



Influencer Marketing Conference

May 25-26, 2021

Influencer Marketing Conference



2019: New York City



2020: At Home



2021: Still at Home!



ANA GROWTH AGENDA

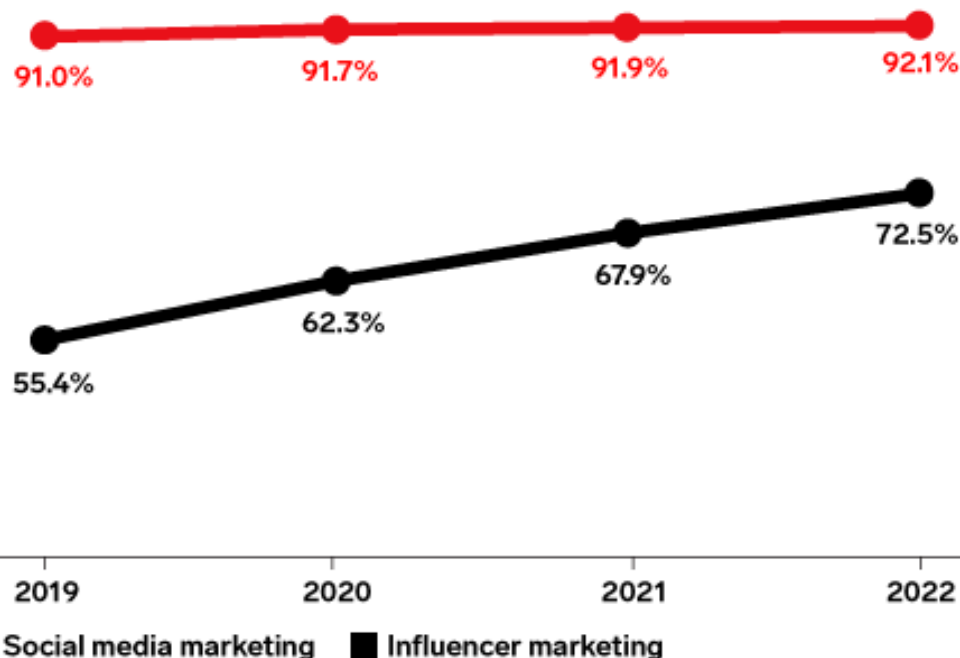




eMarketer®

Share of US Marketers Using Social Media and Influencer Marketing, 2019-2022

% of total marketers



Note: companies with 100+ employees; includes both paid and unpaid (i.e., compensation in the form of free product or trips) brand-influencer partnerships

Source: eMarketer, Nov 2020

Change in Influencer Marketing Spending According to Marketers Worldwide, Jan 2021

% of respondents

Intend to increase their influencer marketing budget

62%

Expect to keep their budgets the same as in 2020

20%

Unsure about how their influencer marketing budgets would change

12%

Intend to decrease their influencer marketing budgets

7%

Source: Influencer Marketing Hub in association with Upfluence, "Influencer Marketing Benchmark Report: 2021," Feb 15, 2021





ANA



**In 2020, many Gen Z customers
had never tried a Quarter Pounder**



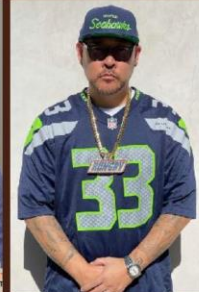
SNICKERS



FOLLOW THE CHAIN'S JOURNEY

>Use #SNICKERSchain to see which player receives the chain each week
>Tell @SNICKERS who you think the Hungriest Player is for a chance at exclusive prizes

ESPN | NHL | Knights 1 | Stars 2 | FINAL SAT
DAL > Leads series 3-1





A football player in a red jersey and white helmet is running with the ball. The background is a blurred stadium with red seats. The SNICKERS logo is overlaid on the left side of the image, and the NFL logo is overlaid on the right side of the image.

SNICKERS



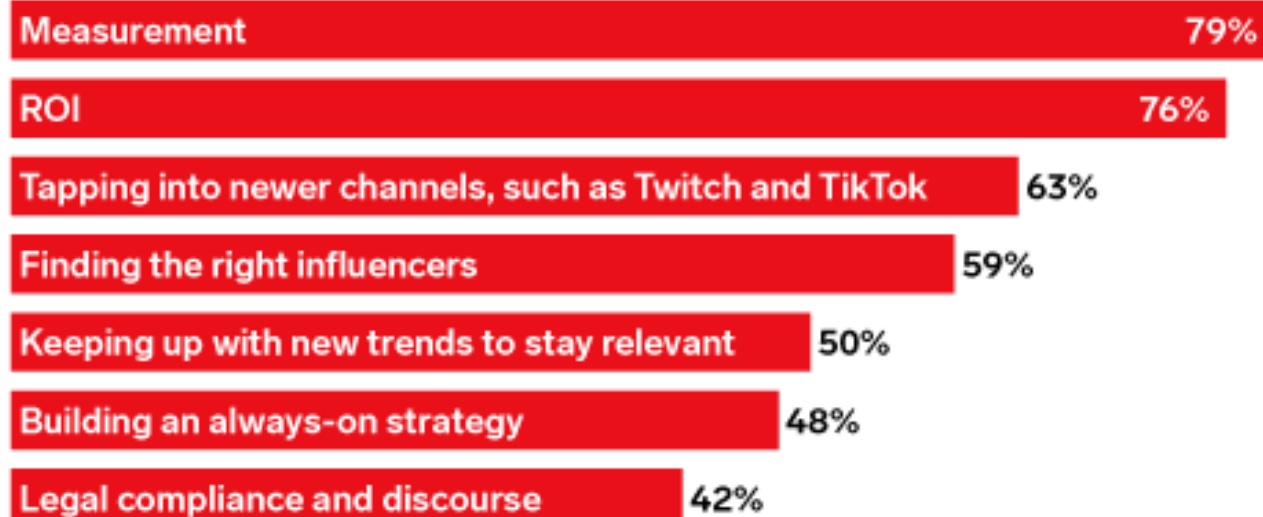
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It's More than Just Social Media

- Audio (radio, internet radio, podcasts), Branded Content , Contests/Sweepstakes, Digital Media, (banners, mobile, animated, and/or takeovers), Email, Mobile, Partnership, Point of Sale (POS)/In-Store, Newspapers, Magazines, Public Relations, Social Media, TV (incl. DRTV), User Generated Content, Video (broadcast and/or online), Word of Mouth/Influencers

Leading Challenges with Influencer Marketing According to US Marketers, June 2020

% of respondents

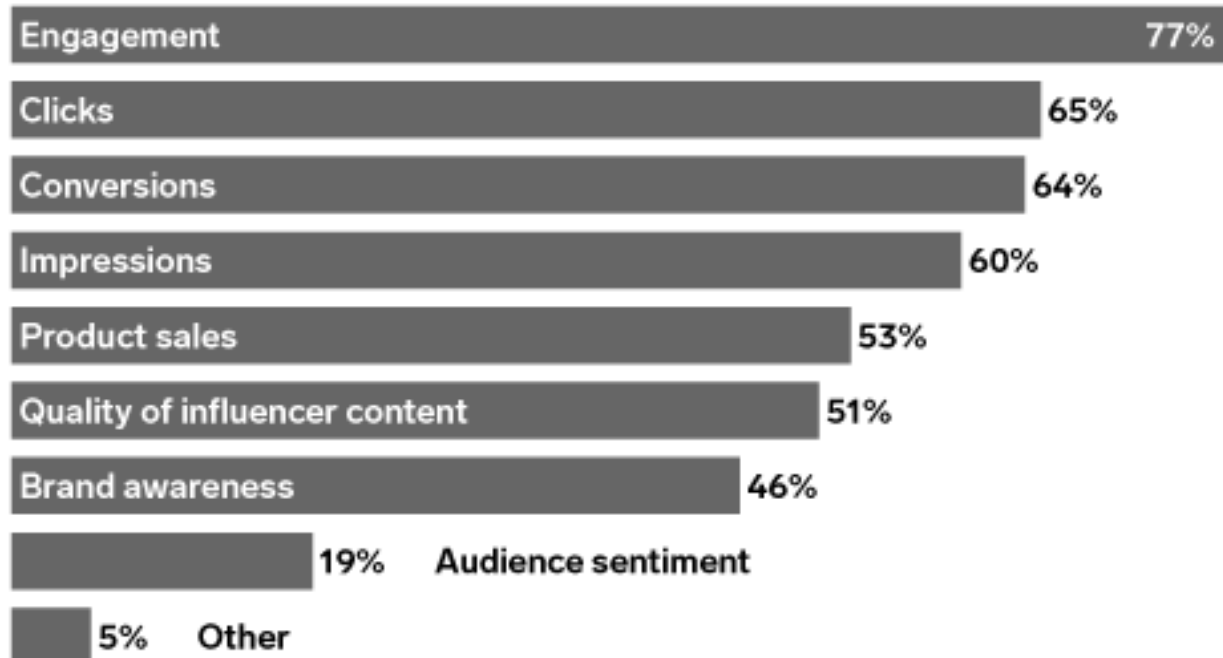


Note: n=34; top 2 responses on a scale of 1 to 5 where 1=not a challenge and 5=great challenge

Source: Association of National Advertisers (ANA), "The State of Influence: Challenges & Opportunities in Influencer Marketing," Dec 8, 2020

How Do US Marketers Measure Success of Influencer Marketing Programs?

% of respondents, March 2021



Source: Linqia, "The State of Influencer Marketing 2021," April 20, 2021

“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

- Priority #1:
 - Standardized measurement definitions

Influencer Marketing Advisory Board

- Priority #2:
 - Diversity

Thank You



ANA Influencer Marketing Team



Leah Marshall



Mike Kaufman



Mark Stewart



Wilson Vargas



Jenna Magill



Your Conference Host



Kristi Daraban

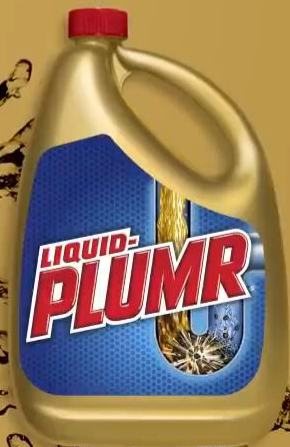




TikTok

ANA





Putting large amounts of stuff down the drain is not recommended.



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