Marketing Sustainability Taskforce

May 9, 2011

Mission Statement

- The task force will focus on the marketing supply chain and ways to make marketing and advertising (e.g., media, production, etc.) more sustainable*.
- Initially, the task force will help educate the industry. We'll identify and share existing best practices and case studies in order to enhance our current knowledge and understanding of the benefits of marketing supply chain sustainability, and how best to secure those benefits.
- Longer term, the task force will play a greater leadership role to help advertisers and agencies make marketing and advertising more sustainable (e.g., via white papers, metrics, guidelines). This could include the development of protocols and perhaps a system to measure the industry's progress in making the marketing supply chain more sustainable.

**Sustainability defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs.*

ANA 4's LEADERSHIP COMMUNITY ADVOCACY GUIDANCE

Members

ANA	4A's
Kim McMillon, Bank of America *(Taskforce Chair)*	Rosemary Miller, Starcom
Jonathan Lese, PerkinElmer, Inc.	Eve Magnant, Publicis Groupe
Edward Martin, The Hershey Company	Larry Tormey, BBDO
Deena Iaconi, Bank of America	Chris Grimes, BBDO
Sue Worth, California State Automobile Association	Jennifer Seidel, 4A's
Tabitha Upshaw, Dell, Inc.	Harold Geller, 4A's
Geoffrey Bado, Campbell Soup Company	Mike Donahue, 4A's
Brandon Little, Bank of America	
Kathleen Short, Intel	
Noreen Simmons, Unilever	
Jessica Halverson, Bank of America	
David Oestreicher, NBA	
Valerie Light, Verizon	
Bill Duggan, ANA	
Mike Ferguson, ANA	

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Format and Meetings

- Meetings will occur once a month in phase one
- Meetings will occur bi-monthly in phase two, once work on deliverables has begun
- All meetings will be virtual via webinar
- Meeting schedule
  - Today – Sustainable Marketing & Communications at Unilever – Noreen Simmons
  - Monday, June 6, 2011 at 2:00 p.m.
    - **Topic**: Overview of Sustainable Marketing and Communications Today & HP Case Study
    - **Speaker**: Gil Friend, President and CEO of Natural Logic Inc. and the author of *The Truth About Green Business*.
  - Monday, July 11, 2011 at 2:00 p.m. Topic TBD

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Today's Topic

- Sustainable Marketing Communication Strategy at Unilever

Noreen Simmons

Director, Media Strategy & Operations
Unilever

Unilever

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