

The ANA logo is rendered in a bold, green, sans-serif font. The letters are thick and have a slight 3D effect, with the 'A's and 'N's overlapping. The background of the entire image is a dark blue grid with a pattern of small, glowing white and blue squares, resembling a digital or data visualization.

# 2019 ANA/BAA MARKETING LAW CONFERENCE

**Bob Liodice**

Chief Executive Officer

**S** **G** **E** **T** **T**  
**T** **M** **A** **R** **E**  
**R** **A** **D** **R** **C**  
**A** **R** **V** **E** **H**  
**T** **K** **E** **R** **N**  
**E** **E** **T** **I** **O**  
**G** **I** **N** **L** **L**  
**C** **G** **S** **A** **O**  
**I** **N** **R** **L** **O**  
**G** **G** **O** **G** **G**



# Bob Liodice

*Chief Executive Officer*

**ANA**

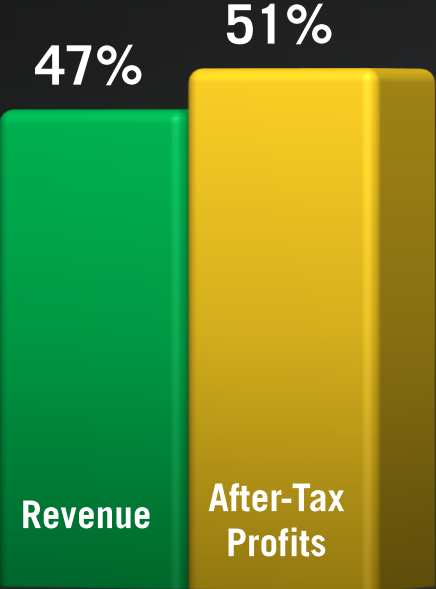


**ANA** MISSION

# DRIVING GROWTH

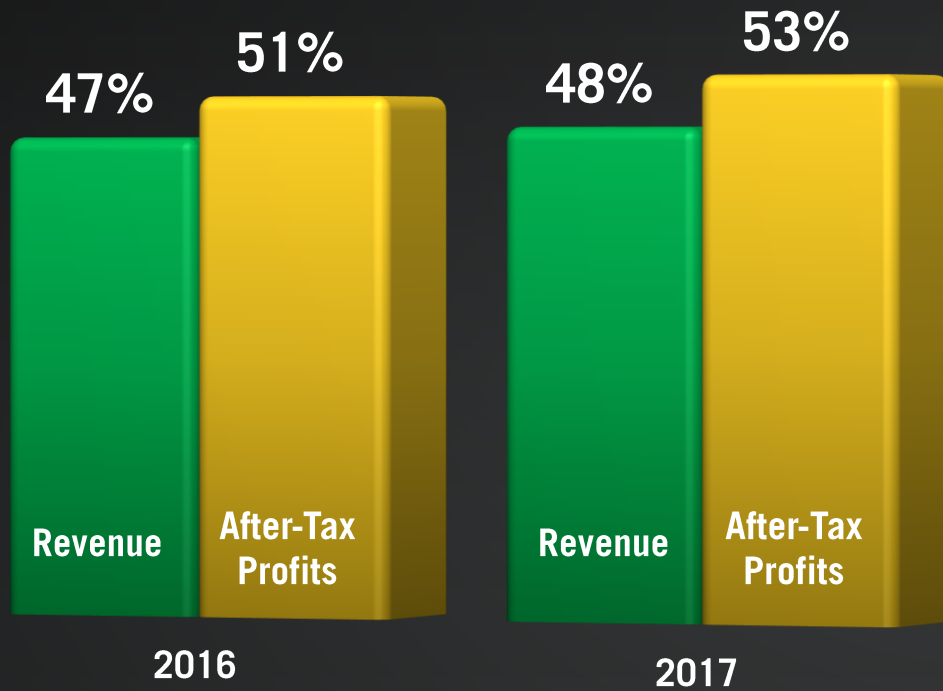
FOR YOU, THE INDIVIDUAL  
FOR YOUR BRANDS AND BUSINESSES  
FOR OUR INDUSTRY

# FORTUNE 500

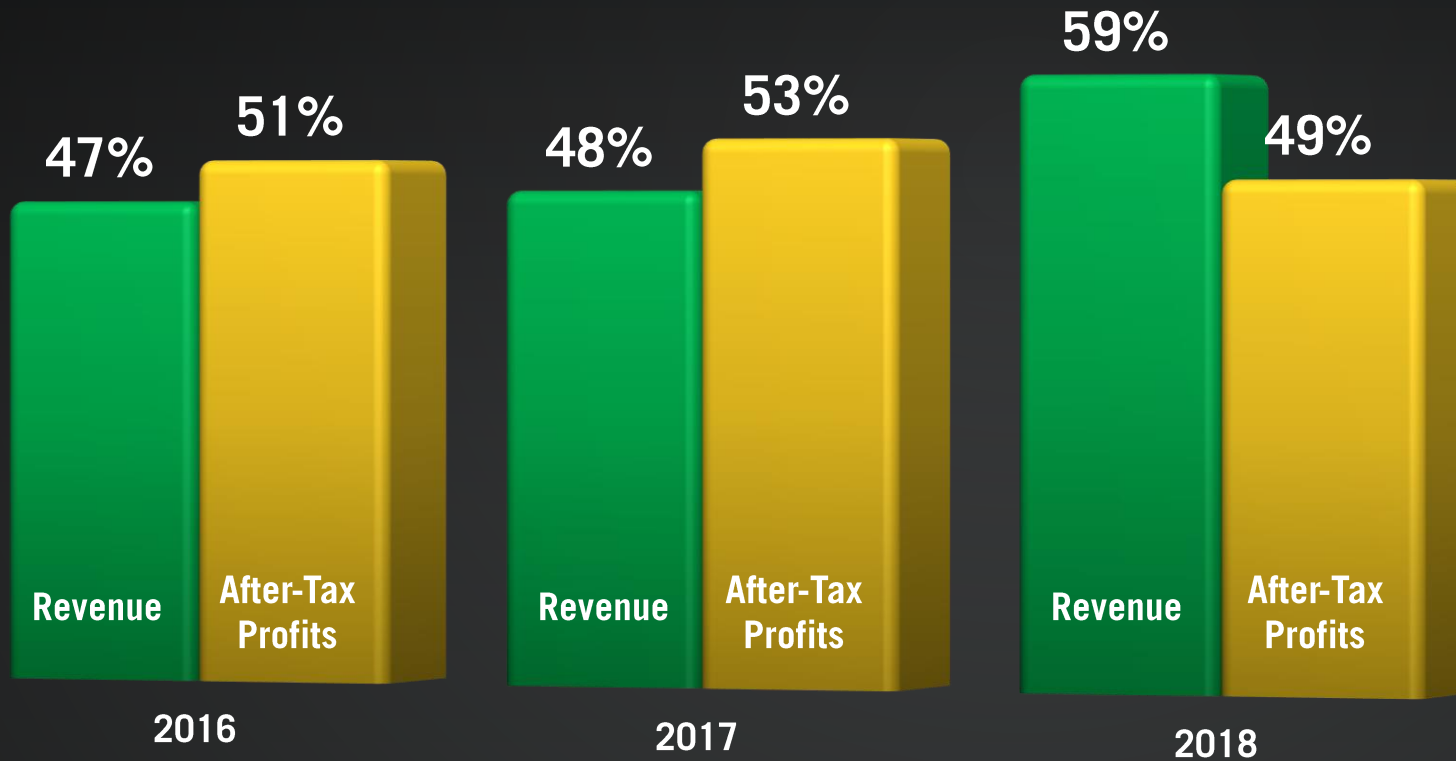


2016

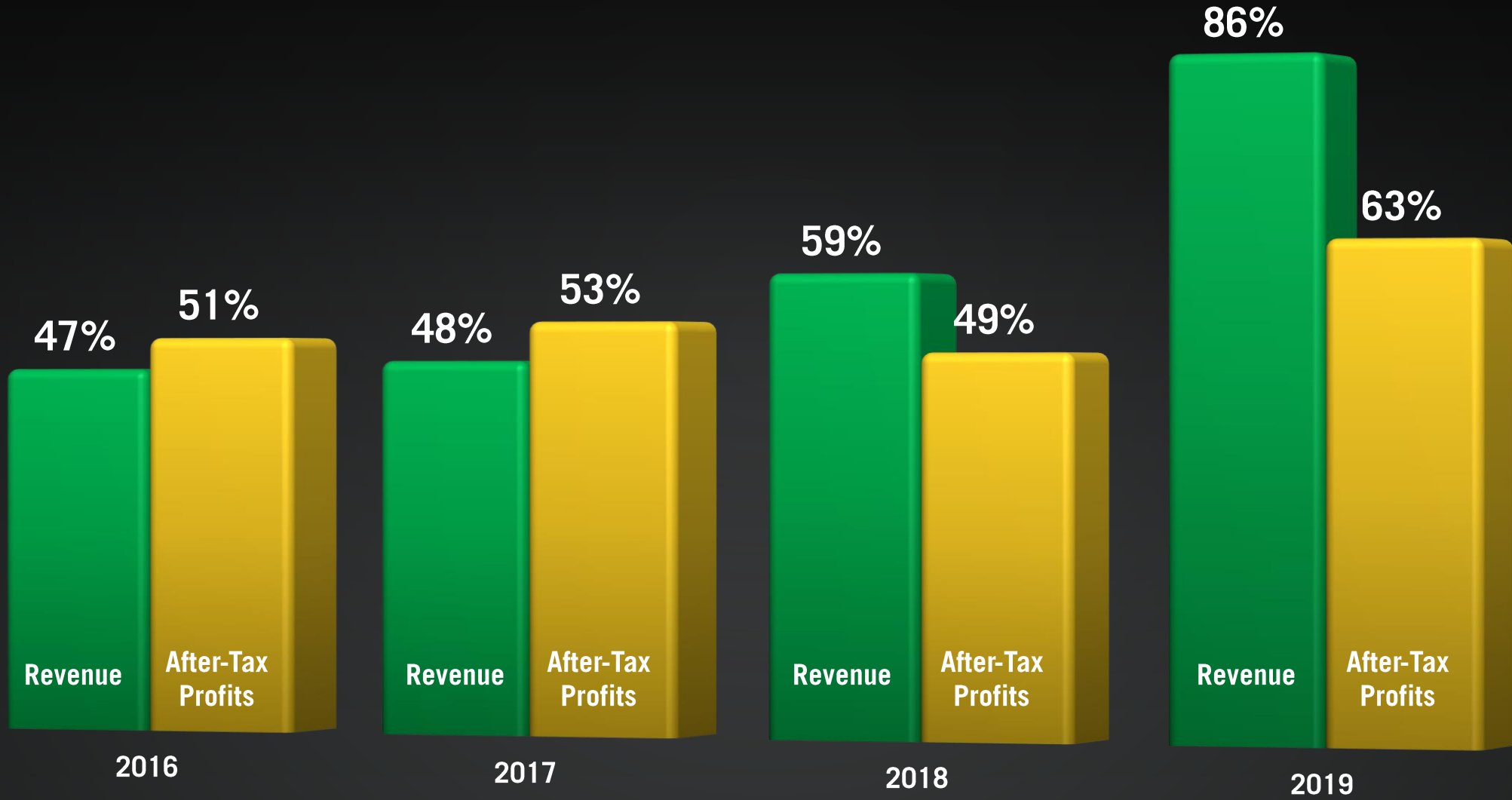
# FORTUNE 500



# FORTUNE 500



# FORTUNE 500





**ALIGNING CMOs  
WITH INDUSTRY  
LEADERSHIP  
& GROWTH**



# THE GLOBAL CMO GROWTH COUNCIL



# ANA MASTERS CIRCLE



**Brand Innovation,  
Creativity &  
Consumer Experience**

**Talent**

**Data, Technology  
& Measurement**

**Society &  
Sustainability**



**GROWTH  
PLATFORMS**

The background of the slide is a grayscale image of several US dollar bills, including \$100 and \$50 bills, scattered and overlapping. The text is overlaid on this background.

# GLOBAL GROWTH GOAL

Generate  
**\$500 BILLION**  
in Incremental  
Global Sales  
over 3 Years



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

and a  
force for  
**growth.**

**MARC PRITCHARD**

ANA Chairman & Chief Brand Officer



**HUMANITY  
FOR GROWTH**



**ANA**

**AIMM**

**ALLIANCE FOR INCLUSIVE AND  
MULTICULTURAL MARKETING**

**DIVERSITY & INCLUSION**  
**MULTICULTURAL MARKETING**





## We Believe...

More than ever, consumers now expect to be **seen**.

To be **reflected**. To be **respected**.

Brands can make **lasting, meaningful connections** by doing more than scratching the surface.

Diverse casting may be a start, but it's not enough.

It's time to **go further** and **deeper**.

To touch hearts with **cultural insights** that truly connect.

To emphasize what **unifies us** and what makes us **unique**.

Consumers are telling brands to "**show us you know us.**"

They are demanding marketers to **See ALL**. See ALL of us.

**#SeeALL** the ways we **live** and **love**.

**#SeeALL** the ways we **celebrate** and **fascinate**.

**#SeeALL** our **preferences** and **concerns**.

**Expand your brand's worldview** so you can **experience the growth your brand deserves**.

**It's time to make the commitment to #SeeALL.**

**See ALL of Us** — who we are and who we can be to you.

Join AIMM @ **#SeeALL**



**CIIM**

Cultural Insights Impact Measure



**Impact & Effectiveness  
of Cultural Insights  
in Ads / Programming**

**Sales Lift Indicator**

#SEE  
HER

#SEE  
HER

**GROWTH**  
**MISSION**

To be the unifying voice to champion gender equality in the advertising, media and entertainment industries

#SEE  
HER

# GROWTH MISSION

The **accurate** portrayal of women and young girls in ads and content that can influence consumers

**Equality** including those in front of and behind the camera

**Leadership** is shared and equally respected

**GENDER EQUALITY  
= GROWTH**



**GEM™**  
GENDER EQUALITY MEASURE  
FOR ADS

**Measures** Unconscious  
Bias in Ads

**100,000** Ads Tested  
in 14 Countries

Industry **Gold Standard:**  
Index Above 100 = Growth

16 Million Respondents, the  
**Largest Gender Equality  
Outreach** in Advertising





**GEM™**  
PROGRAMMING

**23% Increase** in  
Programming that is  
GEM™ Certified

Twice a Year, **Top Nielsen  
Rated** TV Programs are  
Tested Using GEM™

Programs Represent  
**Reach Nearly 1B**  
Consumers Age 18-49

A close-up, black and white photograph of a large, round-cut diamond ring. The diamond is the central focus, showing its intricate facets and how they catch the light. The ring is set against a dark, textured background, possibly a surface of the diamond or a dark material. The overall composition is centered and dramatic.

**EVERY AD SHOULD  
BE GEM™ TESTED**



#SEE  
HER

**MOVEMENT**

MUSIC

**SeeHerHearHer**

SPORTS

**SeeHerInSports**

# THE **MOVEMENT** GROWS!!!

<b>Critics Choice Awards</b>	<b>Kids Choice Sports</b>	<b>Teen Choice Awards</b>
<b>PSAs on Viacom, CBS and Showtime</b>	<b>Weekly SeeHer Spotlight on Celebrity Page</b>	<b>Monthly SeeHer Segment on The Talk</b>
<b>Take over of Olympic primetime with NBCU</b>	<b>Partnered with YouTube</b>	<b>Partnered with SAG-AFTRA</b>

#SEE  
HER

## ADVISORY BOARD



**KATIE COURIC**



**MICHAEL STRAHAN**



**GEENA DAVIS**



**MUFFIN MCGRAW**



**LAURA BROWN**



# HUMANITY FOR GROWTH

# Brand Purpose

“We are all the stewards  
of the human connection.  
We have to put the **personal**  
back in personalization.”



**ELIZABETH RUTLEDGE**  
chief marketing officer



# Brand Purpose

“If brand purpose is just words  
in a campaign, then it’s  
another mission statement.

We need to push for brand action.  
It is our duty to advocate for a  
higher purpose as marketers.

**We are the heartbeat of our companies.”**



**AMANDA BRINKMAN**

chief brand and communications officer





**ANA**

**CENTER  
FOR BRAND**

*purpose*





**TALENT**



**TALENT**  
**BUSINESS MACHINES**

**ANA**

**Marketing  
Training &  
Development  
Center**

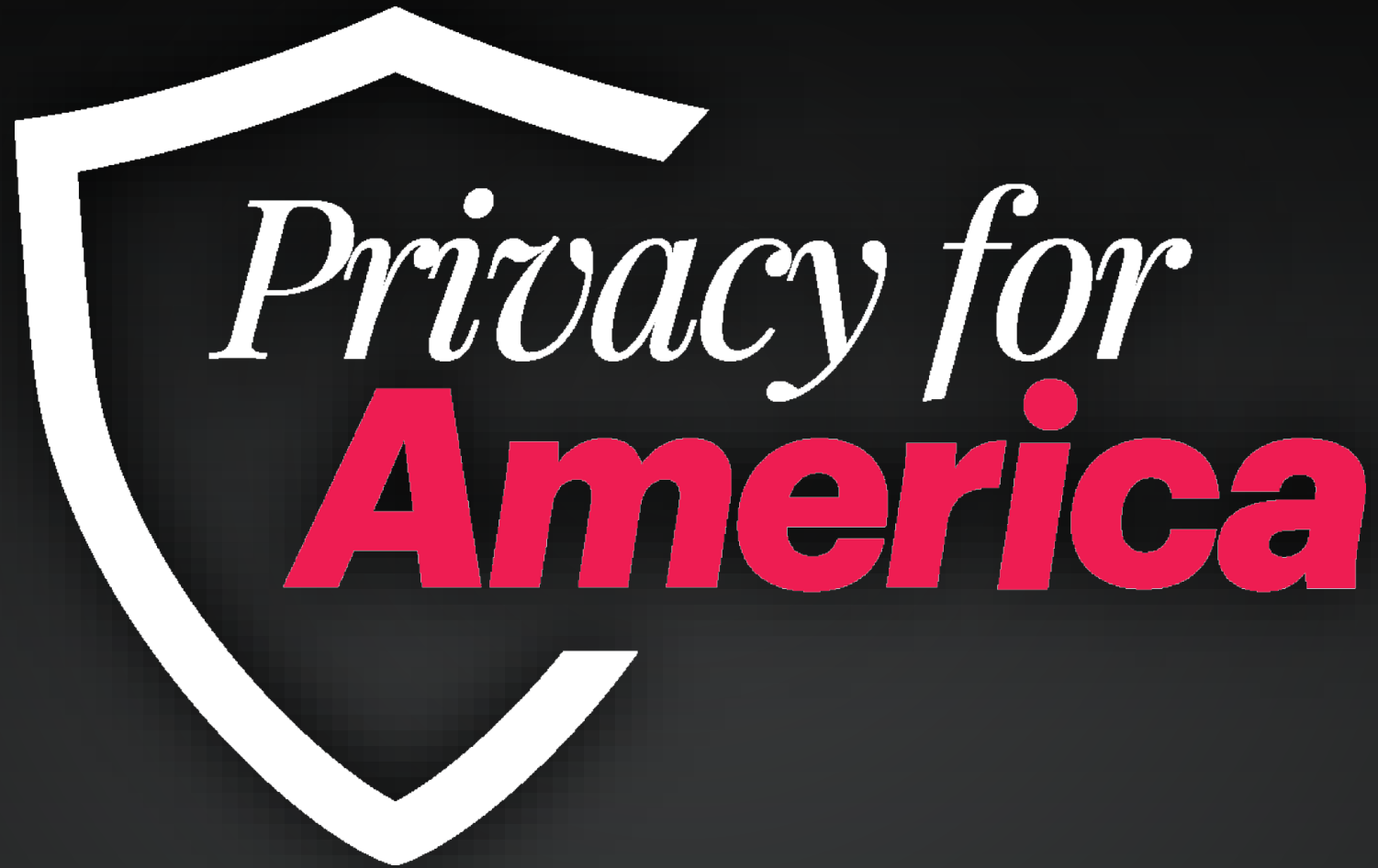
Enhancing Talent for Growth



**THE ANA  
EDUCATIONAL  
FOUNDATION**

# ANA MASTERS CIRCLE





*Privacy for*

**America**



**HUMANITY  
FOR GROWTH**

41st ANNUAL  
**2019 ANA/BAA  
MARKETING LAW  
CONFERENCE**

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**NOVEMBER 4–6 // SAN DIEGO, CA**

**ANA**

**@ANAmarketers // #MarketingLaw**