

ANA

2020 BRAND MASTERS CONFERENCE

PRESENTED BY 

Bob Liodice
Chief Executive Officer





TOP
1000
BRANDS

71%

Grew in Brand Value!

\$2.2
Trillion

Cumulative Brand Value



TOP 100 BRANDS

Average
+4.4 % Annual Growth
2001-2019

Only 31
Brands
from 2001
Remain in the
Top 100



“Understand your consumer and know **who you are** as a brand and **where you want to take it.**”

Jill Estorino

EVP Global Marketing, Disney Parks & Resorts



Brand Growth

“Customer expectations are moving faster than a company’s ability to respond...

The fastest growing brands are making iconic moves: big bets that transform the way customers interact with brands.”

Charles Trevail
Global Chief Executive Officer

Interbrand





Be brave.

We consume products that we love. We consume products that capture our imagination and attention. Marketing is not for the faint of heart.

You don't do great work by being safe.

Andrea Brimmer
Chief Marketing Officer

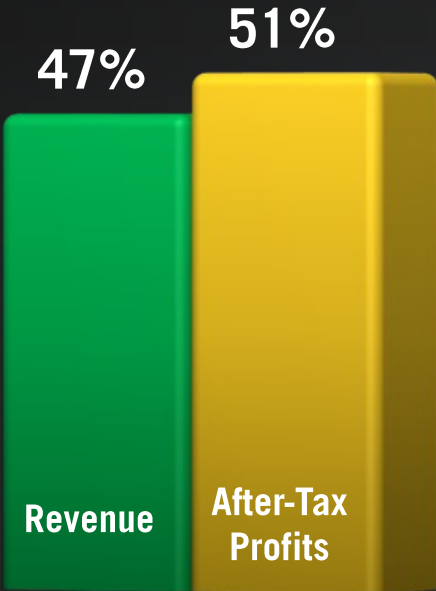


ANA MISSION

DRIVING GROWTH

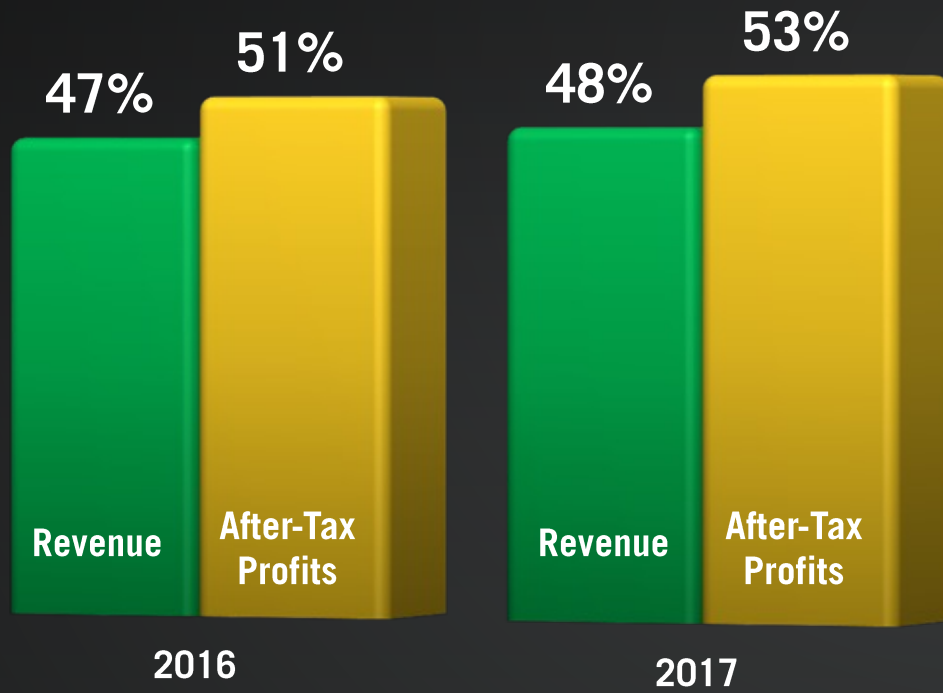
FOR YOU, THE INDIVIDUAL
FOR YOUR BRANDS AND BUSINESSES
FOR OUR INDUSTRY

FORTUNE 500

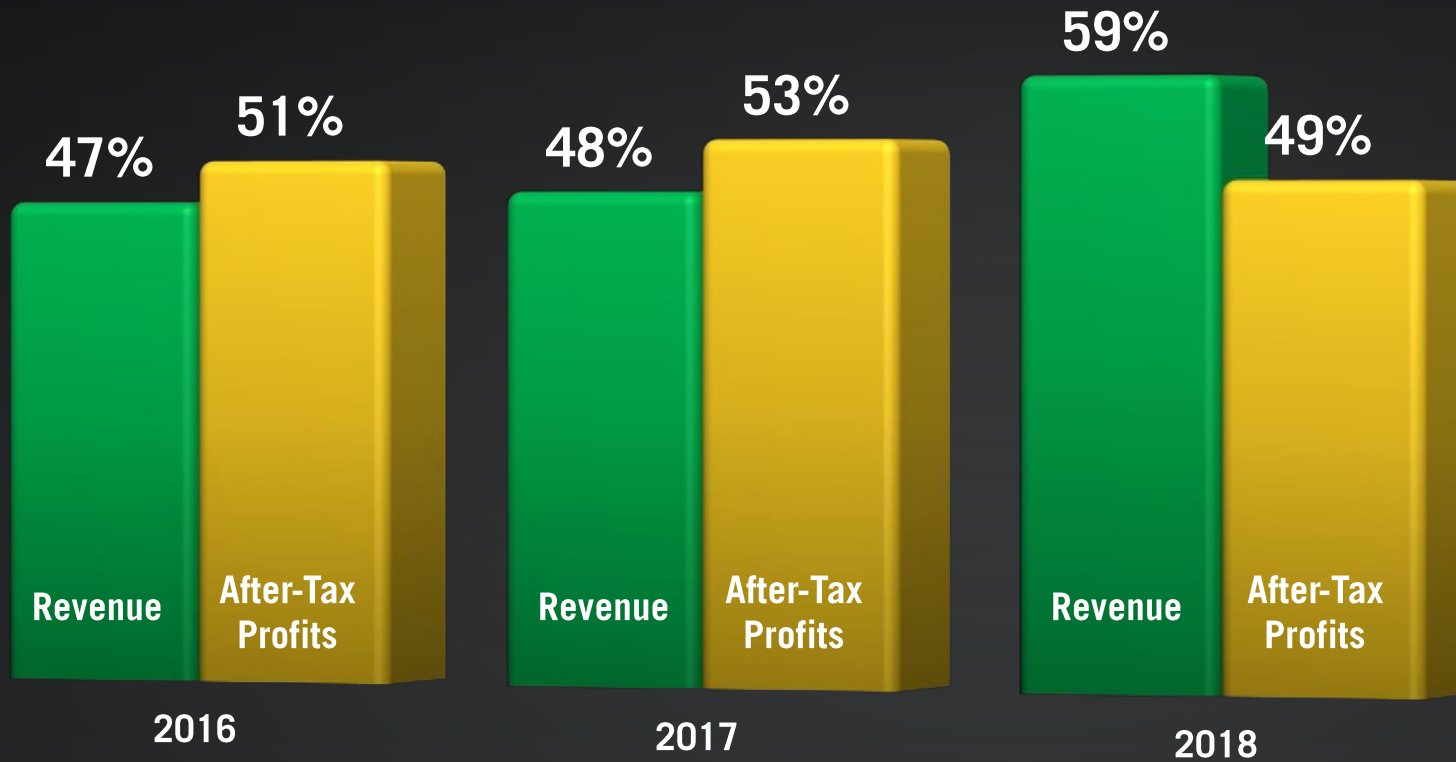


2016

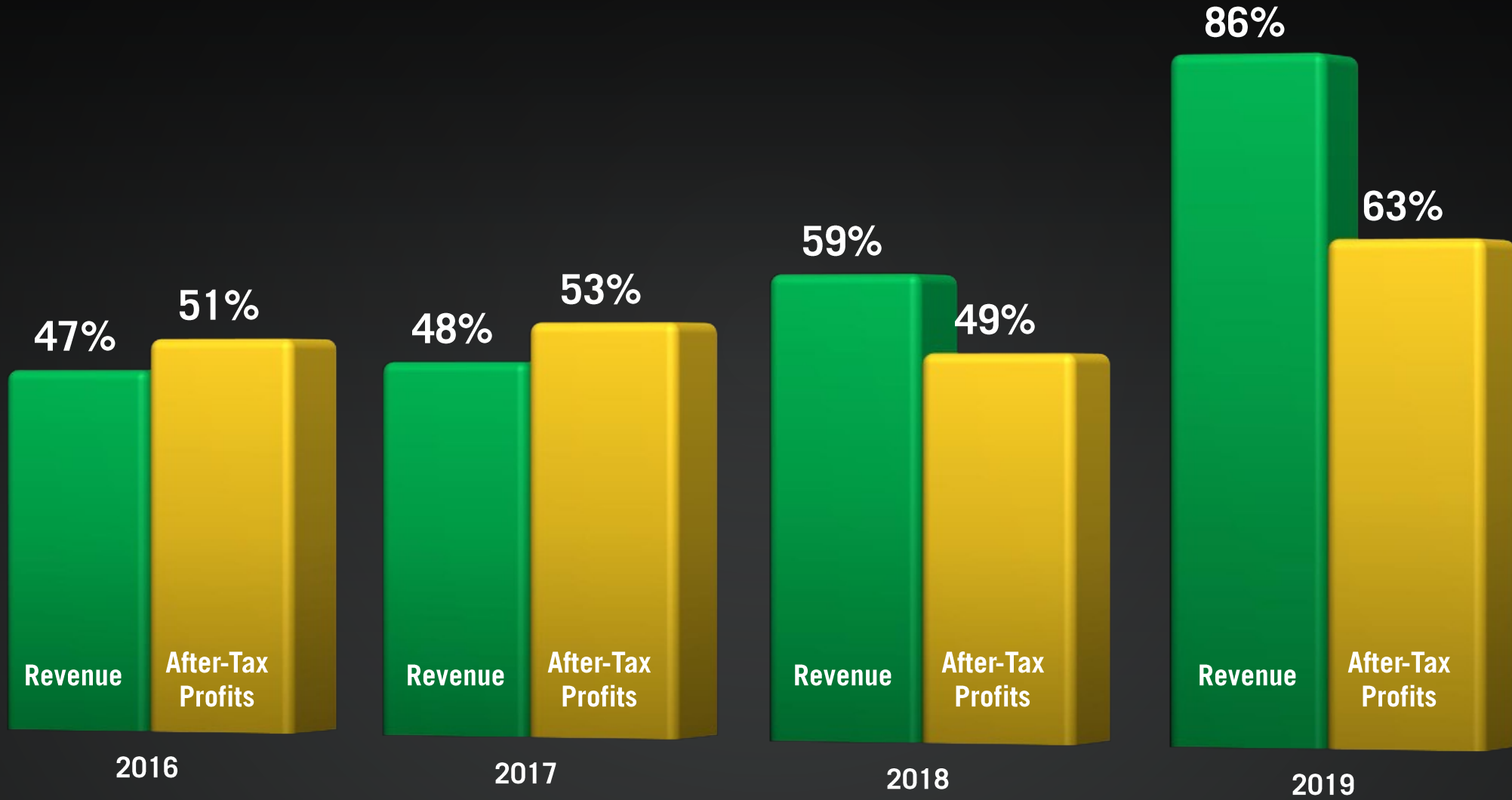
FORTUNE 500



FORTUNE 500



FORTUNE 500



ANA GROWTH AGENDA



THE GLOBAL CMO GROWTH COUNCIL



The background of the slide features a dark, semi-transparent overlay of several US dollar bills, including a \$100 bill and a \$10 bill, which are slightly out of focus and layered to create a sense of depth and financial context.

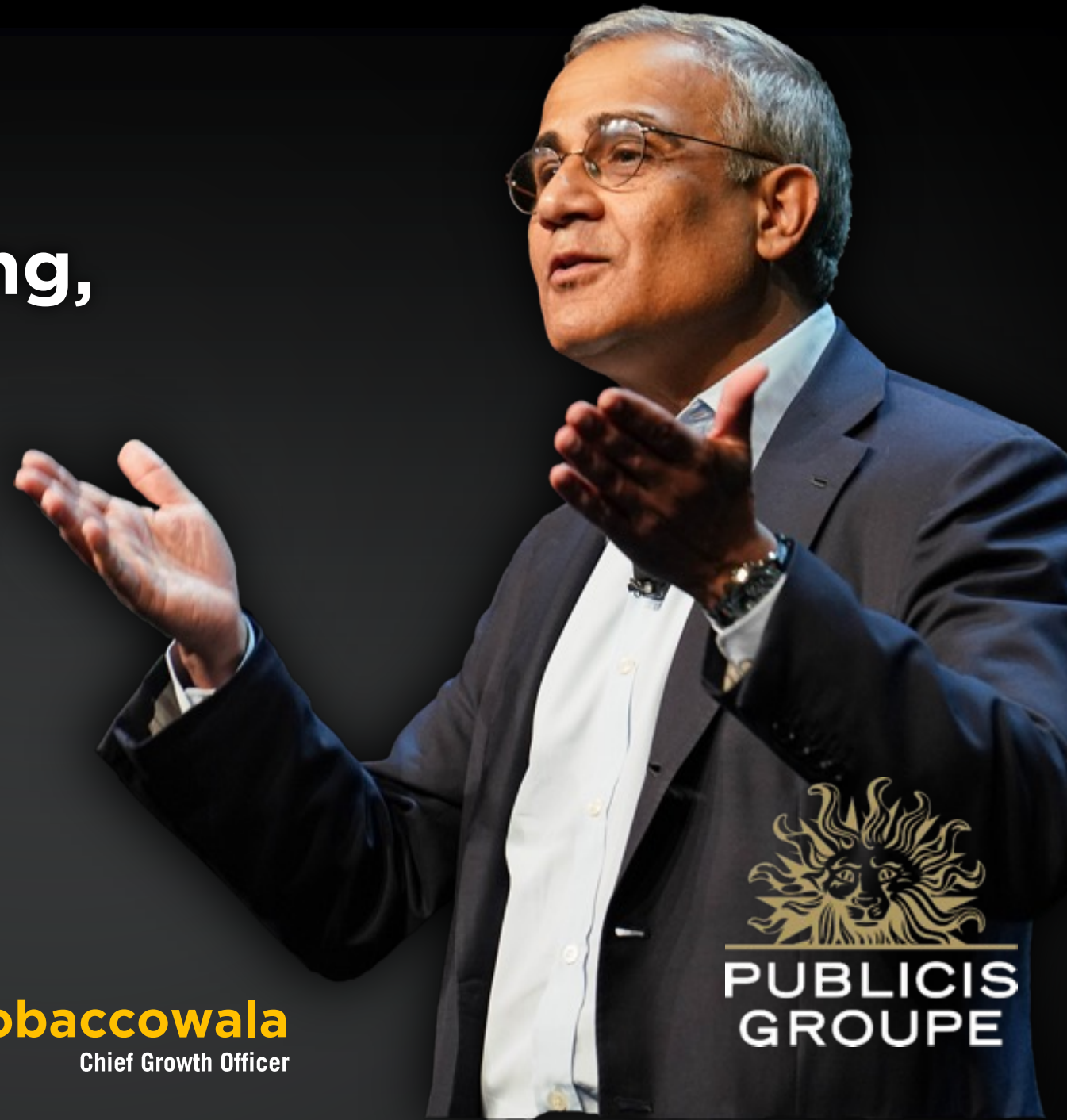
**GLOBAL
GROWTH
GOAL**

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

DATA & BRANDS

**“The future is about
data-driven storytelling,
not about data.**

**No one can
differentiate
on data alone.”**



Rishad Tobaccowala

Chief Growth Officer



“We have to recognize that data doesn’t make marketing decisions.

We make marketing decisions... using data to help guide us to where we need to go.

We are counted on to steer the ships of our brands.”

Doug Zarkin
Chief Marketing Officer



LUXOTICA®

BRAND PURPOSE / PURPOSEFUL MARKETING

**“Bring the love...
bring the authenticity.**

**Put your heart on the
table as much as you put
your wallet on the table.**

**Treat the consumer like
you treat your brethren.”**



Olivier François
Global President, Chief Marketing Officer



ANA
CENTER FOR **BRAND**
purpose

IN PARTNERSHIP WITH



Nonprofit
Federation



BRAND AMBITION

“You always have to think big.

If you think big, if you believe in what you are doing, and you create that belief as part of your culture and DNA, you will be successful.”

Alvaro Luque

President & CEO



“I think that you always do average work and have average outcomes when you’re in an environment grounded by fear.

**Commit to your beliefs.
And really go all in.**

Having a fearlessness when executing strategy is something that will make you successful.”



Mike Messersmith
CMO / General Manager



**“There is a human at the
end of whatever it is
you’re doing.**

**Always have the
human at the center
of whatever you do.”**

Amelia Dunlop
Chief Experience Officer

**Deloitte.
Digital**



HUMANITY FOR GROWTH



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

MARC PRITCHARD

ANA Chairman & Chief Brand Officer