

ANA AIM

Your Area of Interest in Marketing



Name: _____

E-mail: _____ Phone: _____

Title: _____

Your areas of interest in marketing

- Agency Compensation
- Agency Relations
- Branding
- Business-to-Business
- Digital/Interactive
- Integrated Marketing
- Legal & Government Affairs
- Marketing Accountability
- Marketing Finance & Procurement
- Marketing Organization
- Media
- Multicultural Marketing/Diversity
- Production Management
- Research
- Senior Marketers Think Tank
- Sponsorships/Events/Promotions
- Other _____

**ANA – 9,500 leading client-side marketer only brands.
1 smart connection.**

Benefits are corporate: your entire organization or team can leverage.

How would you like ANA to help?

Benefits are complimentary unless otherwise noted

- Collaboration: Networking/Opportunities
 - Committees – small, working, “in-person” groups with your peers
 - Listen in & Learn – web in to a committee meeting
 - Regional Meetings – within driving distance of most major cities
 - On-site ½ day workshops (4 hours) – one per company
 - On-site lunch-and-learns (1-2 hours)
- Marketing Training: World-class, hands-on, small learning groups
 - Webinars (monthly)
 - Customized on-site seminars (fee)
 - Scheduled training classes (fee)
- Other
 - Log-in information
 - Family Friendly Alliance (fee)
 - Overview of ANA benefits
 - Ad-ID (fee)
- Advocacy: Initiatives to protect, defend, and promote the marketing industry
- Insights
 - Members-only marketing knowledge database (do-it-yourself)
 - Complimentary research services (our experts do the work for you).
Would you like to be contacted via phone or email?
 - Phone Email

Current Marketing Challenges

1. _____
2. _____
3. _____

Insights

Proprietary, Current, Customized

- 5,000 Insights—drawn from fellow client-side marketers
- Consultative, complimentary—connects you with your peers
- Researchers work for you



Collaboration

Economical, Unique, Useable

- 18 areas—from digital & sourcing to creative & agency
- 150 face-to-face peer groups
- 5 levels of benchmarking
- 75 Listen in & Learn/webinars
- 26 small customized training
- 12 regional brand workshops



Advocacy

Protecting your rights to market

- Fighting costly ad taxes
- In Washington & at state level
- SAG/AFTRA, Digital Advocacy



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