



2018 ANA Brand Activation Conference

Engage. Inspire. Impact.

WiFi: BrandActivation
Password:2018BRAND



Bob Liodice

Chief Executive Officer

ANA



The logo for ANA, consisting of the letters 'A', 'N', and 'A' in a bold, white, sans-serif font. The letters are slightly offset and overlapping, with the first 'A' being the largest and the second 'A' being the smallest, creating a sense of depth and movement.

ANA

**2018 Brand
Activation
Conference**

Bob Liodice

Chief Executive Officer

great marketing
isn't great unless it produces
business and brand results

Great Marketing



Kristen Lemkau
chief marketing officer

JPMORGAN CHASE & CO.

“Great marketing is about connecting people with people and remembering the value your brand delivers to them.”



Courage



**“Be brave...
and embrace your strengths.**

**Push your strengths out whenever
you can in an authentic way.”**

Kevin Hochman
president

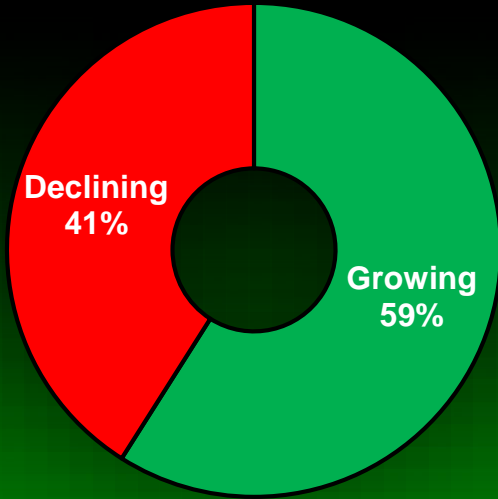


so what does
courageous marketing
look like?

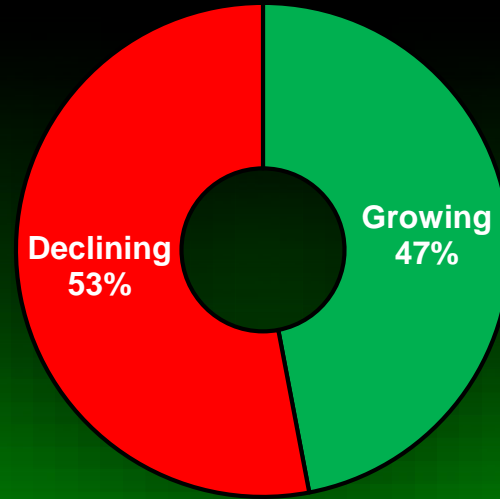
Growth!!!

Growth Issue: The 2017 Fortune 500

Revenues



After-tax Profit



Growth Rate by Sector – 2014-16

Healthcare	+12.6%	Apparel	+0.3%
Technology	+6.3%	Automotive	+0.2%
Food and Drug Stores	+3.2%	Media	+0.0%
Retail	+2.1%	Restaurants & Leisure	-0.1%
Telecommunications	+2.0%	Household Products	-0.3%
Transportation	+1.8%	Materials	-0.6%
Financial Services	+1.1%	Chemicals	-0.8%
Business Services	+0.5%	Industrials	-1.2%
Defense & Aerospace	+0.4%	Food, Beverages, Tobacco	-1.4%
Engineering & Constr.	+0.4%	Energy	-19.0%



Assessment:

We're Failing as an Industry

Growth

Jez Frampton
chief executive officer

“Growth is fundamental to life. It is an inherent part of being human. Shifts in behavior, expectations and experiences provide incredible opportunities for business growth. One of the most critical ways to turn change into growth is by building a strong brand.”

Interbrand



MASTERS CIRCLE

Aligning CMOs with Industry Leadership & Growth



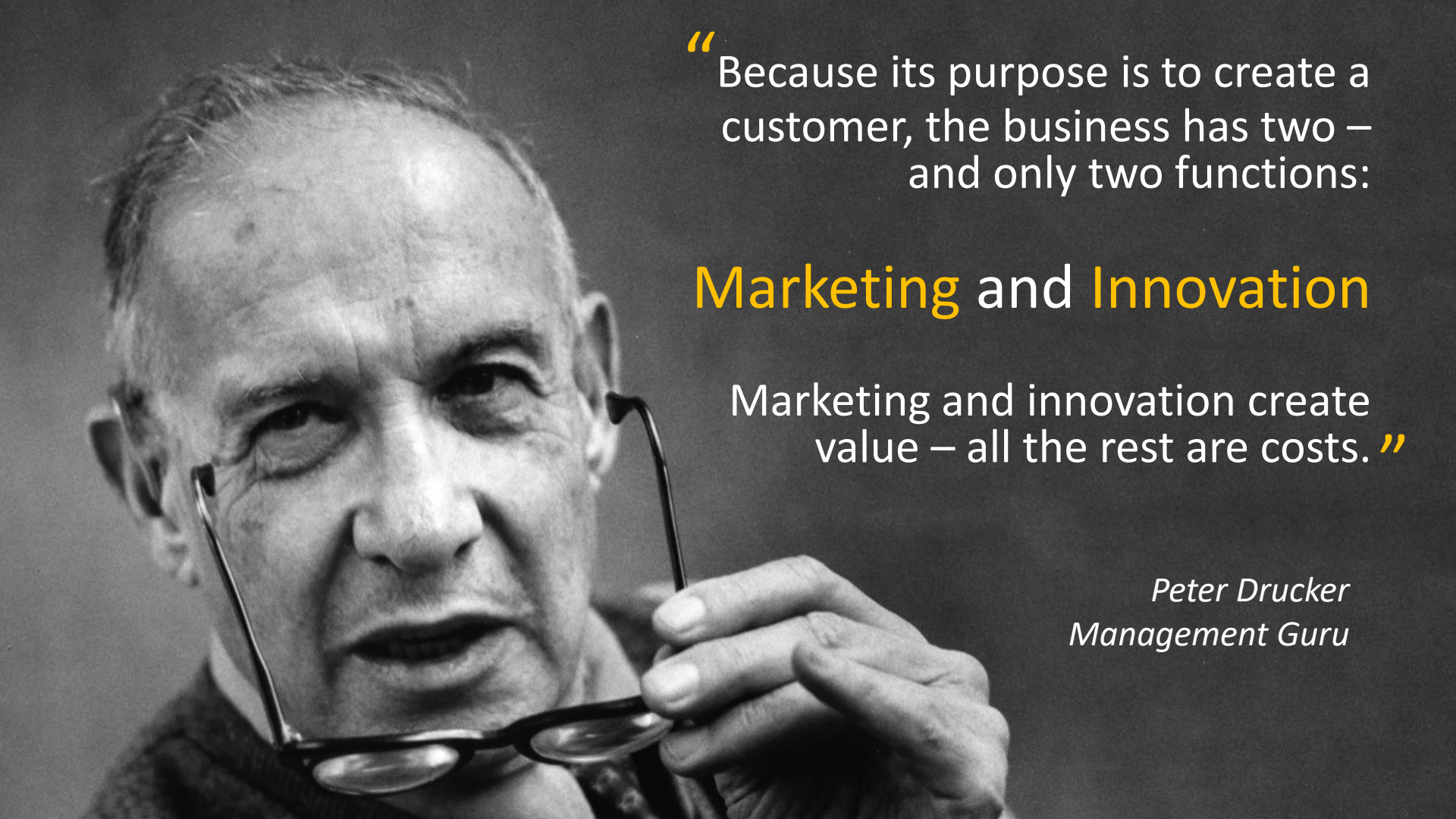
ANA Masters Circle Agenda

- Brand/Creative Excellence
- Talent
- Marketing Organization Management
- Measurement, Data/Analytics & Accountability
- Brand Purpose
- Gender Equality
- Inclusion, Multicultural, Diversity
- Digital Supply Chain
- Transparency
- Brand Safety & Ad Fraud
- Advocacy & Self Regulation
- Future of Advertising, Marketing and Growth



Brand & Creative Excellence



A black and white close-up portrait of Peter Drucker. He is looking slightly to the right of the camera with a thoughtful expression. He is holding a pair of dark-rimmed glasses in his right hand, with the frames resting near his chin. The background is a dark, neutral color.

“ Because its purpose is to create a customer, the business has two – and only two functions:

Marketing and Innovation

Marketing and innovation create value – all the rest are costs. ”

*Peter Drucker
Management Guru*

Brand Activation



Brand Activation

Hold on!!!

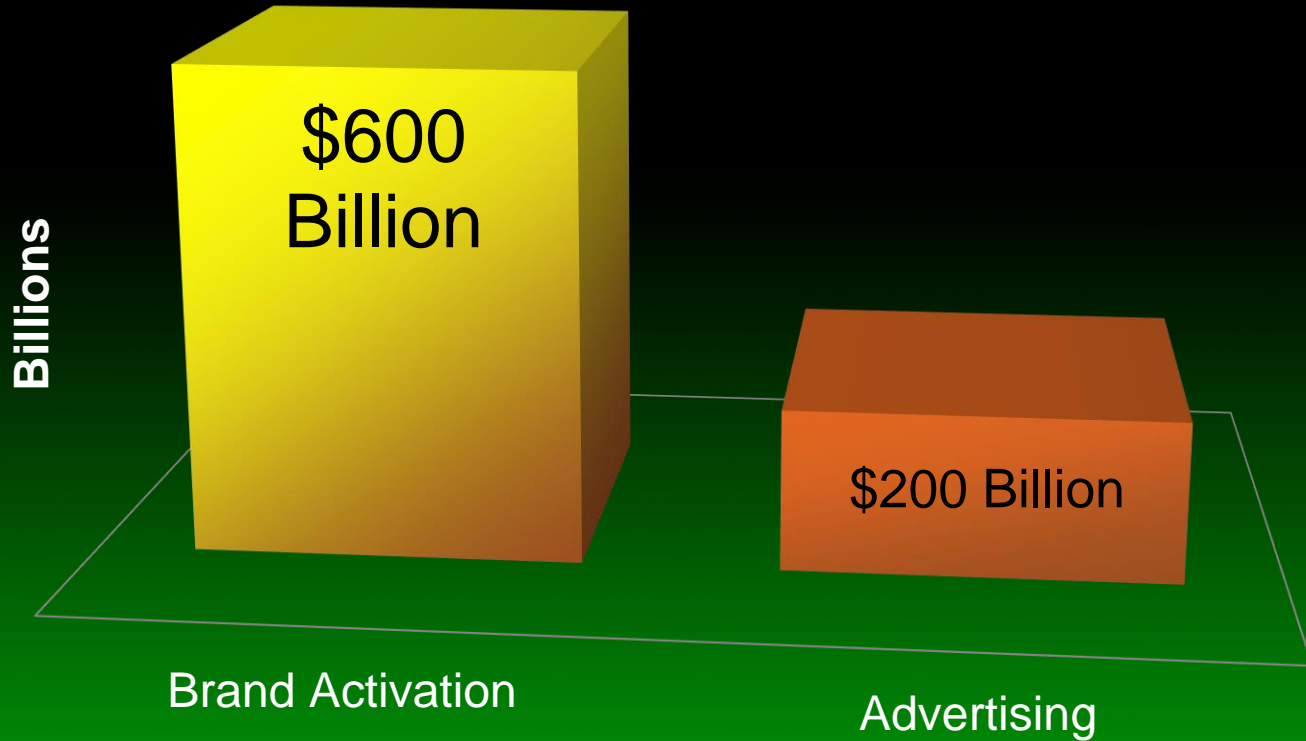
This is BIG!

\$600 billion

* Source: PQ Media



Industry Spending



Six Pillars of Brand Activation

- Experiential
- Relationship
- Promotion
- Retailer
- Influencer
- Content

Retail/Shopper Marketing

Influencer Marketing



SURVEY REPORT:
HOW ANA MEMBERS
ARE USING INFLUENCER
MARKETING

APRIL 2018

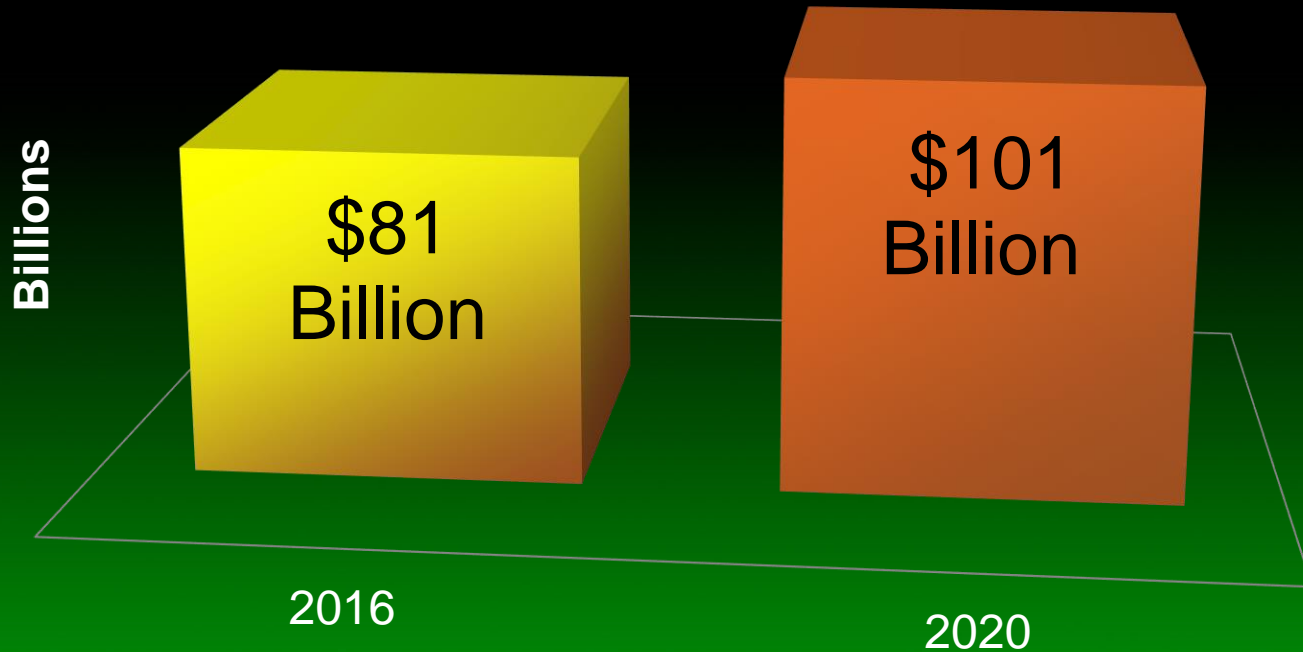


Study Findings

- Influencer marketing is on the rise



Brand Spending on Influencer Marketing



Study Findings

- Influencer marketing is on the rise
- Primary objectives
 - Brand awareness
 - Improving Brand Perception
 - Driving Purchase



Study Findings

- Influencer marketing is on the rise
- Primary objectives
- Marketers' focus
 - Most work with fewer than 25 influencers
 - Mid-Level Influencers



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- Brand Fit is critical



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- Brand Fit is critical
- Amplify campaign with paid media
- Follow FTC recommendations on legal disclosures

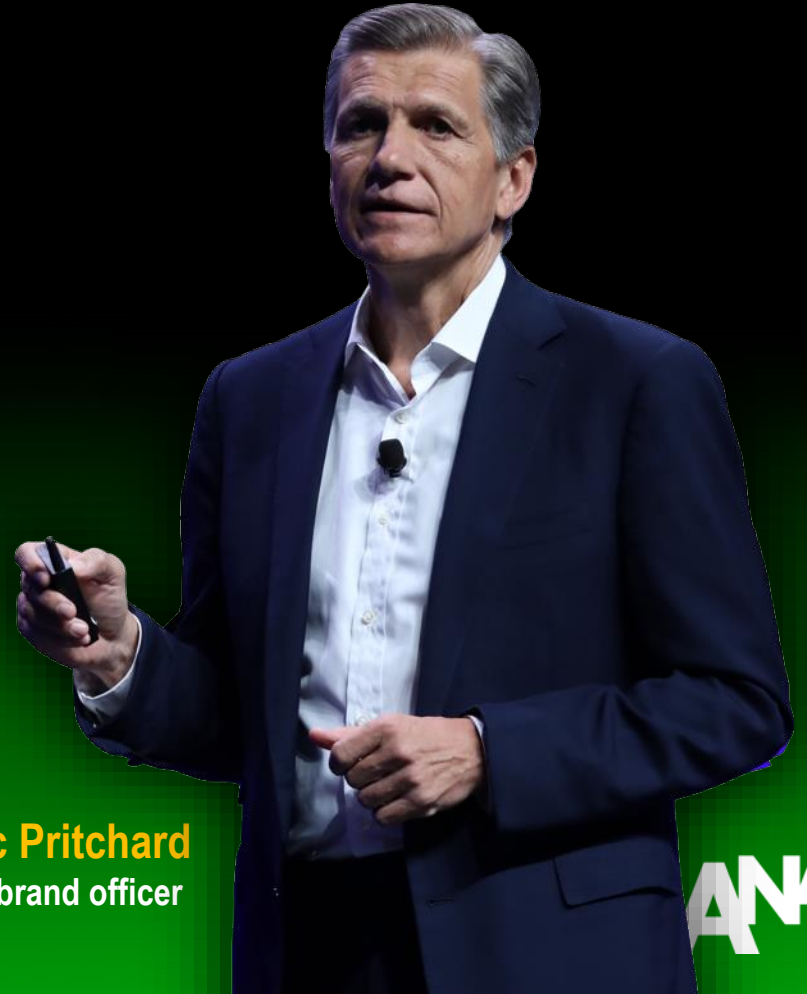


The Future of Advertising, Marketing, & Growth



Growth

“Transform,
innovate, and
drive growth.”



Marc Pritchard
ANA chairman and chief brand officer





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