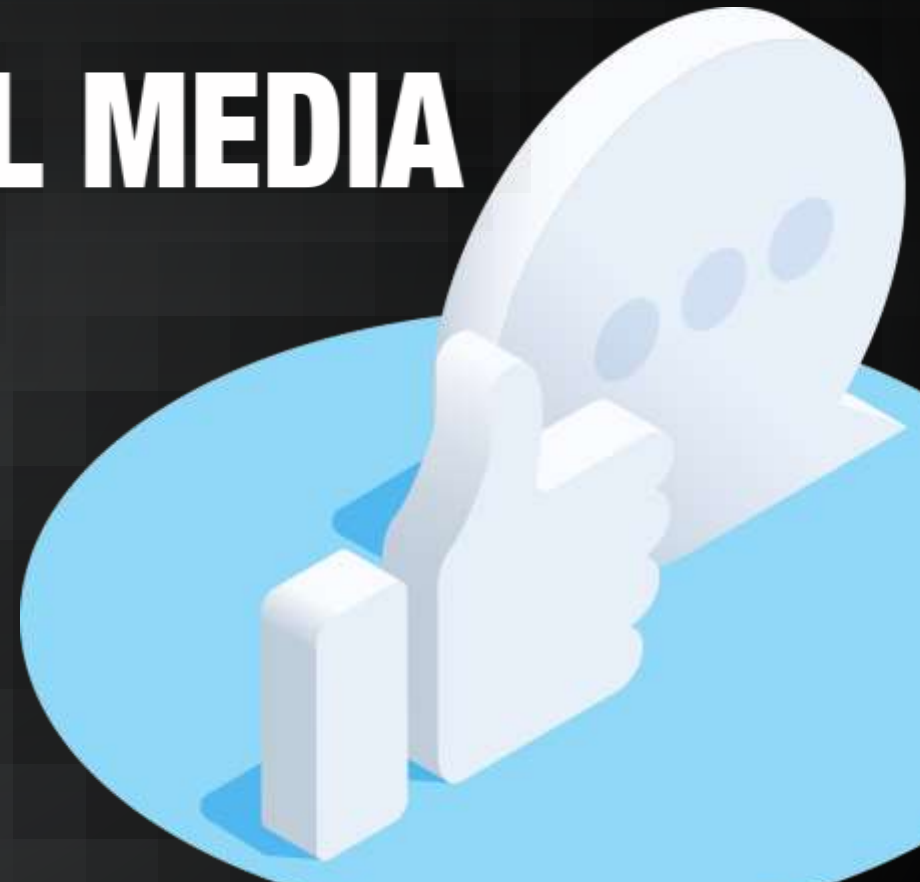


ANA

2020 DIGITAL & SOCIAL MEDIA CONFERENCE

Bob Liodice

Chief Executive Officer



2020

A Tough Year

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



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

and a
force for
growth.

MARC PRITCHARD

ANA Chairman & Chief Brand Officer



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

**Always have the
human at the center
of whatever you do.”**

Amelia Dunlop
Chief Experience Officer

**Deloitte.
Digital**

WALT DISNEY'S
STORIES

Vol. 1 No. 1



ANA GROWTH AGENDA





HUMANITY FOR GROWTH

**“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



ally



BRAND PURPOSE / PURPOSEFUL MARKETING



ANA
CENTER FOR **BRAND**
purpose

IN PARTNERSHIP WITH



#SEE
HER

GROWTH
MISSION

To be the unifying
voice to champion
gender equality in
the advertising,
media, and
entertainment
industries



ANA

AIMM

ALLIANCE FOR INCLUSIVE AND
MULTICULTURAL MARKETING



#SeeALL





ANA/AIMM Commitment to Equality, Inclusion, and Systemic Change

from America's Marketers, Media Companies, Agencies, Production Companies, and Service Providers

At ANA and AIMM, we strongly believe that every person — regardless of race, ethnicity, sexual orientation, gender identity, ability, religion, age, or culture — should have equal rights, equal representation, opportunities, support, understanding, respect, consideration, voice, and the ability to achieve their full potential. For more than 20 years, we have used our collective voices, reach, and commitment to create an industry that is more inclusive, understanding, and reflective of diverse segments. Although we have done a lot, it is not enough.

As we experience unprecedented loss due to the novel coronavirus, Black and Brown communities continue to face an age-old virus that has infected America for four centuries: racism. As America marches for an end to racism, injustice, and inequality against Blacks, the marketing and advertising industry is here to say we see you, we hear you, we are with you, and we commit to do everything in our individual and collective power to end systemic racism and achieve equality and justice.







As marketers and industry leaders, we commit to unflinchingly examining our own history and current practices to shine a light on systemic and institutional biases that exist within the industry. We can no longer accept the shortcomings of many of our diversity and inclusion initiatives. We commit to examining why they haven't done enough and what action is needed to advance. And we commit to interventions that will have an immediate and sustained impact on equality, inclusion, and systemic change in our ecosystem and in our society.

- 📌 **We will achieve representation that better reflects our country's demographics throughout the industry:** marketers, media companies, agencies, production companies, and service providers. This means equity in representation at every level, access, and voice — in other words, a seat at the table. In our yearly diversity reports to the industry, we will include clear actionable steps and guidelines for companies to achieve parity and extend that work to the balance of the industry.
- 📌 **We will conduct courageous conversations and work with our membership's Employee Resource Groups (ERGs) to understand the systemic inequities throughout the industry** so that together we can establish programs that can fix these systems.

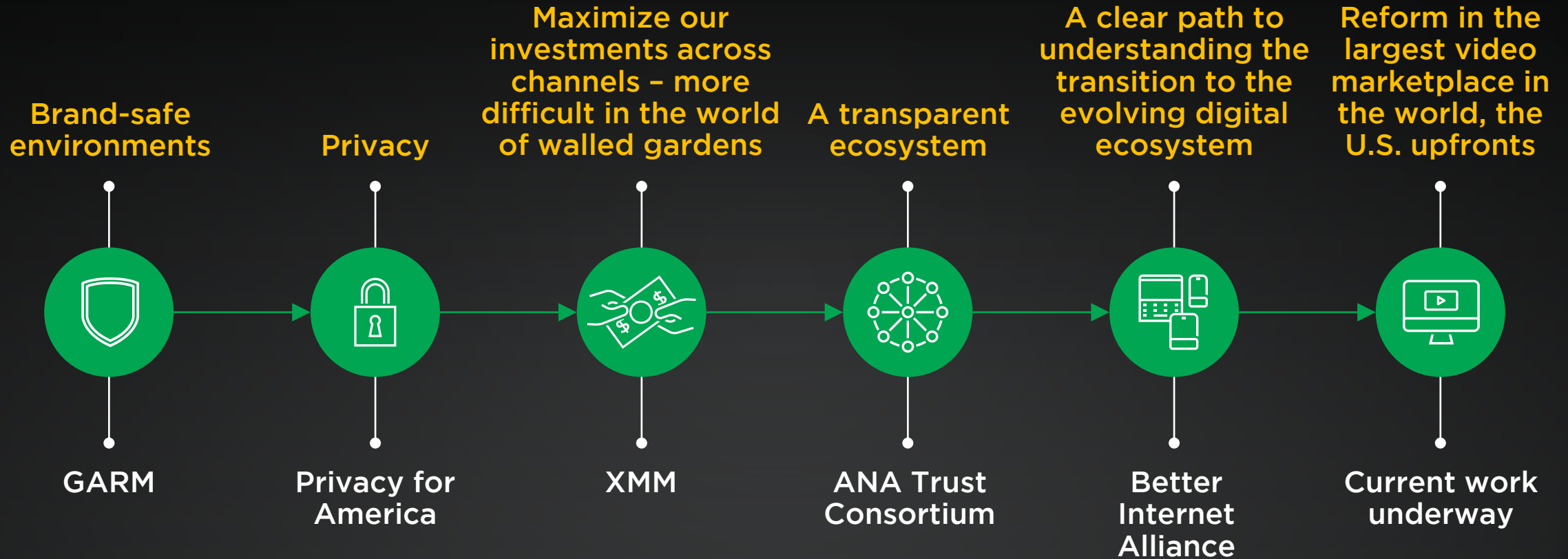
MEDIA TRANSFORMATION & REFORM

Largest Issues

There are many topics that we need to sort out.

-  Brand-safe environments
-  A transparent ecosystem where we can clearly understand true value in the ecosystem (agencies & media owners alike)
-  Ecosystems and relationships with customers that follow all privacy laws
-  A clear path to understanding the transition to the evolving digital ecosystem
-  Maximize our investments across channels – more difficult in the world of walled gardens
-  Reform in the largest video marketplace in the world, the U.S. upfronts

On a Journey of Success



BRAND SAFETY

GARM Brand Safety Floor + Suitability Framework

June 2020



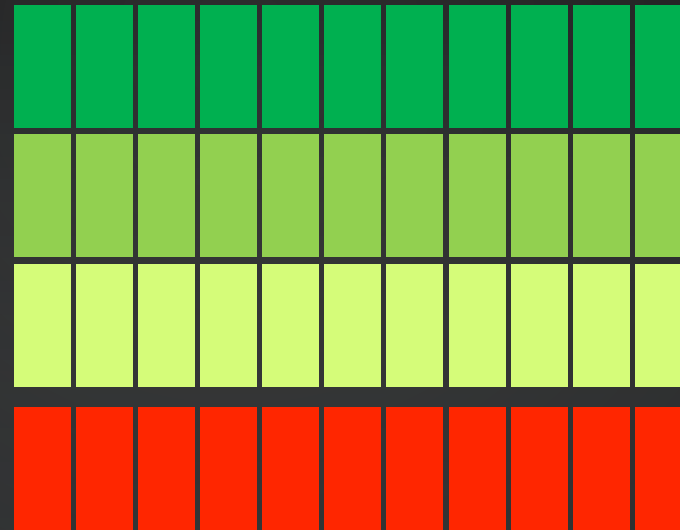
ADVANCING SHARED LANGUAGE + DEFINITIONS

How it works conceptually

Sets a series of 11 topic areas

Establishes a Safety Floor
a limit that is not suitable for advertising support

Creates a Suitability Framework
graded definitions of topic treatments for advertising support



Suitability Framework

1. Adult & Explicit Sexual Content
2. Arms & Ammunition
3. Crime & Harmful acts to individuals and society
4. Death & Injury
5. Online piracy
6. Hate speech & acts of aggression
7. Obscenity and Profanity
8. Illegal
Drugs/Tobacco/eCigarettes/Vaping/Alcohol
9. Spam or Harmful Content
10. Terrorism
11. Debated Sensitive Social Issues

Safety Floor

- Excluded from monetization
- Few exceptions for availability

PRIVACY & ADDRESSABILITY



FUTURE FOR ADDRESSABILITY

In January 2020, Google announced that it intended to cease support for third-party cookies in its Chrome browser in two years.

ANA's response:

“[W]e are deeply disappointed that Google would unilaterally declare such a major change without prior careful consultation across the digital and advertising industries” and note that this move “would threaten to substantially disrupt much of the infrastructure of today’s Internet without providing any viable alternative, and it may choke off the economic oxygen from advertising that startups and emerging companies need to survive.”

WSJ January 17, 2020

<https://www.wsj.com/articles/marketers-and-ad-agencies-ask-google-not-to-kill-cookies-too-soon-11579206028>

To ensure the business community is effectively heard in this process, ANA, along with its sister ad trades, are jointly founding the Better Internet Alliance to convene working groups in four areas:

1. Business Practices
2. Technical Standards
3. Privacy, Policy, & Legal Considerations
4. Communications & Education



BETTER INTERNET ALLIANCE

PROGRAMMATIC TRANSPARENCY



ISBA
PROGRAMMATIC
SUPPLY CHAIN
TRANSPARENCY
STUDY

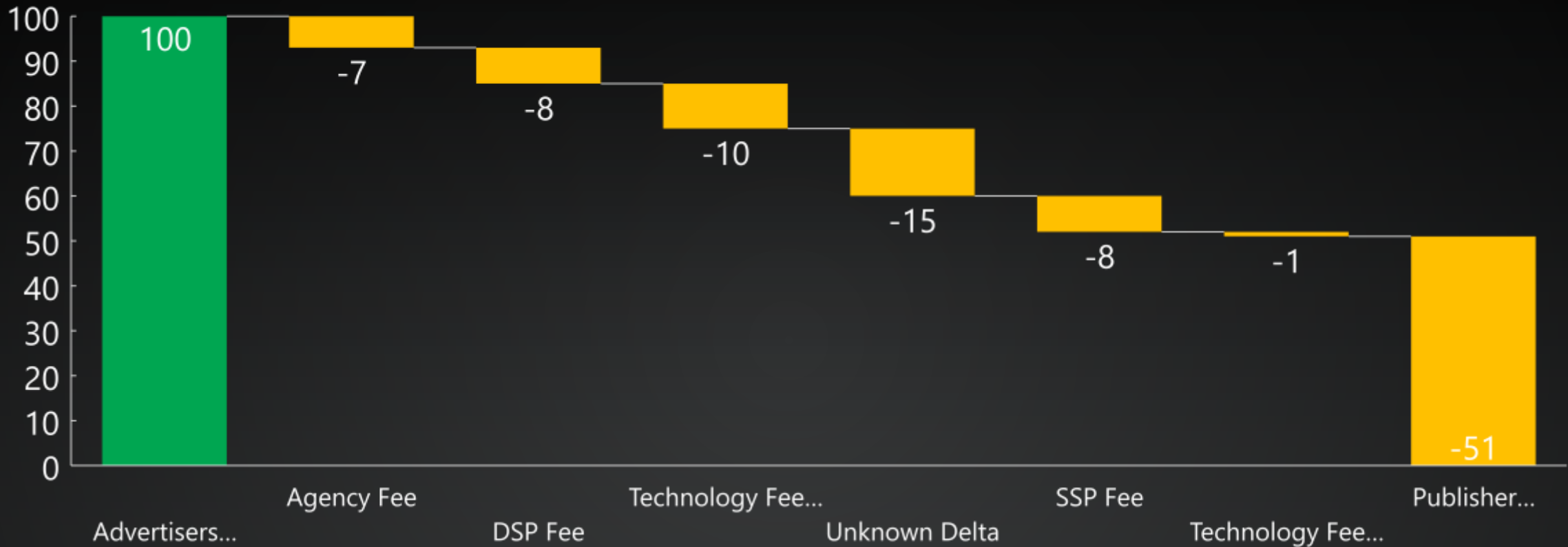
I S B A

aop

In association with the AOP,
carried out by PwC
May 2020


pwc

WHAT IS THIS COSTING BRANDS?



Brand Suppliers: 25%

Publisher Suppliers: 8%

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

MEASUREMENT

A hand holding a globe, surrounded by various icons representing different media and technology, such as a laptop, a smartphone, a camera, a globe, and a magnifying glass. The background is dark with glowing particles.

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



MARKETER NORTH STAR MEASUREMENT PRINCIPLES

- Complete, transparent and without bias
- Always on, ubiquitous and representative of individual consumer behavior
- Brings together television and digital media
- Delivers reliable, deduplicated reach, and frequency

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





HUMANITY FOR GROWTH

Verizon is America's most reliable mobile network.

ANA

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