

The logo for ANA (Advertising National Association) is displayed in a large, bold, white, sans-serif font. The letters are slightly overlapping, with the 'A' on the left, the 'N' in the middle, and the 'A' on the right. The background is a solid green color.

**2019 ANA
Advertising Financial
Management Conference**

Bob Liodice

Chief Executive Officer

Marketer's Responsibility



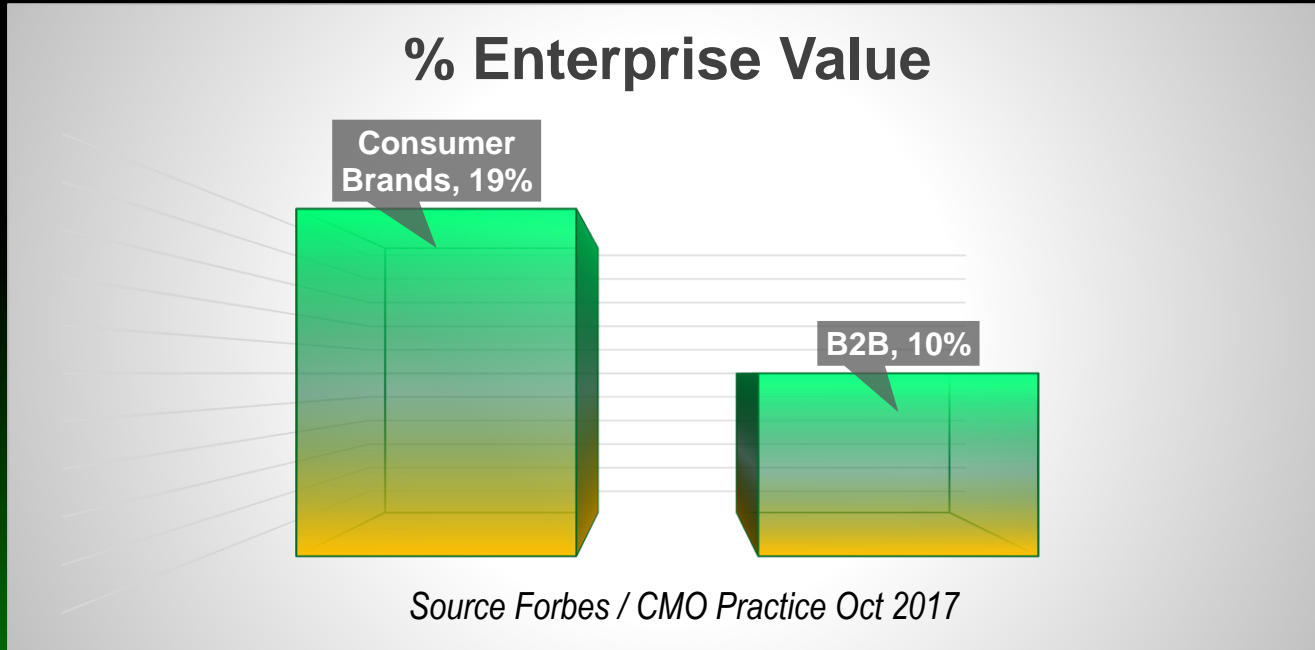
Brands

“The world really needs brands.
Brands help the world
move forward.”

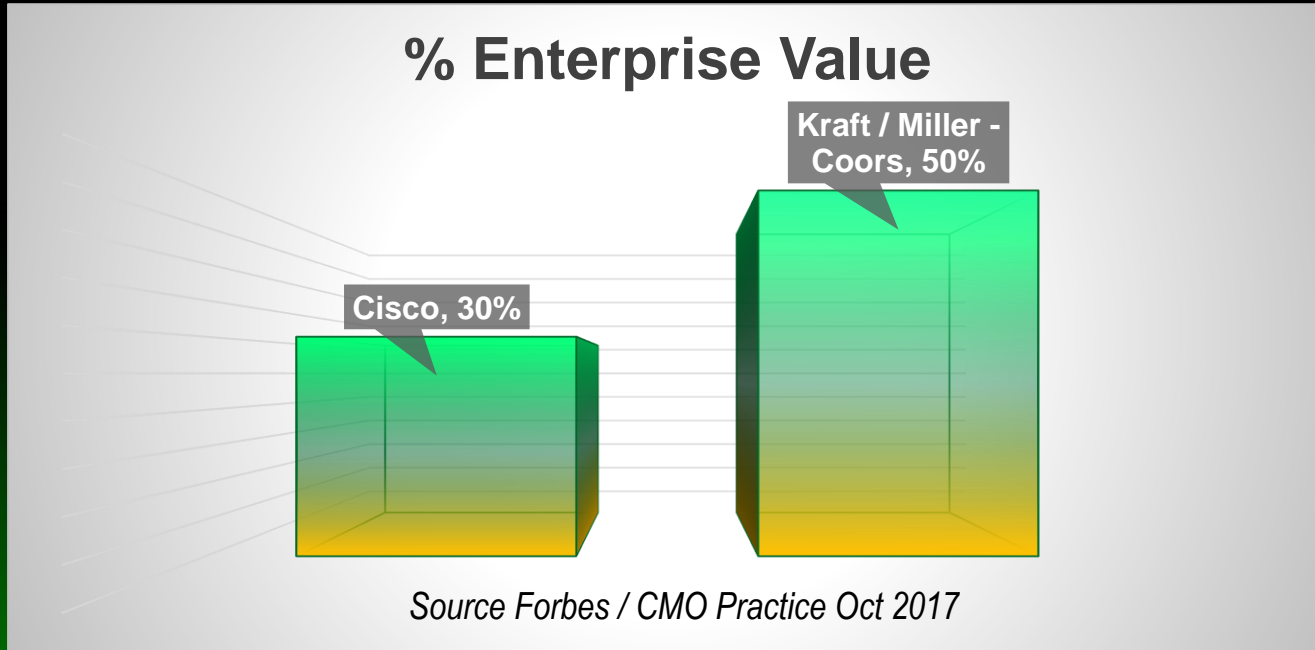
George Hammer
Chief Content Officer



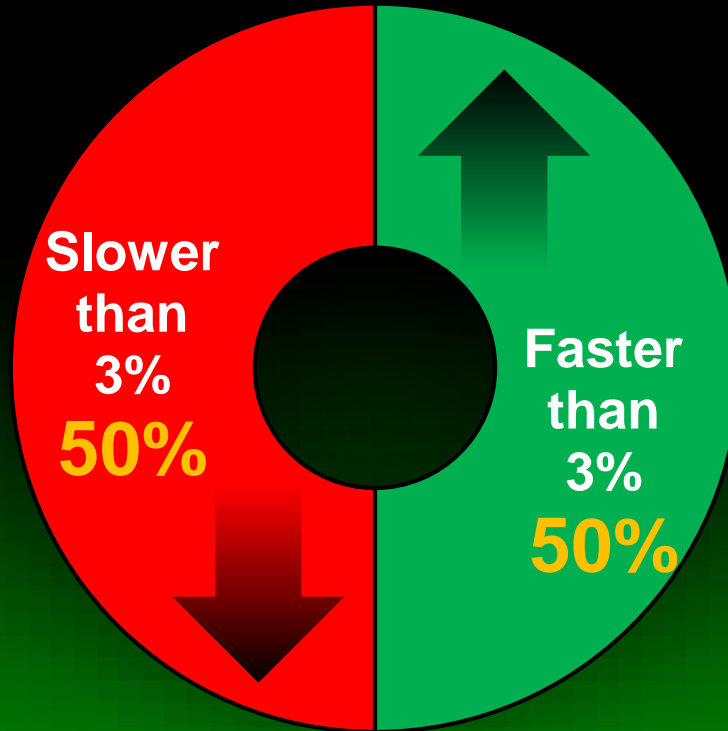
Brand Equity / Brand Value



Brand Equity / Brand Value



Inadequate Brand Value Growth



Source
Interbrand Best Global Brands 2018

Brand Growth

Interbrand

“The brands that are growing the fastest today are those that intuitively understand their customers...
... and make brave, iconic moves that **delight and deliver** in new ways.”

Charles Trevail
Global Chief Executive Officer



Brand Imperatives and Value Shifts

- ...from ensuring consistency to stimulating desire
- ...from marketing centric to enterprise centric
- ...from creating functional and emotional differentiation to changing a way a business goes to market
- ...from communicating the consumer experience to actually shaping it

Source
Interbrand Best Global Brands 2018



The World's
Leading Brands Are
"Activating Brave"

ANA

Activating Brave / Role of Brand

Brand Value Growth Rates are

2.4x

higher than those that do not activate



Activating Brav

The FedEx logo is displayed in white on a dark green background. It consists of the word "Fed" in a bold, sans-serif font, followed by "Ex" in a similar font with a white outline, and a white arrowhead pointing to the right between the two 'x's.

“We’re always looking for that universal idea.

We didn’t have to look anywhere **but inside our brand** to find it.”

Rajesh Subramaniam
EVP / chief marketing and communications officer

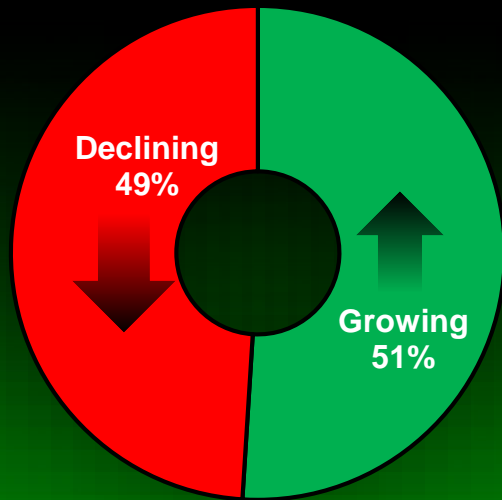
The ANA logo is shown in white on a dark green background. It features the letters "ANA" in a bold, sans-serif font, with a stylized white arrowhead pointing to the right between the 'A's.

Fortune 500

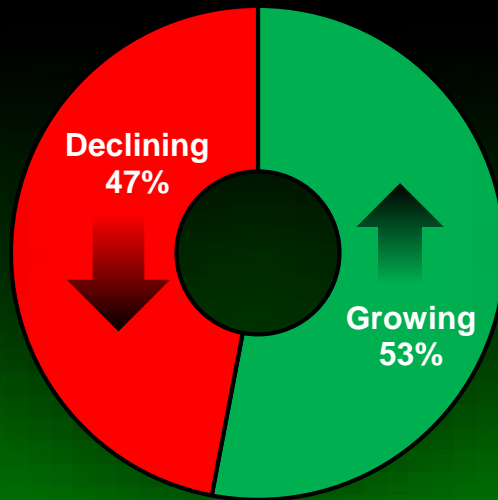
- Two-thirds of U.S. GDP
- Revenues: \$12.8 Trillion
- Profits: \$1 Trillion
- Market Value: \$21.6 Trillion
- Employment: 28.2 million people worldwide

Marketers Generating Insufficient Growth

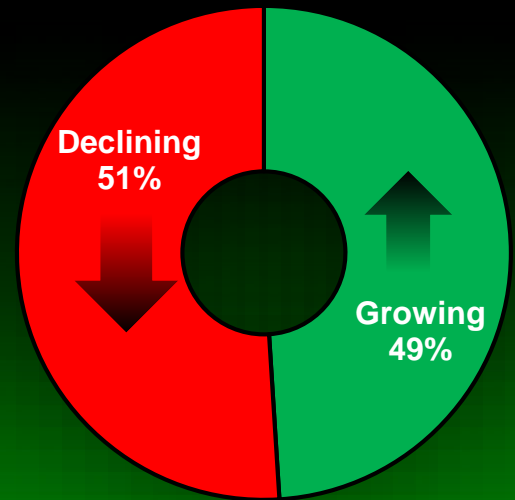
2016



2017



2018



Fortune 500 – 2016-18 After Tax Profits



Marketer Decision Making

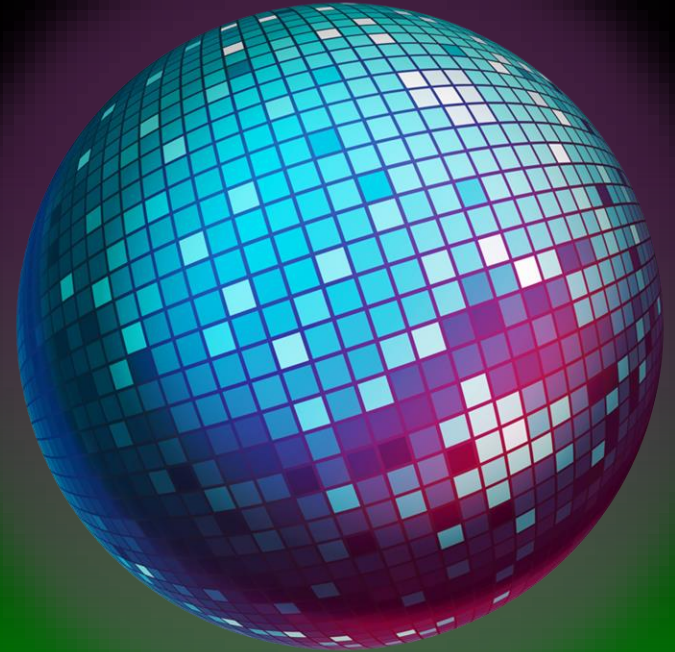
But...are we making the
right decisions to
optimize growth?

History says... "No!!"

The New Shiny Object

Business and Brand Growth

A one-percentage point change in industry growth can add, minimally, **\$500 billion** to sales over three years.



ANA Mission

ANA

Driving Growth

For you, the individual
For your brands and businesses
For our Industry

ANA



Aligning CMOs with Industry Leadership & Growth



The Global CMO Growth Council



Global Growth Summit at '18 Masters





#SEE
HER

ANA



TALENT FORWARD

**The ANA
Talent Forward
Alliance**



ANA

The Global Center for Brand Innovation and Creativity





The ANA

Trust Consortium

Restoring Trust through Transparency,
Integrity, and Growth







Cross Platform Measurement Standards



- Data
- Measurement
- Analytics

MARKETING
ORGANIZATIONAL
STRUCTURE
RESEARCH

[Learn More About Marketing Organization](#)

The background features five stylized, upward-pointing arrows of varying sizes, arranged in a row that increases in size from left to right. The arrows are light gray and semi-transparent, allowing the text to be clearly visible over them.

**THE
CONTINUED
RISE OF THE
IN-HOUSE
AGENCY**

In Housing

- **Benefits**
 - Cost Savings
 - Speed to Market
 - Business and Brand Performance
- **Cost Savings**
 - Hilton \$3 million
 - Intel \$13 million
 - Allianz 15% print savings / \$4 million in agency fees
 - Mattel \$3-5 million

Source Fortune 500 Largest US Corporations, June 2018





ANA | Marketing Futures

Innovate. Accelerate. Grow.





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



ANA



**WORLD FEDERATION OF
ADVERTISERS**

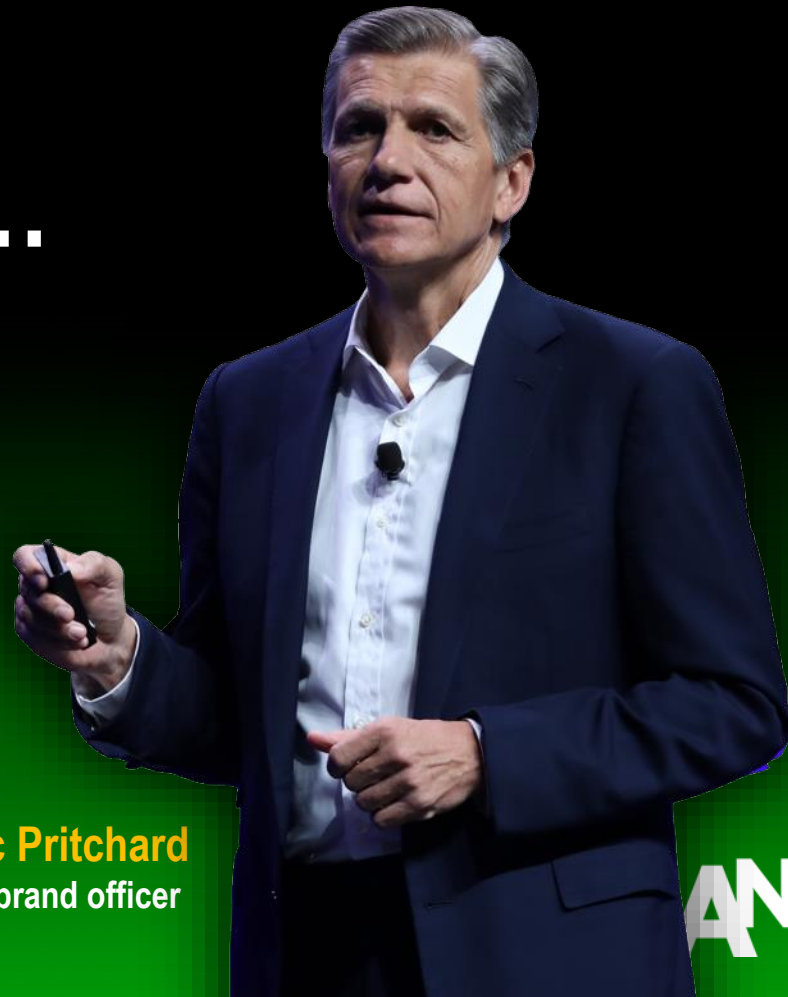
ANA



ANA
CENTER FOR **BRAND**
purpose

ANA

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



Marc Pritchard
ANA chairman and chief brand officer







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