

The logo for ANA (Association of National Advertisers) is displayed in a large, bold, white, sans-serif font. The letters are slightly overlapping, with the 'A' on the left, the 'N' in the middle, and the 'A' on the right. The background is a solid green color.

# 2019 Digital & Social Media Conference

**Bob Liodice**

*Chief Executive Officer*

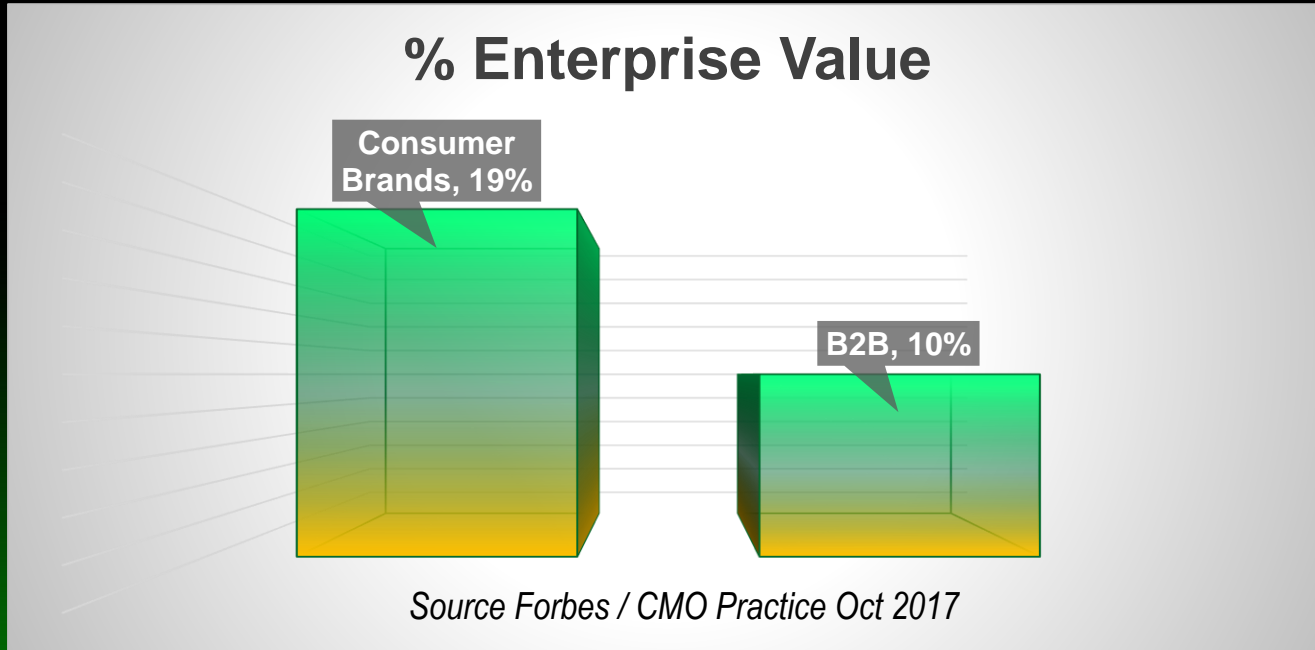
# Brands

“The world really needs brands.  
Brands help the world  
move forward.”

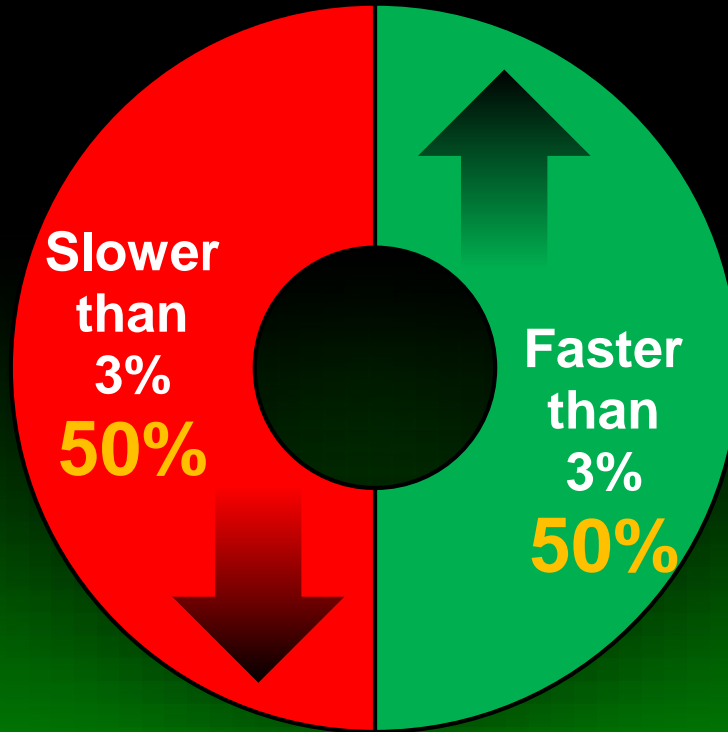
George Hammer  
Chief Content Officer



# Brand Equity / Brand Value



# Mediocre Brand Value Growth



Source: *Interbrand Best Global Brands 2018*

# Brand Growth

**Interbrand**

“The brands that are growing the fastest today are those that intuitively understand their customers...  
... and make brave, iconic moves that **delight and deliver** in new ways.”

**Charles Trevail**  
*Global Chief Executive Officer*



The World's  
Leading Brands Are  
"Activating Brave"

ANA

# Activating Brave / Role of Brand

Brand Value Growth Rates are

**2.4x**

higher than those that do not activate



# Brand Imperatives and Value Shifts

- ...from ensuring consistency to stimulating desire
- ...from marketing centric to enterprise centric
- ...from creating functional and emotional differentiation to changing a way a business goes to market
- ...from communicating the consumer experience to actually shaping it

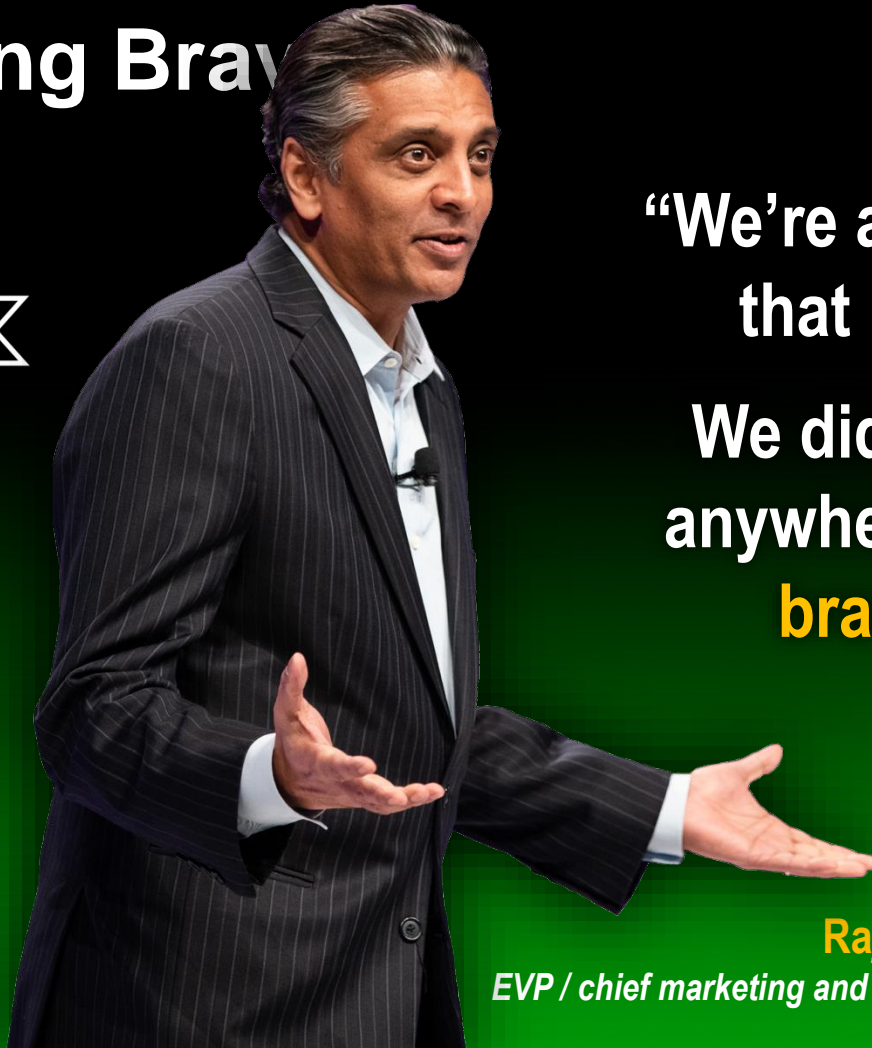
Source:

*Interbrand Best Global Brands 2018*





# Activating Brav

The FedEx logo is displayed in white on a dark background. It consists of the word "Fed" in a bold, sans-serif font, followed by "Ex" in a similar font but with a white space between the 'E' and 'x'.

“We’re always looking for  
that universal idea.

We didn’t have to look  
anywhere **but inside our  
brand** to find it.”

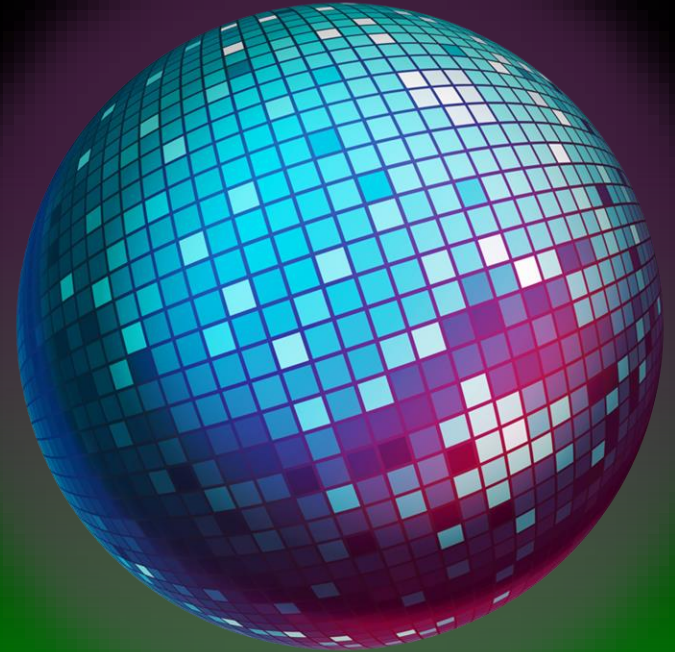
**Rajesh Subramaniam**  
EVP / chief marketing and communications officer

The ANA logo is shown in white. It features the letters "ANA" in a bold, sans-serif font, with a stylized, overlapping design where the letters are interconnected.

# The New Shiny Object

## Business and Brand Growth

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

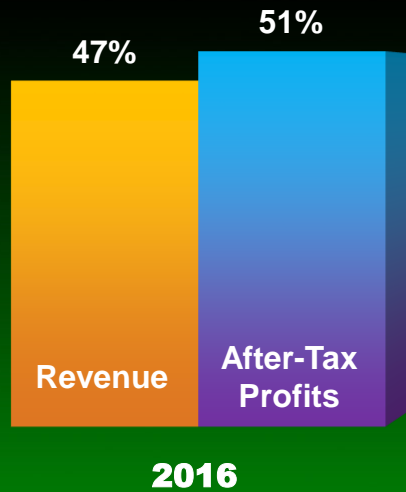


*So, how are We doing as an  
Industry?*

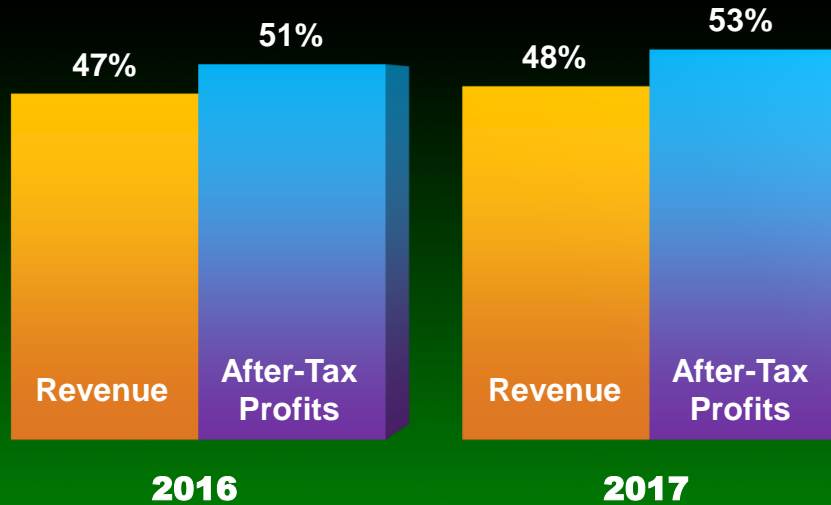
**Better!!**

**ANA**

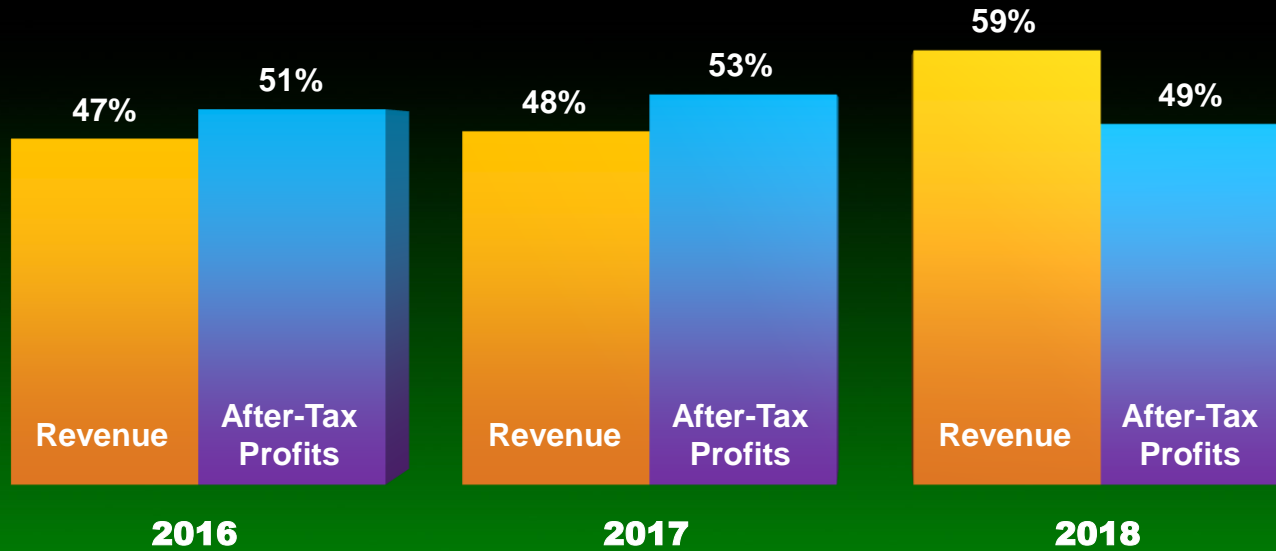
# Fortune 500



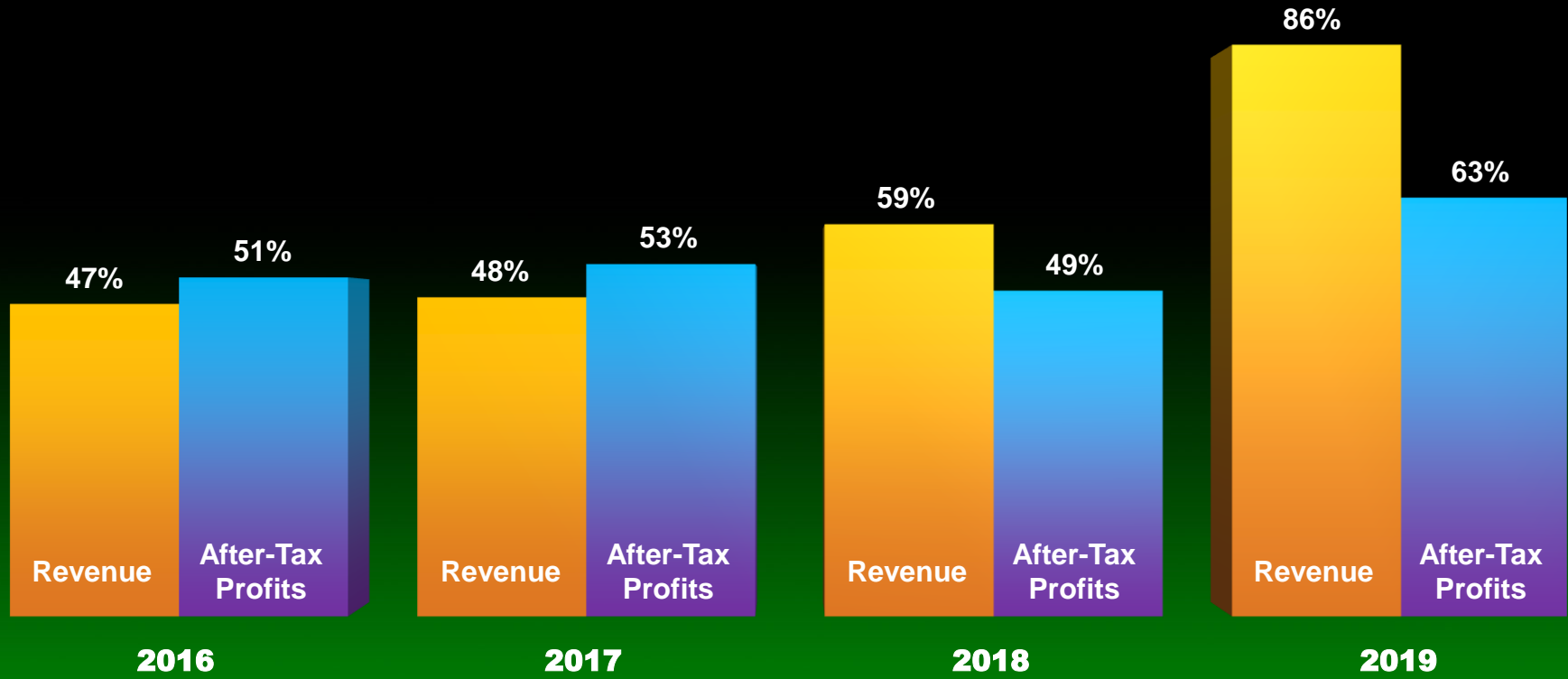
# Fortune 500



# Fortune 500

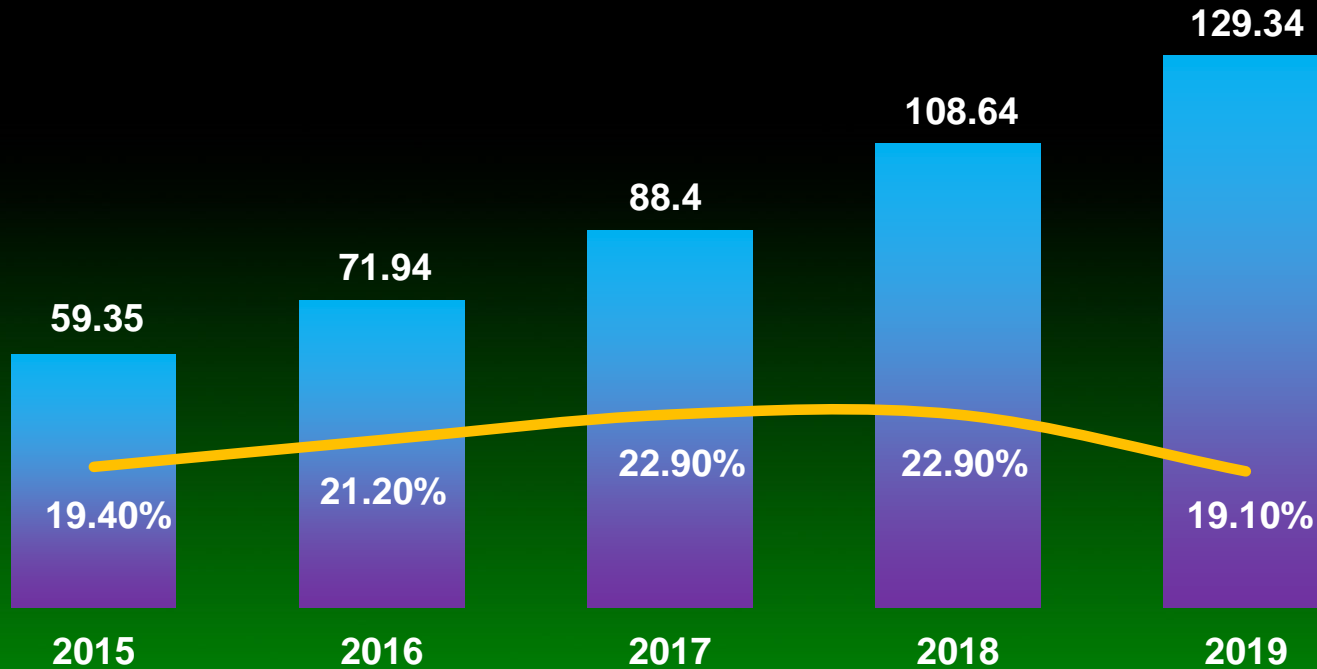


# Fortune 500



# Digital Spending (Billions/Change YoY)

## U.S. 2015-2019



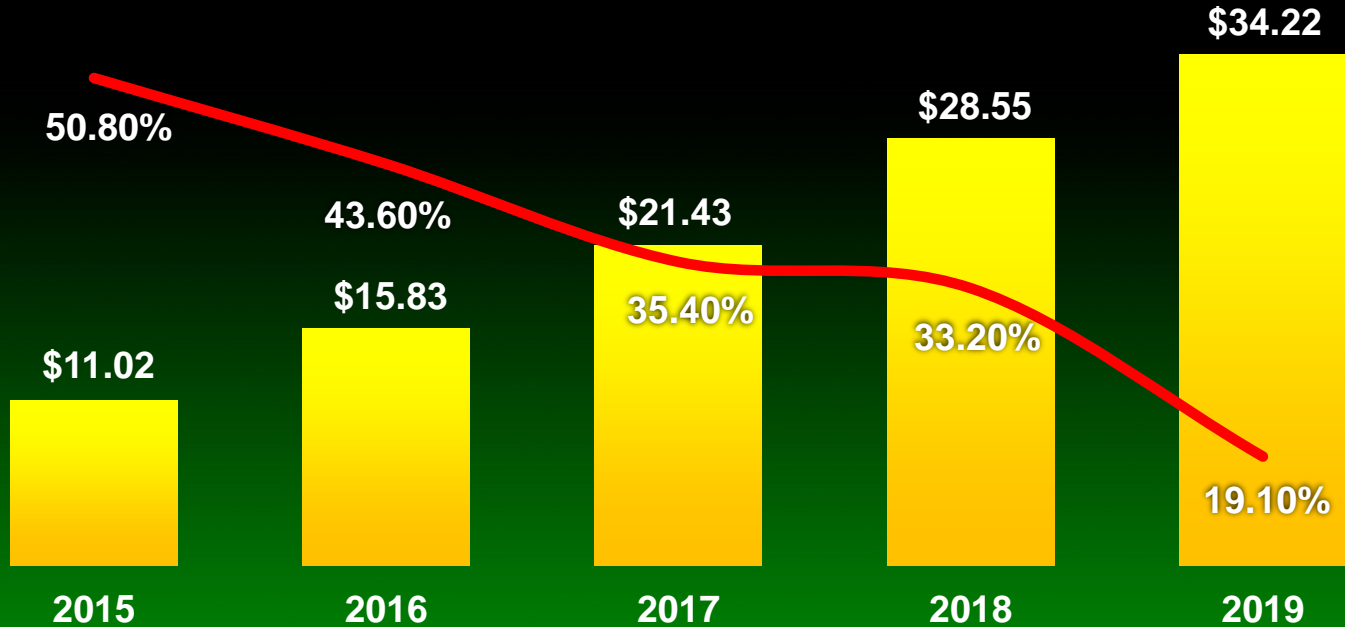
Source: eMarketer Feb 2019





# Social Network Ad Spending (Billions/Change YoY)

## U.S. 2015-2019



Source: eMarketer Feb 2019



**ANA Mission**

**ANA**

*Driving Growth*

For you, the individual  
For your brands and businesses  
For our Industry

**ANA**



# Aligning CMOs with Industry Leadership & Growth



# The Global CMO Growth Council



# Global Growth Summit at '18 Masters



**Global Growth Goal:**  
**Generate \$500 Billion in**  
**Incremental Global Sales**  
**over 3 years**



#SEE  
HER

ANA



**TALENT FORWARD**

**The ANA  
Talent Forward  
Alliance**





**ANA**

# **The Global Center for Brand Innovation and Creativity**





The ANA

# Trust Consortium

Restoring Trust through Transparency,  
Integrity, and Growth





## Cross Platform Measurement Standards





# **ANA** | Marketing Futures

*Innovate. Accelerate. Grow.*



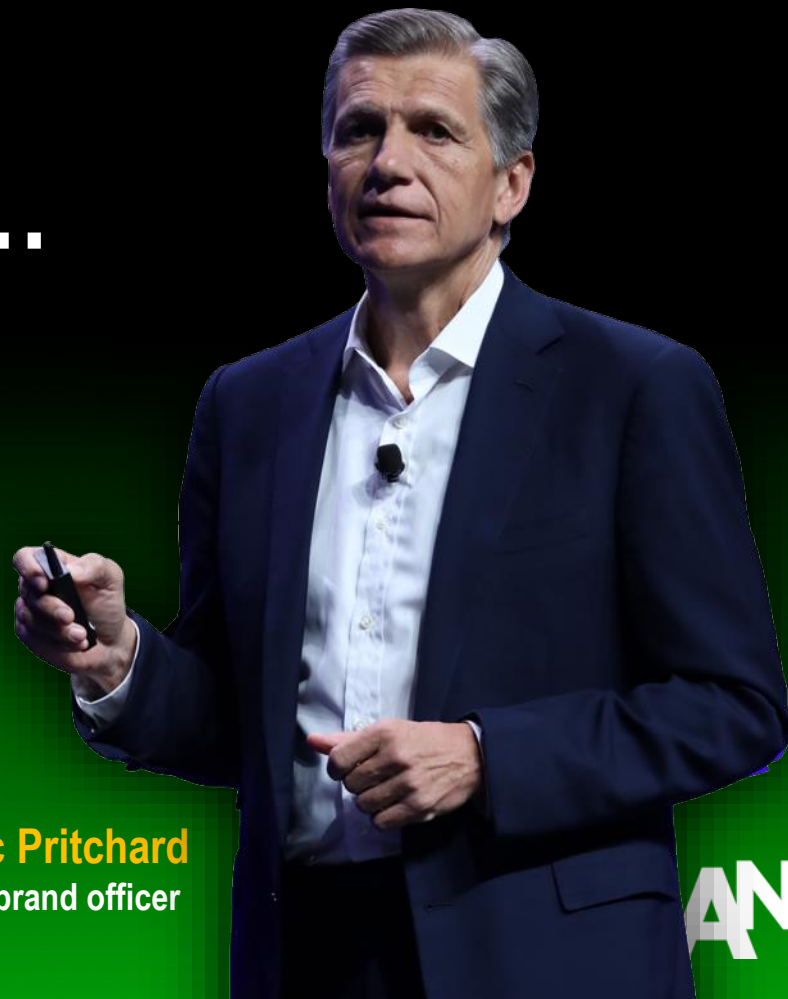


**ANA**  
CENTER FOR **BRAND**  
*purpose*

**ANA**



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



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



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