

ANA

**2019 ANA
Brand Masters
Conference**

presented by 

Bob Liodice

Chief Executive Officer

Brands

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

George Hammer
Chief Content Officer



ANA

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

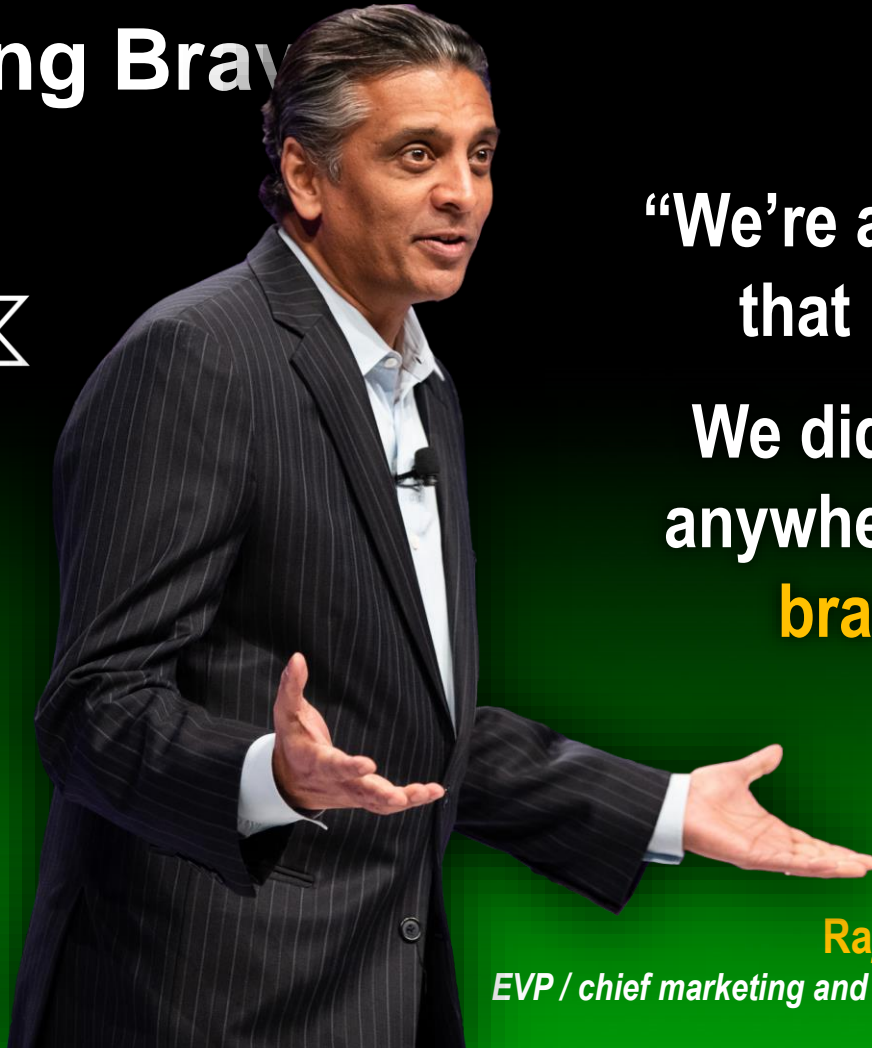
Source
Interbrand Best Global Brands 2018



Conclusion

*The World's Leading Brands
Are Activating Brave*

Activating Brav

The FedEx logo is displayed in white on a dark green background. It consists of the word "Fed" in a bold, sans-serif font, followed by "Ex" in a similar font with a white outline, and a white chevron shape pointing to the right.

“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 dark green background. It features the letters "ANA" in a bold, sans-serif font, with a stylized white shape to the right of the letters.

Activating Brave



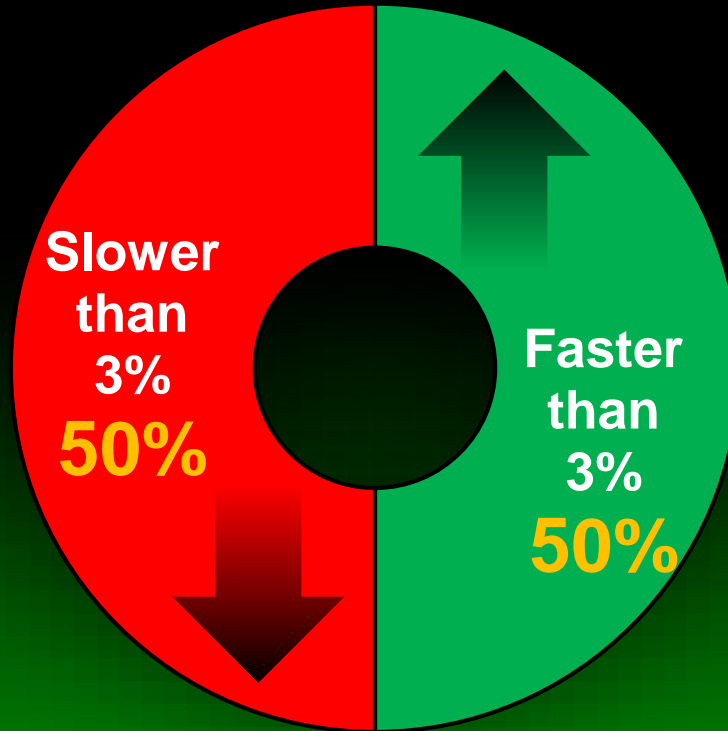
PROGRESSIVE[®]

Be brave...
... take more risks.

Jeff Charney
Chief marketing officer

ANA

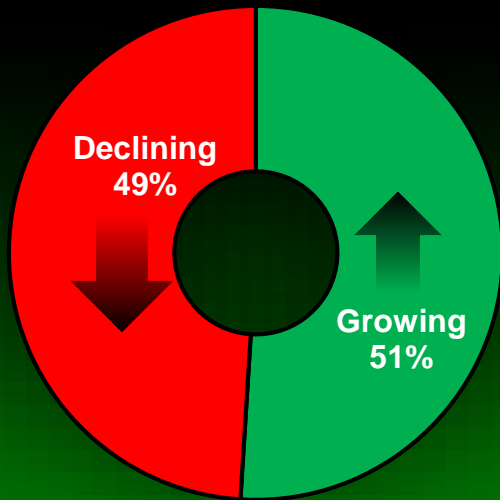
Inadequate Brand Value Growth



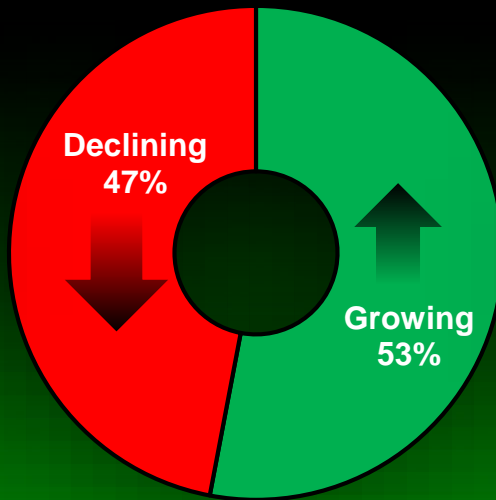
Source
Interbrand Best Global Brands 2018

Marketers Generating Insufficient Growth

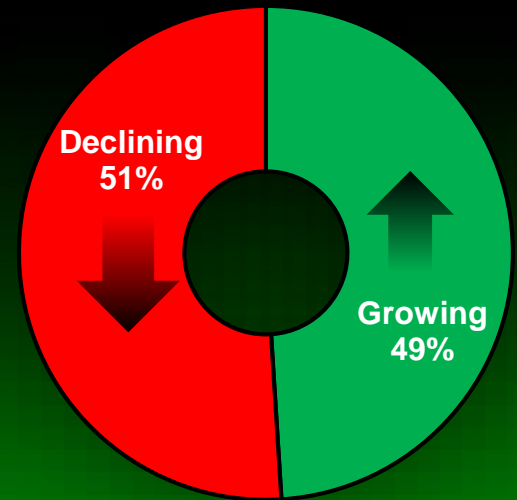
2016



2017



2018



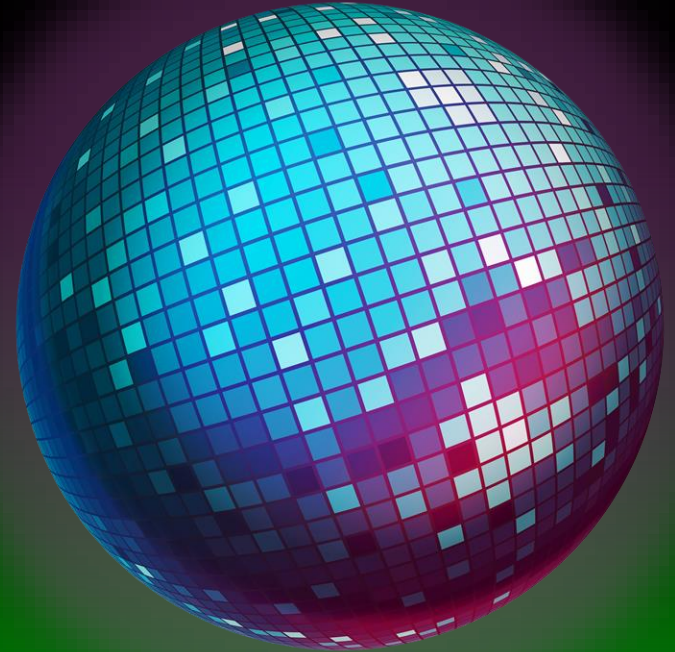
Fortune 500 – 2016-18 After Tax Profits



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.



The CMO Twelve-Point Strategic Agenda



Strong Brands / Long Term Investment

- “Interbrand’s Best Global Brands are enduring proof that investment in long term brand-building enables businesses to thrive over time and survive market volatility.”
- “...Strong brands are powerful business assets that deliver a sustainable competitive advantage enabling companies to outperform the competition and ...”

... Accelerate
Growth

The Top 4 – Brand Value



\$214
billion

+16%

Google

\$156
billion

+10%

amazon

\$101
billion

+56%

 Microsoft

\$93
billion

+16%

Brand Purpose & Sustainability



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

“Brand purpose is just the beginning, not the end. You have to figure out a way to take your purpose, operationalize it, and drive it into momentum for your business.

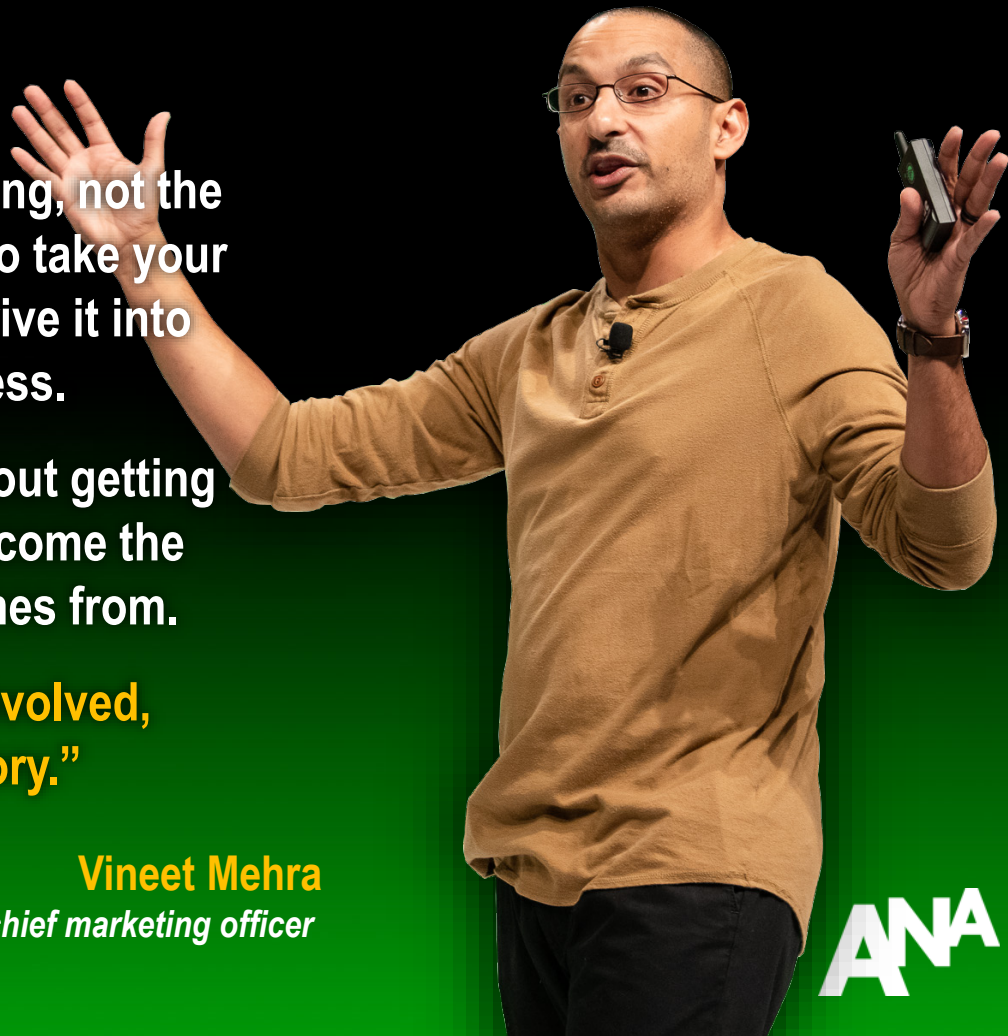
That’s where this whole theory about getting consumers to participate and become the movement for your purpose comes from.

**You’ve got to get consumers involved,
and get them to tell your story.”**

Walgreens

Vineet Mehra
chief marketing officer

ANA



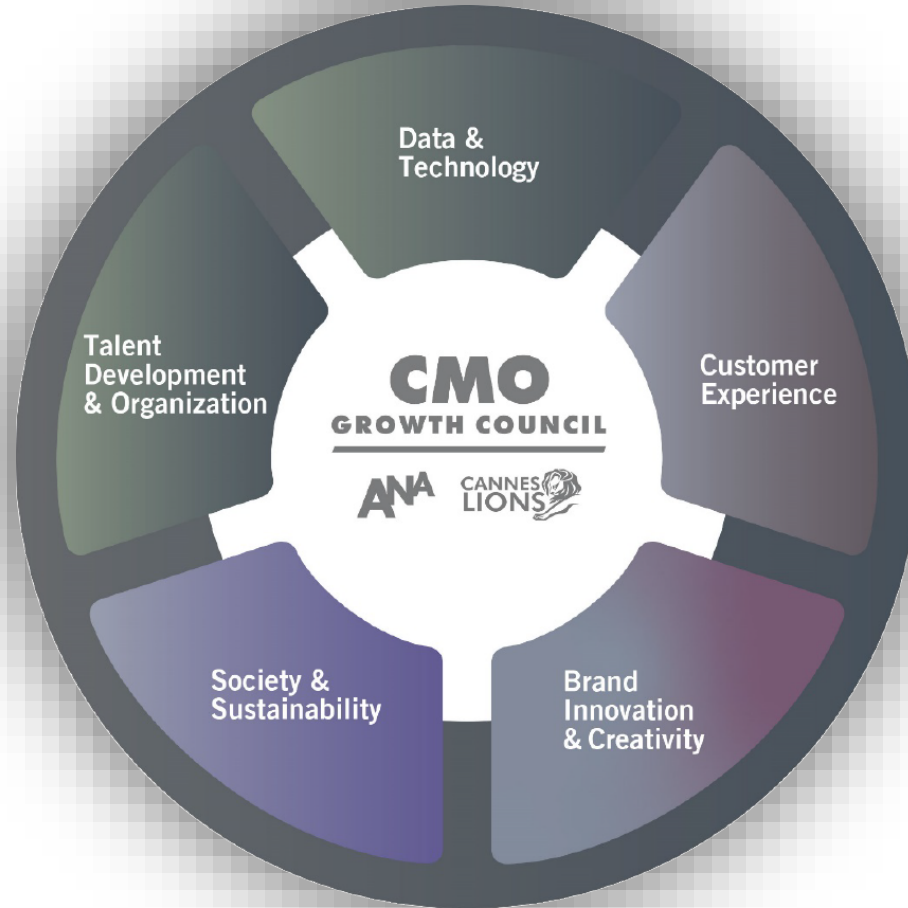
CMO GROWTH COUNCIL



The international expansion
of the ANA Masters Circle



Global Growth Agenda



**“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

