

2021 ANA EMAIL EVOLUTION CONFERENCE

BOB LIODICE, CEO



ANA



Email Experience Council

2020

A Tough Year

- COVID – 19
- Economy in free fall/partial recovery underway
- Racial Injustice
- **2021: A time for healing and revival**

May 2020

**Report from the Global
Leadership Coalition COVID-19:
Turning leadership into action
during the pandemic**

WARC[^]

**CMO
GROWTH COUNCIL**

ANA **ASSOCIATION
OF AMERICAN
LIONS**

ANA



COVID-19 LESSONS

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

Always have the human at the center of your purpose.”

Amelia Dunlop
Chief Experience Officer

Deloitte.
Digital



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

and a
force for
growth.

MARC PRITCHARD

ANA Chairman & Chief Brand Officer

So...

**What does it
mean to be**

A Force for Good?

FORCE FOR GOOD

**“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



So...

**What does it
mean to be**

A Force for Growth?

A person is shown from the side, wearing a striped shirt, holding a smartphone in their right hand and typing on a laptop keyboard with their left hand. The background is a blurred office setting with a small potted plant. Overlaid on the image are various semi-transparent digital icons and graphics, including a mail envelope, a bar chart, a pie chart with '70%' and '80%' labels, a group of three people, and various arrows and dashed lines, suggesting a focus on technology, communication, and data analysis.

**EMAIL
IS**

A Force for Growth!



EMAIL

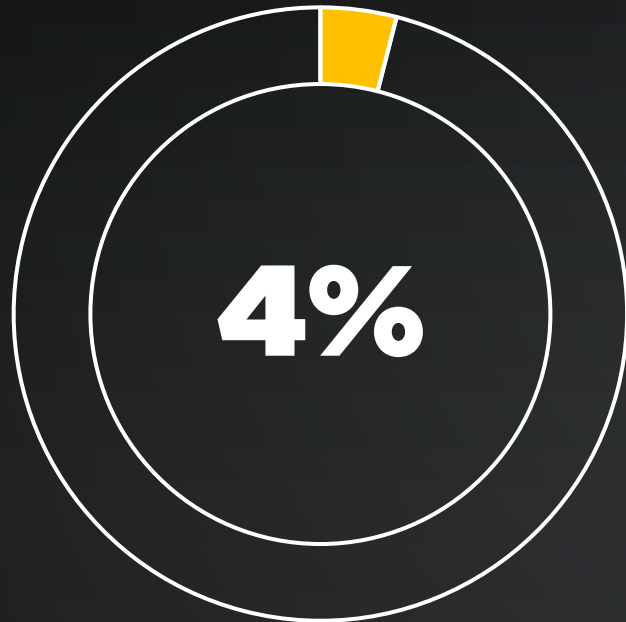
4 billion
email users

Preferred consumer
promotion channel

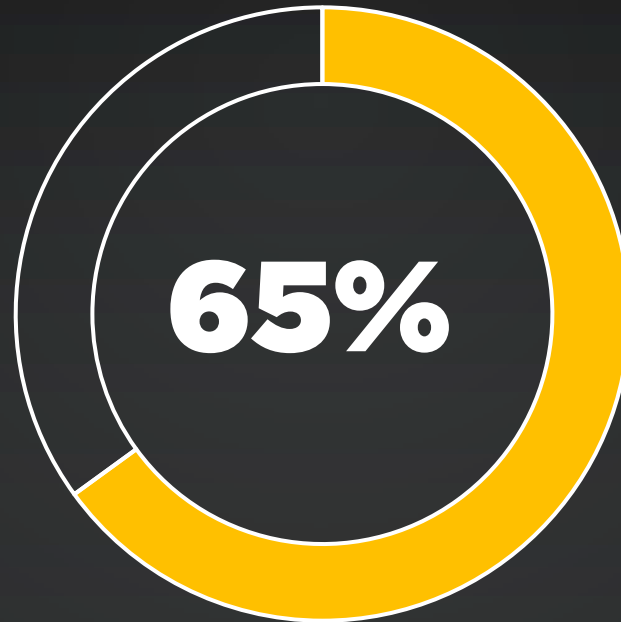
Millennials:
6.4 hours a day
checking emails

Checking E-Mails

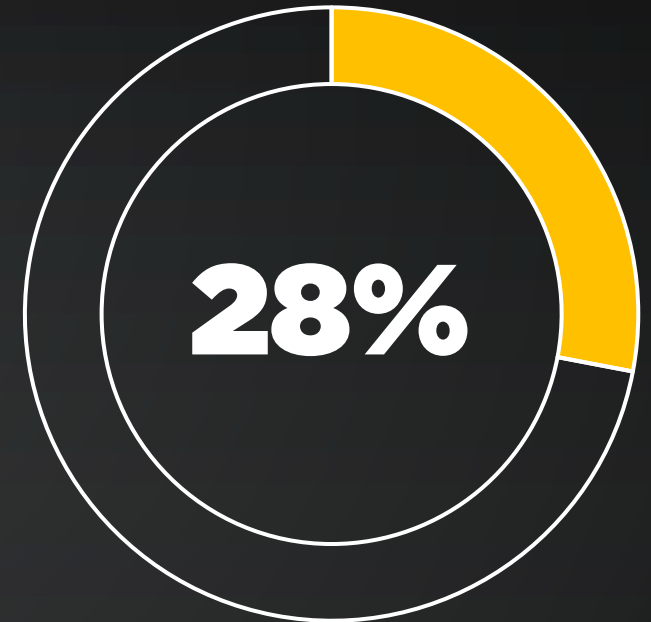
Less than
Daily



More than
3 times a day



More than
10 times a day



A grayscale photograph of a hand placing a coin on a stack of coins. A small, stylized tree is growing from the top of the stack. The background is dark and out of focus.

***\$1 in EMAIL
INVESTMENT***

\$38 In
Return

The image features a person's hands typing on a laptop keyboard. The background is a blurred office setting with a laptop, a smartphone, and various digital data overlays such as charts, graphs, and percentages (70% and 80%). The text is centered and reads:

Now that is a
Force for Growth!

ANA MISSION

***DRIVING
GROWTH***

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

The background features a warm, golden glow with several 3D-rendered dollar signs scattered across the frame. In the lower right, there are gold coins, one of which is clearly marked with the words "FINE GOLD". A dark, semi-transparent horizontal band runs across the middle of the image, serving as a backdrop for the title text.

Marketers' Responsibility

MARKETERS' RESPONSIBILITY

“We make marketing decisions....

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



Doug Zarkin
Chief Marketing Officer

LUXOTICA[®]



TAKING ACTION

***Acknowledge** the
issue/opportunity*

***Commit** to change*

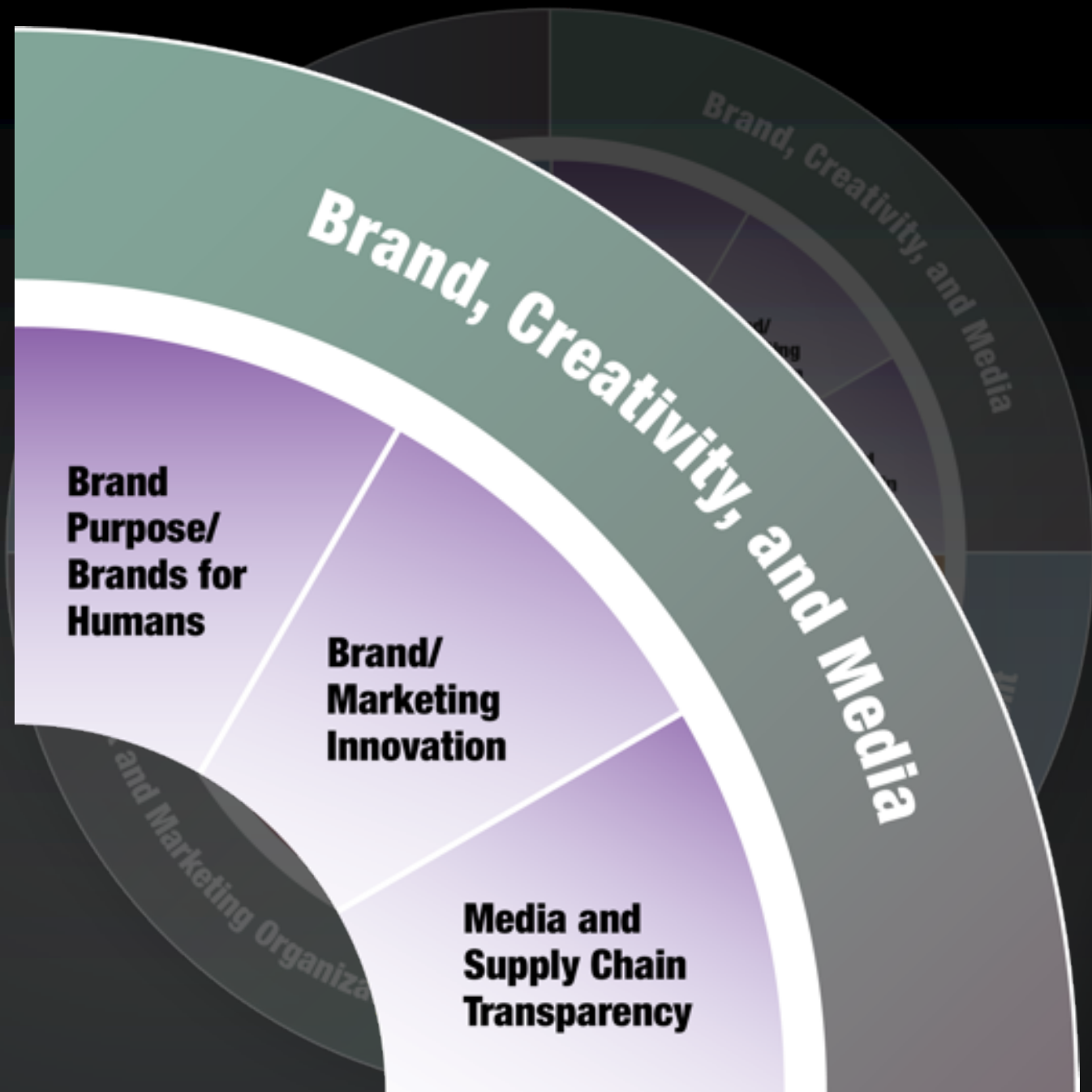
***Engage** the
“Business Machines”*

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ANA *GROWTH AGENDA*



ANA **GROWTH** **AGENDA**



BRANDS FOR
HUMANS

“It’s in our brand purpose to be conveyors of conviviality, where the world will be a better place if we build bridges and unleash the power of human connections.”



Pernod Ricard

ANN MUKHERJEE

Chair and CEO



**“Our profession needs to
obsess about the humans at
the heart of business.**

**If we can figure out how to
serve their needs, this will be a
much richer profession.”**

DEAN ARAGON

Chief Marketing Officer



Media



EMAIL

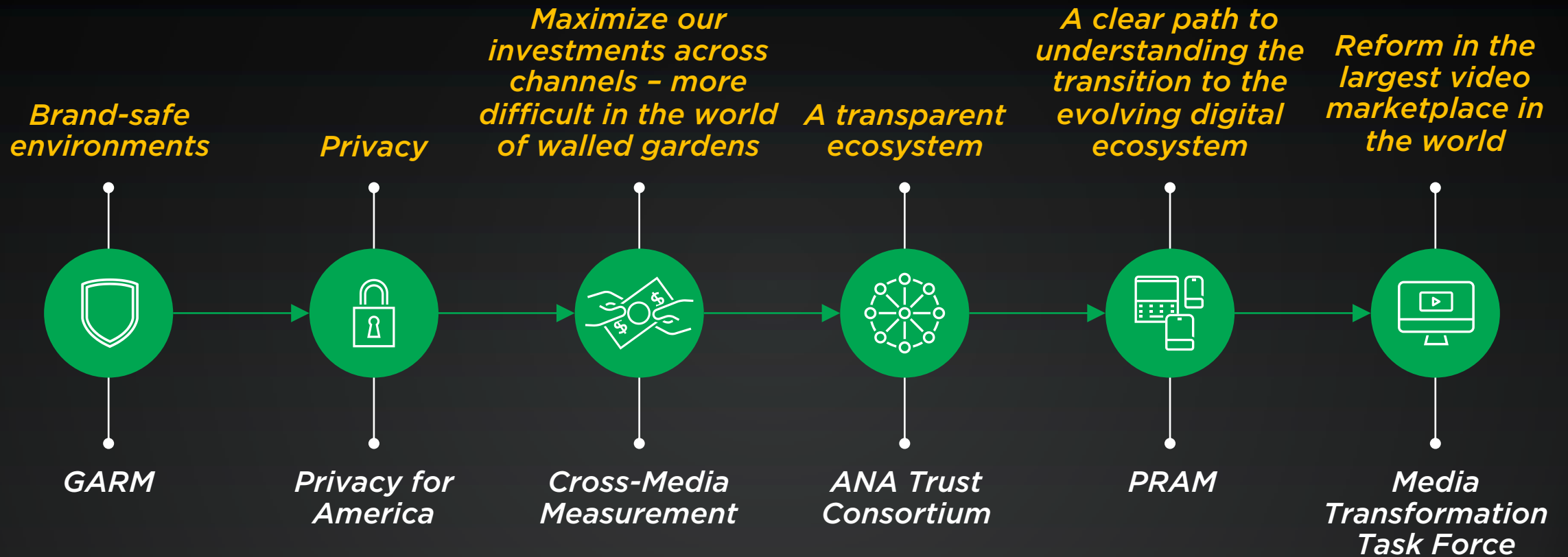
Increasing
Sales Conversions

Generating
More Leads

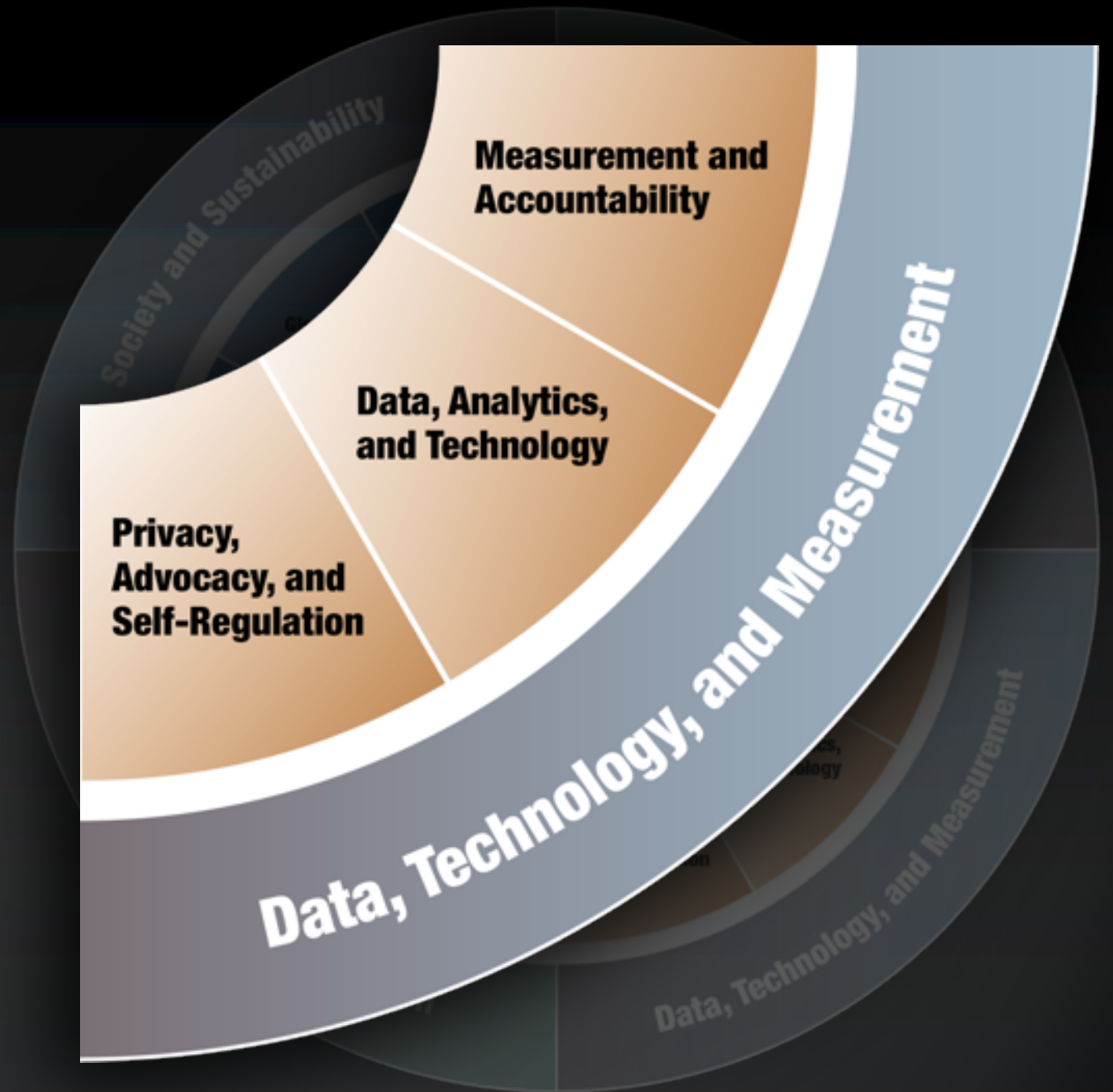
Boosting
Website Traffic

Amplifying
Brand Awareness

On a Journey of Success



ANA **GROWTH** **AGENDA**



Privacy And Addressability

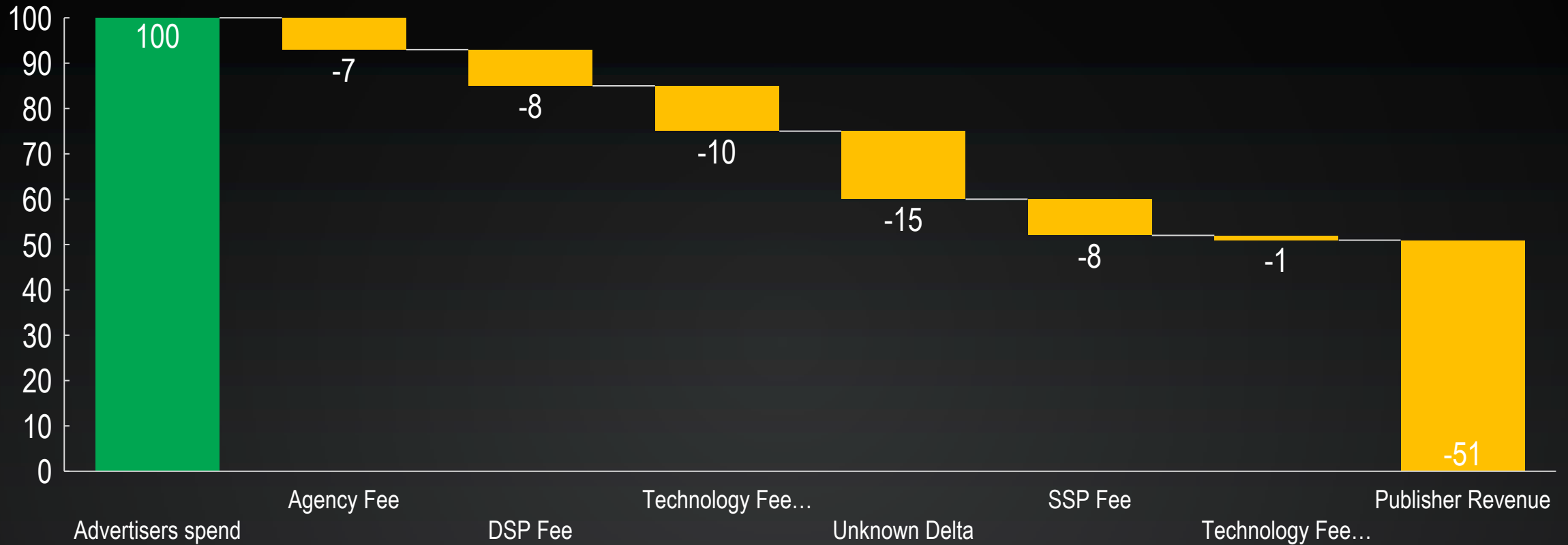
Google “cookie”
deprecation

Apple IDFA
policies

***PARTNERSHIP
FOR
RESPONSIBLE
ADDRESSABLE
MEDIA***

***Programmatic
Media
Transparency***

COST TO BRANDS: \$20 Billion



Brand Suppliers: 25%

Publisher Suppliers: 8%

Unknown: 15% (@ 1/3 of the supply chain providers)

**“Data is critical to how
we drive our businesses
and make decisions...**

**And we have more data
and better data than
ever before.”**



Esther Lee
EVP & Chief Marketing Officer



Measurement

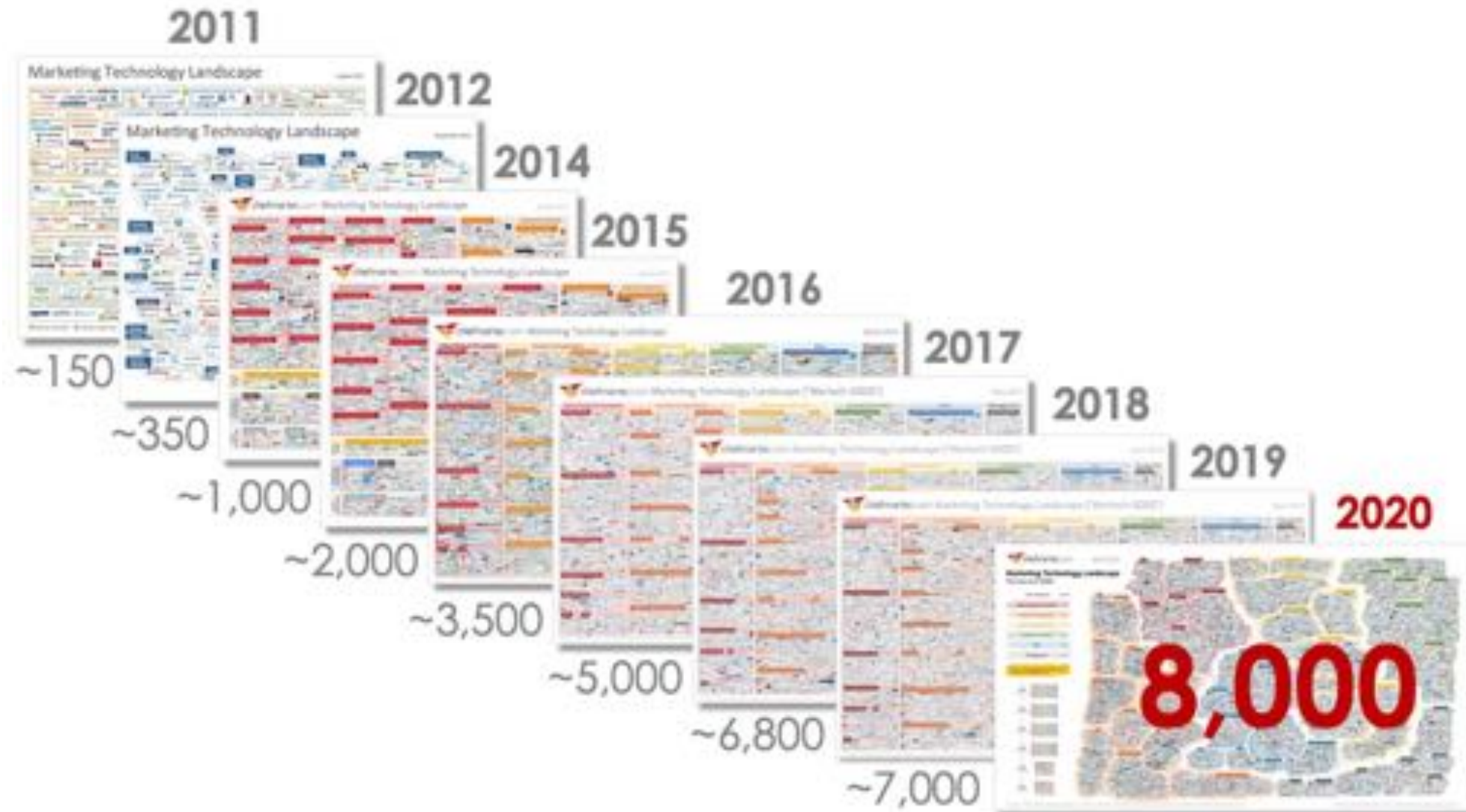


THE CROSS-MEDIA MEASUREMENT MISSION

- To create a marketer-centric cross-media measurement system for advertising providing complete measurement of all ad exposures
- Enables planning optimization, frequency management, and outcome measurement
- Ensure relevant and positive consumer ad experience

MarTech

Addressing The MarTech Explosion



CMO's have spoken:
vendor-driven contract
forms are **not** working

Initiative will help marketers
secure better contract
terms for their MarTech
arrangements

A hand holding a pen over a document with a blurred background of code.

MASTERING THE TECH STACK CONTRACTS

ANA *GROWTH AGENDA*





TALENT AND MARKETING ORGANIZATION

Strengthen
Academia/Marketing
Industry Linkage

Rigorously Train and
Develop Existing Staff

Build CMO Growth
Champions

In-Housing and Agency
Management

On-Demand Training

Collaborative Hubs

Integrated Digital
Platforms

Omnichannel
Orchestration



**MARKETING
ORGANIZATION
PRIORITIES:
HIGHEST IMPACT**

SOURCE
Red Shoes Marketing

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OBJECTIVES / MANDATES

Achieve equal representation in advertising and media

Eliminate systemic investment inequalities in advertising and media

Accurately portray all humanity to eliminate bias and racism

Eliminate hateful content

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SEEHER

ANA



**SEEHER
GROWTH
MISSION**

To accurately portray
all women and girls in
marketing, advertising,
media, and entertainment,
so they see themselves
as they truly are and
in all their potential

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AIMM

ALLIANCE FOR INCLUSIVE AND
MULTICULTURAL MARKETING



“The brands that people cherish and value the most will reflect **how the entire company serves people, society, and the planet.**”

FRANK COOPER III
Global CMO

BLACKROCK



***HUMANITY
FOR GROWTH***

DREAM

CRAZY



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

and a
force for
growth.

MARC PRITCHARD

ANA Chairman & Chief Brand Officer

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