA membership, the dedicated team of researchers behind **ASK** does the legwork for members: we research, distill, and organize customized reports using ANA content, licensed resources, 3<sup>rd</sup>-party information, and a network of subject matter experts that include ANA member peers.

ASK helps members navigate the breadth of the ANA's products and services, connecting them with conferences, events, training, webinars, and more.

ASK also acts as an internal intelligence hub, servicing departments and teams with data-driven insights about member requests by industry and topics.

## What is ASK?

# Why Do Members Use ASK?

## Time Savings

**ASK** gets the answers and information members need, saving marketers and their teams significant time to focus on other objectives.

## Workforce Multiplier

**ASK's** team of seasoned researchers can function as an additional resource – an extension of a member's team – when it's needed most.

## Trusted Information

**ASK** uses ANA proprietary content, established third-party sources, and an expert marketer network to yield curated, high-quality information.

## • What Do Members ASK About?

The team is made up of researchers with decades of experience in the marketing and advertising spaces and we provide best practices, trends, and examples across but not limited to these topics:

- ✓ Agency Search
- ✓ Brand Building & Activation
- ✓ Brand Purpose
- ✓ B2B
- ✓ Content Marketing
- ✓ Data & Analytics
- ✓ Direct Marketing
- ✓ Diversity, Equity & Inclusion
- ✓ Digital, Social & Mobile
- ✓ Influencer Marketing
- ✓ In-House Agencies
- ✓ Marketing Organization
- ✓ MarTech
- ✓ Procurement
- ✓ Marketing Budgeting
- ✓ Multicultural Marketing
- ✓ Sponsorship/Event Marketing
- ✓ Sustainability

# Sample ASKs

- I'm looking for standard language that we can put into contracts with media agencies about brand safety and specifically the types of content we don't want our advertising to be on (e.g., political sites, extremist content, etc.)
- How are modern-day companies measuring AND showcasing their brand health and reputation together?
- We will be relaunching our loyalty program with a different strategy to keep consumers engaged. Do you have any research on transitioning a loyalty consumer from one program to another or research on how to best communicate these changes?
- I am wondering if you have any information regarding creative wearout? Do consumers experience ad fatigue after a certain number of exposures?
- I am requesting information on artificial intelligence (AI) in marketing and advertising.

# Sample Member Feedback

“Literally an extra pair of hands on my team. They deliver so I can deliver.”

theWonderfulcompany.

“Helps guide my strategic thinking and is the very definition of what exceptional customer service means.”



“Why anyone wouldn’t use this service is beyond me.”



“An invaluable benefit. The team is knowledgeable, responsive, and fast!”



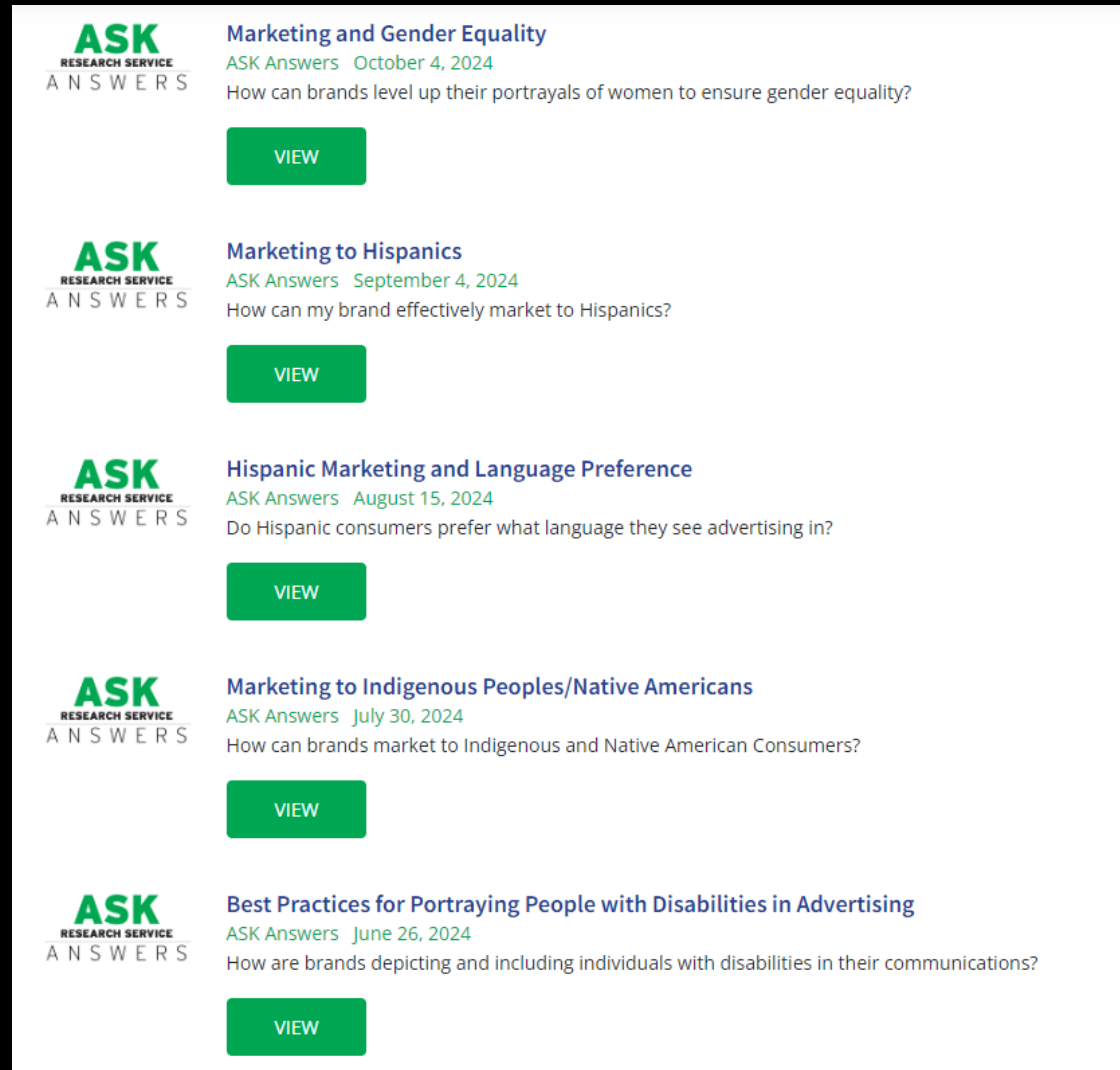
# ASK as an Intelligence Hub

- Using member request insights and knowledge of marketing and ad industry trends, the ASK team creates content in the form of research compilations called *Answers* and *Snapshots*.
  - The former lives on the ANA site as an “always-on” version of our request deliverable for members; the latter is industry-specific and is used by ANA’s membership team for continuing member and prospect engagement.



# ASK Answers Content

Two new issue of *Answers* are created and posted every week. Recent examples:



The screenshot displays a list of five articles from the ASK Answers series. Each article entry includes the ASK Research Service logo, the article title, the date it was published, the question being addressed, and a green 'VIEW' button.

- Marketing and Gender Equality**  
ASK Answers | October 4, 2024  
How can brands level up their portrayals of women to ensure gender equality?
- Marketing to Hispanics**  
ASK Answers | September 4, 2024  
How can my brand effectively market to Hispanics?
- Hispanic Marketing and Language Preference**  
ASK Answers | August 15, 2024  
Do Hispanic consumers prefer what language they see advertising in?
- Marketing to Indigenous Peoples/Native Americans**  
ASK Answers | July 30, 2024  
How can brands market to Indigenous and Native American Consumers?
- Best Practices for Portraying People with Disabilities in Advertising**  
ASK Answers | June 26, 2024  
How are brands depicting and including individuals with disabilities in their communications?



# *ASK's Snapshots*

An example of an industry snapshot:



**ASK**  
RESEARCH SERVICE

Second-Half 2023 Pharma Update



Pharmaceuticals

Thank you!

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