



# Influencer Marketing & Activation

December 8-9, 2020

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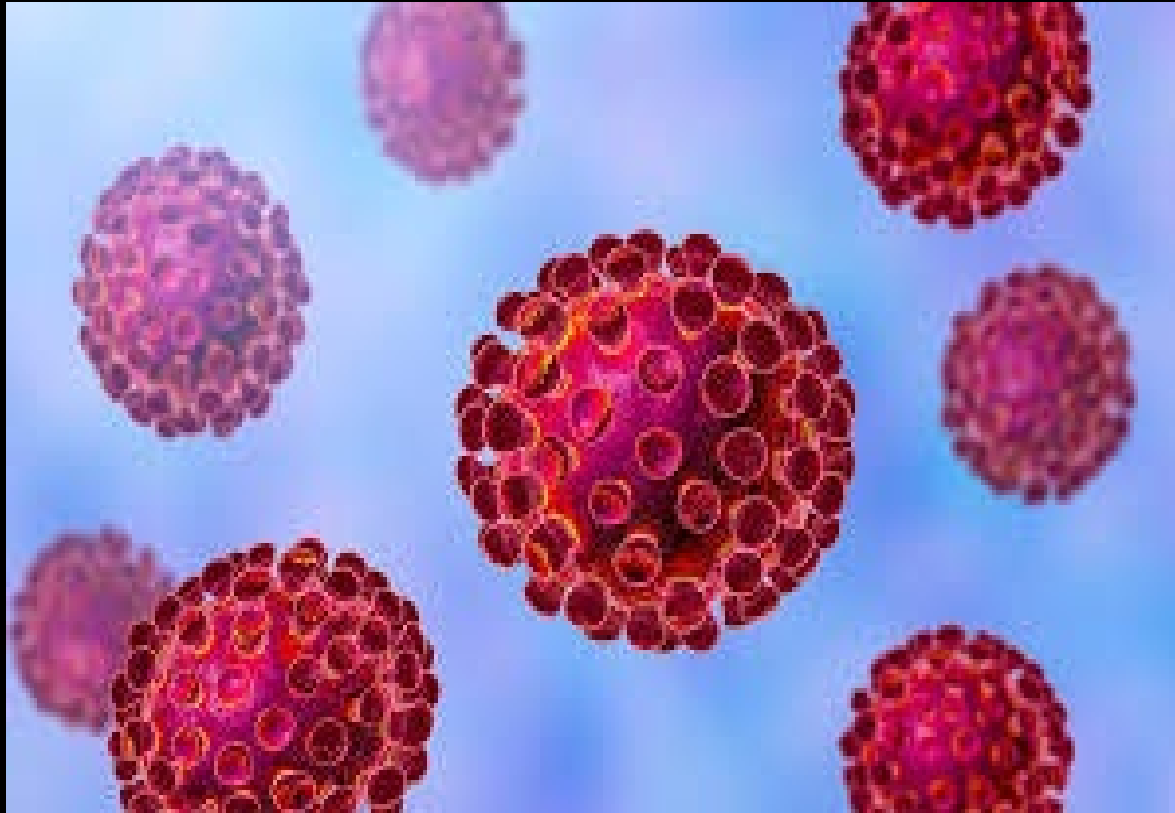
**Not at venues like this ...**



Or like this ...



Because of this ...





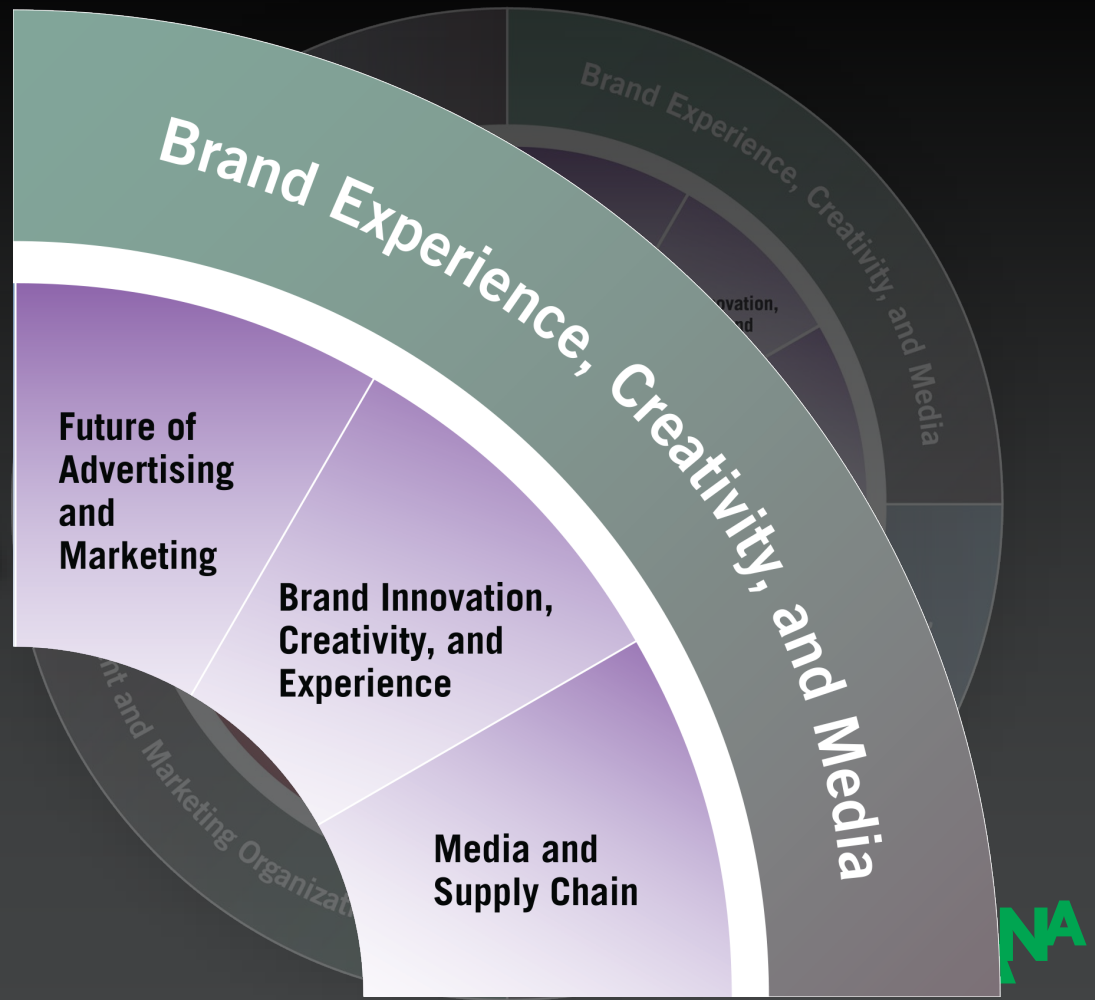
# My House



# ANA GROWTH AGENDA



# ANA GROWTH AGENDA





# Brand Activation

[https://www.ana.net/  
miccontent/show/id/ii-  
brand-activation-  
overview](https://www.ana.net/miccontent/show/id/ii-brand-activation-overview)

# Brand Activation – 6 Disciplines

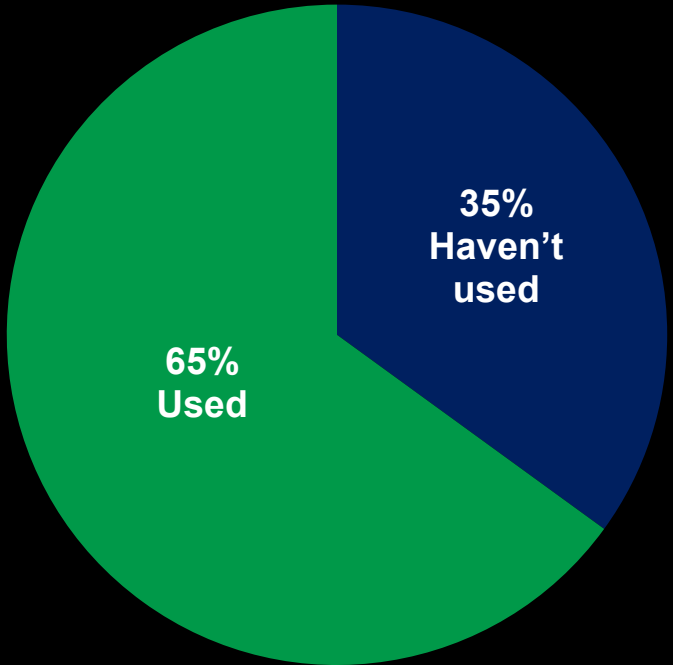
- Commerce
- Content
- Experiential
- Influencer
- Promotion
- Relationship

2x more \$ than  
advertising

# Influencer Marketing

**“ “Marketing that identifies and activates individuals who can sway brand preferences, buying decisions, and the loyalty of the broader population using their own opinions, beliefs, and/or marketing channels.” ”**

# ANA Marketers Who Used Influencer Marketing in the Past 12 Months

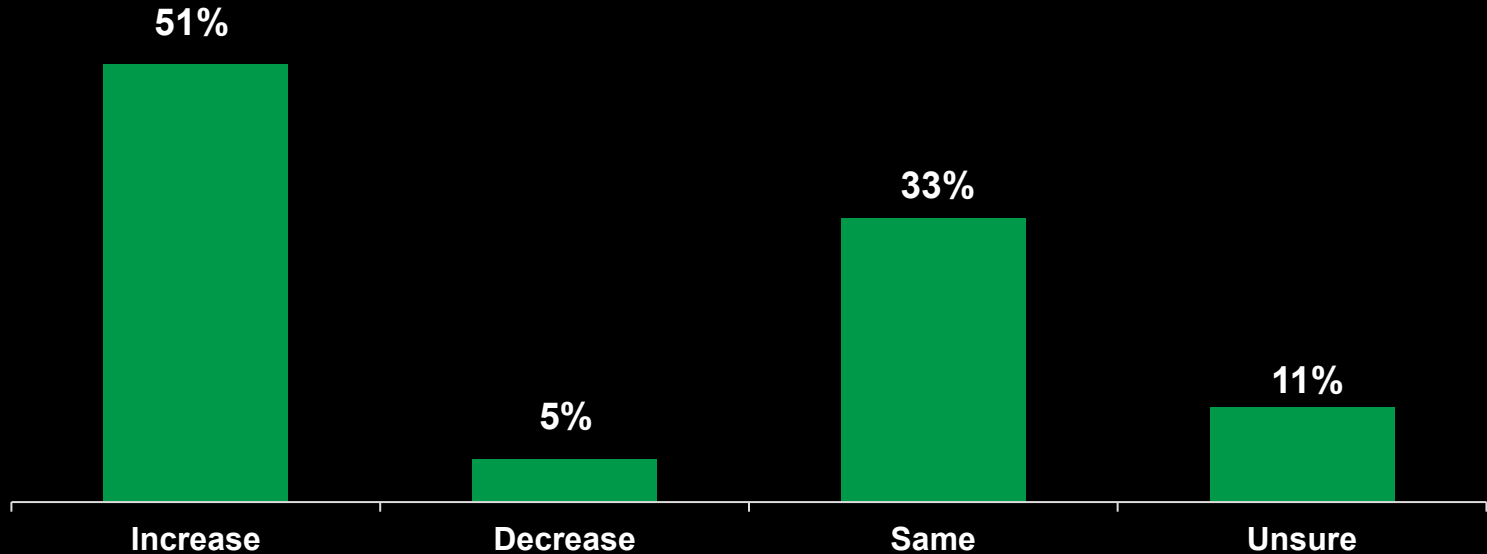


Q: Has your company used influencer marketing in the past 12 months?





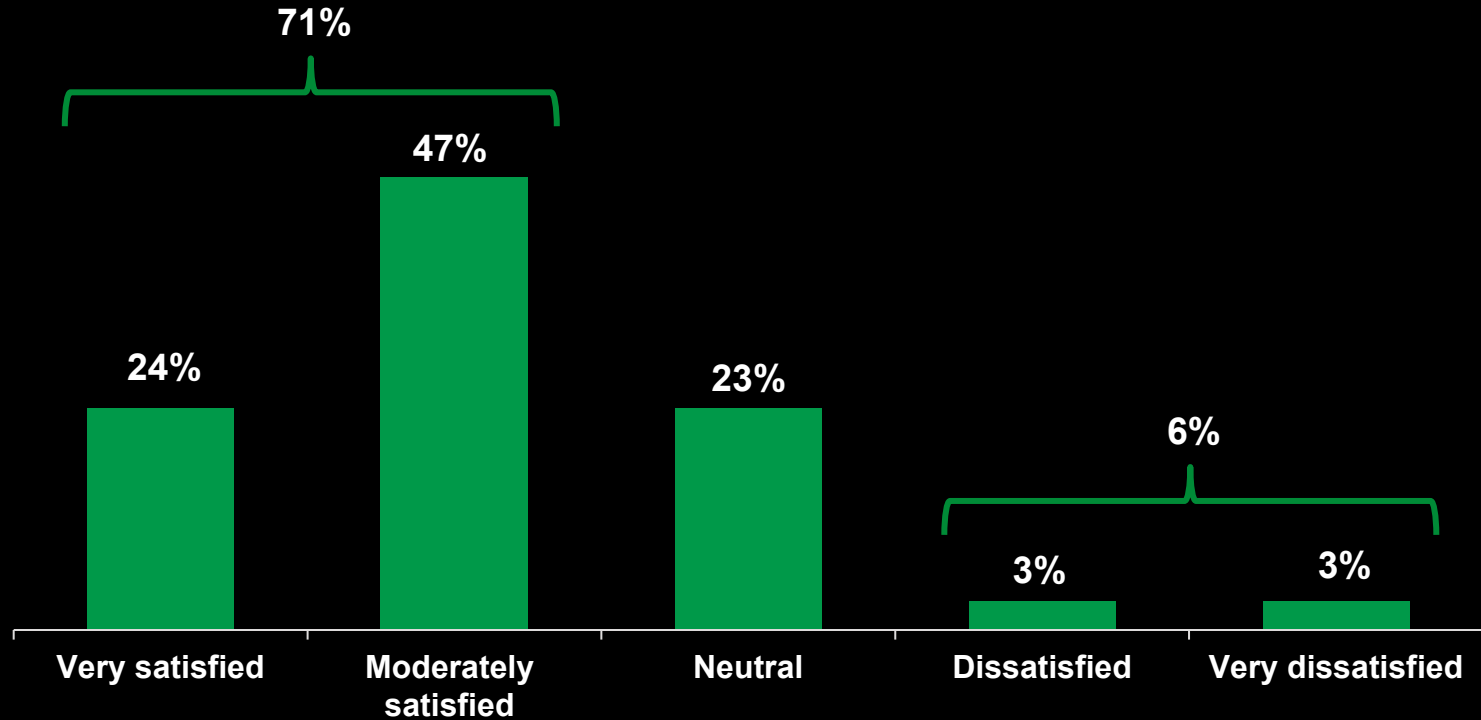
# Influencer Budgets on the Rise Pre-Pandemic



Q: Over the 12 months immediately prior to the COVID-19 pandemic, what changes did you see to your company's influencer marketing budget?



# Level of Satisfaction with Influencer Marketing



Q: How satisfied are you with the overall results of your influencer marketing?



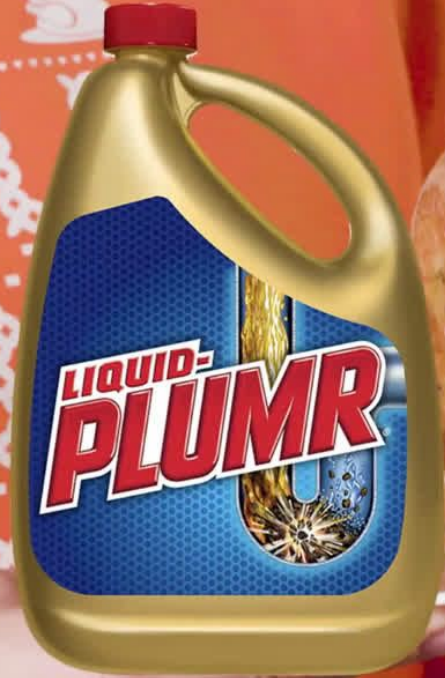


<https://www.youtube.com/watch?v=WR3a0LJtjxQ> -- Meatloaf ... 15-seconds

<https://www.youtube.com/watch?v=2eZW139zFO8>

FO8 – Gummy Bears  
... 15-seconds





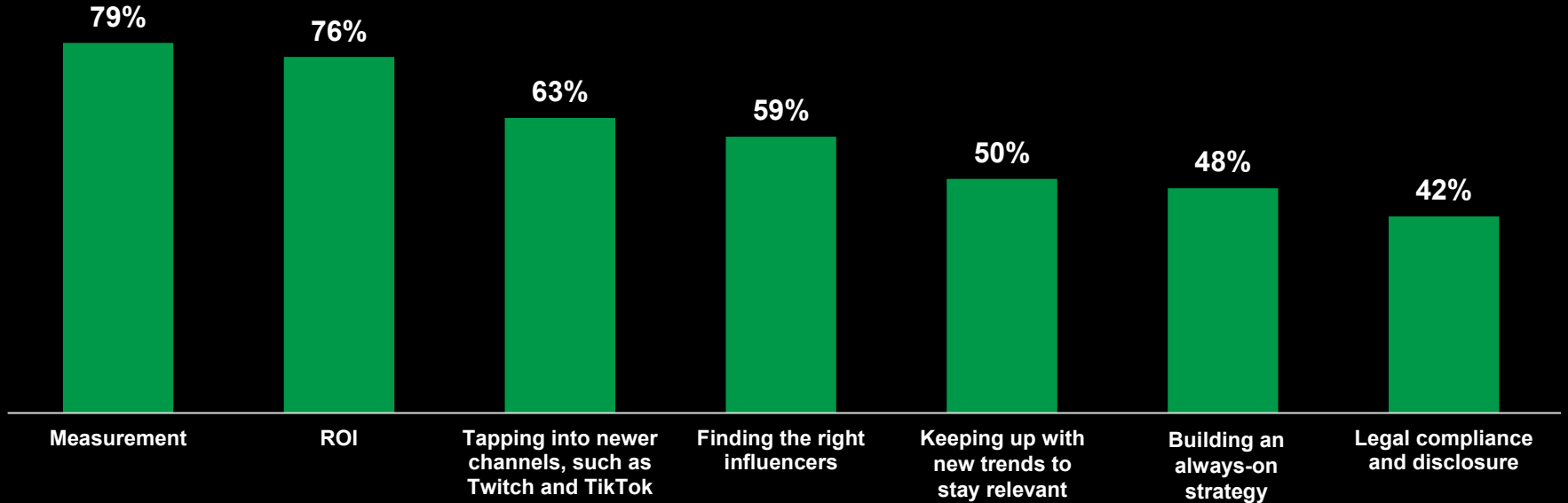
THANKSGIVING  
**VS MEAT  
CLOG**





# Top Challenges with Influencer Marketing

(Top 2 boxes)



Q: What are the top challenges with influencer marketing? Please rate each on a 1–5 scale where 1 = Not a Challenge and 5 = Great Challenge

**“The biggest challenge in influencer marketing is not having a consistent form of measurement – we work with different vendors and the metrics vary across them.”**

*- Senior Manager, Consumer Packaged Goods*

# Influencer Marketing Advisory Board



# Influencer Marketing Advisory Board

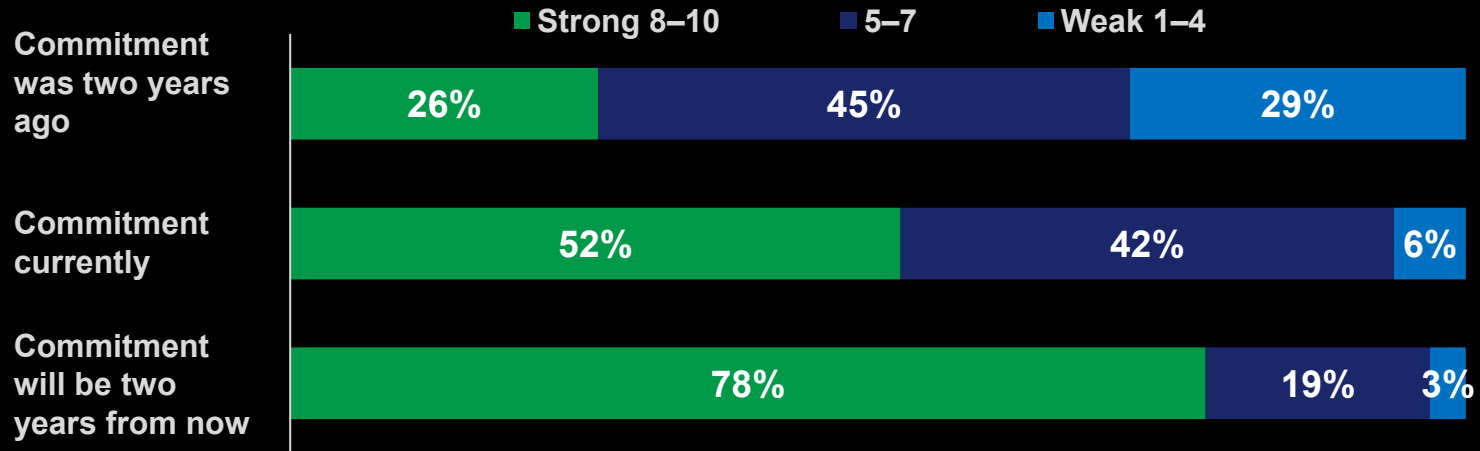
- Top Priority:
  - Standardized measurement definitions

# Content Marketing





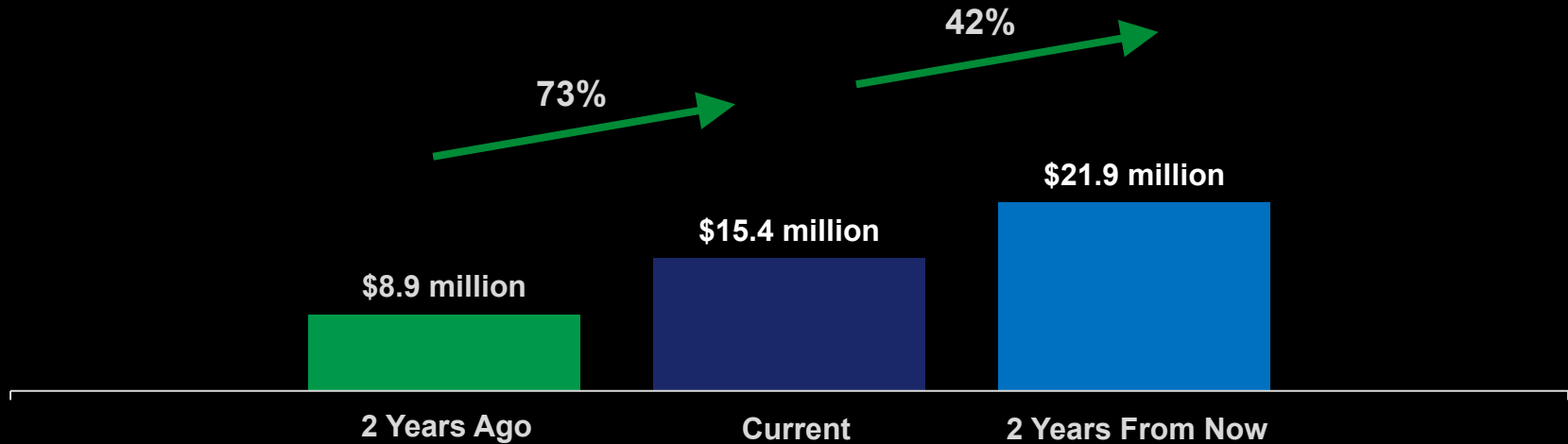
# Commitment to Content Marketing



Q: Please rate overall how strong you believe your company's commitment to content marketing was two years ago, is currently, and what you believe it will be two years from now.



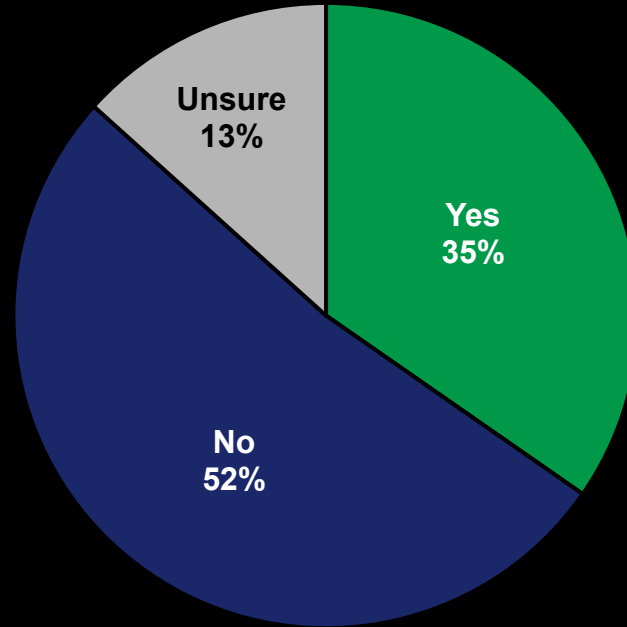
# Average Annual Content Marketing Budget



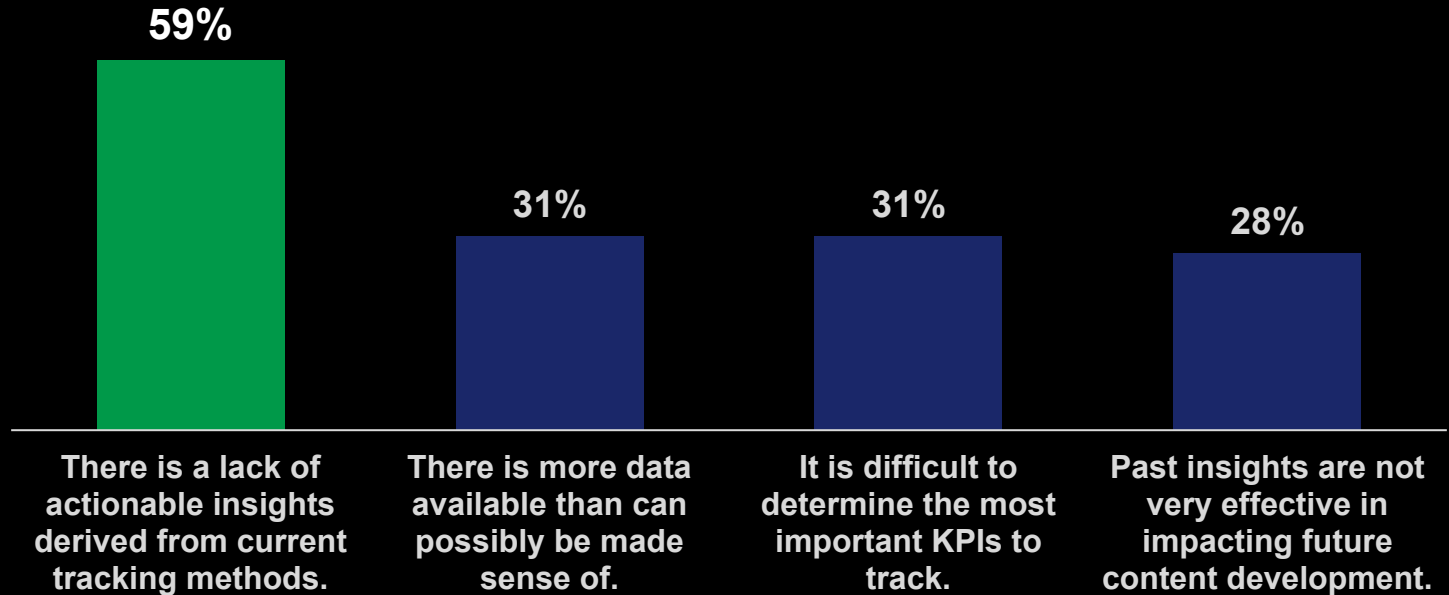
Q: Approximately what was, is, and do you estimate will be your company's total annual content marketing budget?



# Does Your Company Have a Clearly Documented Content Strategy?



# Content Marketing Measurement Perception



Q: Which of the following statements do you agree with when determining the effectiveness of your content marketing activity?



# Content Marketing Advisory Board

- Under serious consideration; more to come!

# Content Marketing REGGIE Winner



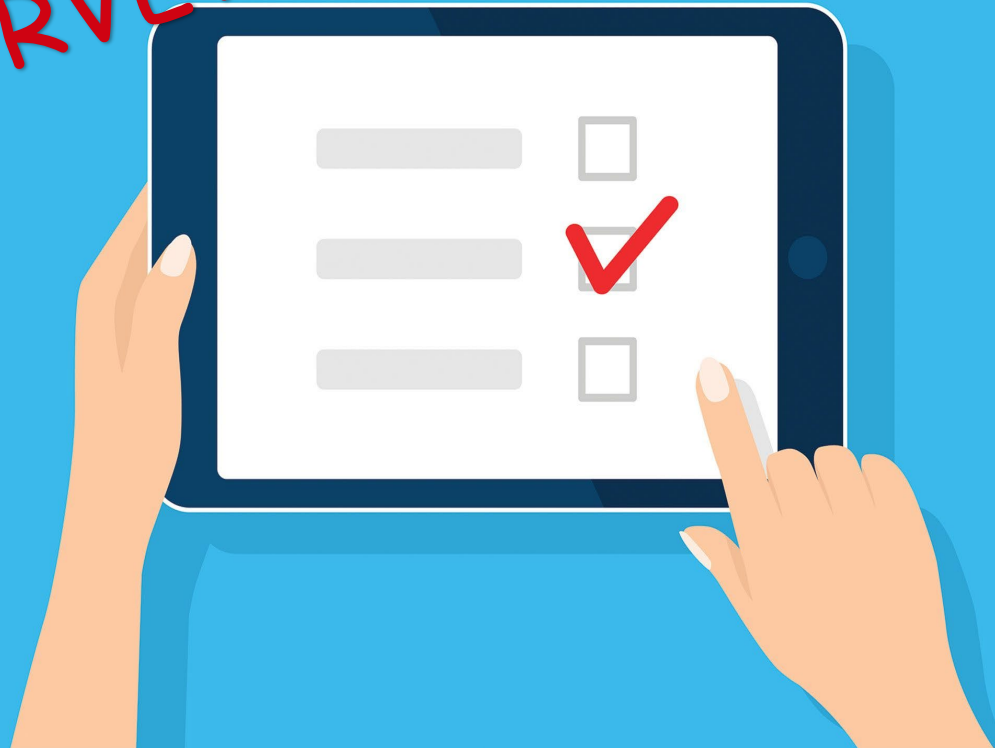
- Run Cheetos clip





# Commerce Marketing

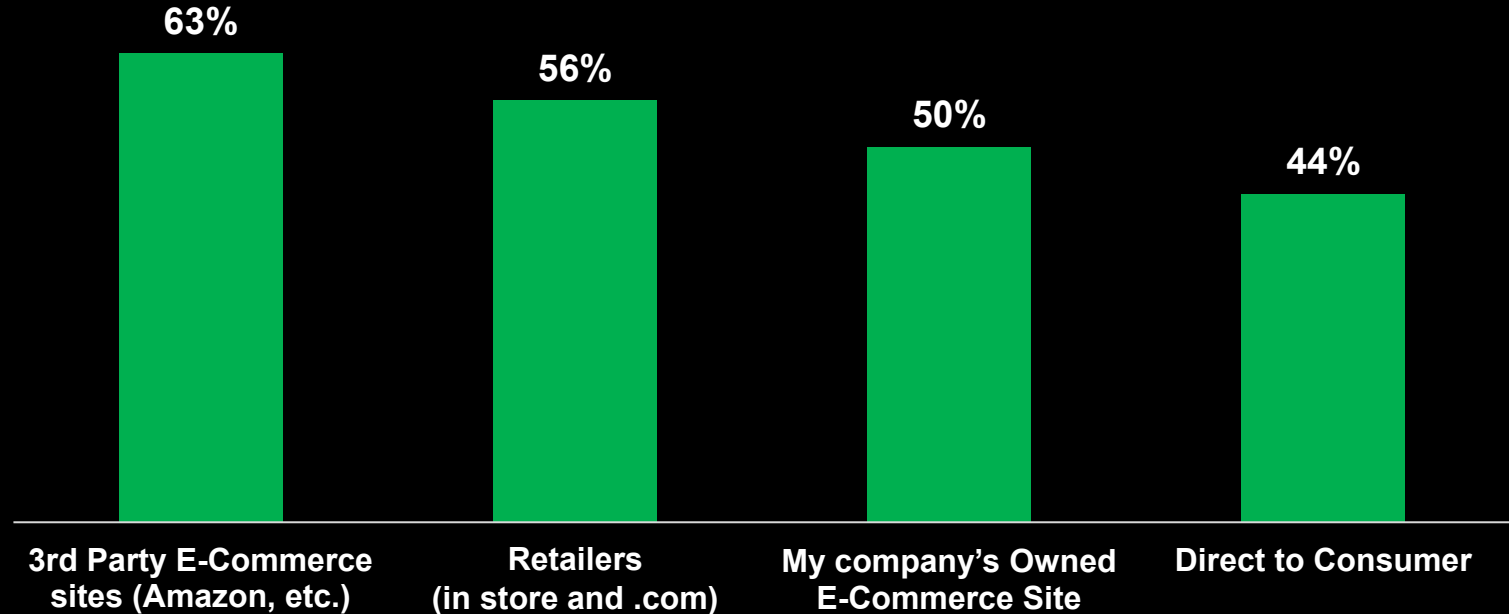
SURVEY



# Commerce Marketing – Barriers

- How important are the following barriers that your company faces regarding commerce marketing?
  - #1 Barrier = “Measurement tools are not what we need them to be to demonstrate ROI”

# Future of Commerce



Q: In thinking about the “future of Commerce Marketing” in which of the following areas is your organization focused on building resources and capabilities for future growth of investment in Commerce Marketing?



# Commerce Marketing REGGIE Winner



- Run Whopper clip

— 2020 —

**REGGIE®**  
**AWARDS**

**ANA**

# 2020 Super REGGIE Winner



Department of

**Tourist Development**





# 2020 Super REGGIE Winner

<https://www.ana.net/miccontent/show/id/reggie-2020-tennessee-department-of-tourist-development>







THE 38TH ANNUAL



**REGGIE<sup>®</sup>**  
**AWARDS**

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**INNOVATIVE.**  
**DISRUPTIVE.**  
**IMPACTFUL.**

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IF THAT DESCRIBES THE TYPE OF BRAND ACTIVATION  
MARKETING YOU RAN THIS YEAR, GET IT RECOGNIZED.

**STANDARD DEADLINE: FEBRUARY 3**

*Entries Close February 17*

**ANA**

**ANA**

# Brand Activation – 6 Disciplines

- Commerce
- Content
- Experiential
- Influencer
- Promotion
- Relationship

2x more \$ than  
advertising

# ANA Brand Activation Team



Mike Kaufman



Paul P. Robinson



Leah Marshall



Gena Casciano



Jenna Magill



Tori Carr



Wilson Vargas



# Your Conference Hosts



**Bryan Clurman**



**Leah Marshall**



When you have to work from home, and end up discovering gravity:



**HISTORY  
HUSTLE**

In 1665, Isaac Newton had to work from home when the University of Cambridge temporarily closed due to the Bubonic plague. It was the most productive period of his life, and he used that time to develop his theories on calculus, optics, and gravity.

# Thank You







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