



# ANA

## 2019 ANA Brand Activation Conference

**Bob Liodice**

*Chief Executive Officer*

# Marketer's Responsibility



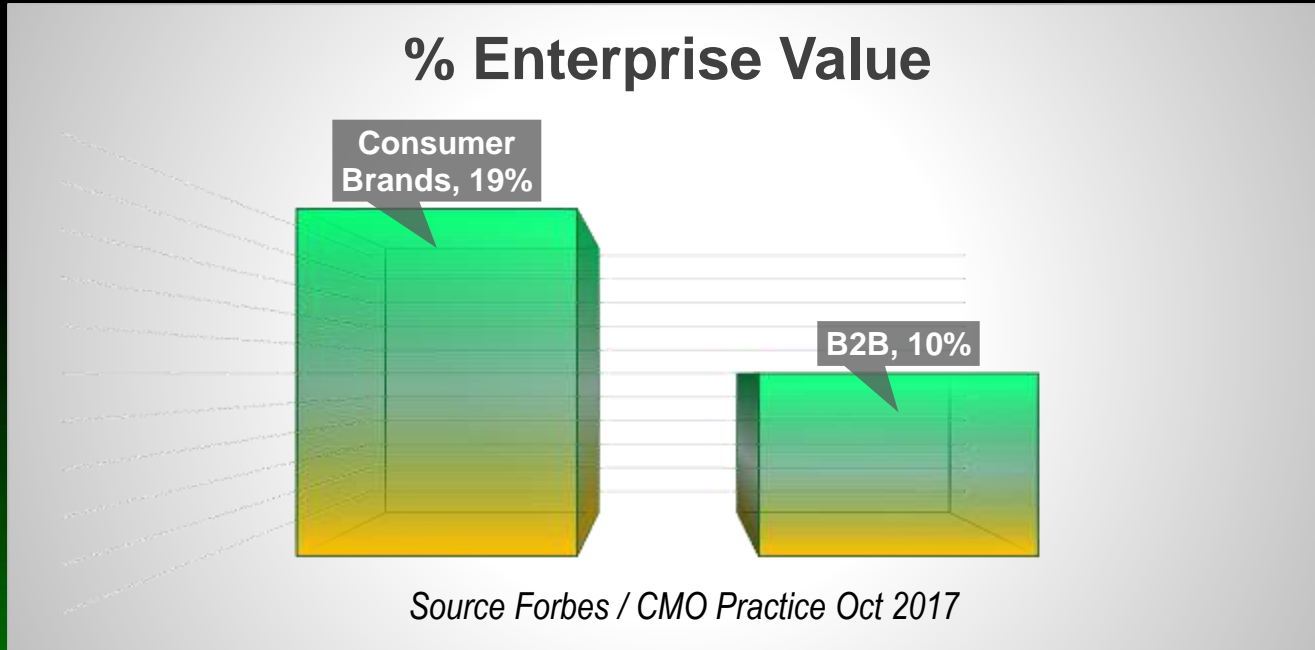
# Brands

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

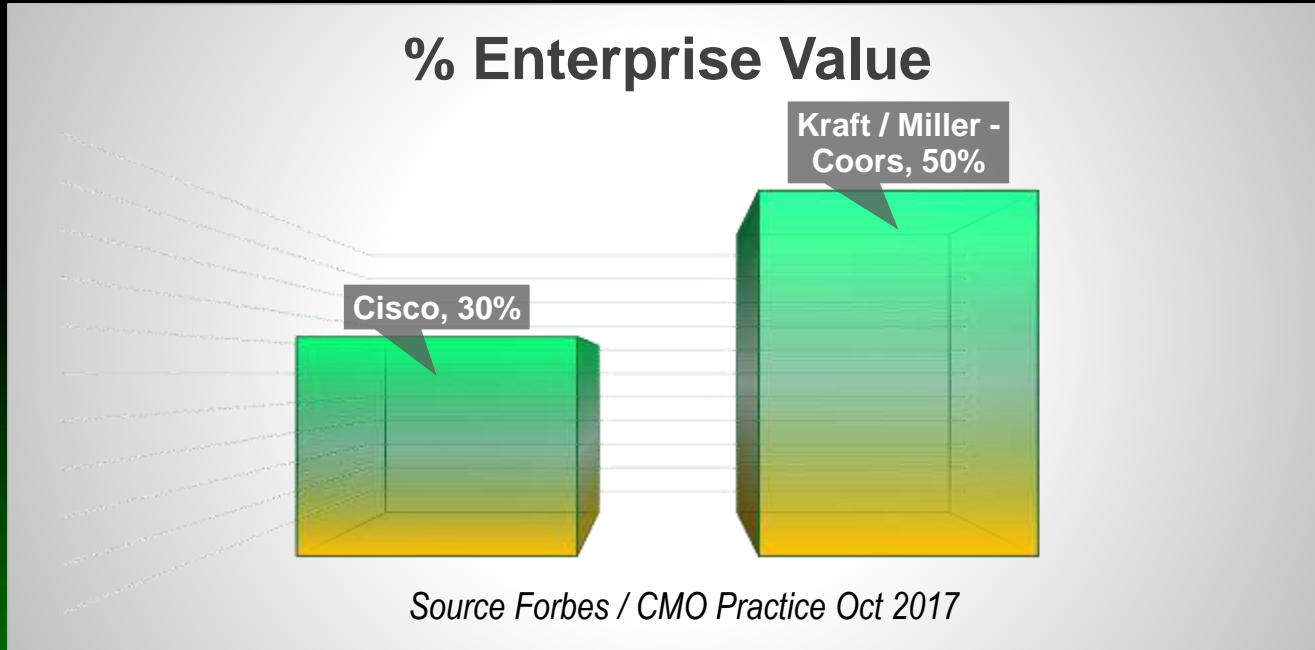
**George Hammer**  
Chief Content Officer

The IBM logo, consisting of the letters 'IBM' in a bold, white, sans-serif font, with each letter formed by horizontal stripes. It is positioned in the bottom left corner of the slide.

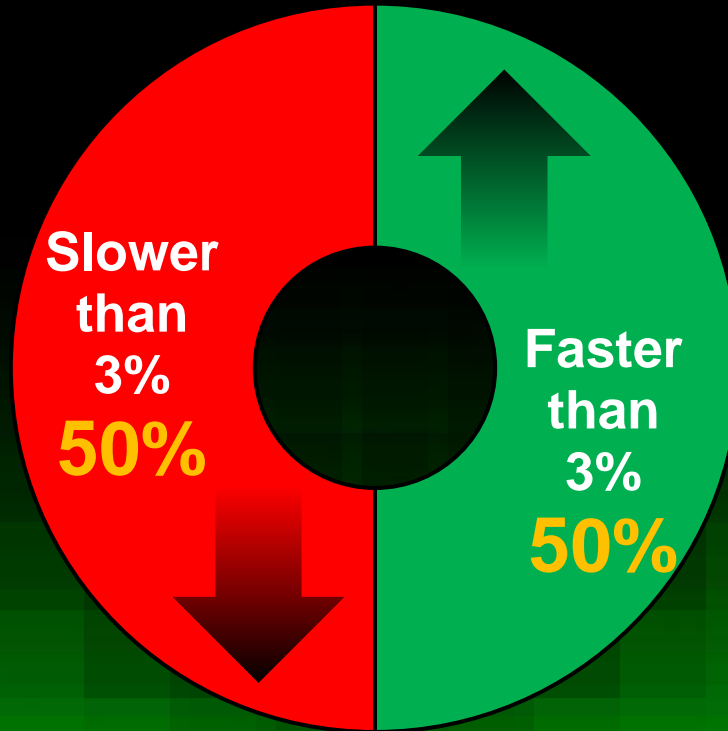
# Brand Equity / Brand Value



# Brand Equity / Brand Value



# Inadequate Brand Value Growth



Source  
*Interbrand Best Global Brands 2018*

# 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*



# 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 consumer experience to actually shaping it

Source  
*Interbrand Best Global Brands 2018*





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

ANA

# Activating Brave / Role of Brand

Brand Value Growth Rates are

**2.4x**

higher than those that do not activate



# Activating Brave



“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

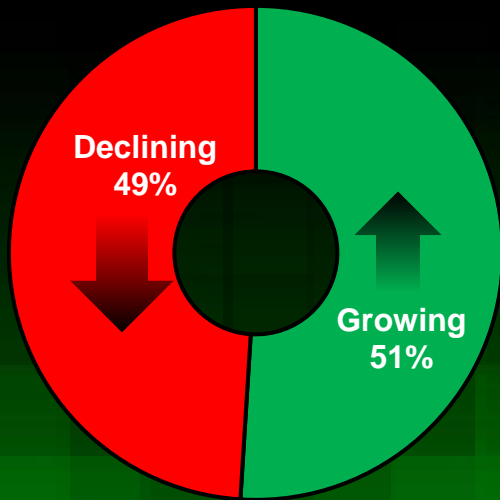


# Fortune 500

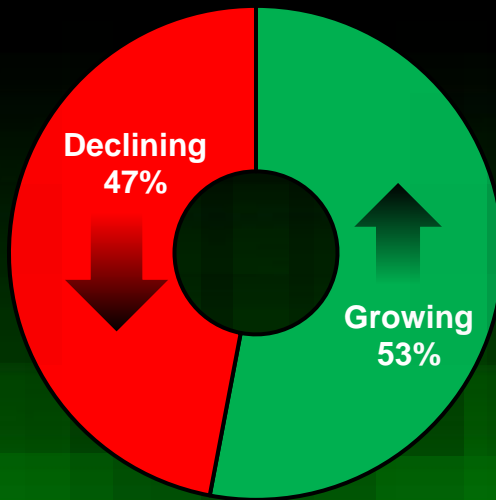
- Two-thirds of U.S. GDP
- Revenues: \$12.8 Trillion
- Profits: \$1 Trillion
- Market Value: \$21.6 Trillion
- Employment: 28.2 million people worldwide

# Marketers Generating Insufficient Growth

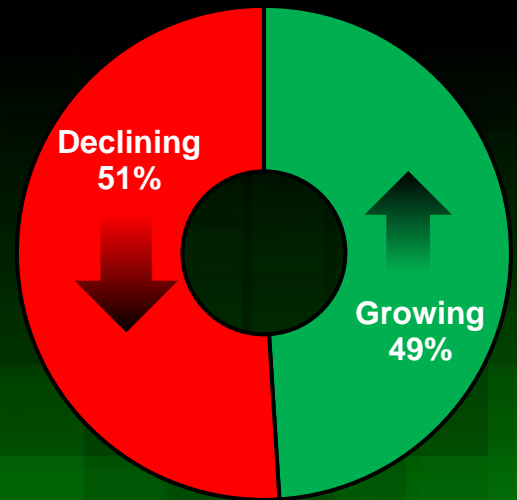
2016



2017



2018



*Fortune 500 – 2016-18 After Tax Profits*



# Marketer Decision Making

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

History says... "No!!"

# 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.



**ANA Mission**

**ANA**  
Driving Growth

For you, the individual  
For your brands and businesses  
For our Industry







# 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

ANA





**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

MARKETING  
ORGANIZATIONAL  
**STRUCTURE**  
RESEARCH

[Learn More About Marketing Organization](#)

The background of the slide features a series of five light gray, upward-pointing arrows of varying heights, arranged in a staggered pattern. The tallest arrow is in the center, with two shorter arrows on either side, and two more shorter arrows at the bottom corners. The text is centered over the tallest arrow.

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

# **ANA** | Marketing Futures

*Innovate. Accelerate. Grow.*







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



**Marc Pritchard**  
ANA chairman and chief brand officer





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