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Nonprofit  
Federation

A stylized graphic in the top right corner shows two hands, one blue and one purple, cupping a heart. The heart is composed of overlapping shapes in shades of blue, purple, and green. The hands are rendered in a similar style with overlapping colors.

# 2019 ANA DC NONPROFIT CONFERENCE

**Bob Liodice**  
CEO, ANA

# Overview

- **Growth**
- **Communities**
- **Values**



ANA Mission

ANA

*Driving Growth*

For you, the individual

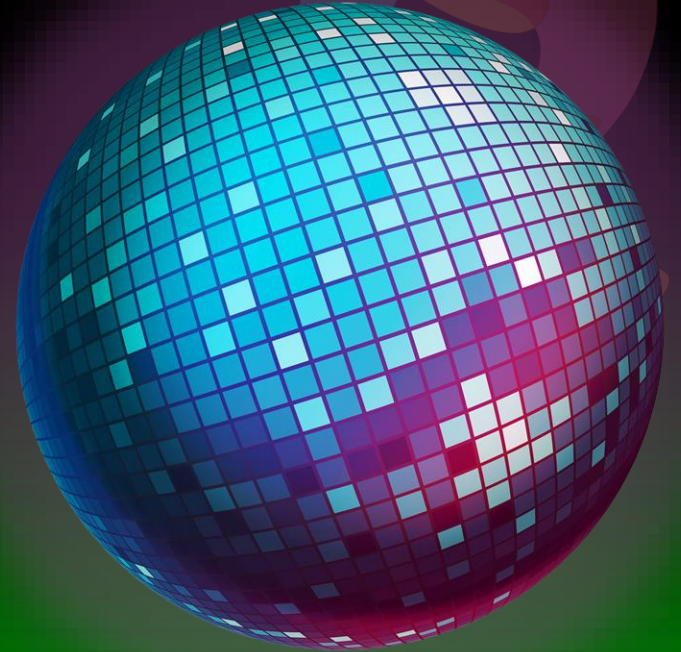
For your brands and businesses

For our Industry



# Business and Brand Growth

A one-percentage point change in industry growth can add, minimally, **\$500 billion** to sales over three years



# VIDEO

- P&G We See Equal



# Driving the Growth Agenda



# VIDEO

- CMO Growth Summit Primola Revised Video



# Membership

## Corporate Members



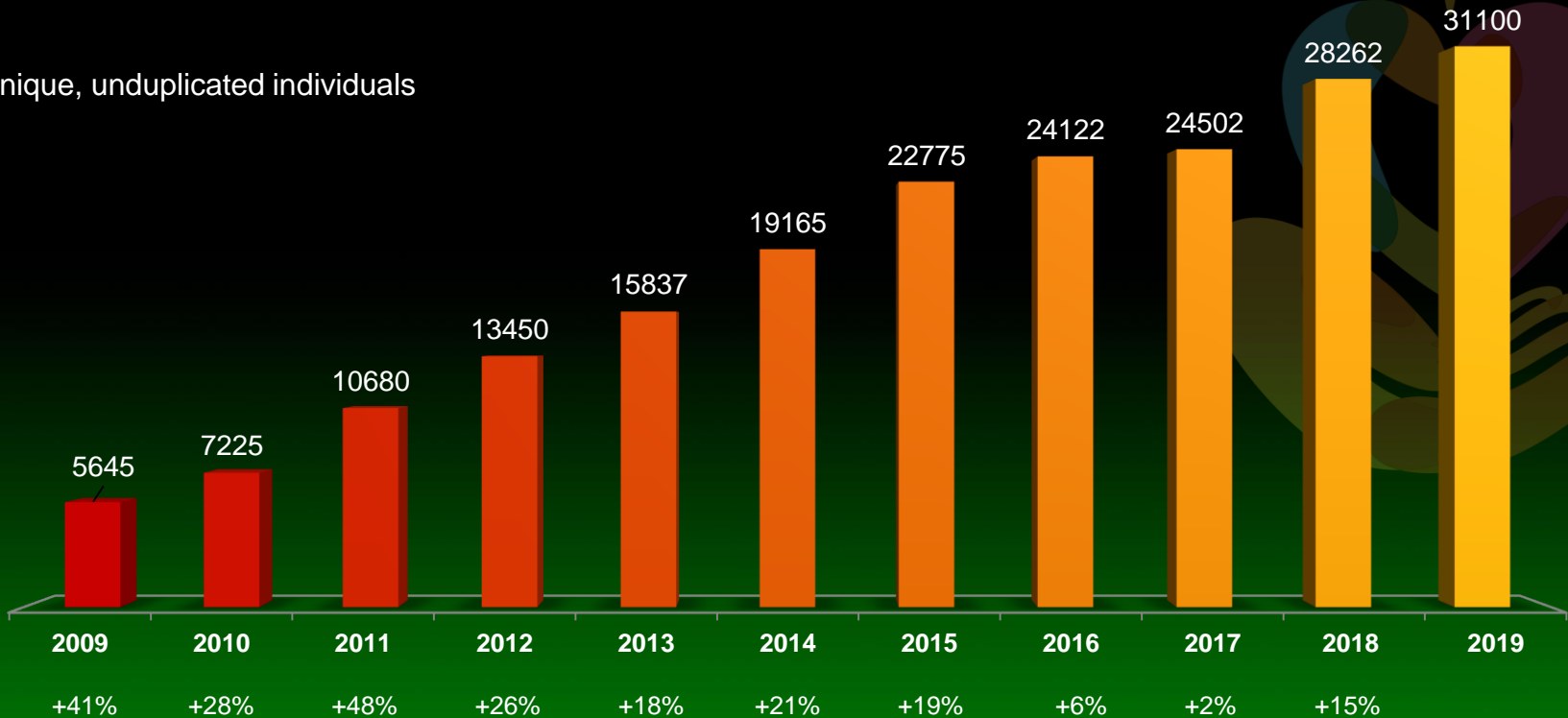
■ Marketers

■ Marketing Solutions Providers



# Engagement

Unique, unduplicated individuals





# Communities

# Communities



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# Equality

#SEE  
HER



# Video

- Seeher



# Brand Purpose & Sustainability



# Measurement



# Talent Development





# Multicultural & Diversity



# Ad Fraud & Brand Safety





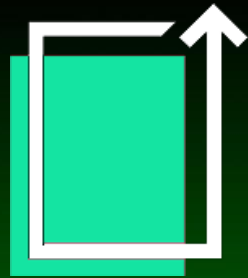
# Privacy



DIGITAL  
ADVERTISING  
ALLIANCE



# Ad Blocking



Coalition for  
Better Ads



# Leadership – Government Relations



# Leadership – Self Regulation

# ASRC

A graphic logo for ASRC featuring a stylized figure with arms raised in a celebratory or supportive gesture. The figure is composed of various colored shapes: a blue head, a purple torso, and green and brown limbs. The figure is positioned behind the letters 'S' and 'R' of the 'ASRC' text. A red triangle is located at the bottom right of the graphic, partially overlapping the letter 'C'. A small 'TM' trademark symbol is visible to the right of the figure.

*A service of the advertising industry and Council of Better Business Bureaus*

# Global Community



**WORLD FEDERATION OF  
ADVERTISERS**





# ANA Values



# ANA Values

- Business and Brand Growth





# ANA Values

- Business and Brand Growth
- Talent



# ANA Values

- Business and Brand Growth
- Talent
- Advocacy



# ANA Values

- Business and Brand Growth
- Talent
- Advocacy
- Equality and Inclusion





# VIDEO

- Love has No Labels Video from Ad Council





# ANA Values

- Business and Brand Growth
- Talent
- Advocacy
- Equality and Inclusion
- Sustainability



# VIDEO

- Project Sunlight





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