

**ANA**

**2018 ANA  
Masters of B2B  
Marketing Conference**



**Bob Liodice**

*Chief Executive Officer*

**ANA**



# Marketer's Responsibility



# Great Marketing



**Kristen Lemkau**  
chief marketing officer

JPMORGAN CHASE & CO.

**“Great marketing is about connecting people with people and remembering the value your brand delivers to them.”**



# Great Marketing

**“In this day and age, you have to be obsessed with your customer.**

**Before you tell your brand proposition to the world, you better damn well be ready to deliver it.”**



**MGM RESORTS**  
INTERNATIONAL™

**Lilly Tomovich**  
*chief marketing officer*



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so what does  
great B2B marketing  
look like?

great marketing  
isn't great unless it produces  
business and brand results

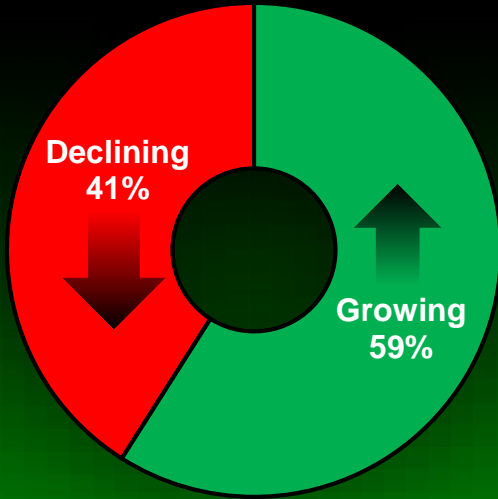
Growth!!!



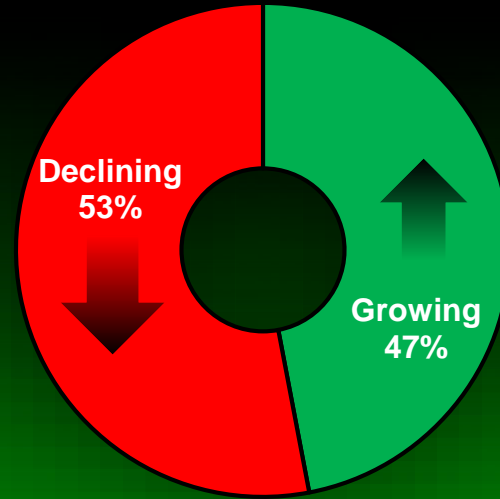
relentless focus  
on the customer

# Growth Issue: The 2017 Fortune 500

## Revenues



## After-tax Profit



# Growth Rate by Sector – 2014-16

<b>Healthcare</b>	<b>+12.6%</b>	<b>Apparel</b>	<b>+0.3%</b>
<b>Technology</b>	<b>+6.3%</b>	<b>Automotive</b>	<b>+0.2%</b>
<b>Food and Drug Stores</b>	<b>+3.2%</b>	<b>Media</b>	<b>+0.0%</b>
<b>Retail</b>	<b>+2.1%</b>	<b>Restaurants &amp; Leisure</b>	<b>-0.1%</b>
<b>Telecommunications</b>	<b>+2.0%</b>	<b>Household Products</b>	<b>-0.3%</b>
<b>Transportation</b>	<b>+1.8%</b>	<b>Materials</b>	<b>-0.6%</b>
<b>Financial Services</b>	<b>+1.1%</b>	<b>Chemicals</b>	<b>-0.8%</b>
<b>Business Services</b>	<b>+0.5%</b>	<b>Industrials</b>	<b>-1.2%</b>
<b>Defense &amp; Aerospace</b>	<b>+0.4%</b>	<b>Food, Beverages, Tobacco</b>	<b>-1.4%</b>
<b>Engineering &amp; Constr.</b>	<b>+0.4%</b>	<b>Energy</b>	<b>-19.0%</b>



# Growth

**Jez Frampton**  
chief executive officer

**“Growth is fundamental to life. It is an inherent part of being human. Shifts in behavior, expectations and experiences provide incredible opportunities for business growth. One of the most critical ways to turn change into growth is by building a strong brand.”**

**Interbrand**

“Brands  
are the constancy  
that accelerate business growth.”

Interbrand's Best Global Brands  
October '17

Interbrand Work Views Best Brands Services About Contact

Return to 2017 report home

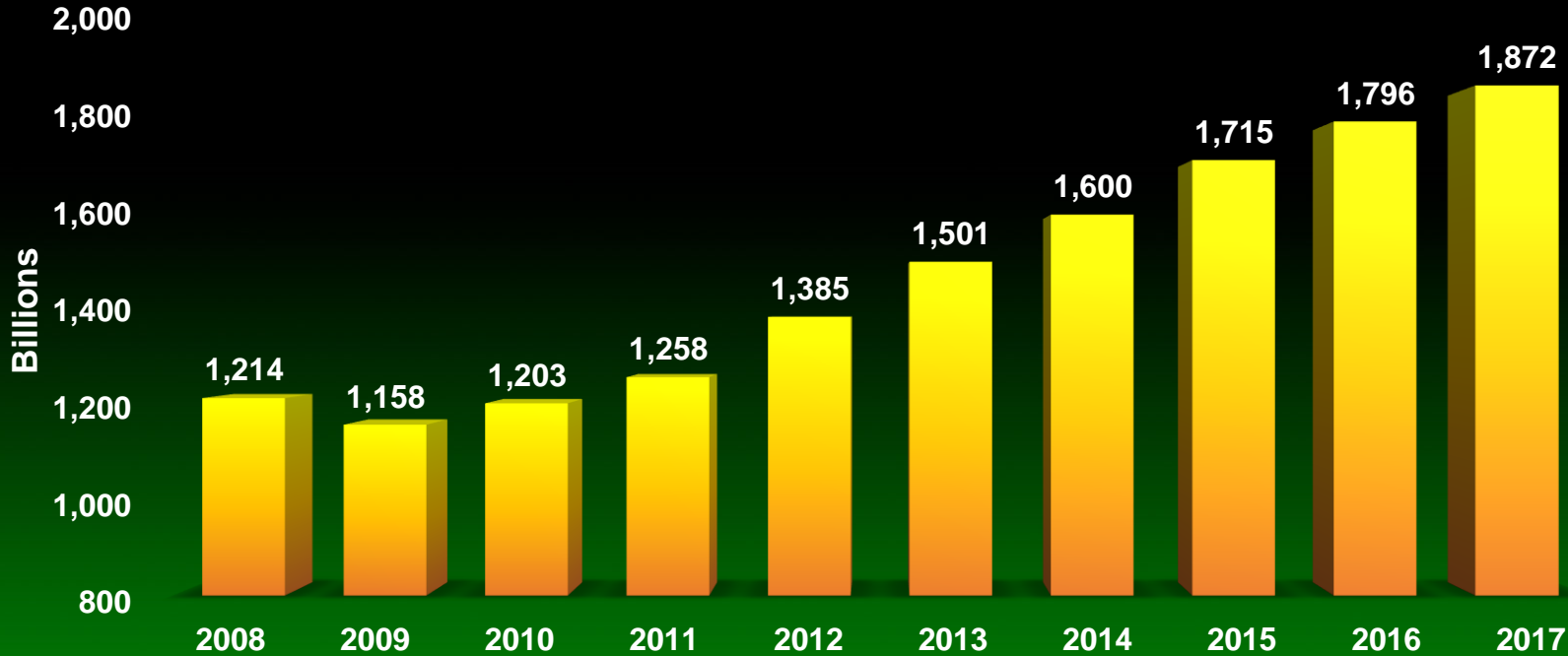
### Best Global Brands 2017 Rankings

Filter +

Rank	Brand	Change	Revenue (\$m)
01	Apple	+3%	184,154
02	Google	+6%	141,703
03	Microsoft	+10%	79,999
04	Coca-Cola	-5%	69,733
05	Amazon	+29%	60,796
06	Samsung	+9%	56,249
07	Toyota	-6%	50,291
08	Walmart	+48%	46,188
09	Mercedes-Benz	+3%	44,208
10	IBM	-11%	41,533
11	Facebook	+3%	41,533
12	McDonald's	+5%	41,521
13	Boeing	0%	40,772
14	Disney	+5%	40,772
15	Intel	+7%	39,459
16	Alibaba Group	+3%	31,930
21	United		
22	Shell		
23	Unilever		
24	ZARA		

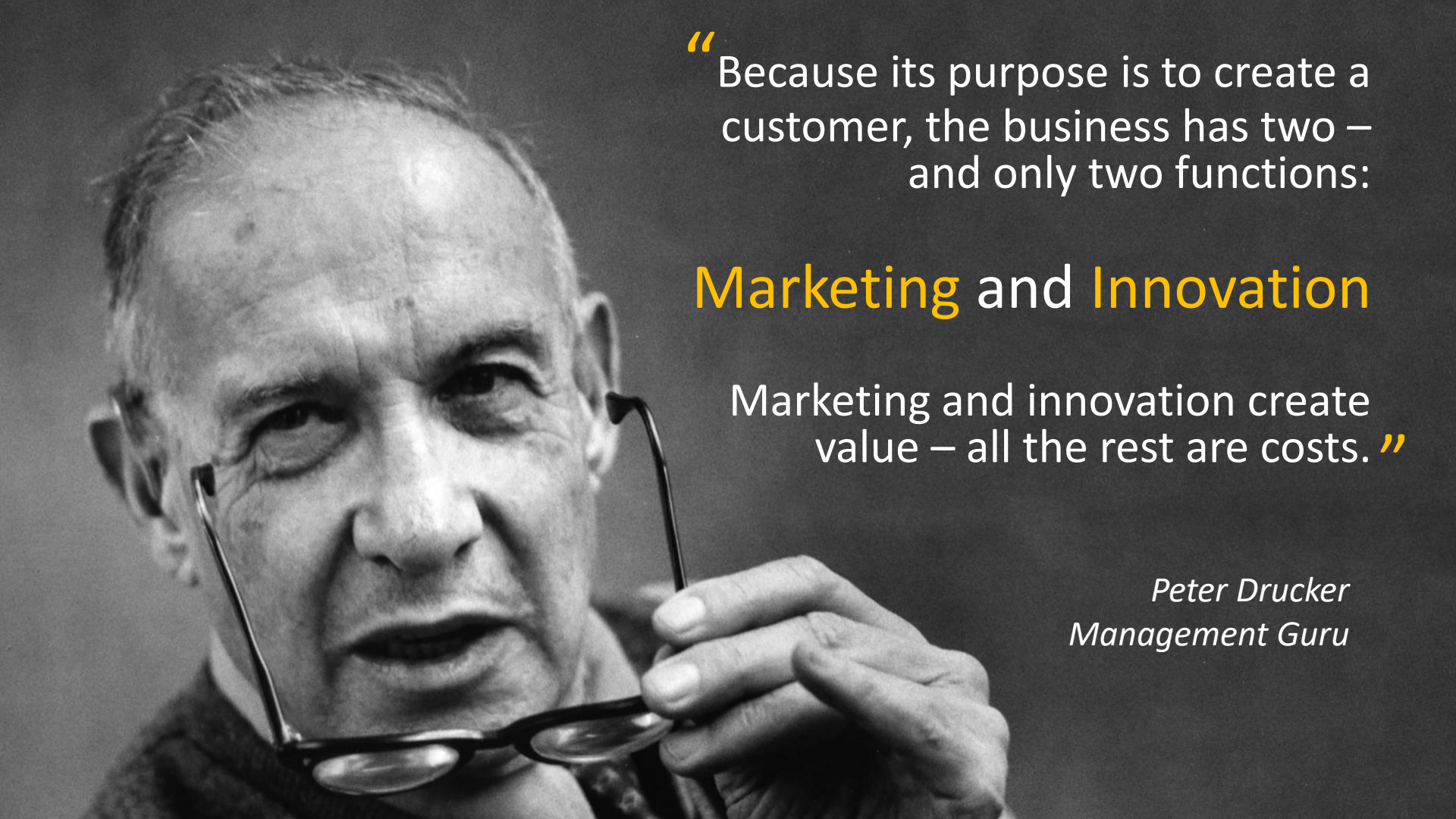
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# 2017 Global Brand Value: **Grew 4.2%**



**Growth of 54%**



A black and white close-up portrait of Peter Drucker. He is looking slightly to the right of the camera with a thoughtful expression. He is holding a pair of dark-rimmed glasses in his right hand, with the frames resting near his chin. The background is a dark, neutral color.

“ Because its purpose is to create a customer, the business has two – and only two functions:

## Marketing and Innovation

Marketing and innovation create value – all the rest are costs. ”

*Peter Drucker  
Management Guru*

# Innovation

“Transform,  
innovate, and  
drive growth.”



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





# 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



# Courage



**“Be brave...  
and embrace your strengths.**

**Push your strengths out whenever  
you can in an authentic way.”**

**Kevin Hochman**  
president



# Creativity

“It’s not about out-spending  
everyone else;  
it’s about out creating  
everybody else.

**Be creative.”**

**Jeff Charney**  
CMO, Progressive

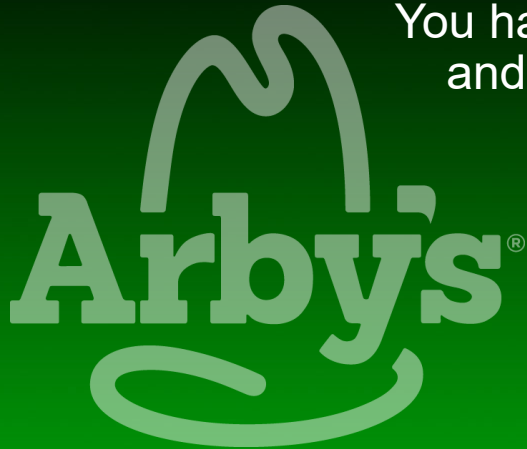


# Creativity

“Have the courage to make creative choices.

Don't be afraid to upset some people. You can't be worried about the consequences.

You have to do what's authentic and best for the customer.”



**Robert Lynch**  
CMO, Arby's



# The Pathway to Growth

*CMO Leadership*



MASTERS CIRCLE

# Aligning CMOs with Industry Leadership & Growth



**Driving Growth For You, Your Brand, Our Marketing Industry.  
ANA Makes a Difference.**



# ANA Masters Circle Agenda

- Brand/Creative Excellence
- Talent
- Marketing Organization Management
- Measurement, Data/Analytics & Accountability
- Brand Purpose
- Gender Equality
- Inclusion, Multicultural, Diversity
- Digital Supply Chain
- Transparency
- Brand Safety & Ad Fraud
- Advocacy & Self Regulation
- Future of Advertising, Marketing and Growth





# Humanity



“We don’t believe in B2B or B2C,  
we believe in B2H.

**We market to humans.”**

**Linda Boff**  
CMO, General Electric



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