



# **2021 ANA B2B MARKETING CONFERENCE**

**Bob Liodice**  
**Chief Executive Officer**

# 2020

## A Tough Year

- COVID – 19
- Economy in free fall/partial recovery underway
- Racial Injustice
- **2021: A time for healing and revival**



**“It’s in our brand purpose to be conveyors of conviviality, where the world will be a better place if we build bridges and unleash the power of human connections.”**



Pernod Ricard

**ANN MUKHERJEE**

Chair and CEO



**“Our profession needs to  
obsess about the humans at  
the heart of business.**

**If we can figure out how to  
serve their needs, this will be a  
much richer profession.”**

**DEAN ARAGON**

Chief Marketing Officer







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

and a  
force for  
**growth.**

**MARC PRITCHARD**

ANA Chairman & Chief Brand Officer

# ANA GROWTH AGENDA





# MARKETERS' RESPONSIBILITY

“We make marketing decisions....

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

**Doug Zarkin**  
Chief Marketing Officer

**LUXOTICA**®





# TAKING ACTION

***Acknowledge the  
issue/opportunity***

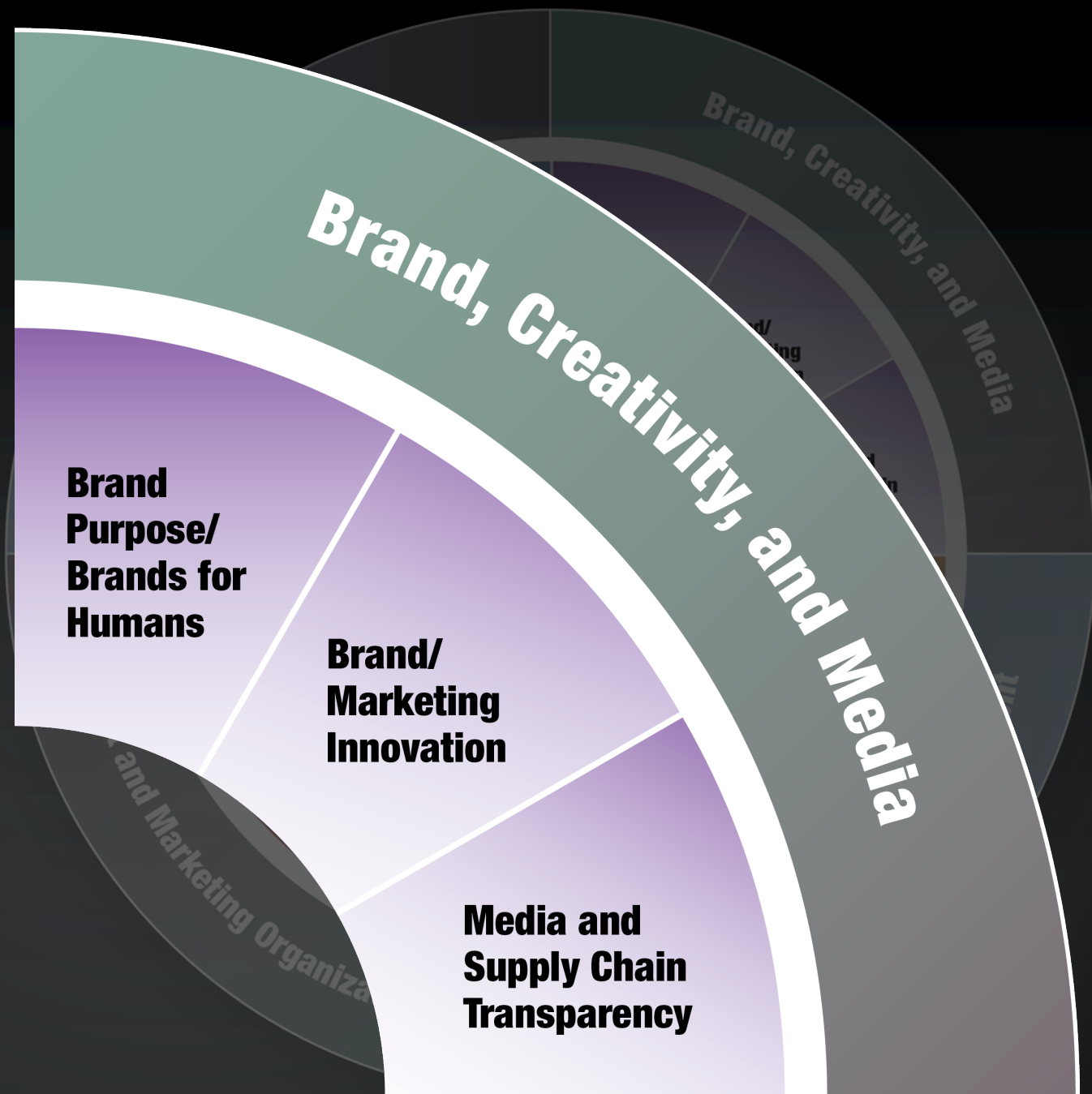
***Commit to change***

***Engage the  
“Business Machines”***

**ANA**



# ANA **GROWTH AGENDA**



***BRANDS FOR***  
***HUMANS***



**“Love.  
Love the humans you serve.  
Love your brands.”**

**When there is love  
there is courage.”**

**Mathilde Delhoume**  
Global Chief Brand Officer

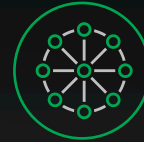
**LVMH**



# ***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***



# **ANA** **GROWTH** **AGENDA**



# **PRIVACY AND ADDRESSABILITY**

Google “cookie”  
deprecation

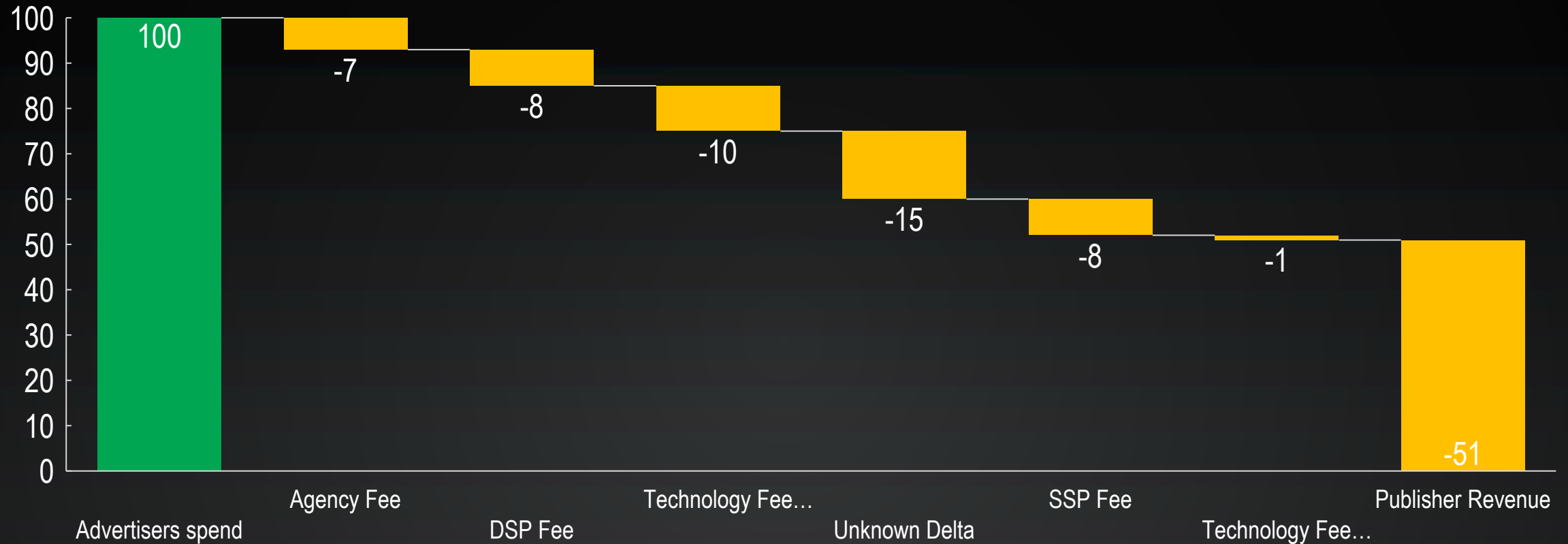
Apple IDFA  
policies

***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)**



**“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



***MEASUREMENT***

A hand holding a globe, surrounded by various icons representing different media and technology, such as a laptop, a smartphone, a camera, a globe, and a document. The background is dark with glowing particles.

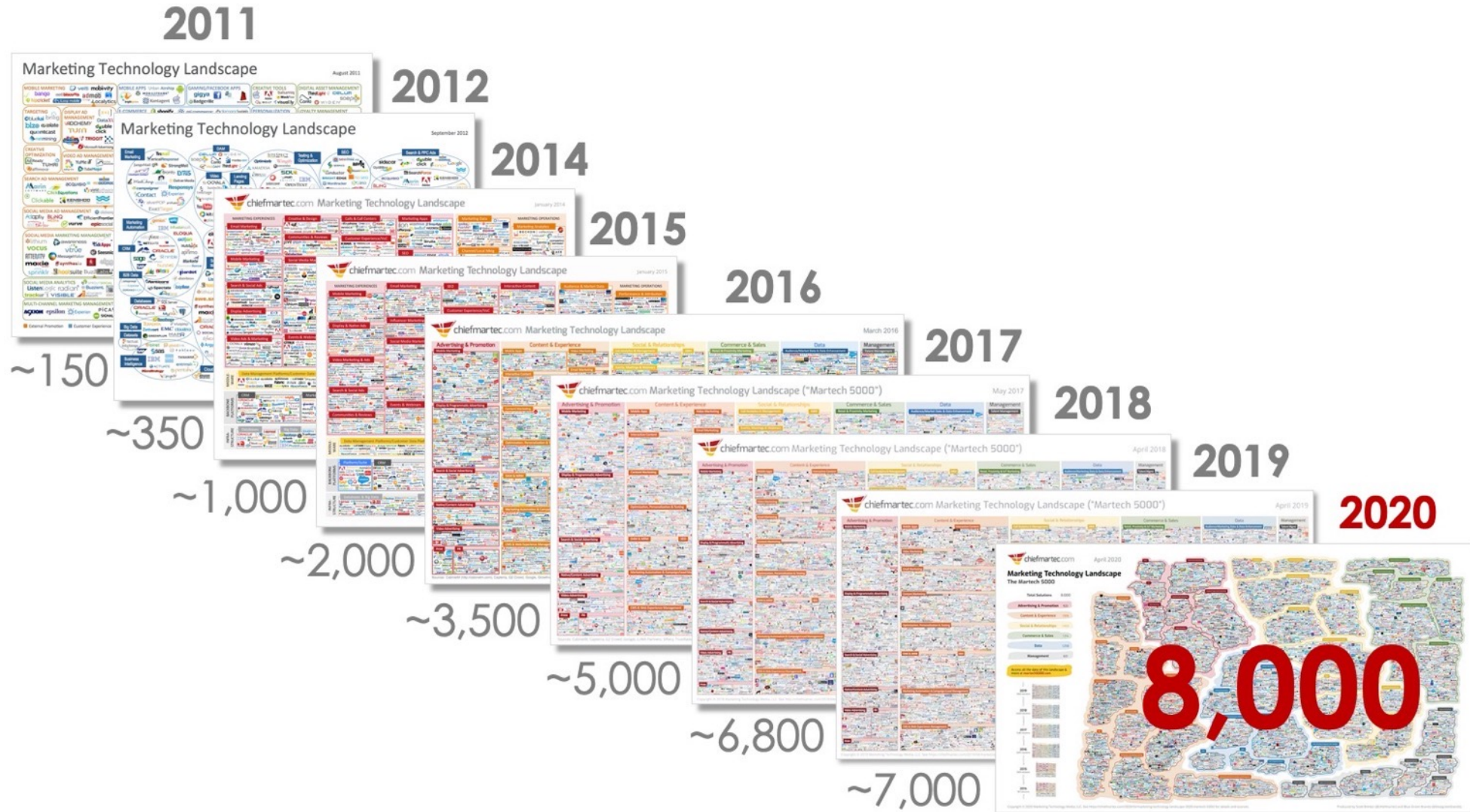
# ***THE CROSS-MEDIA MEASUREMENT MISSION***

- 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



***MarTech***

# Addressing The MarTech Explosion



CMO's have spoken:  
vendor-driven contract  
forms are **not** working

Initiative will help marketers  
secure better contract  
terms for their MarTech  
arrangements

A hand holding a pen over a document with a blurred background of code.

# MASTERING THE TECH STACK CONTRACTS

# ANA **GROWTH AGENDA**



The background features a network of light gray circles connected by dashed lines. Solid black arrows point in various directions between these nodes, creating a sense of movement and connectivity. The overall theme is organizational structure and talent flow.

# 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*

# ANA **GROWTH AGENDA**







# 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**

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

**ANA**





ANA

AIMM

ALLIANCE FOR INCLUSIVE AND  
MULTICULTURAL MARKETING



**#SeeALL**



## 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.







“The brands that people cherish and value the most will reflect **how the entire company serves people, society, and the planet.**”

**FRANK COOPER III**  
Global CMO

**BLACKROCK**



***HUMANITY  
FOR GROWTH***

***DREAM***

***CRAZY***





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