

The ANA logo is rendered in a bold, green, sans-serif font. The letters are slightly overlapping, with the 'A' and 'N' appearing to be in front of the 'A' and 'A' respectively. The background features a dark, textured pattern of various tropical leaves and plants in shades of grey and black.

2019 MASTERS OF MARKETING WEEK

DRIVING GROWTH

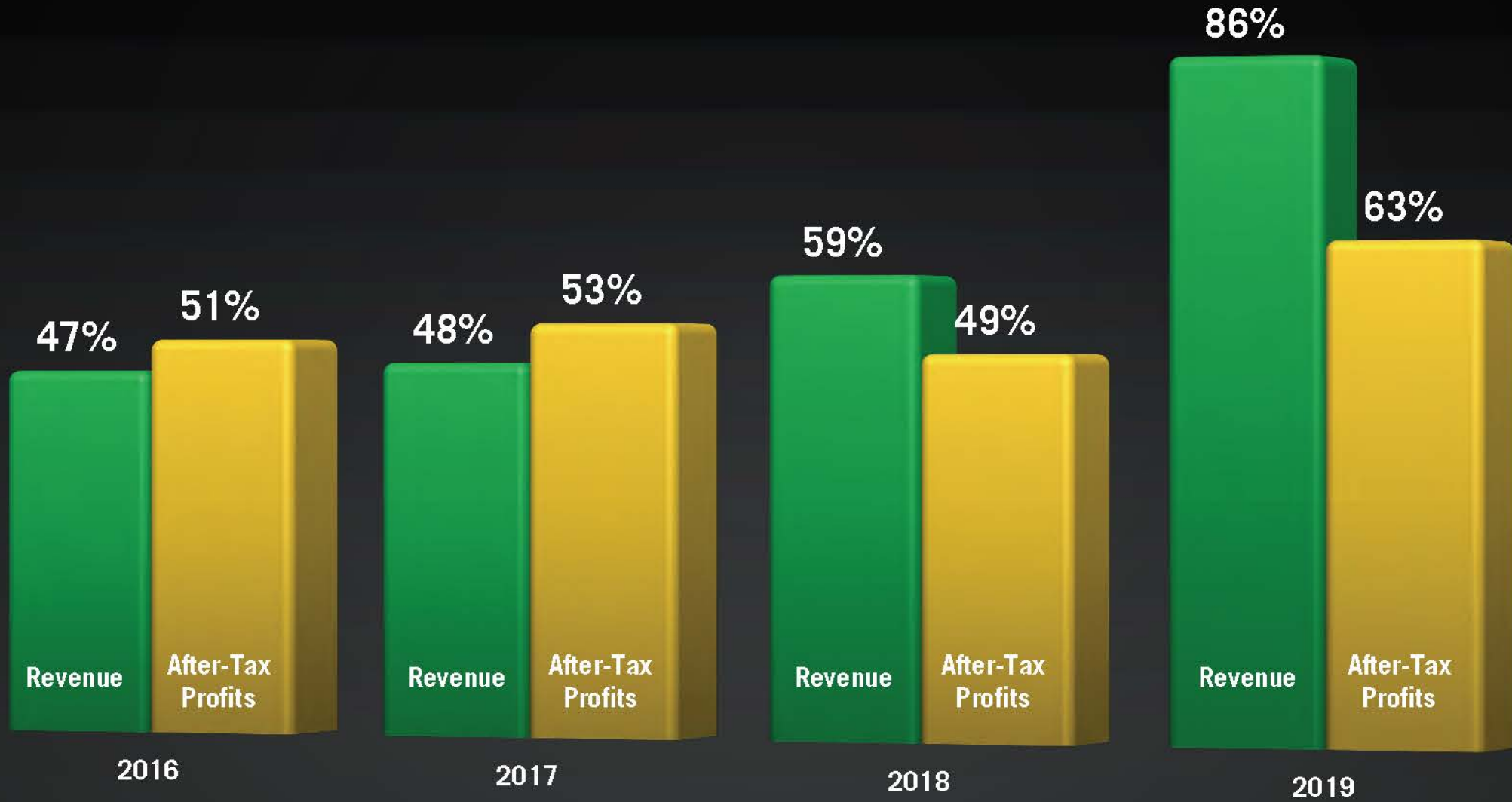
[#ANAmasters](#)

ANA MISSION

DRIVING GROWTH

FOR YOU, THE INDIVIDUAL
FOR YOUR BRANDS AND BUSINESSES
FOR OUR INDUSTRY

FORTUNE 500





**ALIGNING CMOs
WITH INDUSTRY
LEADERSHIP
& GROWTH**

THE GLOBAL CMO GROWTH COUNCIL



ANA MASTERS CIRCLE



**Brand Innovation,
Creativity &
Consumer Experience**

Talent

**Data, Technology
& Measurement**

**Society &
Sustainability**



**GROWTH
PLATFORMS**

The background of the entire slide is a grayscale, slightly blurred image of several US dollar bills, including a \$100 bill and a \$20 bill, scattered across the surface. The text is overlaid on this background.

GLOBAL GROWTH GOAL

Generate
\$500 BILLION
in Incremental
Global Sales
over 3 Years



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

MARC PRITCHARD

ANA Chairman & Chief Brand Officer



HUMANITY FOR GROWTH



ANA

AIMM

ALLIANCE FOR INCLUSIVE AND
MULTICULTURAL MARKETING

DIVERSITY & INCLUSION
MULTICULTURAL MARKETING



We Believe...

More than ever, consumers now expect to be **seen**.

To be **reflected**. To be **respected**.

Brands can make **lasting, meaningful connections** by doing more than scratching the surface.

Diverse casting may be a start, but it's not enough.

It's time to **go further** and **deeper**.

To touch hearts with **cultural insights** that truly connect.

To emphasize what **unifies us** and what makes us **unique**.

Consumers are telling brands to "**show us you know us**."

They are demanding marketers to **See ALL**. See ALL of us.

#SeeALL the ways we live and love.

#SeeALL the ways we celebrate and fascinate.

#SeeALL our preferences and concerns.

Expand your brand's worldview so you can **experience the growth your brand deserves**.

It's time to make the commitment to #SeeALL.

See ALL of Us – who we are and who we can be to you.

Join AIMM @ **#SeeALL**



CIIM
Cultural Insights Impact Measure

NBCUniversal



**Impact & Effectiveness
of Cultural Insights
in Ads / Programming**

Sales Lift Indicator

#SEE
HER

#SEE
HER

GROWTH **MISSION**

To be the unifying voice to champion gender equality in the advertising, media and entertainment industries

#SEE
HER

GROWTH MISSION

The **accurate** portrayal of women and young girls in ads and content that can influence consumers

Equality including those in front of and behind the camera

Industry **compensation** is fair and equitable

Leadership is shared and equally respected

**GENDER EQUALITY
= GROWTH**



GEM™
GENDER EQUALITY MEASURE
FOR ADS

Measures Unconscious
Bias in Ads

100,000 Ads Tested
in 14 Countries

Industry **Gold Standard:**
Index Above 100 = Growth

16 Million Respondents, the
**Largest Gender Equality
Outreach** in Advertising

GEM™
PROGRAMMING

23% Increase in
Programming that is
GEM™ Certified

Twice a Year, **Top Nielsen
Rated** TV Programs are
Tested Using GEM™

Programs Represent
Reach Nearly 1B
Consumers Age 18-49

A close-up, black and white photograph of a large, round-cut diamond ring. The diamond is the central focus, showing its intricate facets and how they catch the light. The ring is set against a dark, textured background, possibly a surface of stone or metal. The overall composition is centered and dramatic.

**EVERY AD SHOULD
BE GEM™ TESTED**

The background of the entire image is a dark, grayscale photograph of a crowd of people with their hands raised in the air, suggesting a concert or a protest. The hands are silhouetted against a lighter background, creating a sense of movement and collective action.

**#SEE
HER**

MOVEMENT

MUSIC

SeeHerHearHer

SPORTS

SeeHerInSports

THE **MOVEMENT** GROWS!!!

Critics Choice Awards	Kids Choice Sports	Teen Choice Awards
PSAs on Viacom, CBS and Showtime	Weekly SeeHer Spotlight on Celebrity Page	Monthly SeeHer Segment on The Talk
Take over of Olympic primetime with NBCU	Partnered with YouTube	Partnered with SAG-AFTRA

#SEE
HER

ADVISORY BOARD



KATIE COURIC



MICHAEL STRAHAN



GEENA DAVIS



MUFFIN MCGRAW



LAURA BROWN



HUMANITY FOR GROWTH

ANA

CENTER
FOR **BRAND**

purpose





TALENT

TALENT
BUSINESS MACHINES

ANA

**Marketing
Training &
Development
Center**

Enhancing Talent for Growth



THE ANA
EDUCATIONAL
FOUNDATION

ANA MASTERS CIRCLE





HUMANITY FOR GROWTH

The ANA logo is rendered in a bold, green, sans-serif font. The letters are slightly overlapping, with the 'A' and 'N' appearing to be in front of the 'A' and 'A' respectively. The background features a dark, textured pattern of various tropical leaves and plants in shades of grey and black.

2019 MASTERS OF MARKETING WEEK

DRIVING GROWTH

[#ANAmasters](#)