

INTEGRATED MARKETING IS TOP ISSUE ON MARKETERS' MINDS, ANA SURVEY REVEALS

Senior Marketing Executives Weigh In On Top Issues for 2008

New York, NY, April 7, 2008 – An annual survey by the ANA (Association of National Advertisers) conducted to help shape its Annual Conference in October 2008, ranked integrated marketing communications as senior marketers' top priority for the second year in a row.

The survey asked senior marketers to choose their top three issues from a comprehensive list and then rank them in order of importance, from one to three. Of the 157 respondents, more marketers indicated a greater concern about integrated marketing communications than any other issue. Marketing accountability and the importance of aligning the marketing organization with innovation ranked closely in the second and third positions. The results were tabulated by adding up all responses (three for each respondent) and determining which issue was named in the top three by the most marketers.

“The rapidly evolving marketing landscape demands an integrated approach,” said Bob Liodice, President and CEO of the ANA. “The survey findings confirm that integrated marketing is one of the foundational pillars the ANA believes are critical to create a transformed marketing environment.”

The following is the list of the top 10 issues ranked in order of importance according to the total responses:

1. Integrated marketing communications
2. Marketing accountability
3. Aligning marketing organization with innovation
4. Brand building
5. Media proliferation
6. Advertising creative that achieves business results
7. Consumer control over what and how they view advertising
8. Attracting and retaining top talent
9. Globalization of marketing efforts
10. Multicultural marketing

The upcoming ANA Integrated Marketing Conference on May 29, 2008 in New York City will address this pressing issue on marketer's minds. To register for that event and others, please visit:

<https://www.ana.net/events/generaluser/events/conferenceregister/IMC-MAY08>

About the ANA

The Association of National Advertisers leads the marketing community by providing its members insights, collaboration and advocacy. ANA's membership includes 360 companies with 9000 brands that collectively spend over \$100 billion in marketing communications and advertising. The ANA strives to communicate marketing best practices, lead industry initiatives, influence industry practices, manage industry affairs and advance, promote and protect all advertisers and marketers. For more information, visit www.ana.net