

ANA



**2018 ANA
ANA / BAA Marketing
Law Conference**

Bob Liodice

Chief Executive Officer

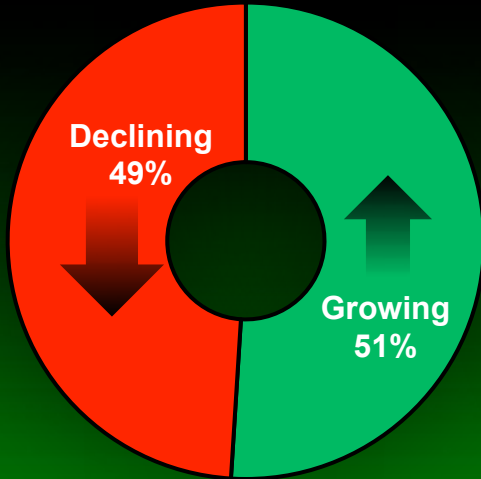
GROW

TH!!!

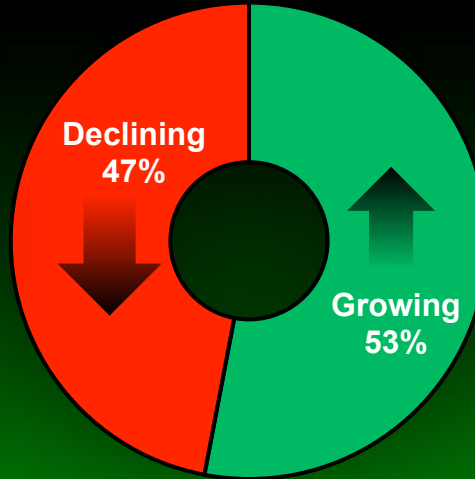
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Fortune 500 – 2016-18 After Tax Profits

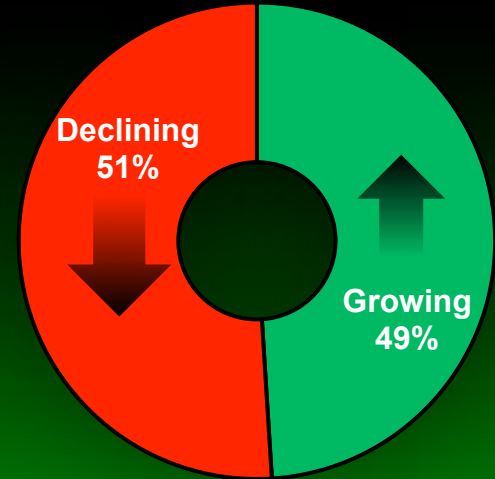
2016



2017



2018



Marketer Decision Making

But are we
making the
right decisions
to

optimize
growth?..

history says?..

“No

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Privacy



GDPR



**California
Privacy Act**

Marketers...
it's time to take
our industry
back.

We must drive
growth.

For you, the professional
For your business and brands
For our industry

ANA



MASTERS CIRCLE

Aligning CMOs with Industry Leadership & Growth



CMOs Leading the Industry's Growth Agenda



The Global CMO Growth Council



Brand & Creative Excellence



Courage



“Fear and conservative thinking is what holds back a lot of traditional organizations.

It puts artificial constraints on innovation. Have a sense of fearlessness. Try and experiment without fear.

Your company has nothing to lose.”



Jonathan Mildenhall
CMO, AirBnB



Data & Technology

Measurement Mandate



- Data
- Measurement
- Analytics







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**Data Marketing
& Analytics**

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Council for the Future of Marketing, Data & Technology

- Define common approaches to data and technology
- Define a “New Paradigm” for data use/privacy
- Build Brand data practices
- Demonstrate responsible data use as a force for good



Talent Development

THE BOTTOM LINE: TALENT DRIVES GROWTH



Our Vision...

Inspire and
attract the
next generation
of talent



Accelerate
professional
development
and training



Take
charge of
our talent
future





TALENT FORWARD

**The ANA
Talent Forward
Alliance**

Marketing Organization

ANA Playbook for Change - **Marketing Organization**



Measurement & Accountability

Measurement Mandate



Accredited by
Media
Rating Council®

Google



Measurement and Viewability

ANA

Brand Purpose & Sustainability

ANA

**CENTER
FOR BRAND**

purpose



Inclusion & Equality

CMO Gender/Diversity Scorecard

Gender	
Male	Female
412 (55%)	335 (45%)

Ethnicity			
African American	Asian	Caucasian	Hispanic
23 (3%)	35 (5%)	665 (87%)	34 (5%)

#SEE
HER

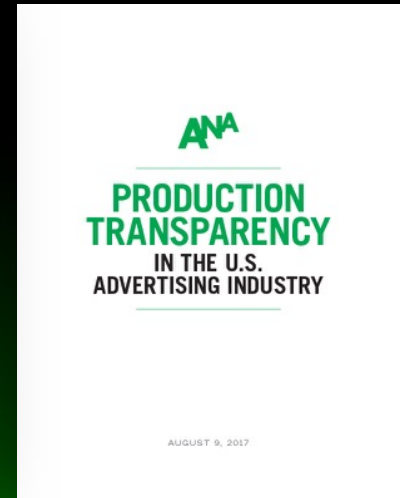
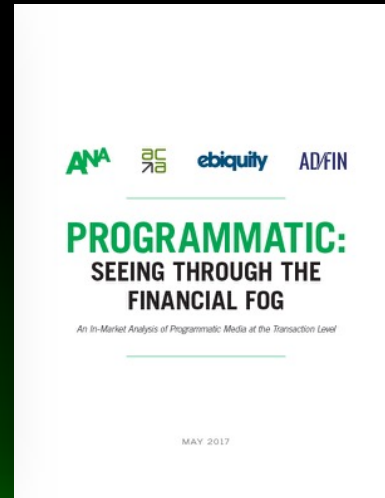
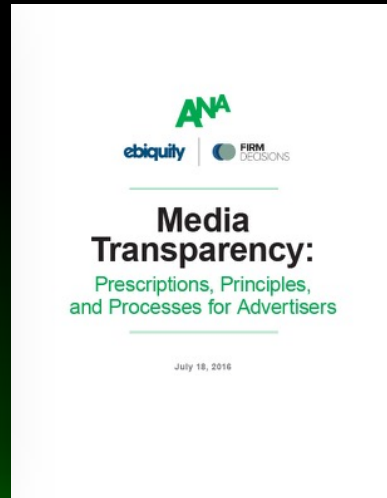
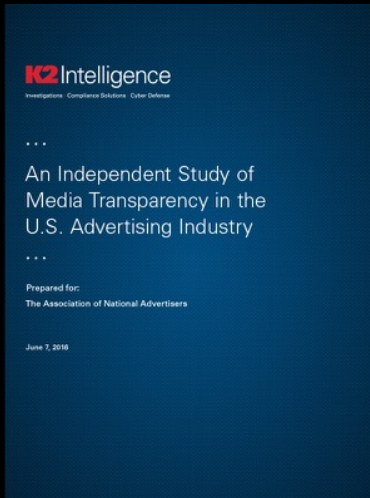
seeher.com

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Transparency





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Digital Media Supply Chain

TRUSTX

BUILDING THE SUSTAINABLE FUTURE
FOR TRUSTED ADVERTISING

ANA

Brand Safety & Ad Fraud

ANA Playbook for Change – Ad Fraud

 | 

BOT BASELINE 2016-2017

FRAUD IN DIGITAL ADVERTISING

- Demand Transparency for Sourced Traffic
- Refuse Payment on Non-Human Traffic in Media Contracts
- Avoid Excessive Restrictions
- Encourage MRC Accredited Third-Party Fraud Detection on Walled Gardens
- Create and Implement Blacklists



Digital Ad Fraud



Advocacy & Self Regulation

Self Regulation

ASRC

The logo for ASRC features the letters 'ASRC' in a large, bold, white sans-serif font. To the right of the 'C' is a red right-angled triangle pointing upwards and to the right, with a small 'TM' trademark symbol at its top vertex.

A service of the advertising industry and Council of Better Business Bureaus

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Privacy



DIGITAL
ADVERTISING
ALLIANCE

Ad Taxes

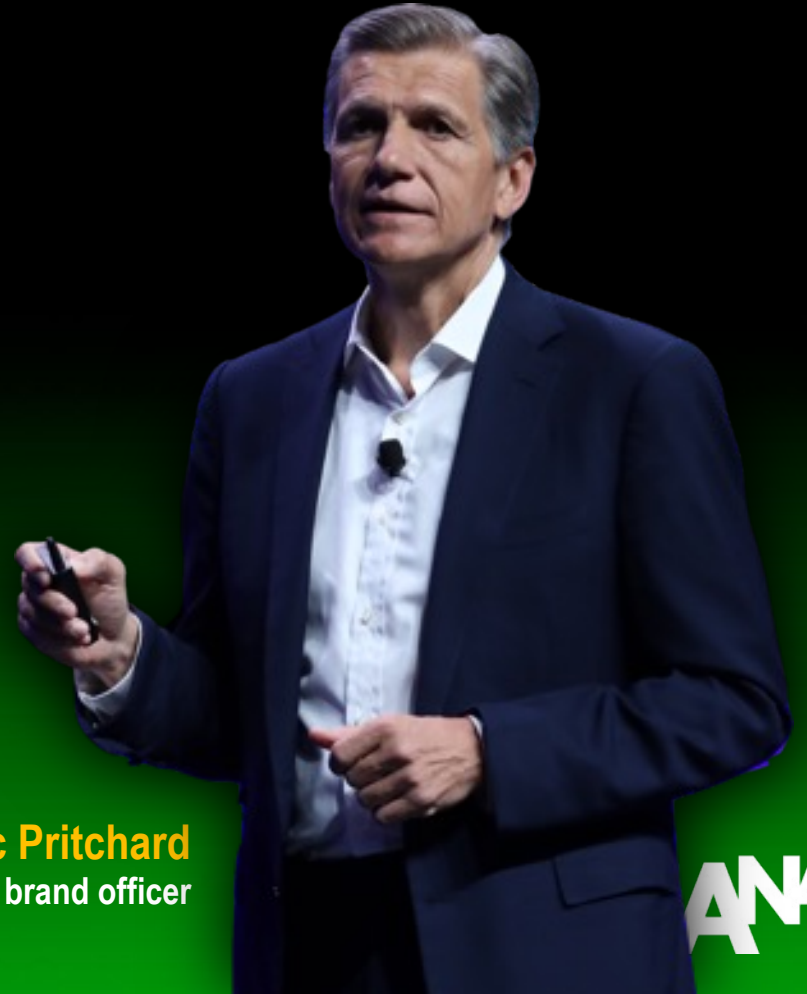
Saving \$25-35 billion



The Future of Advertising, Marketing, & Growth

Growth

“Transform,
innovate, and
drive growth.”



Marc Pritchard
ANA chairman and chief brand officer



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