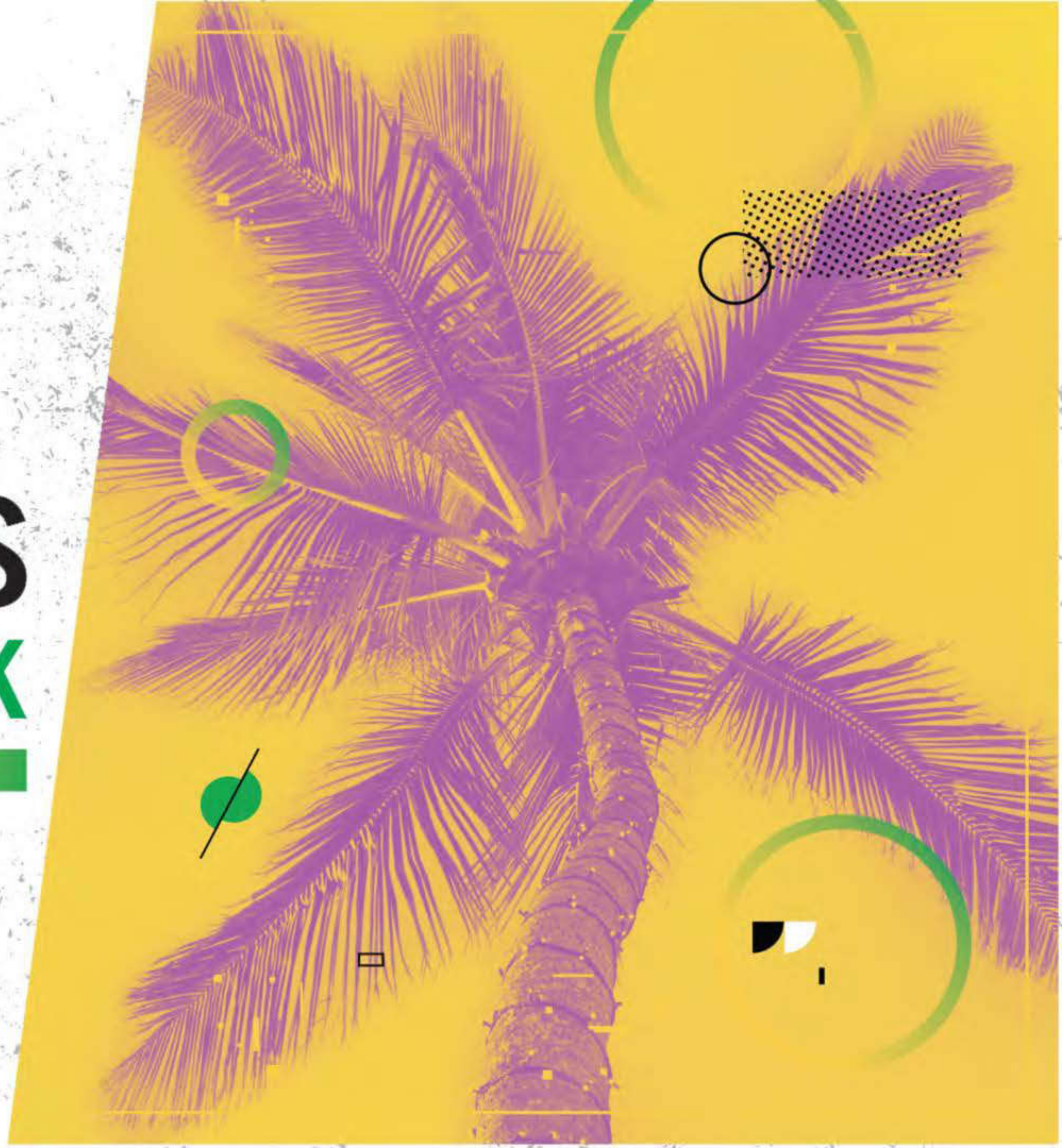


ANA

**2018 MASTERS
OF MARKETING WEEK**





ANA

Driving Growth

For you

For your brands

For our industry

ANA

The ANA logo is displayed in a bold, green, sans-serif font at the top center of the slide.

Driving Growth

For everyone in this room

For every professional across the industry

For every marketer around the world

A smaller version of the ANA logo is located in the bottom right corner of the slide.



sc Johnson
A family company
at work for a better world

ANA

ANA

2018 MASTERS OF MARKETING WEEK

DRIVING GROWTH

ANA

**to invest in
our brands
and businesses**





to experiment

to creatively
connect with
our consumers
and customers





**to reward
our talent fairly
and more
competitively**

ANA

to close
the gap of
trust and
transparency



ANA



**to successfully
partner with
agencies,
publishers
and suppliers**

ANA

to increase
the productivity
of our
ecosystem

PRODUCTIVITY



ANA

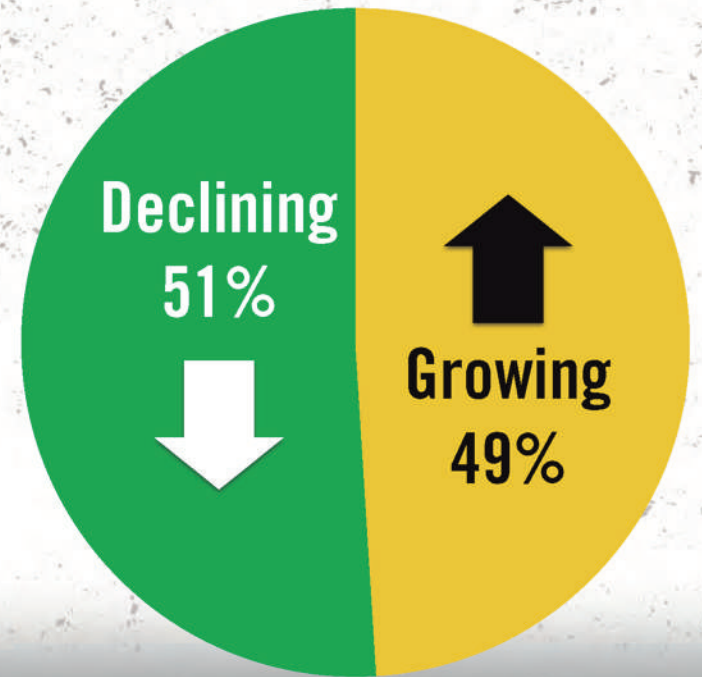
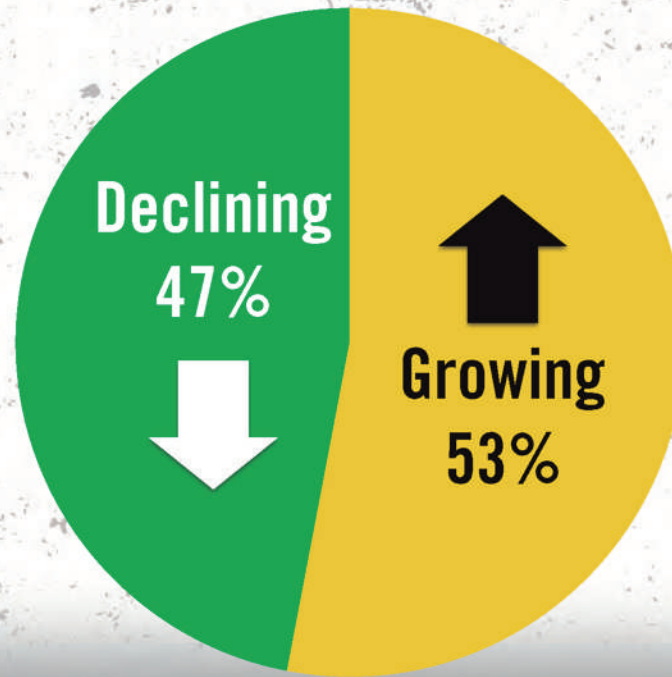
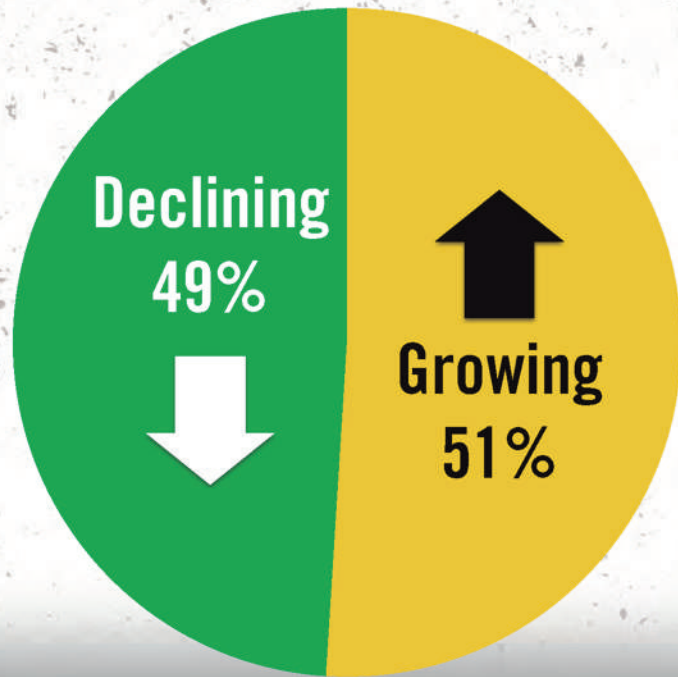


**to get us
closer to
our
shareholders**

ANA

FORTUNE[®] 500

2016-18 After Tax Profits



A black and white photograph showing several stacks of US dollar bills. The bills are fanned out, and the focus is on the middle stack, which clearly shows a \$100 bill with the portrait of Benjamin Franklin. The stacks are arranged in a perspective that recedes into the background. The text is overlaid on the right side of the image, which is a solid black background.

**\$500 Billion
over a three
year period
for our industry.**

ANA



“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
Former Chief Marketing Officer



STATE STREET GLOBAL
ADVISORS®



ANA

**IT'S TIME
FOR MARKETERS
TO LEAD**

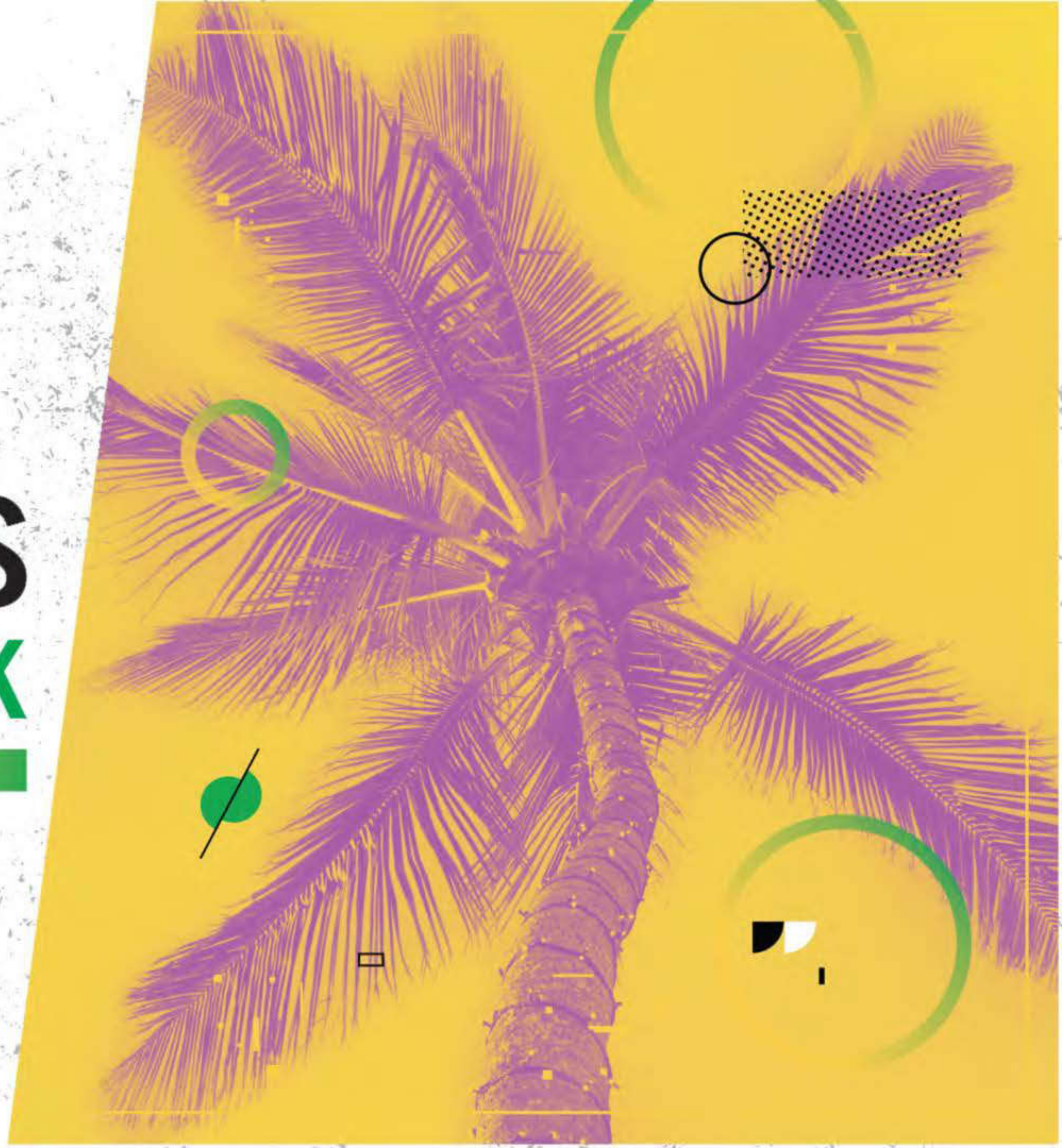


**MARKETERS MUST TAKE
OUR INDUSTRY BACK**

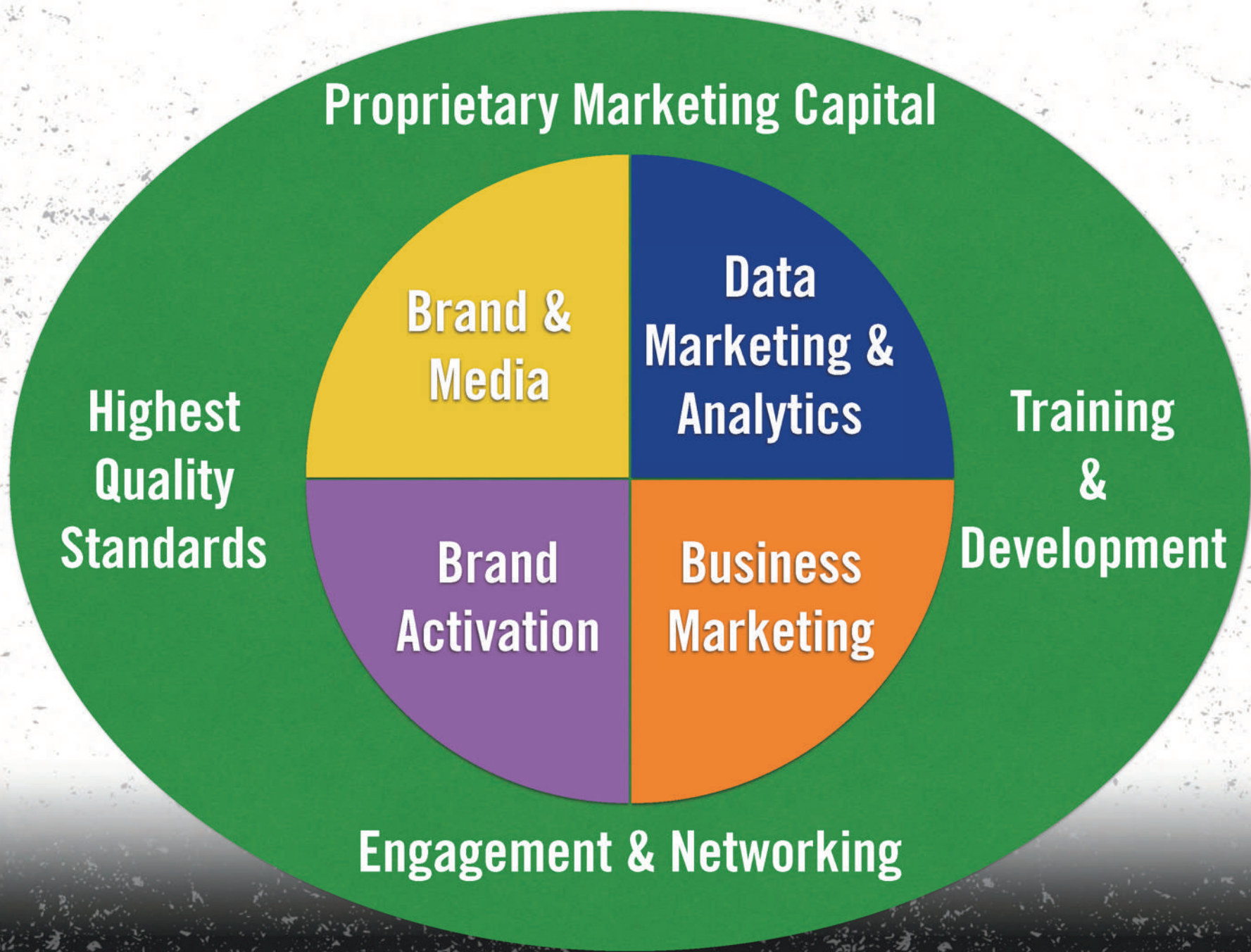


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Aligning CMOs with Industry Leadership & Growth

Brand Innovation and Creative Excellence

1

ANA





Traffic +8%
Bookings +13%
Revenue +18%

ANA

A large, bold, yellow number '2' is positioned on the left side of the image. The background behind it is a blurred, black and white pattern of binary code (0s and 1s).

2

Data and Technology

The ANA logo, consisting of the letters 'ANA' in a bold, green, sans-serif font, is located in the bottom right corner of the image.

ANA

Data Analytics Center



ANA Data Analytics Center

Connected by **neustar**.



- **Data**
- **Measurement**
- **Analytics**

ANA / DMA Partnership



ANA



DMA Data & Marketing
Association



ANA

Talent Development



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**



ANA



4

Marketing Organizational Management

ANA Playbook for Change - Marketing Organization

MARKETING
ORGANIZATIONAL
STRUCTURE
RESEARCH

[Learn More About Marketing Organization](#)

Measurement and Accountability

5

Measurement Mandate



Accredited by
Media
Rating Council®

Google facebook

Measurement and Viewability



Brand Purpose and Sustainability

ANA

CENTER FOR BRAND

purpose

ANA

Inclusion and Equality



ANA



ANA
AIMM
**ALLIANCE FOR INCLUSIVE AND
MULTICULTURAL MARKETING**

ANA

THE CASE FOR CHANGE

Multicultural and inclusive marketing as a business
imperative for long term growth



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



**#SEE
HER**



meredith

A grayscale photograph of a hand holding a transparent rectangular block. A large, bright yellow number '8' is superimposed on the block, appearing to be inside it. The background is a plain, light gray.

8

Transparency

....
An Independent Study of
Media Transparency in the
U.S. Advertising Industry
....

Prepared for:
The Association of National Advertisers

June 7, 2016



**Media
Transparency:**
Prescriptions, Principles,
and Processes for Advertisers

July 18, 2016



**PROGRAMMATIC:
SEEING THROUGH THE
FINANCIAL FOG**

An In-Market Analysis of Programmatic Media at the Transaction Level

MAY 2017




**PRODUCTION
TRANSPARENCY
IN THE U.S.
ADVERTISING INDUSTRY**

AUGUST 9, 2017



Streamlining the Digital Media Supply Chain



TRUST 

**BUILDING THE SUSTAINABLE FUTURE
FOR TRUSTED ADVERTISING**



10

Brand Safety and Ad Fraud

ANA Playbook for Change – Ad Fraud



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

Digital Ad Fraud



Advocacy and Self-Regulation



ASRC  TM

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

ANA



DIGITAL ADVERTISING ALLIANCE

Saving \$25-35 billion



Privacy



GDPR



**California
Privacy Act**



The Future of Advertising, Marketing and Growth

ANA Marketing Futures

Neuroscience

Chatbots

Virtual Reality

Artificial Intelligence

Blockchain

Augmented Reality

Future of Programmatic

Future of Retail

Digital Transformation

Internet of Things

Live Video

Future Consumer



Global CMO Council



Global CMO Council Agenda

- **Brand Innovation and Experience**
- **Data and Technology**
- **Talent**
- **Society and Sustainability (Purpose and Inclusion)**
- **Customer Centricity**

Global CMO Growth Summit

ANA

**CANNES
LIONS**

INTERNATIONAL FESTIVAL OF CREATIVITY



ANA

THERE'S SO MUCH WE CAN CHANGE
THERE'S SO MUCH WE CAN ACCOMPLISH
THERE'S SO MUCH PROGRESS WE CAN ACHIEVE





***“A Force for Good and
A Force For Growth”***

**Marc Pritchard
Chief Brand Officer**

P&G

ANA

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**2018 MASTERS
OF MARKETING WEEK**

