

ANA

2019 MULTICULTURAL MARKETING & DIVERSITY CONFERENCE

Bob Liodice

Chief Executive Officer



ANA MISSION

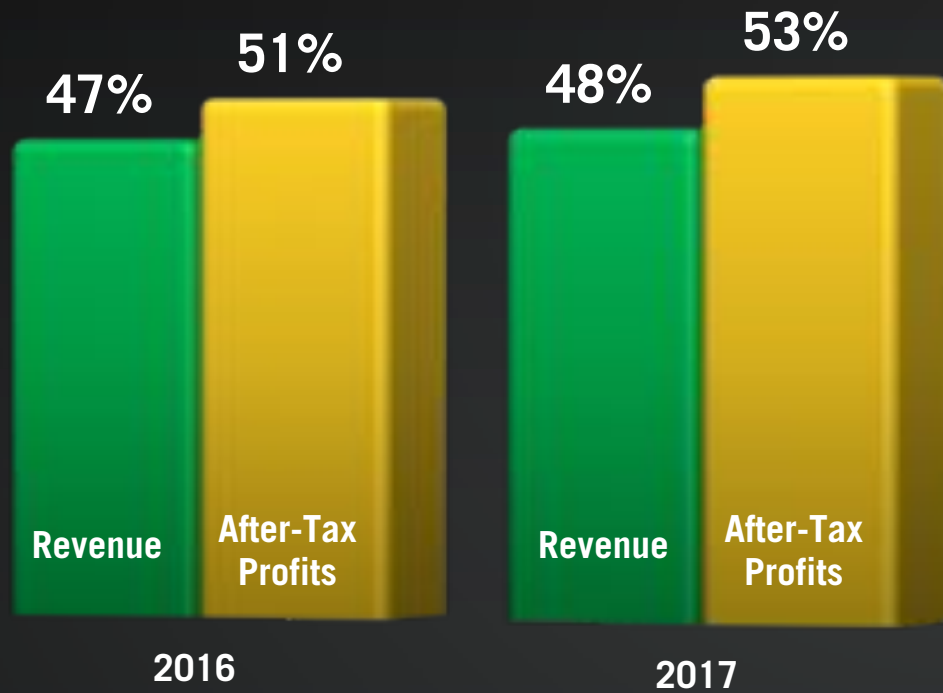
DRIVING GROWTH

FOR YOU, THE INDIVIDUAL
FOR YOUR BRANDS AND BUSINESSES
FOR OUR INDUSTRY

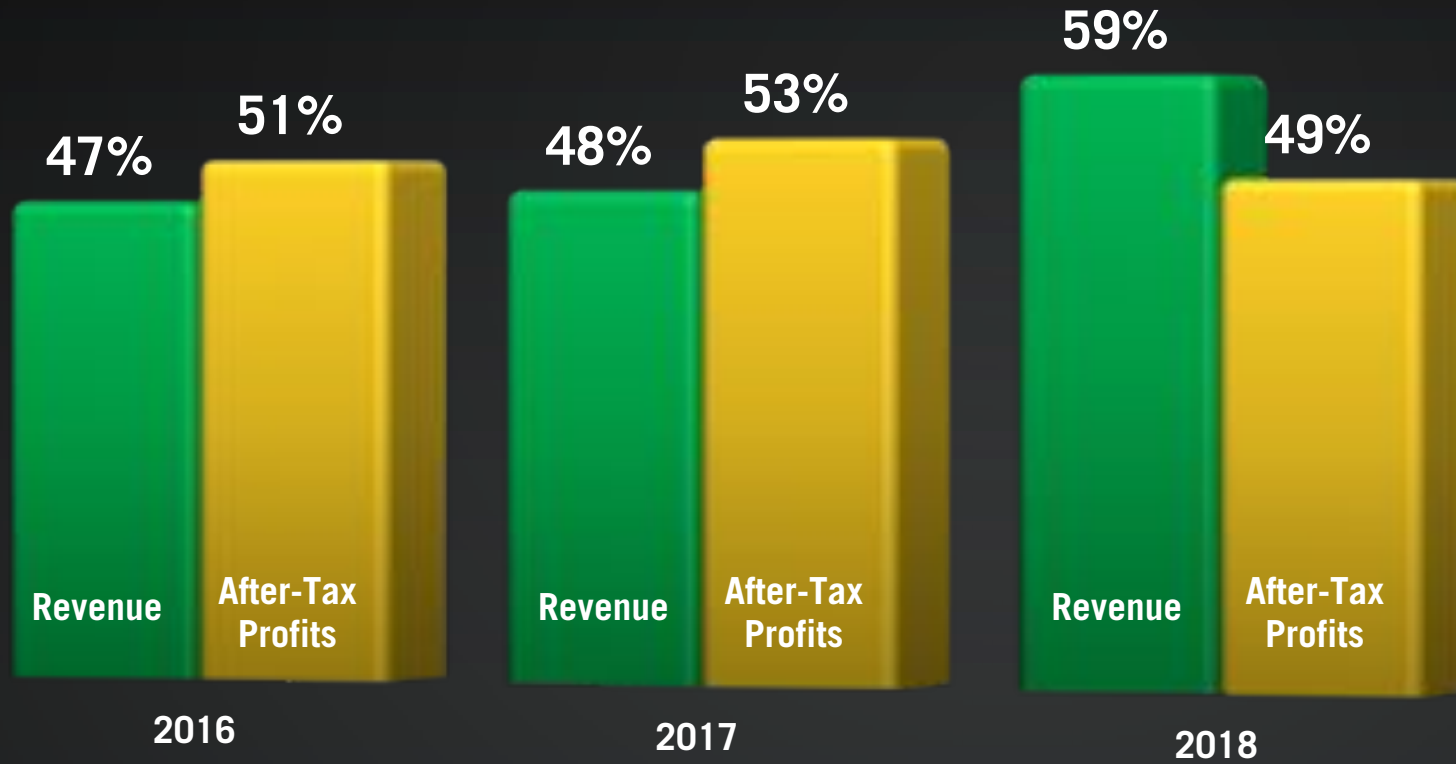
FORTUNE 500



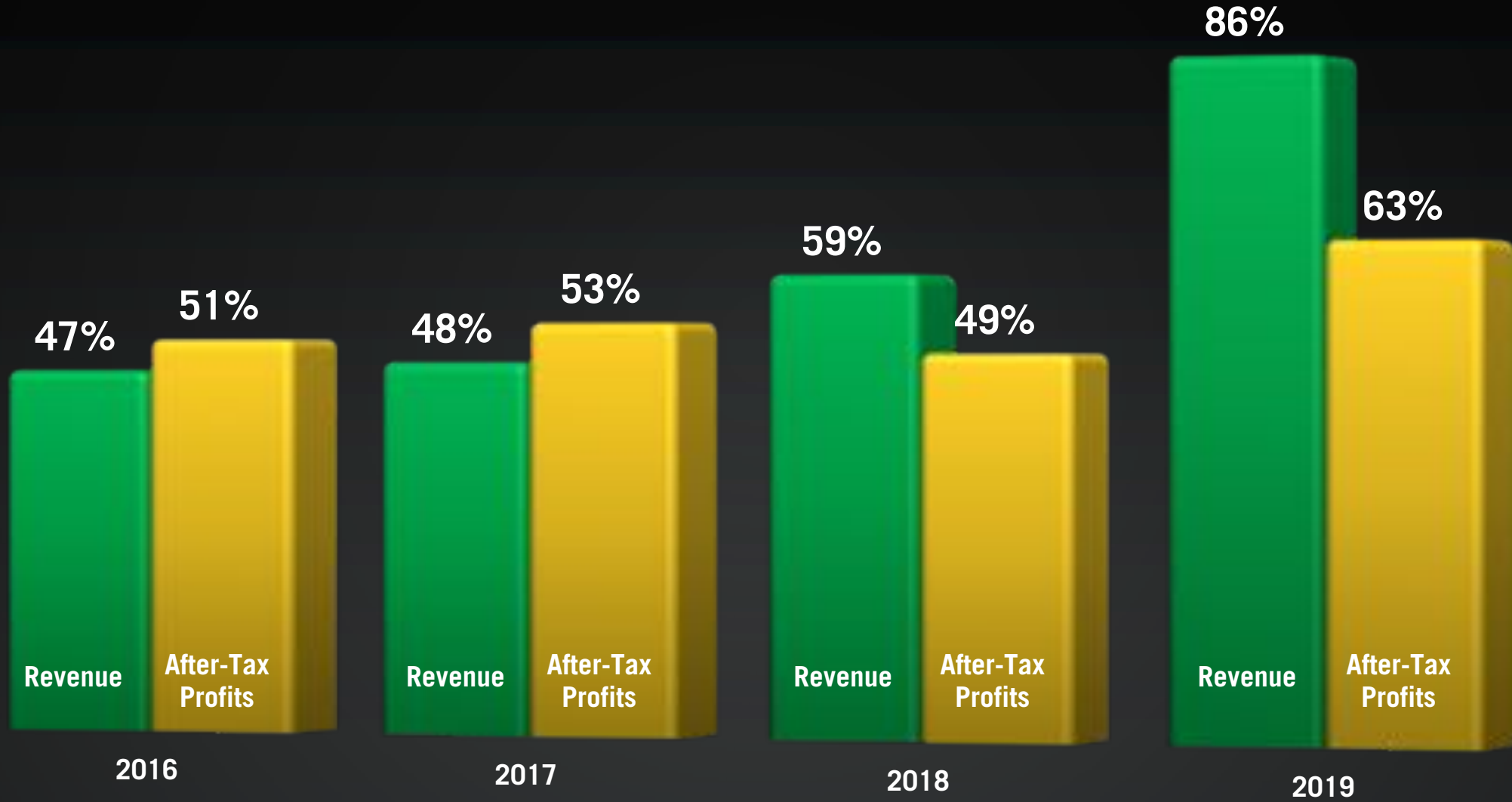
FORTUNE 500



FORTUNE 500



FORTUNE 500





**ALIGNING CMOs
WITH INDUSTRY
LEADERSHIP
& GROWTH**

THE GLOBAL CMO GROWTH COUNCIL



ANA MASTERS CIRCLE



**Brand Innovation,
Creativity &
Consumer Experience**

Talent

**Data, Technology
& Measurement**

**Society &
Sustainability**

**GROWTH
PLATFORMS**



The background of the entire image is a grayscale, slightly blurred photograph of several US dollar bills. The bills are overlapping and angled, showing details like the '100' denomination and the Federal Reserve seal. The text is overlaid on this background.

**GLOBAL
GROWTH
GOAL**

Generate
\$500 BILLION
in Incremental
Global Sales
over 3 Years

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



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 Brave

PROGRESSIVE[®]

Be brave...
... take more risks.

JEFF CHARNEY
Chief marketing officer

ANA



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

and a
force for
growth.

MARC PRITCHARD

ANA Chairman & Chief Brand Officer



HUMANITY FOR GROWTH

BRAND PURPOSE

Brand Purpose

“We are all the stewards
of the human connection.
We have to put the **personal**
back in personalization.”



ELIZABETH RUTLEDGE
chief marketing officer



Brand Purpose

“If brand purpose is just words
in a campaign, then it’s
another mission statement.

We need to push for brand action.
It is our duty to advocate for a
higher purpose as marketers.

We are the heartbeat of our companies.”



AMANDA BRINKMAN

chief brand and communications officer



#SEE

HER

#SEE
HER

GROWTH **MISSION**

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

#SEE
HER

GROWTH MISSION

The **accurate** portrayal of women and young girls in ads and content that can influence consumers

Equality including those in front of and behind the camera

Leadership is shared and equally respected

**GENDER EQUALITY
= GROWTH**



Measures Unconscious
Bias in Ads

100,000 Ads Tested
in 14 Countries

Industry **Gold Standard:**
Index Above 100 = Growth

16 Million Respondents, the
**Largest Gender Equality
Outreach** in Advertising

GEM™
GENDER EQUALITY MEASURE
FOR ADS



**HUMANITY
FOR GROWTH**

DIVERSITY & INCLUSION
MULTICULTURAL MARKETING



ANA

AIMM

ALLIANCE FOR INCLUSIVE AND
MULTICULTURAL MARKETING

A DIVERSITY REPORT FOR THE ADVERTISING MARKETING INDUSTRY



A DIVERSITY REPORT FOR THE ADVERTISING/ MARKETING INDUSTRY

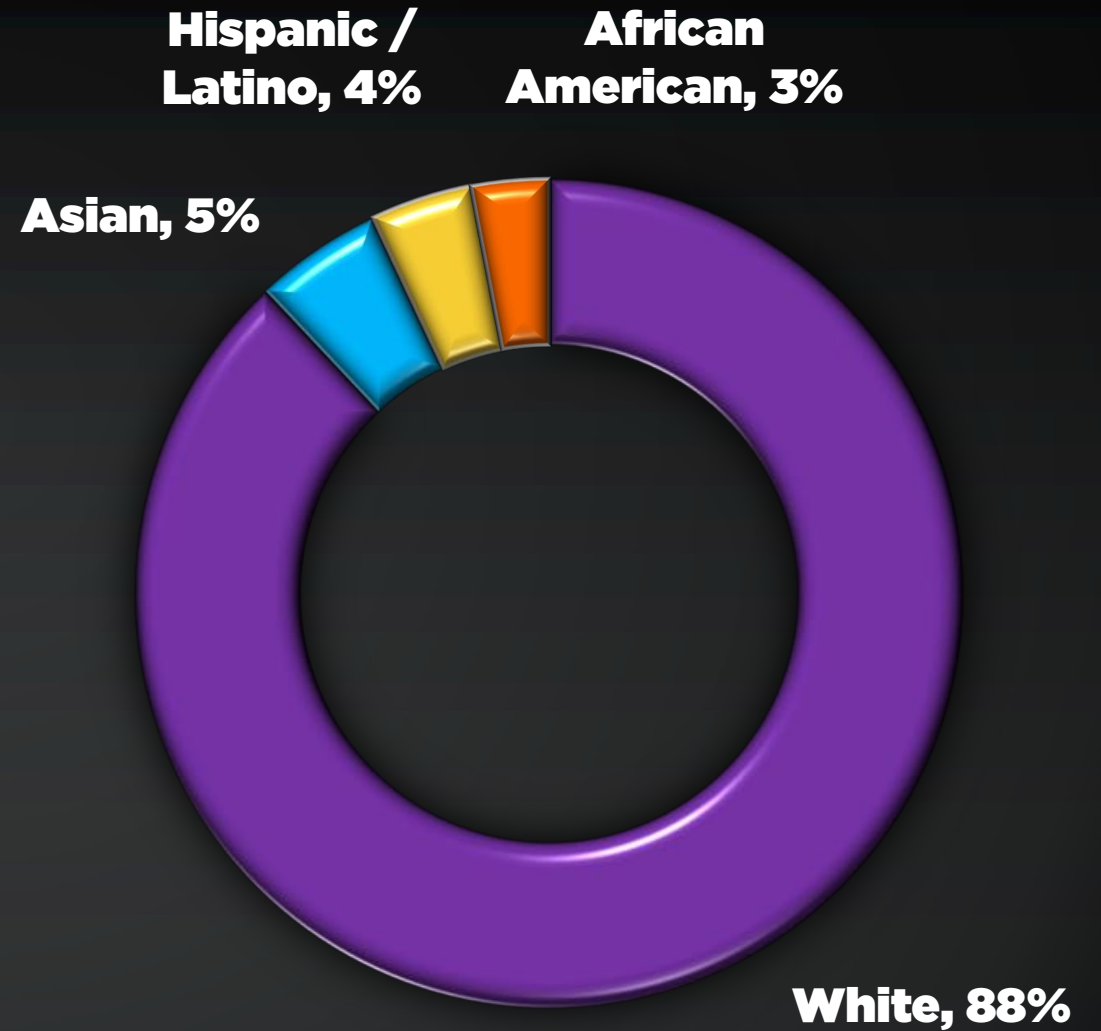
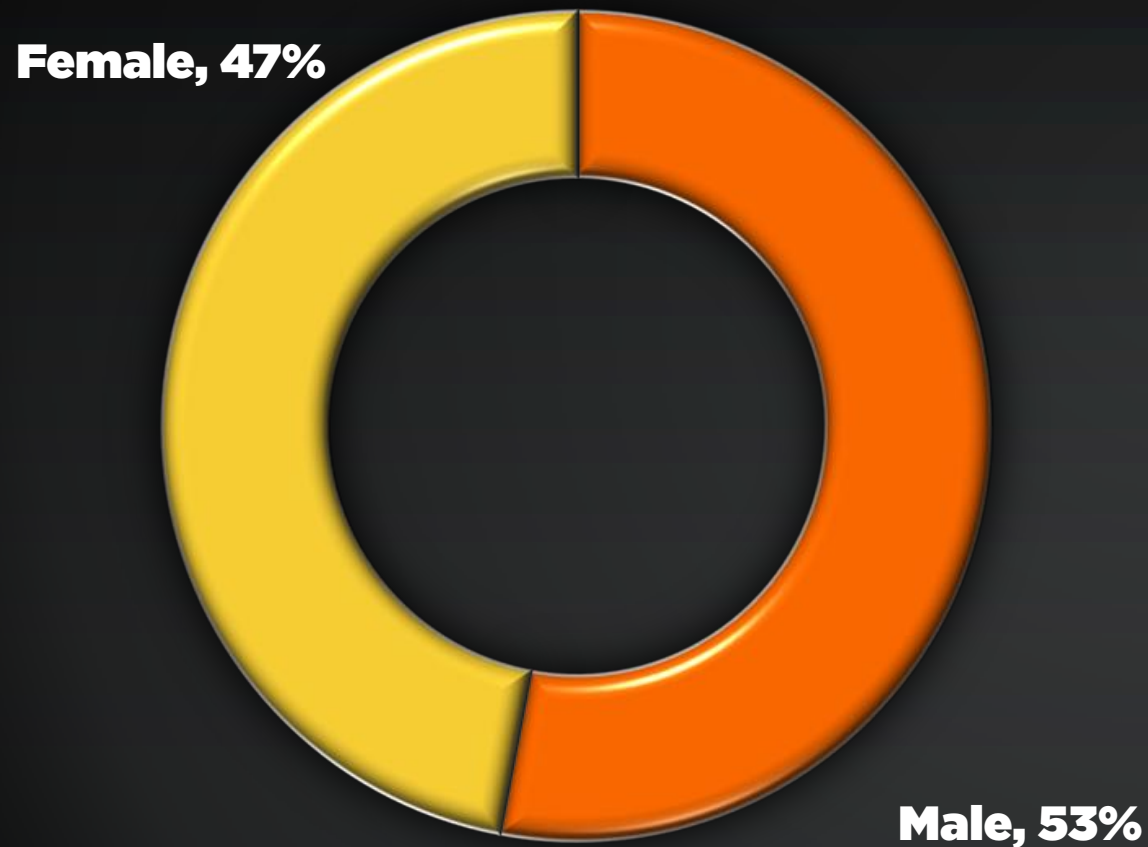
NOVEMBER 2019

Headlines

- Second annual study – consistent findings
- Gender balanced at all levels
- Heavy female skew among ANA membership
- Ethnic diversity poor among CMO's
- 75 / 25 split among ANA membership

ANA Chief Marketing Officers

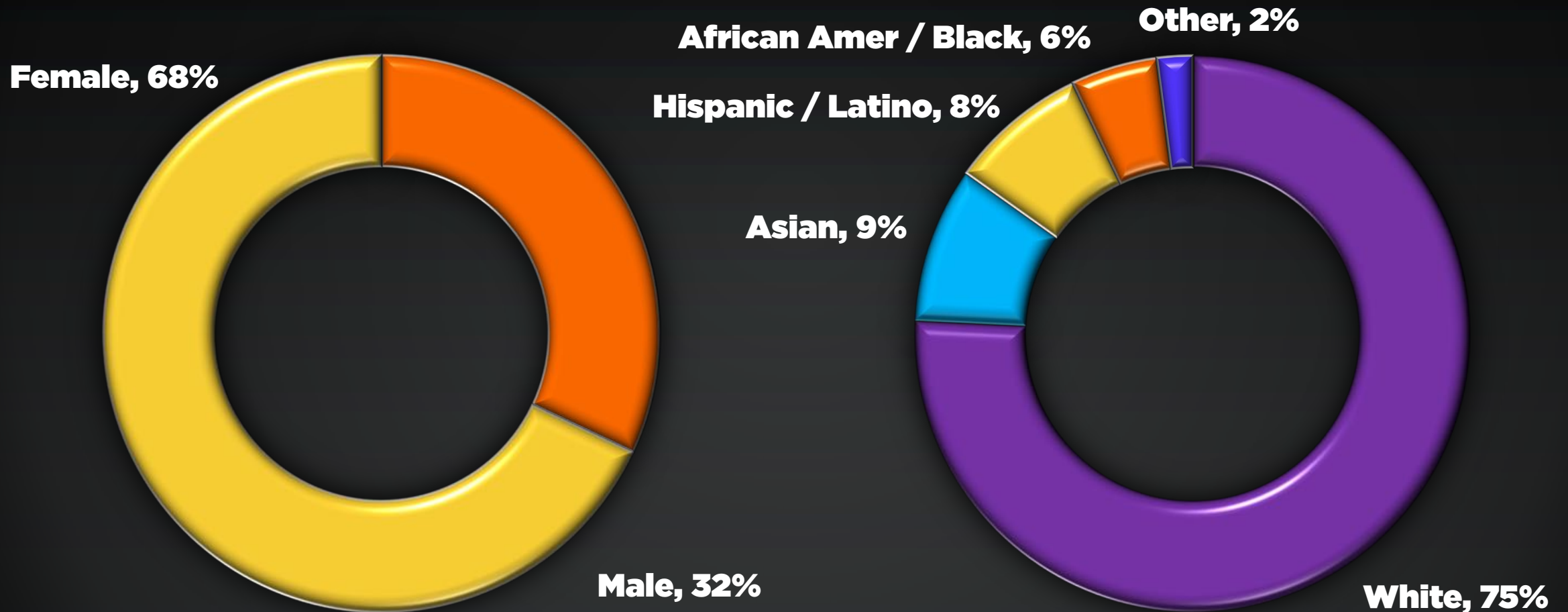
Source: ANA - 820 ANA CMOs - 2019



ANA Membership Composition

Source: ANA March 2016 – May 2019

15,306 gender respondents / 13,781 ethnic respondents





ANA MASTERS CIRCLE





**HUMANITY
FOR GROWTH**