


ANA



2018 ANA Multicultural Marketing and Diversity Conference

Bob Liodice

Chief Executive Officer

A photograph of Marc Pritchard, an older man with grey hair, wearing a dark blue suit jacket over a light pink shirt. He is sitting in a black leather chair, gesturing with his right hand while holding a stack of papers on his lap. The background is a dark green wall with a subtle grid pattern.

**“If you are not doing
multicultural marketing...
then you are
not doing marketing.**

Marc Pritchard

ANA chairman and chief brand officer



Great Multicultural Marketing



JPMORGAN CHASE & CO.

“Great marketing is about connecting people with people and remembering the value your brand delivers to them.”

Kristen Lemkau
chief marketing officer

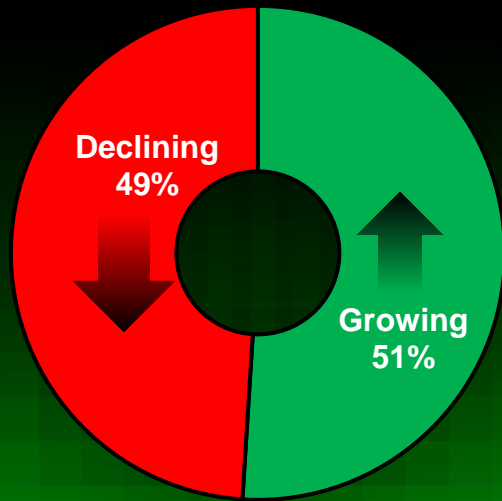


GROWTH!!!

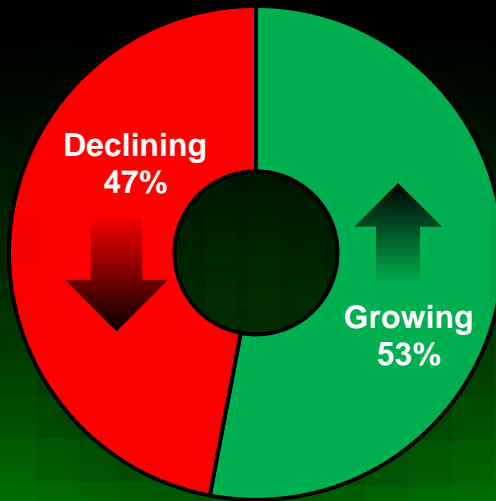
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Fortune 500 – 2016-18 After Tax Profits

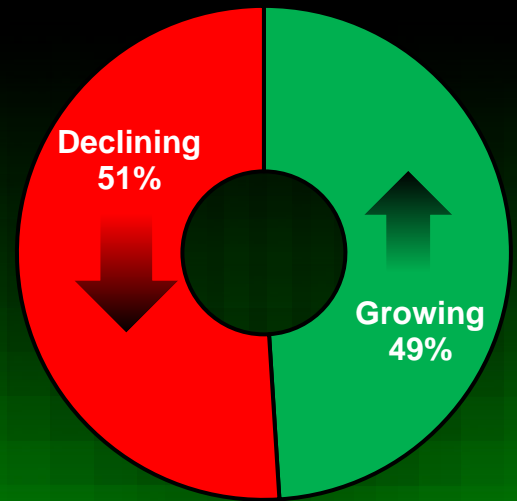
2016



2017



2018



Marketer Decision Making

But...are we making the
right decisions to
optimize growth?

History says... "No!!"

Multicultural Marketing Landscape

50-60% of advertisers
spend **less than 1%** of their ad budgets
to target Multicultural Audiences

Source 2018 ANA / AIMM AdSpend Trends Analysis



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Marketers...
it's time to take
our industry back.
We must drive growth.

For you, the professional
For your business and brands
For our industry





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AIMM - Strategic Pathways

- Demonstrate the growth opportunity
- Invest in metrics and measurements
- Expand diversity
- Right size the spend
- Educate – the value of multicultural marketing and inclusion

So...

How are we doing?

We're kicking it... **Big Time**

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THE CASE FOR CHANGE

Multicultural and inclusive marketing as a business
imperative for long term growth



A Special Report from The ANA's Alliance for Inclusive and Multicultural Marketing

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A DIVERSITY REPORT FOR THE ADVERTISING/ MARKETING INDUSTRY

NOVEMBER 2018

The ANA logo is located in the bottom right corner of the page. It consists of the letters 'ANA' in a bold, white, sans-serif font, with the 'A's and 'N's overlapping.

Pursuit of Better Metrics and Measurements



Eliminating Bias in Ads

Introducing

GEM Multicultural Scores



Total Market



ANA

Leadership



Leadership



Michael Lacorazza
EVP Wells Fargo



Tony Rogers
CMO, Sam's Club / Walmart





MASTERS CIRCLE

Aligning CMOs with Industry Leadership & Growth



The Global CMO Growth Council



Global CMO Growth Council Agenda

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

Call to Action

- Join the **ANA #SeeHer Movement**
- Join the **UN Women Unstereotype Alliance**
- Join the **ANA Alliance for Inclusive & Multicultural Marketing**



Winning Means Growth

A **1% change** in the growth rate
is worth **\$500 billion**
over a three-year period

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