

ANA

2019 ANA Media Conference

presented by

Quantcast

Bob Liodice

Chief Executive Officer

Brands

“The world really needs brands.
Brands help the world
move forward.”

George Hammer
Chief Content Officer



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



Conclusion

**The World's
Leading Brands
Are “Activating
Brave”**

ANA

Activating Brav

FedEx



“We’re always looking for that universal idea.

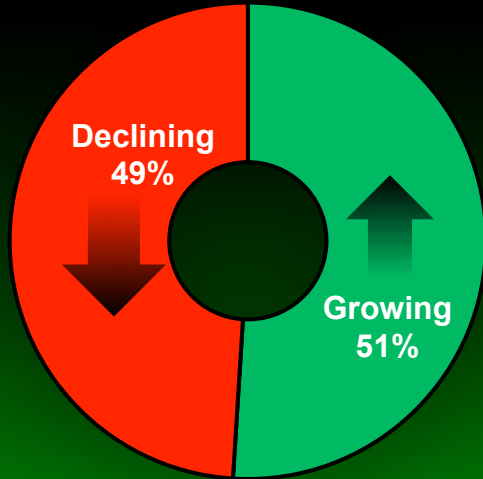
We didn’t have to look anywhere **but inside our brand** to find it.”

Rajesh Subramaniam
EVP / chief marketing and communications officer

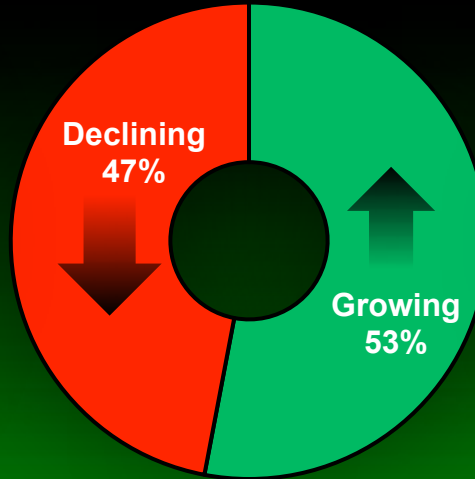
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Marketers Generating Insufficient Growth

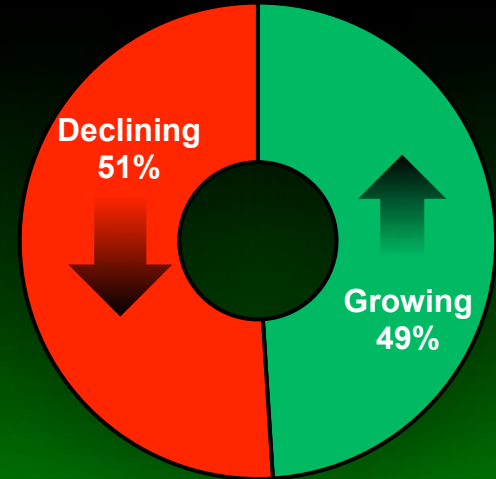
2016



2017



2018



Fortune 500 – 2016-18 After Tax Profits

Marketer Decision Making

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

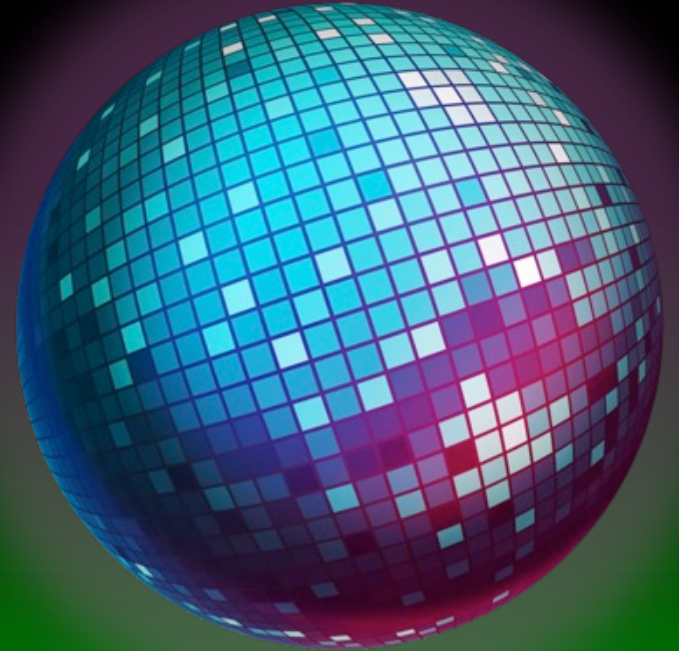
Marketer Decision Making

History says...
“No!!!”

The New Shiny Object

Business and Brand Growth

A one-percentage point change in industry growth can add, minimally, **\$500 billion** to sales over three years.



Activating Brave

PROGRESSIVE[®]

Be brave...

... take more risks.

Jeff Charney
Chief marketing officer

ANA



Aligning CMOs with Industry Leadership & Growth



The Global CMO Growth Council



Global Growth Summit at '18 Masters





Mission:

Accelerate Growth



#SEE
HER

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TALENT FORWARD

**The ANA
Talent Forward
Alliance**



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The Global Center for Brand Innovation and Creativity





The ANA

Trust Consortium

Restoring Trust through Transparency,
Integrity, and Growth



Trust study



ENHANCING TRUST BETWEEN MARKETERS AND AGENCIES

MARCH 2019







**THE
CONTINUED
RISE OF THE
IN-HOUSE
AGENCY**



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ANA | Marketing Futures

Innovate. Accelerate. Grow.





- Data
- Measurement
- Analytics



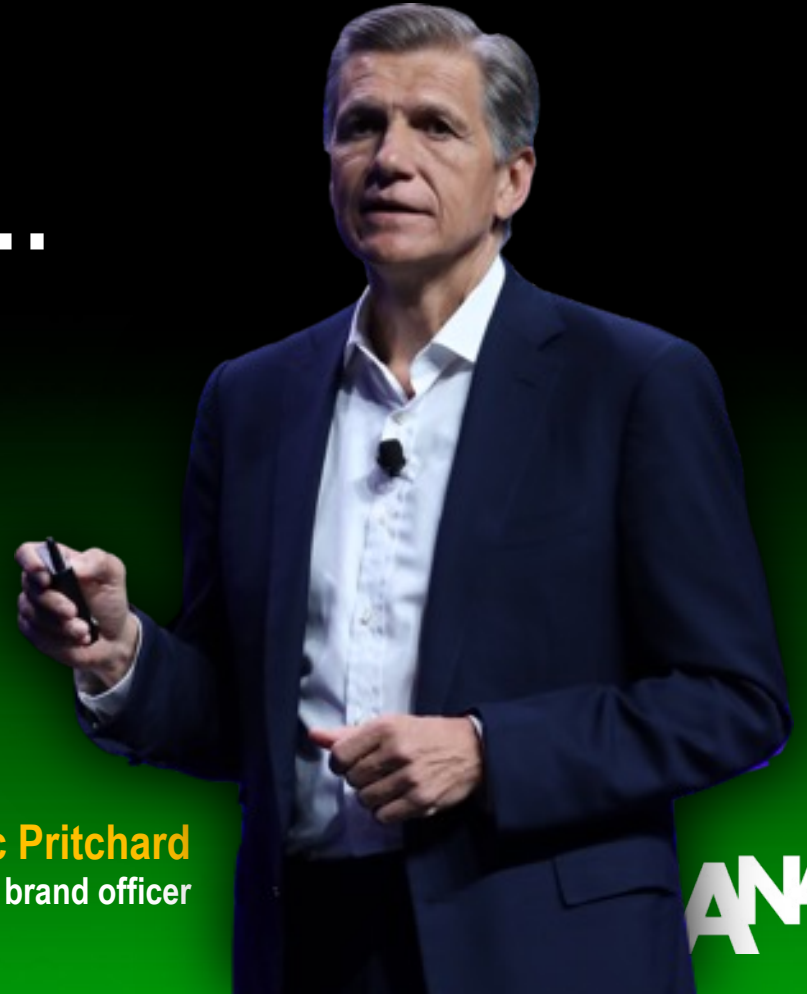
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ANA
CENTER FOR **BRAND**
purpose

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Be a force for good...
and a force for
growth.



Marc Pritchard
ANA chairman and chief brand officer



Media for Growth



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