

The logo for ANA (Association of National Advertisers) 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. A thin white vertical line is positioned to the right of the logo.

ANA

2019 Masters of B2B Conference

Bob Liodice

Chief Executive Officer

Brands

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

George Hammer
Chief Content Officer



Brand Growth

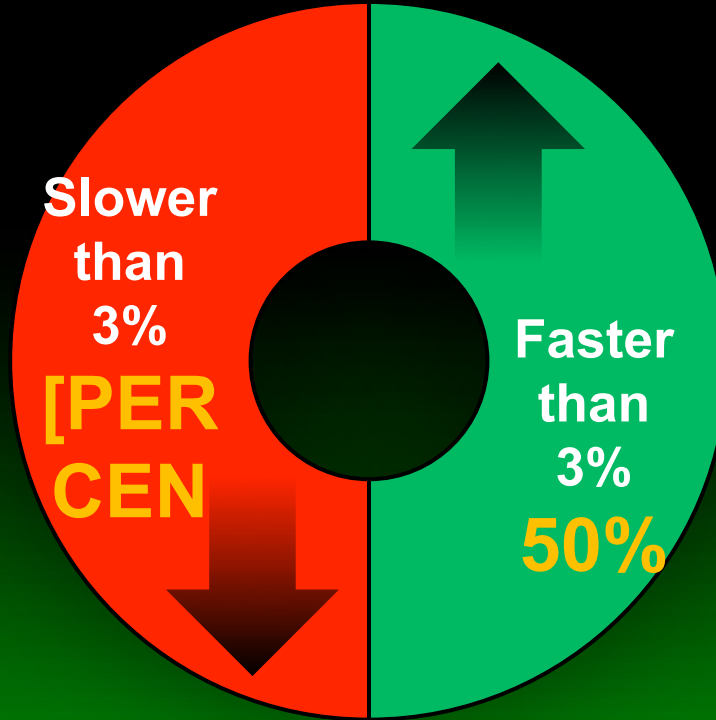
Interbrand

“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



Inadequate Brand Value Growth



Source
Interbrand Best Global Brands 2018

B2B 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 customer experience to actually shaping it

Source
Interbrand Best Global Brands 2018



State of B2B Marketing

- Video emerges as lead Gen Tactic of choice
- Use of account-based marketing continues to grow
- Marketing Technology has broad usage
- Complex Attribution a pain point

Source: W/Promote



**The World's Leading
B2B Brands
Are Activating Brave**



Activating Brav

The FedEx logo is displayed in white on a black background. It consists of the word "Fed" in a bold, sans-serif font, followed by "Ex" in a similar font where the letters are outlined.

“We’re always looking for
that universal idea.

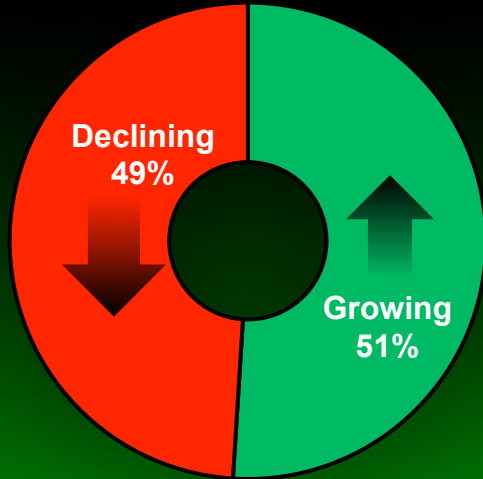
We didn’t have to look
anywhere **but inside our
brand** to find it.”

Rajesh Subramaniam
EVP / chief marketing and communications officer

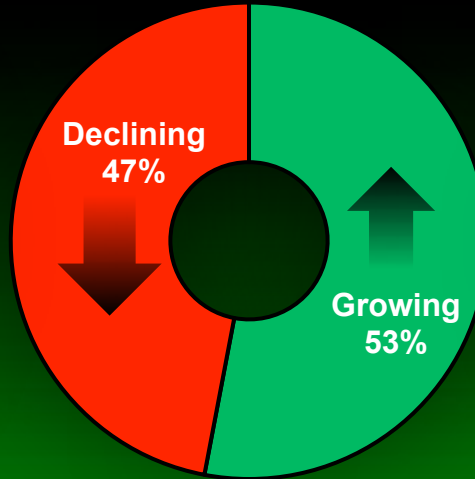
The ANA logo is shown in white on a black background. The letters "A", "N", and "A" are stacked vertically and slightly offset to the right.

Marketers Generating Insufficient Growth

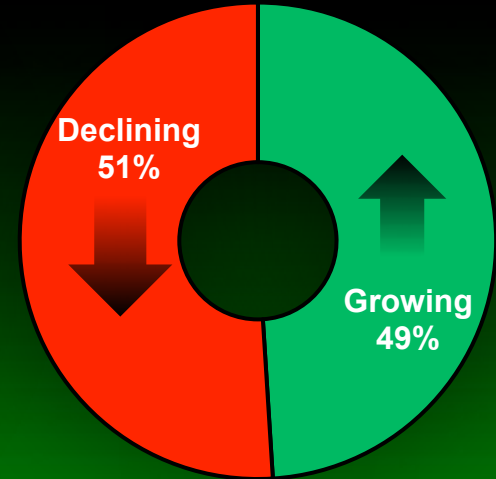
2016



2017



2018

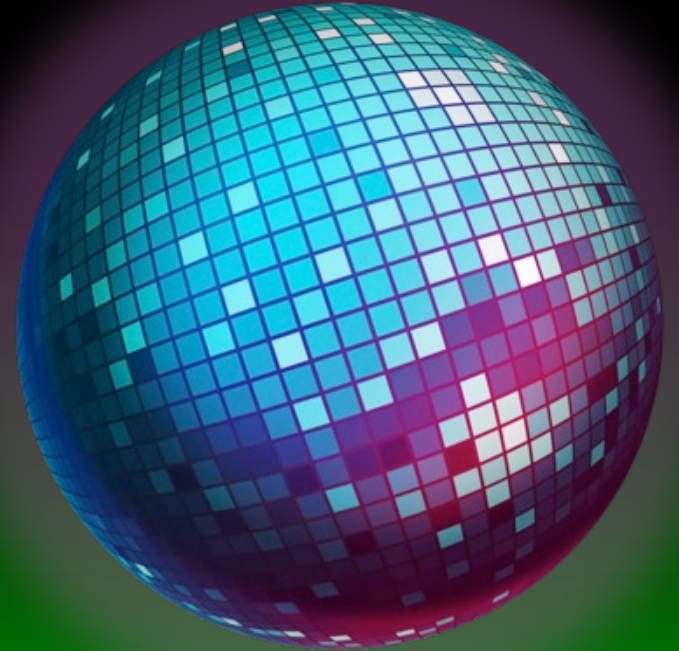


Fortune 500 – 2016-18 After Tax Profits

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.



Marketer Decision Making

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

History says... “No!!!”

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B2B Marketing Trends

- Account-Based Marketing
- Marketing Automation
- Customer Experience
- Artificial Intelligence
- Marketing Podcasts
- Lead Conversion

Source: Braffon



B2B Marketing Trends

- LinkedIn
- Local Search
- Paid Ads
- Reoptimization
- E-Mail Marketing Personalization

Source: Braffton



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





The Global Center for Brand Innovation and Creativity





#SEE
HER

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TALENT FORWARD

**The ANA
Talent Forward
Alliance**



ANA



The ANA

Trust Consortium

Restoring Trust through Transparency,
Integrity, and Growth







Cross Platform Measurement Standards



- Data
- Measurement
- Analytics

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



ANA | Marketing Futures

Innovate. Accelerate. Grow.



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