



**2018 ANA
Advertising Financial
Management Conference**

Bob Liodice

Chief Executive Officer

Marketer's Responsibility



Growth!!!

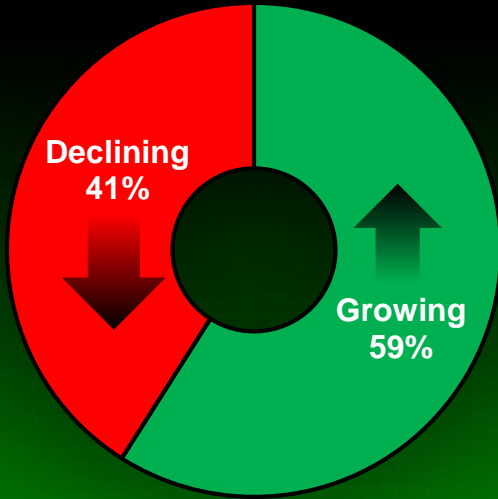
ANA

great marketing
isn't great unless it produces
business and brand results

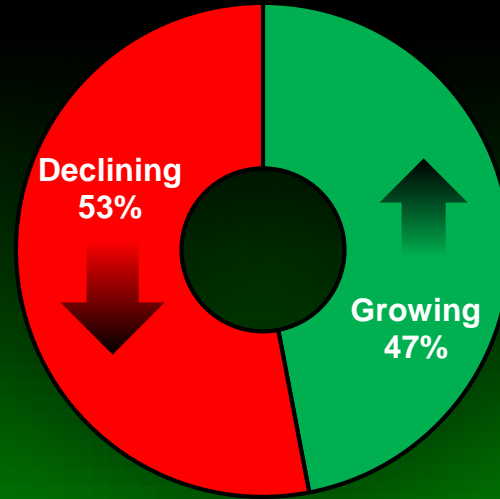
so what does
great marketing
look like?

Growth Issue: The 2017 Fortune 500

Revenues



After-tax Profit



Growth Rate by Sector – 2014-16

Healthcare	+12.6%	Apparel	+0.3%
Technology	+6.3%	Automotive	+0.2%
Food and Drug Stores	+3.2%	Media	+0.0%
Retail	+2.1%	Restaurants & Leisure	-0.1%
Telecommunications	+2.0%	Household Products	-0.3%
Transportation	+1.8%	Materials	-0.6%
Financial Services	+1.1%	Chemicals	-0.8%
Business Services	+0.5%	Industrials	-1.2%
Defense & Aerospace	+0.4%	Food, Beverages, Tobacco	-1.4%
Engineering & Constr.	+0.4%	Energy	-19.0%



Growth

Jez Frampton

chief executive officer

"Growth is fundamental to life. It is an inherent part of being human. Shifts in behavior, expectations and experiences provide incredible opportunities for business growth. One of the most critical ways to turn change into growth is by building a strong brand."

Interbrand

“Brands
are the constancy
that accelerate business growth.”

Interbrand's Best Global Brands
October '17

Interbrand Work Views Best Brands Services About Contact

Return to 2017 report home

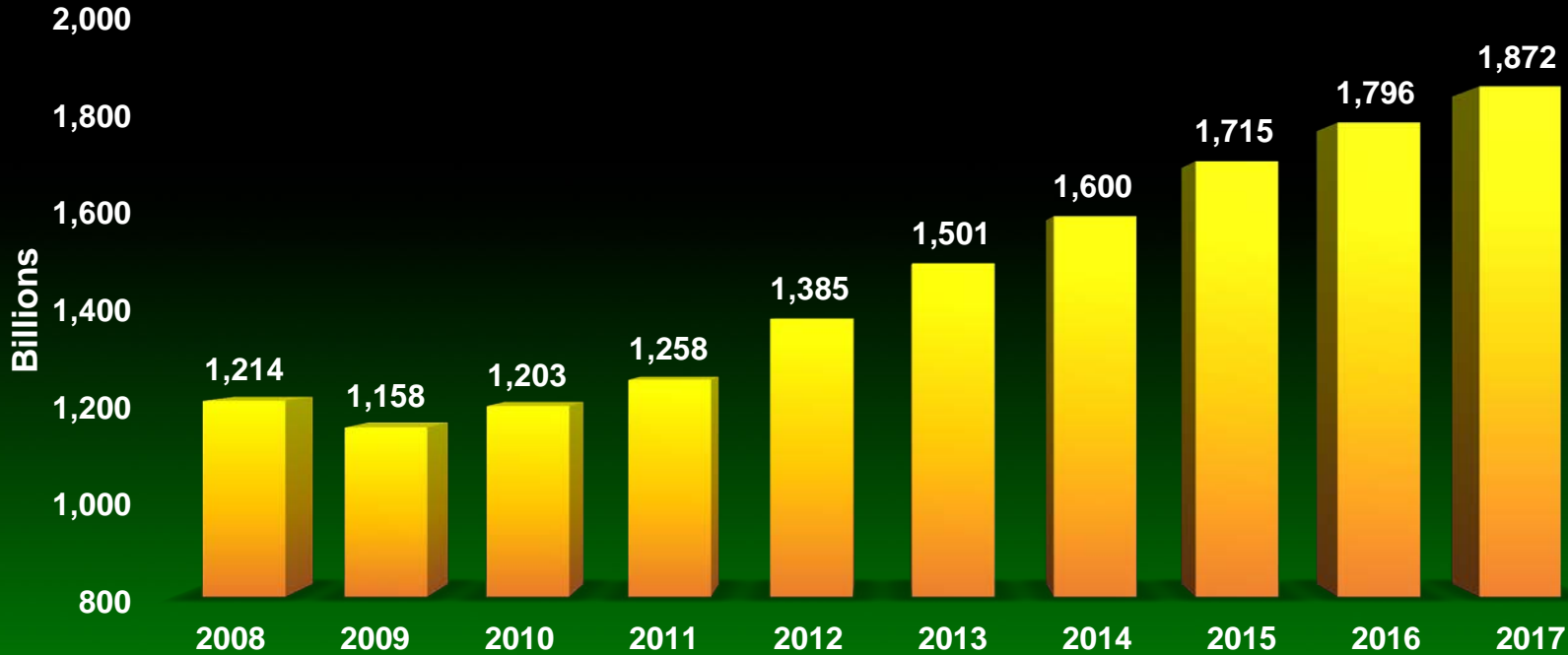
Best Global Brands 2017 Rankings

Filter +

01 Apple +3% 104,154 \$m	02 Google +6% 141,705 \$m	03 Microsoft +10% 79,990 \$m	04 Coca-Cola -5% 68,732 \$m	05 Amazon +29% 64,796 \$m	06 Samsung +9% 56,349 \$m	07 Toyota -6% 50,291 \$m	08 Walmart +48% 48,191 \$m
09 Mercedes-Benz -11% 41,208 \$m	10 IBM -3% 41,533 \$m	11 Facebook +3% 41,533 \$m	12 McDonald's +5% 41,533 \$m	13 Bosch 0% 41,521 \$m	14 Disney +5% 40,777 \$m	15 Intel +7% 39,458 \$m	16 United States +3% 31,930 \$m
17 Nike +1% 31,930 \$m	18 PepsiCo +1% 31,930 \$m	19 Alibaba Group +1% 31,930 \$m	20 Oracle +1% 31,930 \$m	21 Cisco Systems +1% 31,930 \$m	22 Arista Networks +1% 31,930 \$m	23 United States +1% 31,930 \$m	24 ZARA +1% 31,930 \$m

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2017 Global Brand Value: **Grew 4.2%**



Growth of 54%



MASB

- Approved ISO global standings
- Standings mandate evaluation of brands
 - Brand value
 - Other accountability metrics
- Elevates board dialogue for investments in marketing growth



MASTERS CIRCLE

Aligning CMOs with Industry Leadership & Growth



ANA Masters Circle Agenda

- Brand/Creative Excellence
- Talent
- Marketing Organization Management
- Measurement, Data/Analytics & Accountability
- Brand Purpose
- Gender Equality
- Inclusion, Multicultural, Diversity
- Digital Supply Chain
- Transparency
- Brand Safety & Ad Fraud
- Advocacy & Self Regulation
- Future of Advertising, Marketing and Growth



#1

**Brand & Creative
Excellence**

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Courage



“Fear and conservative thinking is what holds back a lot of traditional organizations.

It puts artificial constraints on innovation. Have a sense of fearlessness. Try and experiment without fear.

Your company has nothing to lose.”



Jonathan Mildenhall
CMO, AirBnB



#2

Talent

THE BOTTOM LINE: TALENT DRIVES GROWTH



Our Vision...

Inspire and
attract the
next generation
of talent



Accelerate
professional
development
and training



Take
charge of
our talent
future





TALENT FORWARD

**The ANA
Talent Forward
Alliance**

#3

**Marketing
Organization
Management**

ANA Playbook for Change - **Marketing Organization**

MARKETING
ORGANIZATIONAL
STRUCTURE
RESEARCH

[Learn More About Marketing Organization](#)

Inhouse Agencies

Anheuser Busch



Programmatic

American Eagle
Outfitters



Social Media

Major League
Baseball



Search and Analytics

Nationwide



Programmatic

Plantronics

plantronics

Influencer Marketing



#4

**Measurement
Data/Analytics
Accountability**

Measurement Mandate



- Data
- Measurement
- Analytics

Measurement Mandate



Accredited by
Media
Rating Council®

Google



Measurement and Viewability

ANA

#5

**Brand
Purpose**

Growth

“Your brand and business
need to evolve,
be a force for good,
and help people live better.”



Tony Rogers
chief marketing officer



#6

**Gender
Equality**

Gender Equality



Family Friendly Programming Forum

ANA
ALLIANCE FOR
FAMILY[®]
ENTERTAINMENT

#SEEHER

ANA

#7

Inclusion

Multicultural Marketing

Diversity

ANA

Multicultural



CMO Gender/Diversity Scorecard

Gender	
Male	Female
412 (55%)	335 (45%)

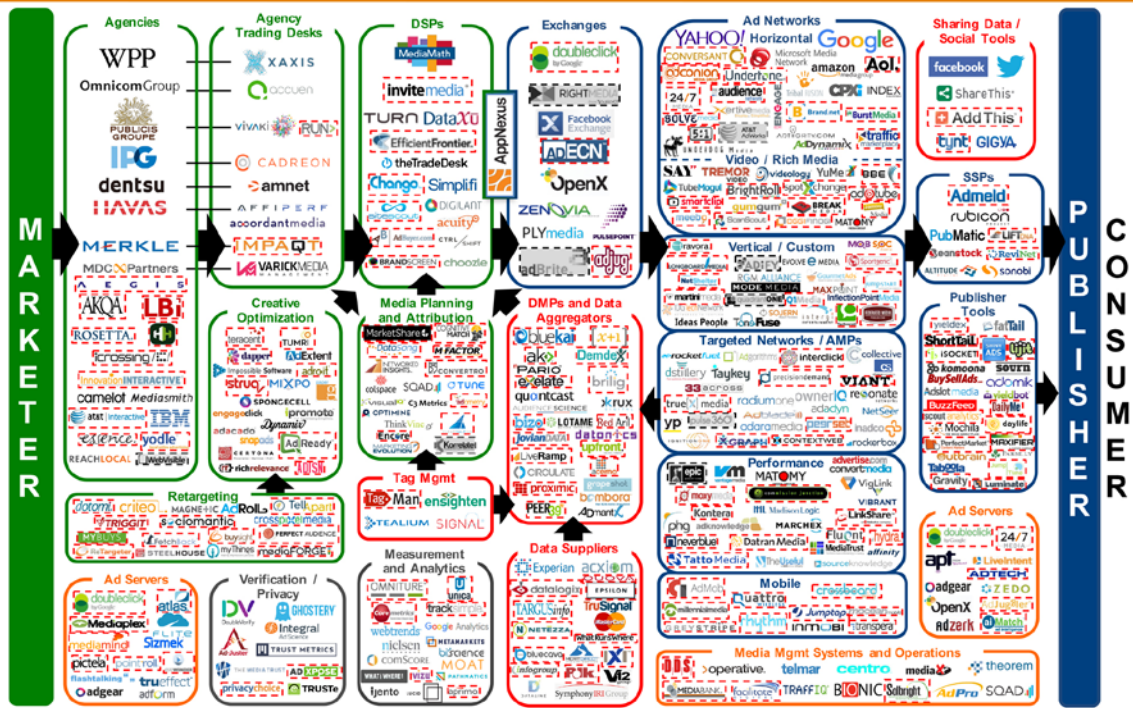
Ethnicity			
African American	Asian	Caucasian	Hispanic
23 (3%)	35 (5%)	665 (87%)	34 (5%)

#8

Digital Media Supply Chain

Overhaul / Master the Digital Supply Chain

DISPLAY LUMAscape



Denotes acquired company

Denotes shuttered company

© LUMA Partners LLC 2016



TRUSTX

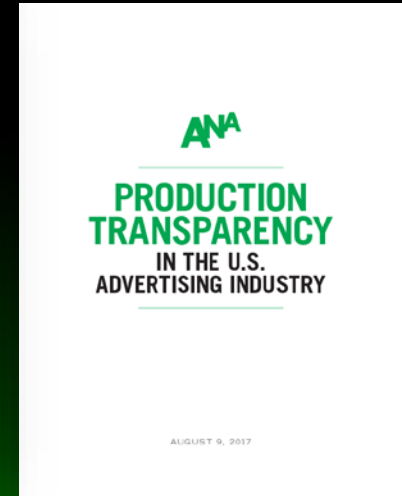
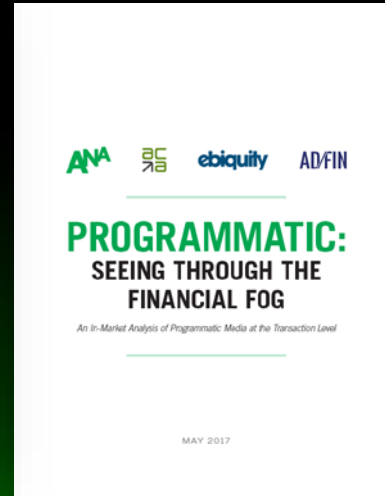
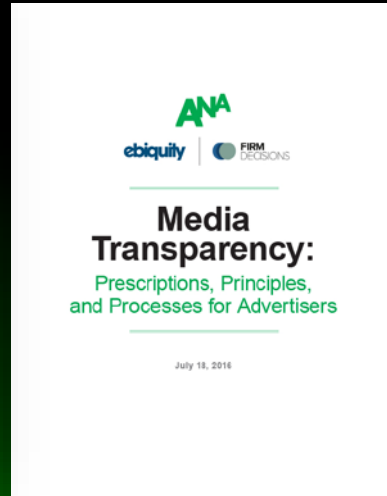
BUILDING THE SUSTAINABLE FUTURE
FOR TRUSTED ADVERTISING

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#9

Transparency

Transparency



#10

**Brand Safety
Ad Fraud**

ANA Playbook for Change – Ad Fraud

 | 

BOT BASELINE 2016-2017

FRAUD IN DIGITAL ADVERTISING

- Demand Transparency for Sourced Traffic
- Refuse Payment on Non-Human Traffic in Media Contracts
- Avoid Excessive Restrictions
- Encourage MRC Accredited Third-Party Fraud Detection on Walled Gardens
- Create and Implement Blacklists



Digital Ad Fraud



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#11

Advocacy

Ad Taxes

Saving \$25-35 billion



Privacy



DIGITAL
ADVERTISING
ALLIANCE

Privacy

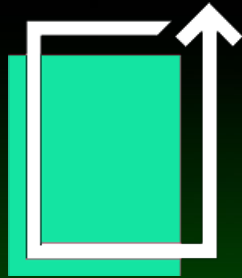


GDPR



California
Privacy Act

Ad Blocking



Coalition for
Better Ads

Self Regulation

ASRC

A red right-angled triangle pointing upwards and to the right, positioned at the end of the ASRC text. A small trademark symbol (TM) is located at the top right corner of the triangle.

A service of the advertising industry and Council of Better Business Bureaus

ANA

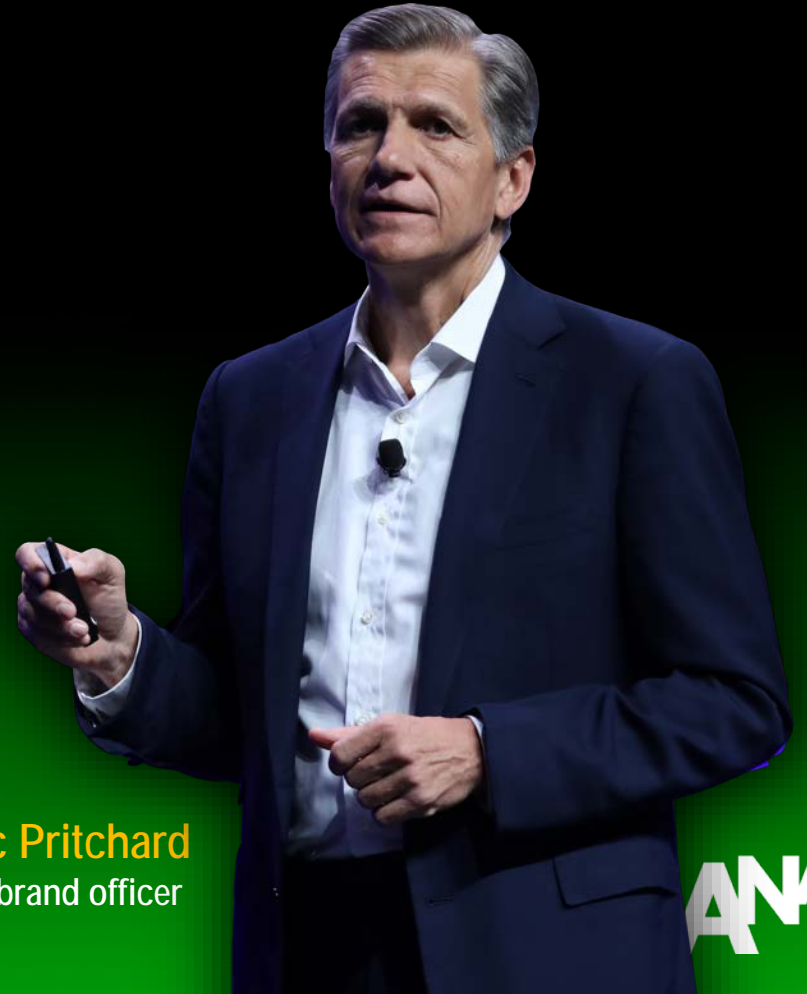
#12

**The Future of
Advertising,
Marketing, & Growth**

ANA

Growth

“Transform,
innovate, and
drive growth.”



Marc Pritchard
ANA chairman and chief brand officer





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