

ANA

2018 ANA

**Digital & Social Media
Conference**

presented by



meredith



Bob Liodice

Chief Executive Officer

ANA



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2018 ANA Digital & Social Media Conference

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Growth!!!

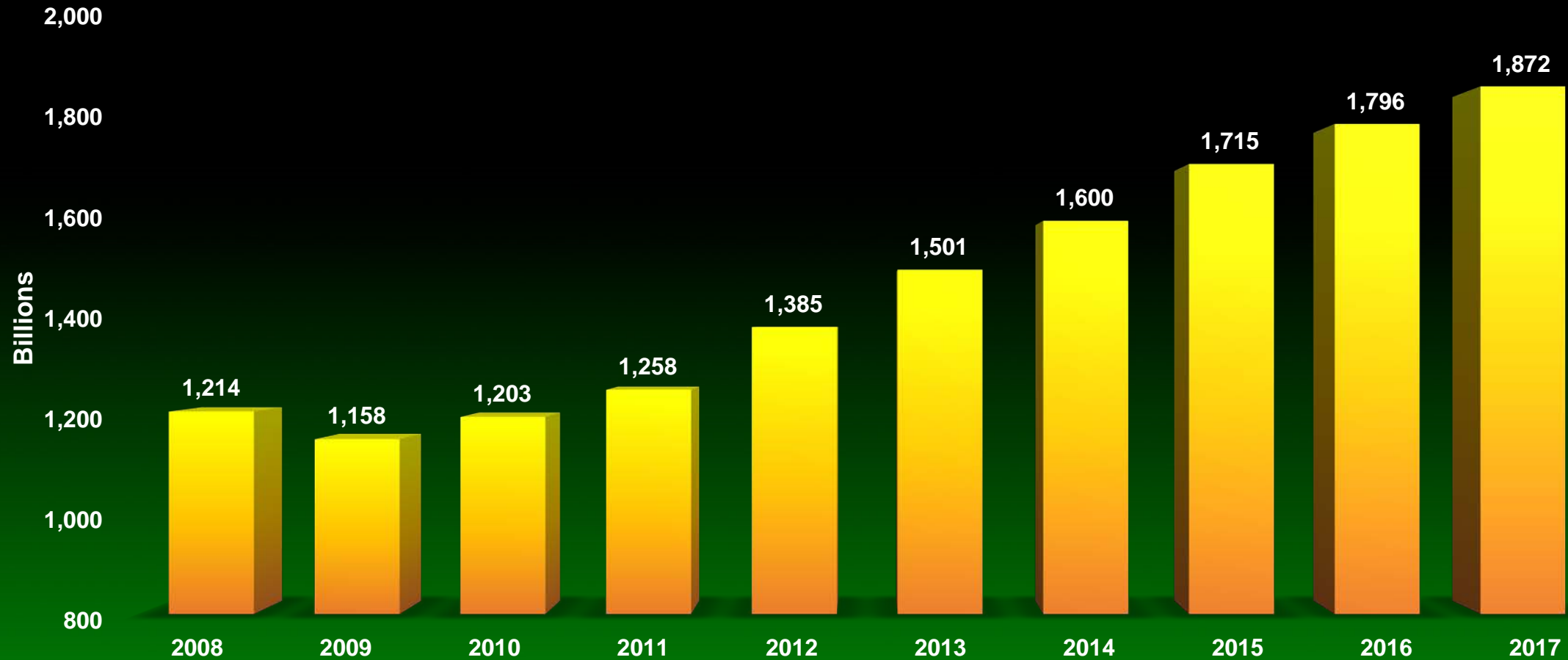
Growth

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.”

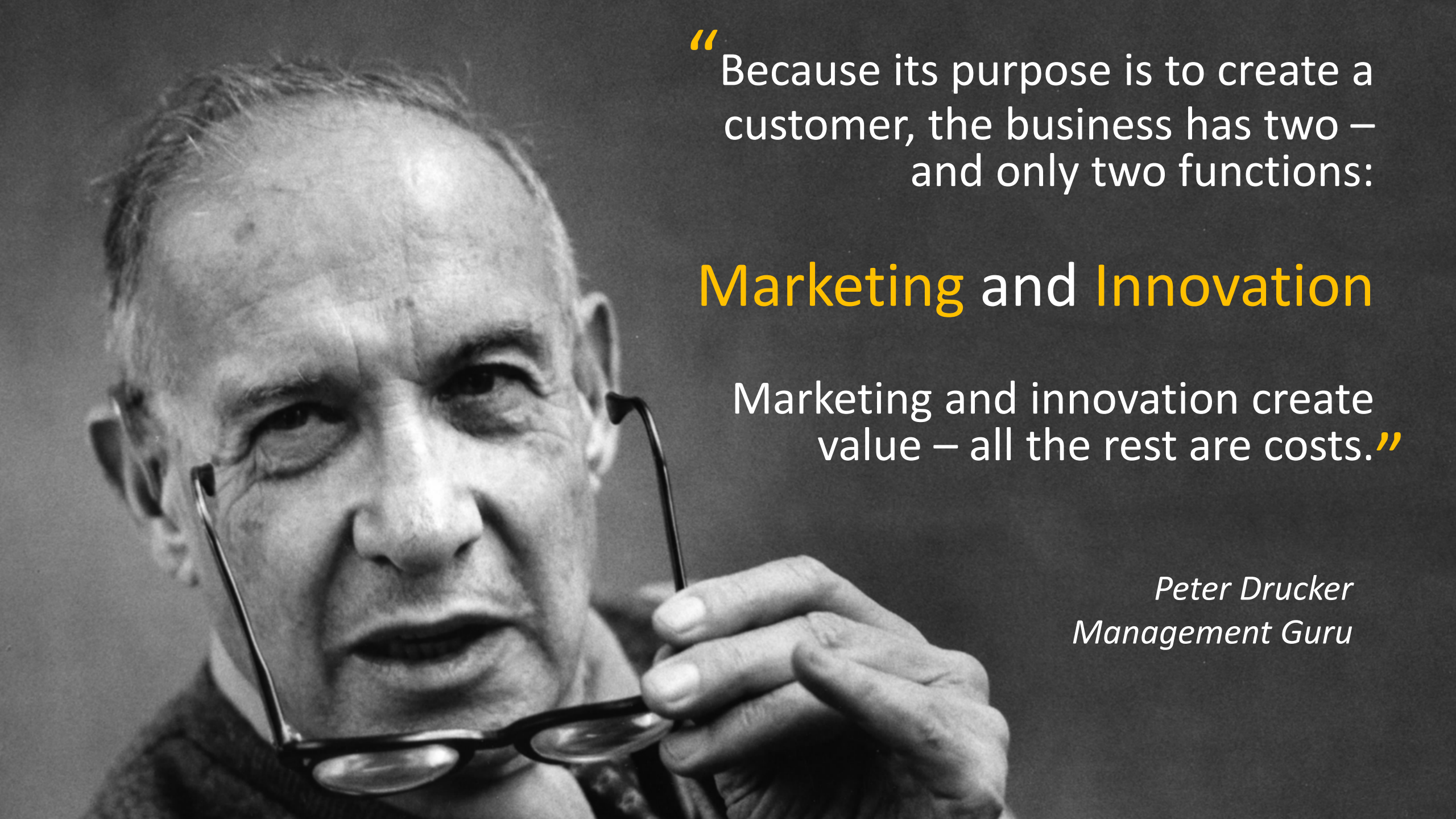
Interbrand

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*

Growth

“Transform,
innovate, and
drive growth.”



Marc Pritchard
ANA chairman and chief brand officer



Courage



“Be brave...
and embrace your strengths.
Push your strengths out whenever
you can in an authentic way.”

Kevin Hochman
president



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.

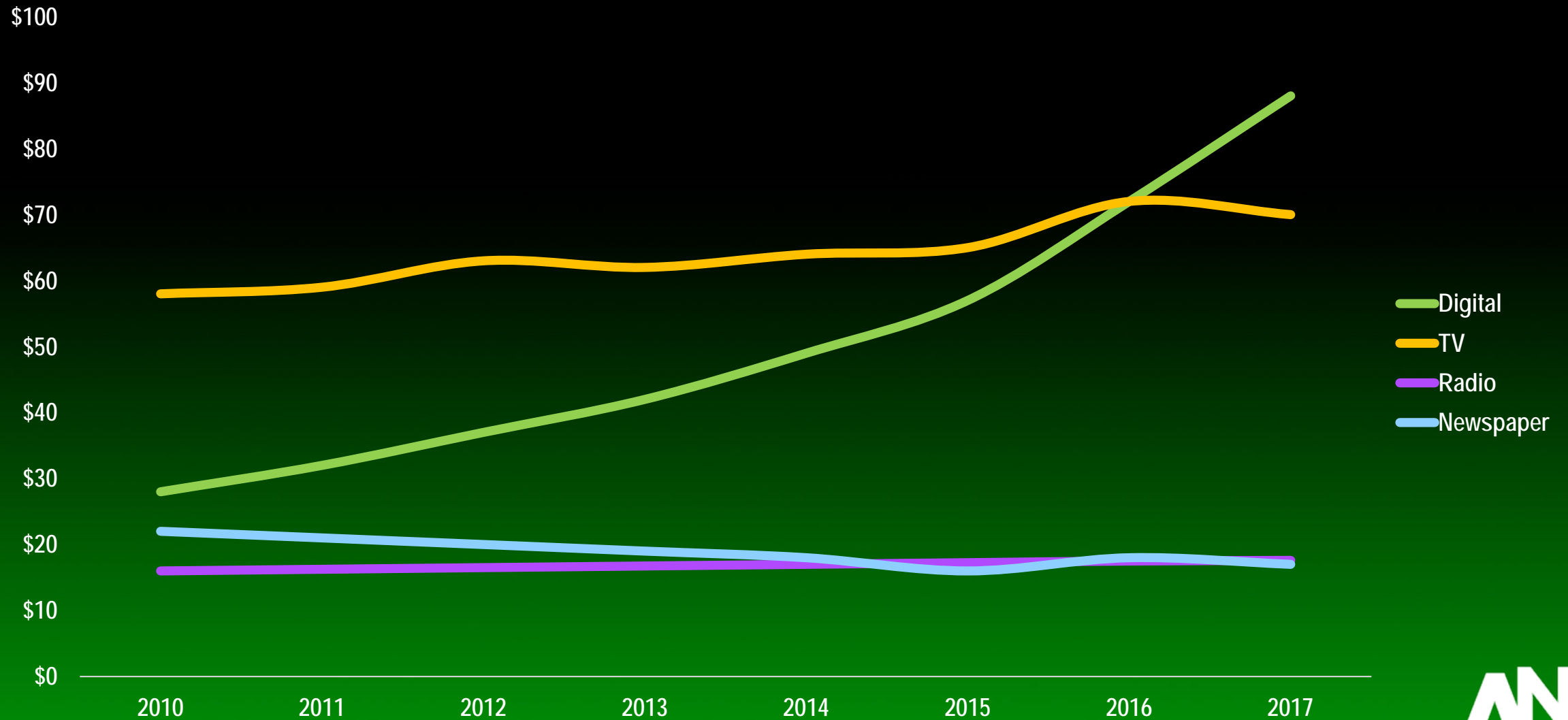
Your company has nothing to lose.”



Jonathan Mildenhall
CMO, AirBnB



Advertising Revenue (\$ billions)



Source: IAB & PwC Internet Advertising Revenue Report 2018



U.S. Social Media Spend

billions and % of total digital ad spending

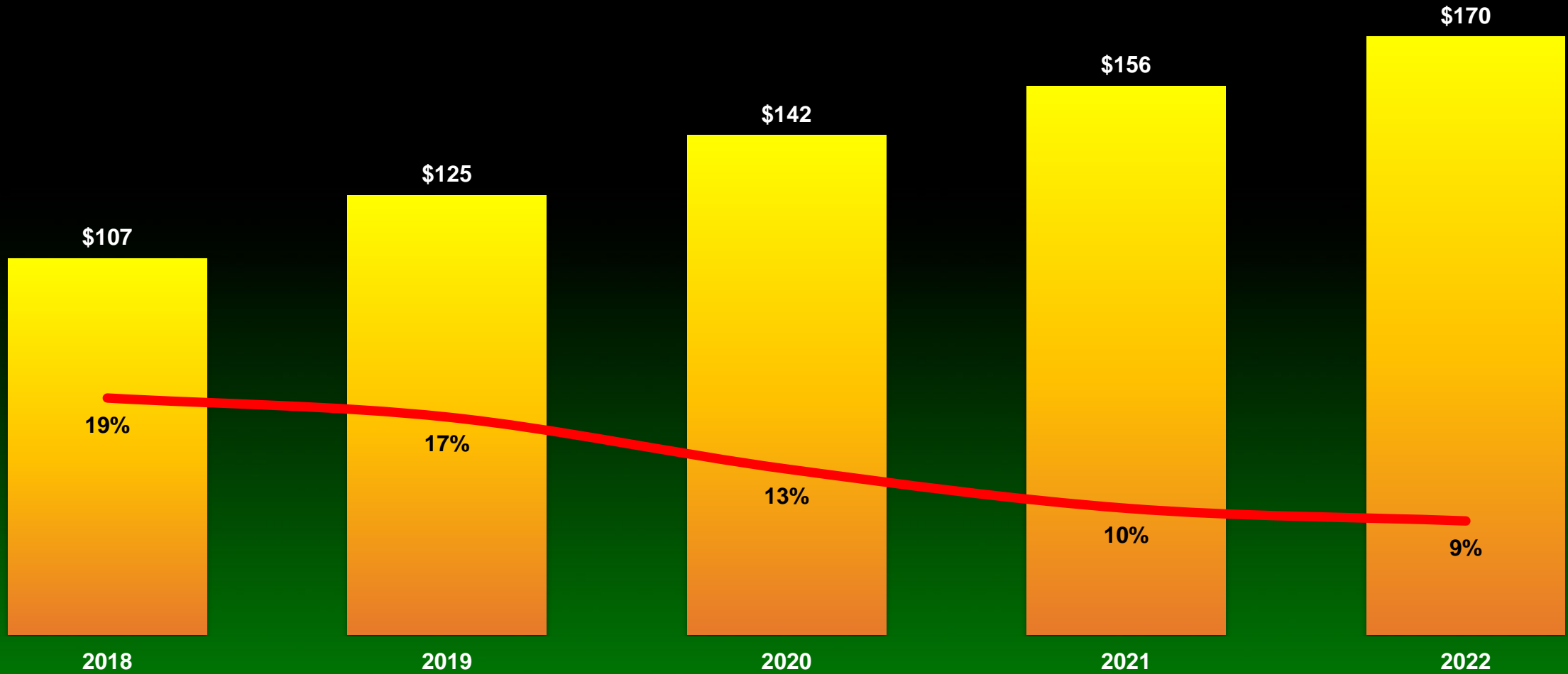


Source: IAB & PwC Internet Advertising Revenue Report 2018



Digital Ad Spending

\$billions and % change



Source: eMarketer March 2018



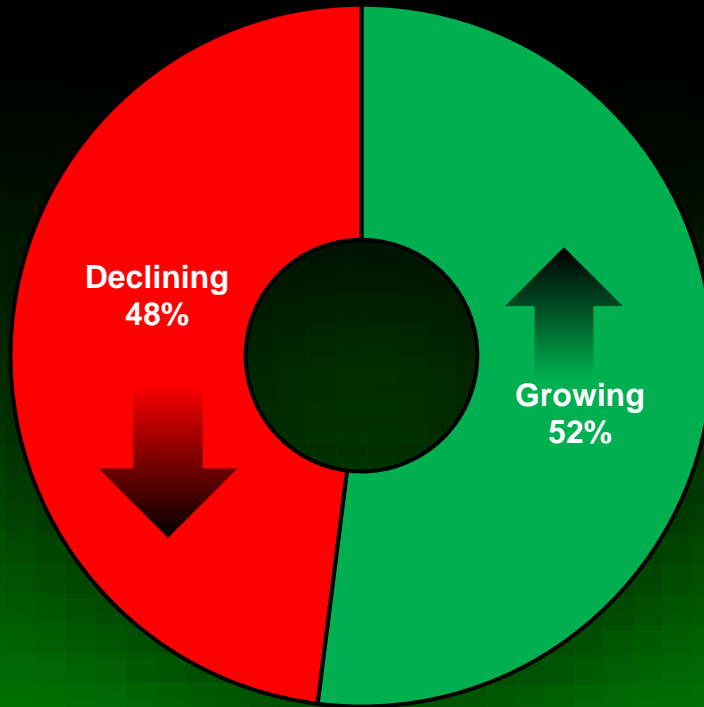
So...

How's all this Digital
Innovation stuff working out?

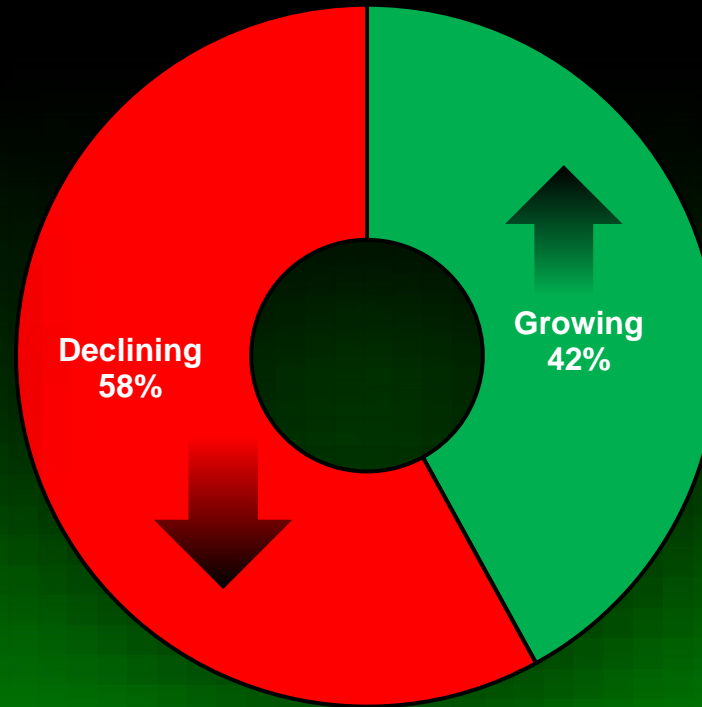
It's a mixed bag...

Fortune 500 – 2016-18 Revenues

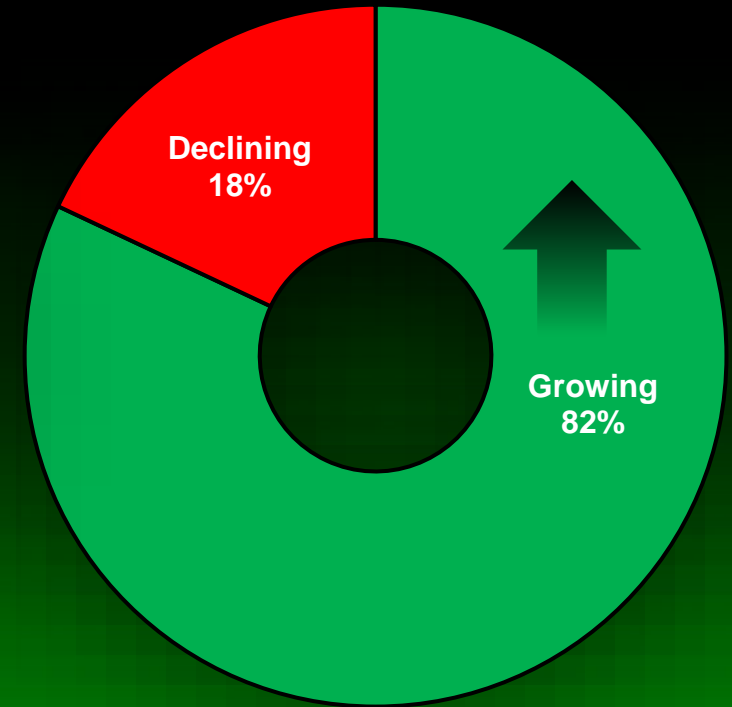
2016



2017

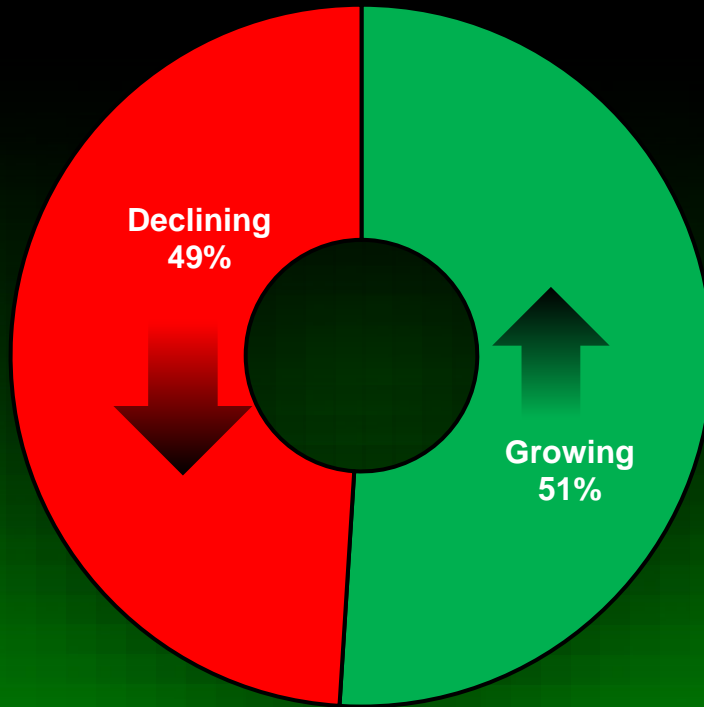


2018

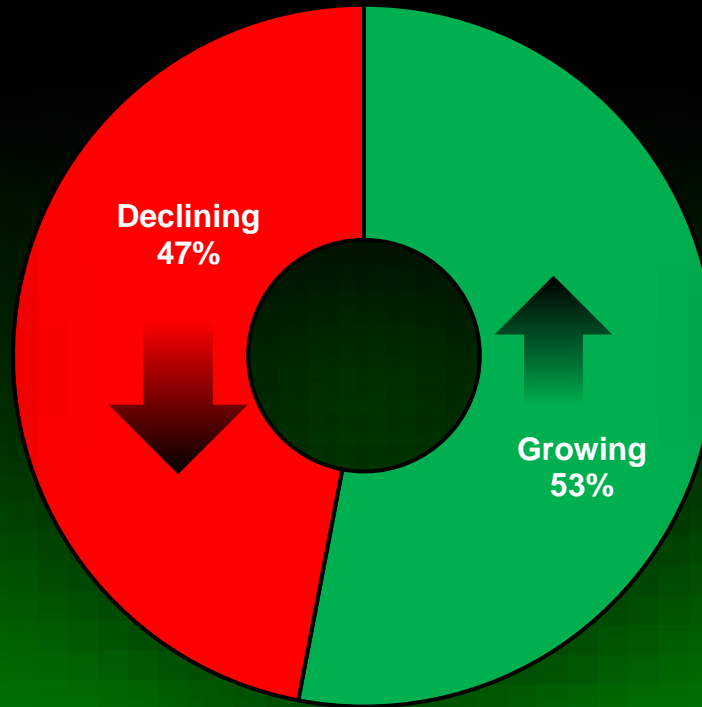


Fortune 500 – 2016-18 After Tax Profits

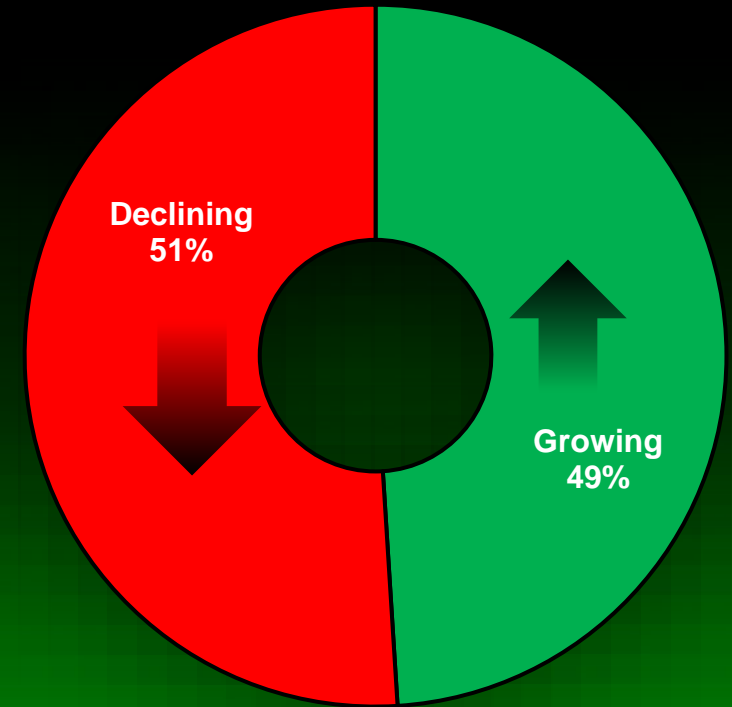
2016



2017



2018



Why the
struggle?

ANA Playbook for Change – Ad Fraud

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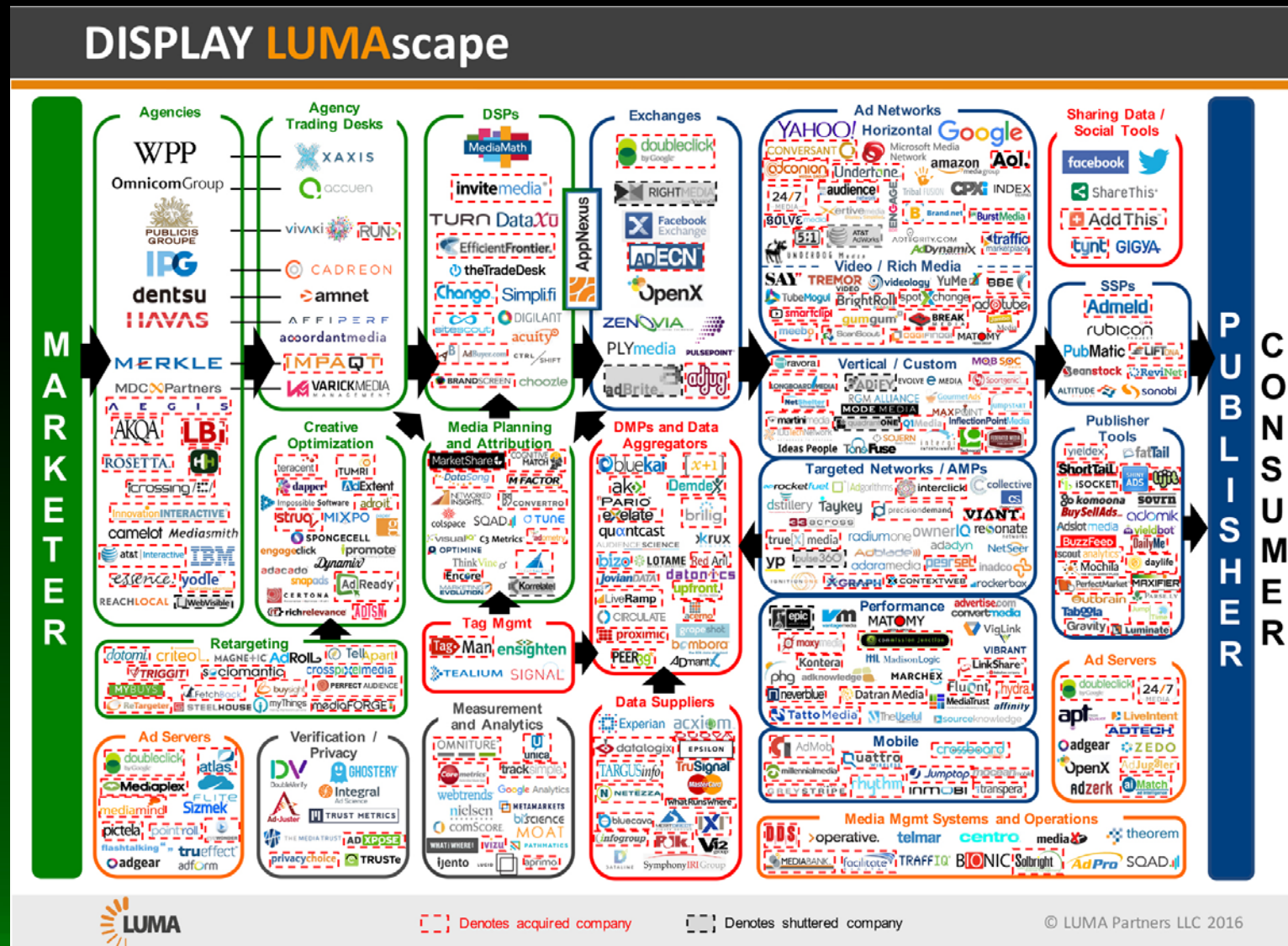
BOT BASELINE 2016-2017

FRAUD IN DIGITAL ADVERTISING

- Demand Transparency for Sourced Traffic
- Refuse Payment on Non-Human Traffic in Media Contracts
- Avoid Excessive Restrictions
- Encourage MRC Accredited Third-Party Fraud Detection on Walled Gardens
- Create and Implement Blacklists



Overhaul / Master the Digital Supply Chain



Denotes acquired company

Denotes shuttered company

© LUMA Partners LLC 2016



Transparency

K2 Intelligence
Investigations | Compliance Solutions | Cyber Defense

...

An Independent Study of
Media Transparency in the
U.S. Advertising Industry

...

Prepared for:
The Association of National Advertisers

June 7, 2016

ANA
ebiquity | FIRM DECISIONS

**Media
Transparency:**
Prescriptions, Principles,
and Processes for Advertisers

July 18, 2016

ANA | **ebiquity** | **AD/FIN**

PROGRAMMATIC:
SEEING THROUGH THE
FINANCIAL FOG

An In-Market Analysis of Programmatic Media at the Transaction Level

MAY 2017

ANA

**PRODUCTION
TRANSPARENCY**
IN THE U.S.
ADVERTISING INDUSTRY

AUGUST 9, 2017



Privacy



GDPR



California
Privacy Act



MASTERS CIRCLE

Aligning CMOs with Industry Leadership & Growth





TALENT FORWARD

**The ANA
Talent Forward
Alliance**

ANA Playbook for Change - **Marketing Organization**



MARKETING
ORGANIZATIONAL
STRUCTURE
RESEARCH

[Learn More About Marketing Organization](#)

The graphic features a dark blue background with a faint, light blue organizational chart structure. The text is centered and uses a mix of white and light blue colors. The word 'STRUCTURE' is the largest and most prominent, rendered in a bold, light blue font. Below it, the word 'RESEARCH' is in a smaller, white font. A light blue rectangular button with white text is positioned at the bottom center of the graphic.

Measurement Mandate



- Data
- Measurement
- Analytics

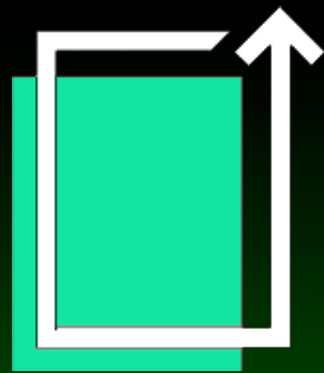
Privacy



DIGITAL
ADVERTISING
ALLIANCE



Ad Blocking



Coalition for
Better Ads

Digital Ad Fraud



KEY TAKEAWAYS

TAG/BSI recommendations for brand safety:

- Create position of “*Brand Safety Officer*” dedicated to addressing these challenges;
- Ensure that the internal brand safety lead at every company has the *education, training, and resources* necessary to fulfill their responsibilities;
- *Adoption of industry best practices* around supply chain issues, including those offered by the MRC, IAB, and TAG.

Purpose and Humanity

“Your brand and business
need to evolve,
be a force for good,
and help people live better.”



Tony Rogers
chief marketing officer



Gender Equality



Family Friendly Programming Forum

ANA
ALLIANCE FOR
FAMILY[®]
ENTERTAINMENT

#SEEHER

ANA

Inclusion



Humanity



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

We market to humans.”

Linda Boff
CMO, General Electric



The Global CMO Growth Council



Global CMO Growth Council Agenda

- Technology & Data
- Talent
- Brand Innovation
- Customer Centricity
- Society and Sustainability

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