

2020 MASTERS OF MARKETING WEEK

**FORCE FOR GOOD.
FORCE FOR GROWTH.**

Bob Liodice

Chief Executive Officer

ANA



2020

A Tough Year

- COVID-19
- Economy in free fall/partial recovery underway
- Racial Injustice
- **A time for healing and revival**

May 2020

**Report from the Global
Leadership Coalition COVID-19:
Turning leadership into action
during the pandemic**

WARC[^]

**CMO
GROWTH COUNCIL**
ANA **CANNES
LIONS**

ANA



COVID-19 LESSONS

“There is a human at the end of whatever it is you’re doing.

Always have the human at the center of your purpose.”

Amelia Dunlop
Chief Experience Officer

Deloitte.
Digital





Be a force
for **good...**

and a
force for
growth.

MARC PRITCHARD

ANA Chairman & Chief Brand Officer

So...

**What does it
mean to be**

A Force for Good?

FORCE FOR GOOD

**“Bring the love...
bring the authenticity.**

**Put your heart on the
table as much as you put
your wallet on the table.**

**Treat the consumer
like you treat
your brethren.”**



Olivier François
Global President, Chief Marketing Officer





So...

What does it
mean to be

A Force for Growth?

**CMO LEADERSHIP IN
COMMAND**

**INDUSTRY
COLLABORATION
AND PARTNERSHIP**

THE GLOBAL CMO GROWTH COUNCIL



ANA GROWTH AGENDA



**GLOBAL
GROWTH
GOAL**

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



Marketers' Responsibility

MARKETERS' RESPONSIBILITY

“We make marketing decisions....

We are counted on to steer the ships of our brands.”



Doug Zarkin
Chief Marketing Officer

LUXOTICA[®]

So... Let's DreamCrazy.

**Marketers:
Take Control of the
Marketing Agenda**

**Let's Get
Shit Done!!!**



TAKING ACTION

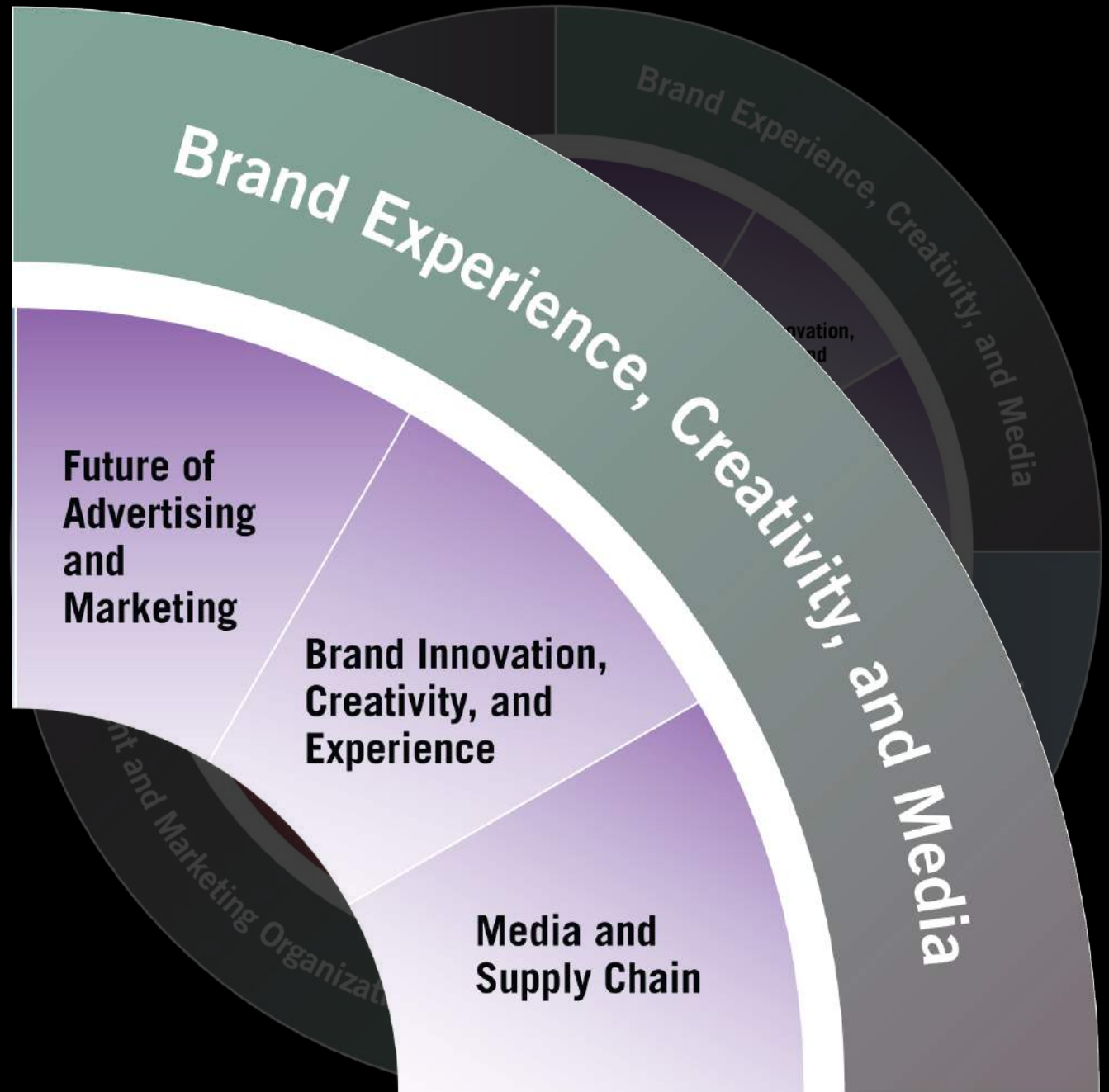
Acknowledge the
issue/opportunity

Commit to change

Engage the
“Business Machines”

ANA

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A hand-drawn business diagram on a desk with a laptop and a hand holding a pen. The diagram includes various icons such as a coffee cup, a search bar, a rocket, a dollar sign, a laptop, and a bar chart. The word 'BUSINESS' is written in a circle in the center. The background is dark and textured.

**BRAND
EXPERIENCE,
CREATIVITY,
AND MEDIA**

Media
Transformation

Programmatic Media
Transparency

Marketing Futures

Brand Building and
Creativity

ANA

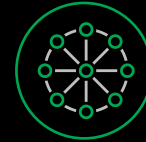


**MEDIA
TRANSFORMATION
AND REFORM**

MEDIA CHALLENGES



Brand-safe environments



A transparent ecosystem where we can clearly understand true value in the ecosystem (agencies & media owners alike)



Ecosystems and relationships with customers that follow all privacy laws



A clear path to understanding the transition to the evolving digital ecosystem

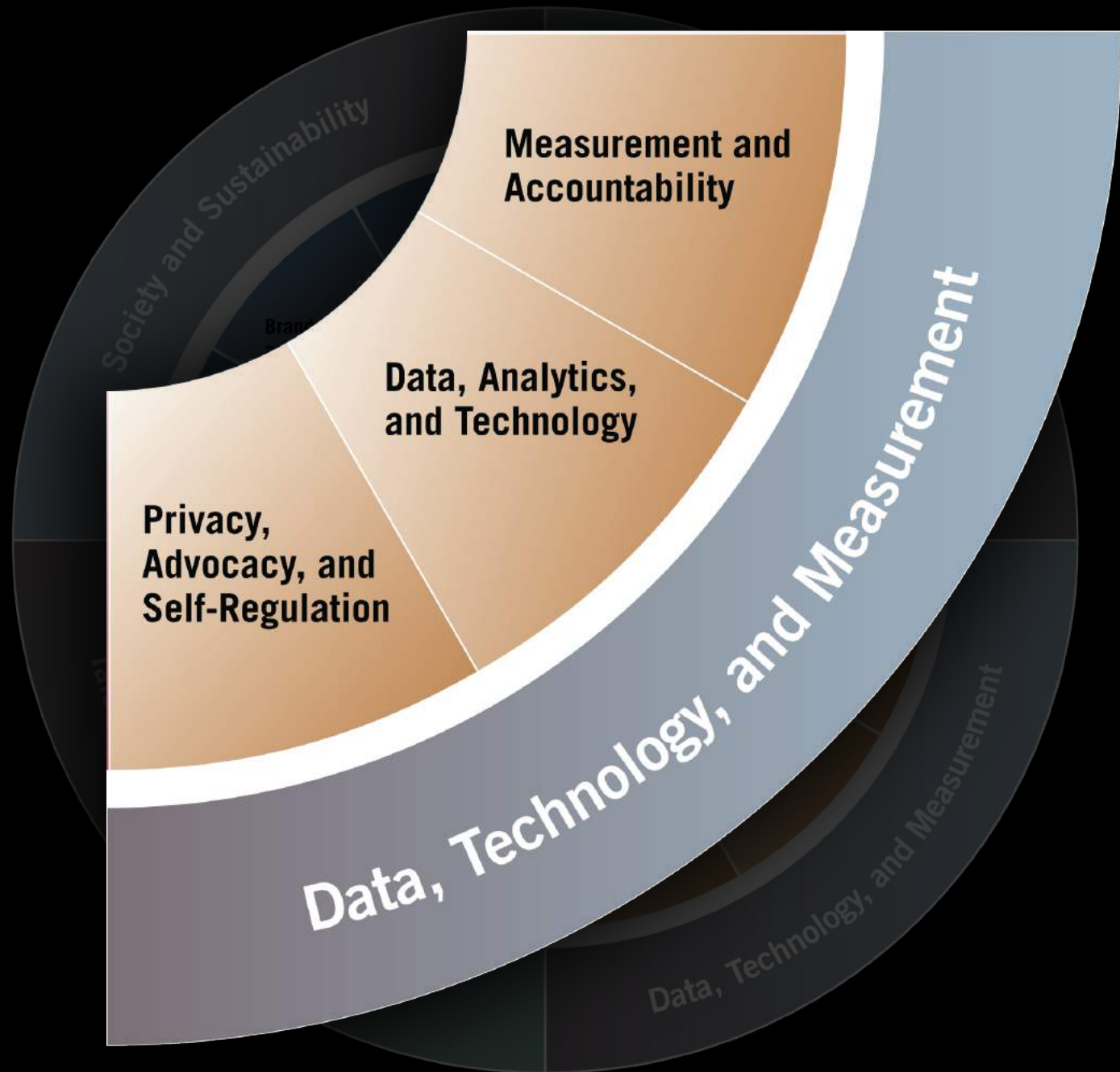


Maximize our investments across channels — more difficult in the world of walled gardens



Reform in the largest video marketplace in the world

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PRIVACY AND ADDRESSABILITY

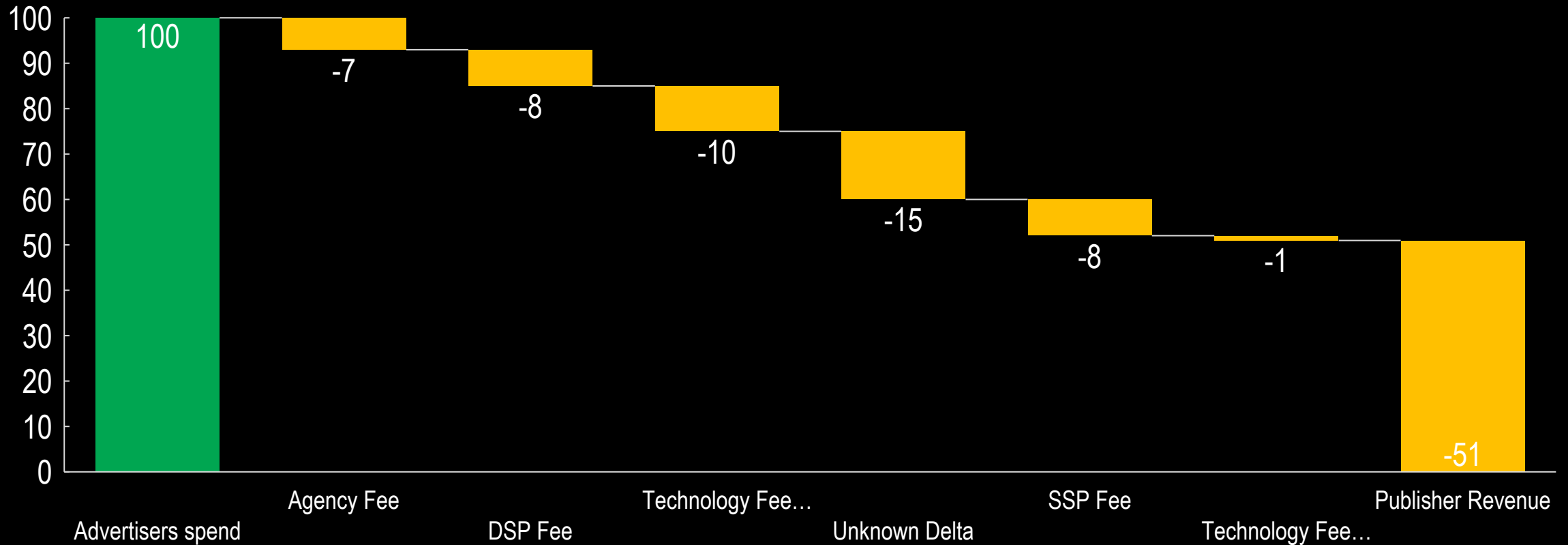
To ensure the business community is effectively heard in this process, ANA, along with its sister ad trades, are jointly founding the Partnership for Responsible Addressable Media to convene working groups in four areas:

1. Business Practices
2. Technical Standards
3. Privacy, Policy, & Legal Considerations
4. Communications & Education

PARTNERSHIP FOR RESPONSIBLE ADDRESSABLE MEDIA

PROGRAMMATIC MEDIA TRANSPARENCY

COST TO BRANDS: \$20 Billion



Brand Suppliers: 25%

Publisher Suppliers: 8%

Unknown: 15% (@ 1/3 of the supply chain providers)

MEASUREMENT

THE CROSS-MEDIA MEASUREMENT MISSION

- To create a marketer-centric cross-media measurement system for advertising providing complete measurement of all ad exposures
- Enables planning optimization, frequency management, and outcome measurement
- Ensure relevant and positive consumer ad experience

**“Data is critical to how
we drive our businesses
and make decisions...**

**And we have more data
and better data than
ever before.”**



Esther Lee
EVP & Chief Marketing Officer





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TALENT AND MARKETING ORGANIZATION

Strengthen
Academia/Marketing
Industry Linkage

Rigorously Train and
Develop Existing Staff

Build CMO Growth
Champions



In-Housing and Agency
Management

On-Demand Training

Collaborative Hubs

Integrated Digital
Platforms

Omnichannel
Orchestration

**MARKETING
ORGANIZATION
PRIORITIES:
HIGHEST IMPACT**

SOURCE
Red Shoes Marketing



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OBJECTIVES / MANDATES

Achieve equal
representation in
advertising and media

Eliminate systemic
investment inequalities in
advertising and media

Accurately portray all
humanity to eliminate bias
and racism

Eliminate hateful content





ANA/AIMM Commitment to Equality, Inclusion, and Systemic Change

from America's Marketers, Media Companies, Agencies, Production Companies, and Service Providers

At ANA and AIMM, we strongly believe that every person — regardless of race, ethnicity, sexual orientation, gender identity, ability, religion, age, or culture — should have equal rights, equal representation, opportunities, support, understanding, respect, consideration, voice, and the ability to achieve their full potential. For more than 20 years, we have used our collective voices, reach, and commitment to create an industry that is more inclusive, understanding, and reflective of diverse segments. Although we have done a lot, it is not enough.

As we experience unprecedented loss due to the novel coronavirus, Black and Brown communities continue to face an age-old virus that has infected America for four centuries: racism. As America marches for an end to racism, injustice, and inequality against Blacks, the marketing and advertising industry is here to say we see you, we hear you, we are with you, and we commit to do everything in our individual and collective power to end systemic racism and achieve equality and justice.

As marketers and industry leaders, we commit to unflinchingly examining our own history and current practices to shine a light on systemic and institutional biases that exist within the industry. We can no longer accept the shortcomings of many of our diversity and inclusion initiatives. We commit to examining why they haven't done enough and what action is needed to advance. And we commit to interventions that will have an immediate and sustained impact on equality, inclusion, and systemic change in our ecosystem and in our society.

- **We will achieve representation that better reflects our country's demographics throughout the industry:** marketers, media companies, agencies, production companies, and service providers. This means equity in representation at every level, access, and voice — in other words, a seat at the table. In our yearly diversity reports to the industry, we will include clear actionable steps and guidelines for companies to achieve parity and extend that work to the balance of the industry.
- **We will conduct courageous conversations and work with our membership's Employee Resource Groups (ERGs) to understand the systemic inequities throughout the industry so that together we can establish programs that can fix these systems.**



#SeeALL



SEEALL MANIFESTO
Updated version coming Monday

SEEHER

ANA

SEEHER GROWTH MISSION

To accurately portray
all women and girls in
marketing, advertising,
media, and entertainment,
so they see themselves
as they truly are and
in all their potential



**SEE
HER**

#SEEHER

INTERNATIO



HUMANITY FOR GROWTH



Be a force
for **good...**

and a
force for
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ANA Chairman & Chief Brand Officer



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