2012 Annual Report
Sharing Masterful Marketing
We, the undersigned, hereby subscribe to the Constitution and Bye-Laws of the Association of National Advertising Managers, adopted this day, June 24, 1910.

Burroughs Adding Machine Co

Estellino Lewis Adkins

National Threograph Co

C. M. Staley, adv. mgr.

The N. K. Fairbanks Company

J. E. Anderin, adv. mgr.

Middletown Pulp

D. L. Brevard, adv. mgr.

The Slidden Varnish Co

H. G. Atchison, adv. mgr.

The Macey Co

C. D. Steele, adv. mgr.

The Sherman Williams Co

F. R. Greene
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Dear ANA Members, Friends, and Industry Colleagues,

2012 was a watershed year for the ANA. We saw tremendous growth, accomplishment, and progress. Although the ANA is a 102-year-old company, we act with speed and agility. We listen to our members and satisfy them with a portfolio of products and services that meets their needs and exceeds their expectations. We scrutinize and measure everything we do to understand our mistakes and ensure we do better with each level of execution. The outcome of those efforts is the highest quality scores from the toughest graders: our members.

The ANA increased its reach and continues to engage more individuals. Our members can engage with us anywhere and at any time. We now touch more members than ever before, primarily through events and gatherings within close geographic proximity. We also provide electronic connectivity via live streaming, teleconferencing, and webinars. In 2012, we held about 400 events — nearly two for every business day of the year.

Our increased reach is facilitated by a wide range of communications, including digital magazines, printed publications, social media, and email. Through these vehicles, we deliver proprietary marketing intellectual capital that is shared among all our members.

As such, we have been able to achieve stellar business results:

- Membership has grown to 501 companies representing 10,000 brands that collectively spend $250 billion in marketing annually. That’s an increase of 60 companies over the past year, and more than 150 since 2010.
- Engaged members (those who choose to be active in the ANA) now total 13,500 unique individuals — up from just 1,000 a decade ago.
- Revenues increased 11 percent over the past year and are up 70 percent since 2009. Operating income exceeded $2 million for the third consecutive year.

The ANA strongly believes that it has a responsibility not only to help our members, but also to serve the industry. We are proud of the progress we made in 2012 with several industry leadership initiatives:

- The 3MS (Making Measurement Make Sense) Initiative, conducted jointly with the IAB and the 4A’s, advanced digital measurement capabilities and established the Media Ratings Council as the measurement standard-setting body for the industry.
- The ANA and the Coalition for Responsible Internet Domain Oversight (CRIDO) made substantial progress to influence ICANN to advance safeguards for its 2013 expansion of generic top-level domains.
- Ad-ID, the industry’s digital asset coding system, was re-launched with significant technological advancements, increased marketing, and variable pricing. Growth in code usage exceeded 15 percent in 2012.

The ANA is all about you. Please lean on us to connect you with the marketing insights you need and the innovative, creative, and accountable marketers who make up this great industry. We look forward to working closely with you in the years ahead.

Best wishes,

Bob Liodice
President and CEO
Message from the COO

The ANA’s success in 2012 reflects the momentum of a growing membership and a strong leadership and advocacy agenda. Driving this momentum is an unmatched suite of products and services and a team of people dedicated to operational excellence.

Our primary objective is to create value — value for our members, our partners, and our industry. We seek to accomplish this through our leadership projects and initiatives, our wide array of carefully curated intellectual capital, and the leading role we take as the voice of the marketing community. Over the past year, we provided members with knowledge and insights, protected the industry’s rights as marketers, and championed the marketing community across a vast spectrum of areas. The ANA’s forward momentum and progress is a reflection of a simple, understandable business model that is predicated on a reinvestment philosophy designed to expand our membership, our relevant products and services, and our comprehensive leadership agenda.

Integral to our performance is our commitment to quality. We gauge quality through two measures: membership engagement and satisfaction. In 2012, engagement levels across our products and services continued to soar, while satisfaction scores were well beyond anything ever achieved in our history. Phenomenal satisfaction scores, coupled with growing levels of member interaction and connection points, continue to be our formula for success.

Fundamental to our success is our commitment to sound financial principles. We invest wisely and in areas that will provide the best return on investment to our members. The investments we made in 2012 resulted in another year of financial profitability: $2.1 million of operating income with top-line revenue growth of 11 percent. Our operating expenses in 2012 were largely in human capital. These investments continue to ensure that we have the right talent in place to meet the needs of our members and the challenges our industry faces every day.

Strong financial performance has been the cornerstone of the ANA’s ability to continue to invest behind an industry leadership strategy. This game-changing strategy capitalizes on the leadership provided by the ANA’s board of directors and provides the resources and flexibility to invest in projects, programs, and initiatives the board deems important and relevant for the marketing ecosystem. In 2012, this agenda encompassed projects such as 3MS, ICANN, a global marketing organization study, and brand valuation. These initiatives continue to elevate our role, stature, and relevancy with our members, with our strategically aligned partners, and within the marketing community.

Our performance in 2012 provides a strong foundation for our future. Our success is continuing despite an unpredictable and ever-changing environment. That is a testament to the resiliency of the ANA. If history has taught us anything, it is that we have the wherewithal to find opportunities to grow and consistently provide value to our constituents.

Our priorities in 2013 remain clear. We are confident in our ability to achieve steady growth. We are committed to growing, engaging, and satisfying our membership. We are committed to leading the industry and representing the voice of the marketing community. And we are committed to demonstrating our dedication to our people — the talented and creative individuals of our organization who relentlessly drive the membership and the industry forward each and every day.

Christine Manna
COO
ANA MEMBERS BENEFIT FROM the extensive experience of 500+ companies & 10,000 brands that collectively spend more than $250 billion on marketing & advertising each year.

Founded in 1910 the ANA is more than the most experienced marketing and advertising association in the U.S. It is a community of the masters of marketing, the cream of the industry’s crop. Just the best marketing practitioners from many of the country’s most prestigious organizations.

www.ana.net
2012 Overview

There were many significant accomplishments in membership in 2012. We achieved extraordinary, and in many cases unprecedented, results across our key membership metrics — number of members, membership dues revenue, member engagement, and member satisfaction.

One of the ANA’s biggest successes was membership surpassing 500 companies. With more than 100 companies joining the ANA in 2012 alone, we were able to achieve our long-term goal of 500 member companies. Our 26 percent growth in new member acquisition was the highest in the history of the ANA. Dues revenue also reached an all-time high, growing to $10.8 million. This represents a 11 percent increase over 2011 and marks the fourth straight year of consistent dues revenue growth.

As our member count grew, so did the engagement levels across our member companies. More than 13,000 individuals engaged with us through our broad array of products and services, including national and regional conferences and events, marketing training and development programs, our committee system, our research services, and our vast library of easily accessible members-only proprietary content.

It does not end there. Our most fundamental objectives are quality and satisfaction. These objectives are measured through our member satisfaction survey using the net promoter score. The survey gauges the satisfaction level of individuals at member companies who have engaged with us throughout the year. Using this methodology, we asked our members three questions: Did we meet or exceed your expectations? Would you engage with us in the future? Would you recommend us to a colleague? Our 2012 scores for all three measures set record highs.

Christine Manna  |  COO

ANA Members With Staying Power

These 10 companies have been ANA members for a total of 986 years:

- Chevron  •  Coca-Cola  •  Kodak  •  Johnson & Johnson  •  P&G
- GE  •  ExxonMobil  •  Unilever  •  Chrysler

Fun Fact...

In the episode of Undercover Boss with Checkers CEO Rick Silva, our alternate member rep at the company, Kris Miotke, made an appearance on the reality show.
Companies that joined the ANA in November 2012 — by far the most successful month in ANA history.

- ANA member companies are headquartered in 39 of the 50 states.
- California (97) boasts the most members, followed by New York (78), and Illinois (47).
- No member companies are located in Alaska, Idaho, Montana, Wyoming, North Dakota, South Dakota, Oklahoma, Louisiana, Mississippi, Maine, or New Hampshire.

Corporate dues-paying members passed the 500 mark.

Member dues topped $10.8 Million.
More than 13,000 unique individuals engaged with us in 2012.

Member satisfaction is at an all-time high.

ANA's membership crosses 35 industry categories. The top 15 are:

1. Financial/Insurance
2. Food/Beverage
3. Technology
4. Consumer Goods/Products
5. Retail
6. Healthcare
7. Pharmaceutical
8. Consumer Products/Durables
9. Travel/Leisure
10. Professional Services
11. Restaurant/Fast Food
12. Telecommunications
13. Entertainment
14. Automotive
15. Alcohol and Tobacco
For the past several years, the ANA has defined itself with the tagline “Insights, Collaboration, and Advocacy.” That’s about to change. Even though the organization is 102 years old, we continue to look for opportunities to reinvent ourselves and stay fresh and relevant, to our members and the industry at large. As folk legend Bob Dylan expressed in one of his most famous songs, “May you stay forever young.”

Throughout much of 2012, we had candid, in-depth interviews and discussions with staff and members about the ANA — what the organization stands for, how it is perceived, and the value it provides. The findings both surprised us and confirmed what we already knew. We began to see a brand positioning emerge around keywords such as “masterful,” “leadership,” “quality,” and “meaningful.” In fact, the link to our signature annual conference, the Masters of Marketing, became increasingly apparent. As thought leaders, you, our members, produce much of the best marketing in the world. Collectively and individually, you are inventive, dynamic, creative, and visionary. In many ways, you represent brands that are larger than life.

Our goal for the repositioning is simple: we want the industry to know that our members are the true “masters of marketing,” and that the ANA serves as a conduit for sharing your marketing mastery. Our role is to not only ensure that you can always follow your passion for marketing excellence, but also capture, curate, and communicate best-in-class messaging to elevate skills and drive the art and science of marketing.

Beginning in 2013, you will hear, see, and experience how the ANA contributes to your success as a master of marketing.

We want the industry to know that our members are the true “masters of marketing,” and that the ANA serves as a conduit for sharing your marketing mastery.
The ANA’s Washington, D.C., office is a critical insurance policy for the advertising and marketing industry.

We work to oppose any efforts by the government to tax, ban, or otherwise burden the legitimate rights of marketers to communicate with consumers. We help educate important policymakers about the benefits of our industry to the economy as a whole and to individual consumers. We are the advertiser community’s key voice before Congress, the state legislatures, the regulatory agencies in Washington, and in the courts.

Some of our major efforts in 2012 included:

• Working to protect the interests of brand-holders regarding the attempt by the Internet Corporation for Assigned Names and Numbers (ICANN) to vastly expand the number of generic top-level domain names (gTLDs) on the Internet.
• Working to defend the rights of the marketing community by filing “friend of the court” briefs in key commercial speech cases pending in the federal courts.
• Continuing to strengthen the industry’s successful self-regulatory efforts regarding online behavioral advertising (OBA).
• Successfully pushing for Congress to approve legislation that requires a cost/benefit analysis before four powerful federal agencies can propose unprecedented restrictions on ads for food and beverage products directed at children.
• Developing an industry best-practices statement on Internet piracy regarding advertisements for legitimate products appearing on websites that violate the intellectual property rights of others.
• Meeting with key members of Congress to discuss the importance of maintaining the current tax deductibility of advertising expenditures under the federal tax code.

We want to work closely with the legal and government relations professionals from your company. Please urge them to contact us to discuss how we can best work together to protect your company’s bottom line and First Amendment rights.

We can be contacted at 2020 K Street, NW, Suite 660, Washington, DC 20006, by phone at 202. 296.1883, or by email at djaffe@ana.net.

Dan Jaffe
Group EVP
We advocate for you. No fine print or special conditions. Period.
Ad Taxes

**AT ISSUE >**
Advertising is fully deductible as a business expense under the federal tax code. The deductibility of advertising may be in serious jeopardy as Congress looks for new sources of revenue. Tax reform is also on the agenda for 2013.

**WHAT WE ARE DOING >**
The Advertising Coalition, of which the ANA is a founding member, met with a number of key members of Congress in their districts to educate them on the importance of advertising to their local economies. In 2010, the ANA was a driving force behind a study conducted by IHS Global Insight, Inc. that showed advertising supports 19.8 million American jobs and accounts for $5.8 trillion of economic output. We are presently in the process of updating this study with a more detailed breakdown by individual states and congressional districts.

Privacy

**AT ISSUE >**
Advertisers are relying more and more on online behavioral advertising to ensure their ads reach the right customer on the Internet at the right time. In return, consumers receive a vast amount of free services and content funded by ads. Online behavioral advertising is under scrutiny as consumers and regulators grow more concerned about privacy.

**WHAT WE ARE DOING >**
The Digital Advertising Alliance, the industry’s self-regulatory program for online behavioral advertising, continues to grow. More than 17 million visitors have visited the DAA’s website (www.aboutads.info) or the education page (www.youradchoices.com) — about 170,000 per week. The Advertising Option Icon has been served in more than one trillion ad impressions per month, and over one million opt-outs have been registered on the DAA website. We are currently developing persistent opt-out tools for all major Internet browsers and working on applying the guidelines to the mobile environment. ANA President and CEO Bob Liodice represented the DAA at a congressional hearing in June.

Anti-Piracy

**AT ISSUE >**
The sale of counterfeit movies and music online has been a major problem for the entertainment industry. It is hard to judge just how much it costs the American economy, but some reports put the figure as high as $58 billion annually.

**WHAT WE ARE DOING >**
The ANA’s Legal Affairs Committee, in conjunction with the 4A’s, issued a Statement of Best Practices on how marketers should respond to advertisements for legitimate products that appear on websites dealing in counterfeit or pirated goods. Our statement was in response to concerns from both the Obama administration and Congress that advertisements were appearing on sites trafficking pirated content, lending legitimacy to these sites.
**Food Advertising**

**AT ISSUE >**
In 2011, the Interagency Working Group on Food Marketed to Children proposed severe “voluntary” restrictions on food, beverage, and restaurant marketing to children under 18 years of age, including setting nutrition guidelines that are stricter than any previously proposed by the government.

**WHAT WE ARE DOING >**
Throughout 2012, we successfully pushed for Congress to approve legislation that required a cost/benefit analysis of the guidelines before they were implemented in the 2012 budget. We are also actively working to have similar language inserted into the 2013 agreement.

**ICANN**

**AT ISSUE >**
ICANN is attempting to expand the number of available top-level domains (TLDs), or the part of the Internet address to the right of the dot (.com, .net, .org). ICANN received 1,930 applications for new TLDs at $185,000 per application. Registration costs could be significant, with initial fees of $150–$400 per registration.

**WHAT WE ARE DOING >**
In 2011, the ANA established the Coalition for Responsible Internet Domain Oversight (CRIDO) to call for a more limited and orderly rollout of TLDs and the strengthening of trademark protections in ICANN’s plan. CRIDO has grown to 181 members. We have urged for changes to the TLD process, including the creation of a “Do Not Sell” list that would protect our members’ brands. We also sent an ANA representative to ICANN meetings in Costa Rica, Prague, and Toronto.

**Court Briefs**

**AT ISSUE >**
Each year, the ANA files “friend of the court” briefs in cases that could potentially threaten the First Amendment protection of advertising.

**WHAT WE ARE DOING >**
We filed briefs in two cases in 2012 challenging restrictions on tobacco marketing: R.J. Reynolds Tobacco Company v. FDA and American Snuff Company v. United States. The courts struck down some of the more restrictive proposals, but supported broad restrictions on athletic, cultural, and other tobacco sponsorship programs. The cases are now being appealed to the U.S. Supreme Court. These cases could create broad precedents beyond the tobacco product arena.
Ad-ID

Last summer, the boards of directors of both the ANA and the 4A’s unanimously endorsed Ad-ID as the industry standard for web-based universal coding for digital assets effective January 1, 2014.

Ad-ID is often thought of as the Universal Product Code (UPC) of the advertising industry. Similar to the UPC code, Ad-ID streamlines the supply chain and fixes an age-old industry problem: the uncertain and error-prone link between what the advertiser ordered and what actually reaches the customer.

With more than 900 customers, Ad-ID has grown primarily through grassroots efforts since its launch in 2003. In 2012, marketing activities increased, and Ad-ID sponsored various events and conferences around the country, including the first Ad-ID Fun Run held at the ANA’s Masters of Marketing Conference in Orlando, Fla.

From an advertiser’s perspective, Ad-ID offers a variety of benefits, from code creation and management to ensuring unique codes for all advertising assets. The use of Ad-ID opens the door to standardize the exchange of data for many purposes, including commercial clearance, competitive reporting, commercial verification, and digital asset management. In addition, Ad-ID complements and integrates with in-house commercial asset management systems.

Ad-ID has been widely endorsed as a cross-media standard by more than a dozen associations, as well as by all national and cable TV networks and local TV stations throughout the U.S.

Facts:
- Ad-ID is a joint venture of the ANA and the 4A’s.
- Ad-ID served its one millionth ad in 2012.
- Ad-ID can save the industry $1 to $2 billion annually.

Alliance for Family Entertainment

Supported by the ANA, this group of almost 40 leading national advertisers is dedicated to bringing consumers quality family entertainment options that multi-generational audiences can feel comfortable watching together. In 2012, AFE developed a more vibrant business model, which provides members with stronger opportunities to influence the family viewing landscape. Key accomplishments:

- AFE’s first “Search for America’s Newest Comedy Scriptwriter Contest” generated 283 new family scripts, 10 of which we optioned for further development. The winning script was set up at Warner Brothers TV and is in development.
- We demonstrated the AFE’s ability to support family programming through an innovative social media outreach to drive tune-in for the premiere of ABC’s primetime show The Neighbors. AFE members’ proprietary channel outreach delivered more than 20 million unique impressions to the premiere. Show rating numbers were strong, and the program was picked up for the full season.
- AFE partnered with several leading content creators and provided our members with sneak peeks of content in early development. As development progressed, AFE took family shows to traditional ad digital networks and offered member ad support on programming.
The ANA took the lead in forming CRIDO in the late summer and fall of 2011 in response to ICANN’s new top-level domain program (http://www.crido.org). There are 181 members of CRIDO, including 79 companies and 102 associations. CRIDO has met frequently to discuss how brand-holders will be affected by the rollout of new domain names. CRIDO has been actively meeting with members of Congress, the FTC, the Department of Commerce, and the White House to seek changes to ICANN’s program. CRIDO brought a greater spotlight to the TLD expansion issue than any coalition or group had done in the past. Our efforts sparked two congressional hearings in the fall of 2011. Many CRIDO members have also endorsed the ANA’s Do-Not-Sell proposal to ICANN.

The ANA is a founding member of the Digital Advertising Alliance, which administers the self-regulatory program for online behavioral advertising. Other members include the 4A’s, the Direct Marketing Association, the Interactive Advertising Bureau, and the American Advertising Federation. DAA’s program has been in operation for two years, and its AdChoices icon has been placed trillions of times. The quick and successful work of the DAA in providing consumers with education and meaningful choices about data collection for OBA purposes has received significant praise from many important leaders in Congress, the FTC, and the White House.

The JPC is the multi-employer bargaining unit that represents the interests of the advertising industry in negotiating the collective bargaining agreements (CBAs) with SAG-AFTRA (formerly the Screen Actors Guild and the American Federation of Television and Radio Artists) and the American Federation of Musicians (which represents performers and musicians who perform in commercials in traditional and non-traditional media). The total value of the CBAs negotiated by the JPC with SAG-AFTRA is in excess of $1 billion per year.

The JPC was busy in 2012, participating in three joint industry-union initiatives: the Digital Advertising Measurement Project, the GRP-E Pilot, and the GRP-E Pilot’s extension, the Clearinghouse Project. The GRP-E and Clearinghouse projects are groundbreaking initiatives aimed at revamping the current outdated payment structures that have persisted for more than half a century. In addition, 2012 saw the implementation of the cap on pension and health contributions, a first-of-its-kind win for the JPC following the 2009 SAG-AFTRA negotiations.
Making Measurement Make Sense (3MS)

This ecosystem-wide initiative is designed to propose standards for metrics and advertising “currency” to enhance the evaluation of digital media and facilitate cross-platform media comparisons for brand marketing. A joint venture of the ANA, 4A’s, and the IAB, 3MS will change the way digital media is bought and sold, by all measures.

The initiative was launched in 2011 to help brand marketers and agencies keep pace with the consumer shift to digital media. Marketers were increasingly concerned about having no source of reliable data and no single “currency.” This led to confusion and inefficiencies in the planning/buying and post-buying stages of the supply chain. Simply put, there was no answer to the question, “If I shift 10 percent more of my budget to online, am I better off?” Although there are more metrics for online media than in any other medium, none are effective for marketers, agencies, or media companies. In 2012 significant strides were made:

- A minimum standard was established (50 percent of pixels in view for one second) and accepted by buyers and sellers.
- Pilot testing, to transition from served to viewable impressions, was completed.
- The creation of a viewable-based electronic gross rating point began.
- The development of new digital ad taxonomy and classification system began.
- The Media Rating Council agreed to serve as the standard-setting body.
- Industry-wide implementation of viewable impressions is expected by mid-2013.

More information on 3MS can be found at MeasurementNow.net.

Marketing Accountability Standards Board

The ANA has renewed its affiliation with MASB through 2014 and will continue to participate at both a trustee and director level. MASB is an independent, cross-industry forum where marketing and finance agree on measurement for creating brand value.
The Importance of Advertising

While advertising’s role is to inform and educate consumers about the choices available to them in the marketplace, its impact on the nation’s economy and employment is enormous. That point was reinforced in a landmark study conducted in 2010 by IHS Global Insight, Inc. for The Advertising Coalition, a group of leading trade associations that includes the ANA.

Key findings from the study included:

- Ad expenditures account for $5.8 trillion of the $29.6 trillion in U.S. economic output (20%).
- Ad expenditures support 19.8 million of the nation’s 133.4 million jobs (15%).
- U.S. businesses spend $279 billion annually in advertising, and every dollar invested generates nearly $20 for the U.S. economy.
- For every one million dollars spent on advertising, 69 American jobs are supported.

Those numbers are almost certain to skew higher today given the improving economy. At the time of the study, in 2010, IHS Global Insight forecast a modest 2.9 percent compound annual growth rate in ad spending for the period 2009–2014.

The collective economic ripple effect of advertising in the U.S. also cannot be overlooked. High sales levels trigger additional economic activity throughout a company’s supply chain, its suppliers’ supply chains, and so on. That, in turn, leads to enhanced levels of job creation and retention.

Other important findings from the IHS Global Insight study:

- Advertising is a more cost-effective and timely mechanism for distributing information about prices and beneficial changes in technology and product design than are individual searches for that information.
- The wide dissemination of product price information encourages lower prices and less variation in prices as suppliers strive to attract customers.
- Advertising may speed the implementation of new technology.
- Advertising may encourage greater economies of scale in the production process by allowing individual firms to attract a wider array of customers.
Products and Services
2012 Overview

The ANA has a large and diverse portfolio of national industry and members-only conferences. Our conferences are unique in the marketing industry, as we showcase the client-side perspective.

Our national industry conferences, open to all for a fee, are true “events,” consisting of great content, superb networking with an “A-list” of attendees, and, increasingly, evening entertainment, all in fabulous locations. Our members-only conferences, open to current members and invited guests, are a complimentary benefit of membership. We hold more than 20 of these events, in locations throughout the U.S. In 2012, hosts included 3M, AT&T, AutoTrader, Con Edison, Dell, Disney, Juniper Networks, and Microsoft.

Our complimentary Webinar Wednesdays provide members with the opportunity to enjoy rich content from the comfort of their offices. We held 85 webinars throughout the year. The content included perspective and insights from senior-level members (including CMOs) and industry experts from the agency and media industries.

ANA sponsorships provide the opportunity for interested companies to have exposure to, and engage with, ANA members and other industry leaders.

- The Strategic Partner program, our most exclusive sponsorship level, provides our partners with year-round access, involvement, and networking via various ANA member touch points.
- The Thought Leadership program is a secondary sponsorship level, and its cornerstone is a sole-sponsored custom digital magazine, in addition to other ANA member touch points.
- À la carte sponsorship opportunities are also offered at ANA national industry conferences, providing opportunities for access to ANA members through exhibit spaces, coffee breaks, dinners, breakfasts, receptions, and more.

Bill Duggan | Group EVP

Members-Only Conferences

We held 23 members-only conferences in 2012 in cities across the U.S., including Boston, New York, Atlanta, Orlando, Memphis, Chicago, Minneapolis, Dallas, and Santa Monica. These complimentary events collectively attracted a record 2,300 members.

The conferences with the highest attendance and quality ratings included:

- Social Media at Electronic Arts in Redwood, Calif.
- Integrated Marketing at Walt Disney World in Orlando, Fla.
- Effective Marketing and Media Insights at Time Warner in New York, N.Y.

20 Number of members-only conferences held at member companies, including 3M, Dell, Toyota, AT&T, Disney, Sun Life, Walmart Stores, and AutoTrader.

73.5 The record Net Promoter Score for a members-only conference, established at our Social Media event at Electronic Arts.
ANA's **nine** national conferences in 2012 — including five premier multiday events — collectively attracted nearly **5,000** members and nonmembers.

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### TV & Everything Video Forum presented by Google
- **447 attendees**

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### Global Marketing Conference presented by The New York Times
- **504* attendees**

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### Mobile Marketing Conference presented by MediaVest
- **233 attendees**

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### Creativity Conference presented by Ogilvy
- **150 attendees**

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### Advertising Law & Public Policy Conference
- **193 attendees**

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### Masters of Marketing Annual Conference
- **2,000* attendees**

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### Advertising Financial Management Conference presented by Active International
- **504* attendees**

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### Multicultural Marketing & Diversity Conference presented by McCann Worldgroup
- **613 attendees**

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### Digital & Social Media Conference presented by Meredith
- **293 attendees**

*Denotes record attendance

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The quality ratings for three events reached recent historical highs.

Three events set attendance and net margin records.

Five events included live-stream coverage.

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The Advertising Law & Public Policy Conference featured a keynote address from the chairs of both the FCC and the FTC.

For the first time, we jointly hosted a national conference (Global Marketing Conference) with the World Federation of Advertisers.

The Global Marketing Conference attracted attendees from all corners of the world, including Brazil, China, Nigeria, and Germany.

The Digital & Social Media Conference transitioned from a single-day to a multi-day event.

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“"This is a one-of-a-kind event where major corporations can meet and share ideas and perspectives from advertising, procurement, and finance. The attendee list is spectacular.”

— Attendee, Advertising Financial Management Conference
Another Masterful Experience

Our Masters of Marketing Annual Conference in Orlando, Fla., more than lived up to its billing as the industry’s signature event, attracting a record crowd of nearly 2,000, with hundreds more taking advantage of our live-stream coverage. Attendees heard remarkable stories and rich insights from 14 of the best senior marketers in the business, from companies such as Procter & Gamble, Unilever, The Coca-Cola Co., McDonald’s, Allstate Insurance Co., MasterCard, and BP, as well as from other industry thought leaders across the entire marketing ecosystem.

The evening entertainment was also masterful in every way, with performances from Rock & Roll Hall of Famer Lindsay Buckingham, Grammy-Award-winning artist Train, and Tony-Award-winning entertainer Karen Olivo.

Stars in the Making

We recognized the 2012 class of “Rising Marketing Stars” — four young professionals who demonstrate leadership, innovation, forward thinking, and the ability to elevate their marketing teams. This year’s talented class included:

- Courtney Buckley, marketing manager at Allstate Insurance Co.
- Sloan White, principal brand manager, brand sponsorships, at Capital One
- Jason Hill, director of advertising, Growth Markets, at GE
- Lisa Wang, vice president and regional head of exchange traded funds marketing, Asia Pacific, at State Street Global Advisors

“IT IS CHOCK-FULL OF INTERESTING PRESENTATIONS, SUPER DYNAMIC SPEAKERS/TOPICS, AND A VAST ARRAY OF MARKETING MINDS.”

“THE MOST EXCITING AND MOST PROFESSIONALLY RUN MARKETING CONFERENCE I EVER ATTENDED — FROM A PRETTY LONG LIST.”
Multicultural Marketing & Diversity Conference

Excellence in Multicultural Marketing

For the 12th year, we honored the winners of the ANA Multicultural Excellence Awards. The awards recognize marketers and their agencies for their work in producing stellar multicultural advertising and marketing campaigns.

Here are this year’s grand prize winners:

<table>
<thead>
<tr>
<th>African-American</th>
<th>Asian</th>
<th>Digital Marketing</th>
<th>General Marketing</th>
<th>Hispanic</th>
<th>LGBT</th>
<th>Print</th>
<th>Radio</th>
<th>Significant Results</th>
</tr>
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<tbody>
<tr>
<td>Ford Motor Co.</td>
<td>Western Union</td>
<td>Heineken</td>
<td>General Motors</td>
<td>Xoom</td>
<td>Allstate Insurance Co.</td>
<td>McDonald’s Corp.</td>
<td>Rosetta Stone</td>
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<td>UniWorld Group</td>
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(Category, Marketer, Agency)

“I attribute the success of this year’s ANA Multicultural Marketing & Diversity Conference to two factors. First, the quality of the agenda and the speakers were stupendous. The presentations and conversations were thought-provoking, topical, and enlightening. Second, the exceptional ANA staff planned and executed the event flawlessly, in spite of Hurricane Sandy and the challenges it brought.”

— Gilbert Dávila, president/CEO at Dávila Multicultural Insights

Webinars

85 Number of complimentary webinars held in 2012, attracting more than 2,000 members. Many of these members-only events were adapted from highly rated sessions at ANA conferences, while others were targeted to specific themes or topics, including multicultural marketing, advertising financial management, and social media.
2012 Overview

The mission of ANA committees is to advance the marketing knowledge of members and provide a forum for peer-to-peer exchange and networking. Increasingly, our committees play thought leadership roles in addressing key industry issues. We have 20 committees covering topical areas such as agency relations, integrated marketing, media, multicultural marketing, social media, and more. Committees meet in New York, Chicago, and California, and a teleconference option is offered to members who are unable to travel to meetings.

Our committees are steered by chairs who are senior leaders from ANA member companies and experts in their respective fields. We view our committees and committee chairs as extensions of our board of directors.

Committees are key originators and advocates of industry leadership initiatives. Recent examples:

- Advertising Financial Management Committee: Founded the ANA Procurement Task Force, a group dedicated to elevating the role of marketing procurement.
- Media Leadership Committee: Released the white paper “Media Rebates/Incentives Require Full Transparency” to shed light on the practice of media companies providing rebates/incentives to agencies and then agencies not reimbursing those funds to the client.
- Multicultural Marketing and Diversity Committee: Created the ANA Multicultural Excellence Awards to elevate exposure of outstanding work and celebrate the year’s best multicultural advertising campaigns.
- Production Management Committee: Released the white paper “The Found Money of State Commercial Production Incentives” to raise awareness that many states now offer financial incentives to advertisers who shoot commercials in their states, and that such incentives belong exclusively to the advertiser.

ANA committees consist of approximately 2,000 individuals from more than 350 companies.

Bill Duggan  |  Group EVP

ANA committees were originators and advocates of key leadership initiatives, including media rebates/incentives and state commercial production incentives. Committee members were also involved in the development of several survey research reports.

Head of the Pack

The top five committees in 2012 in terms of membership, attendance, and quality scores were:

1. Advertising Financial Management
2. Agency Relations
3. Social Media
4. Digital Marketing
5. Brand Management

“Did You Know...

“The ANA provides great information and opportunity for engagement with peer companies’ marketing teams. To say this exposure and ability to engage with other marketing teams is valuable would be an understatement. I’ve been able to begin developing relationships with some of my peers, gaining great insight and good opportunities for information-sharing around best practices and trends they’re seeing in their organizations.”

— Dana Kelly, marketing communications manager at Autodesk, Inc.
ANA Committee Chairs

**Advertising Financial Management**
Michael Thyen, director of marketing and sales procurement at Eli Lilly and Co.

**Agency Relations**
Eve Reiter, vice president of marketing category management and agency relations at American Express Co.

**Brand Management**
Roger Adams, senior vice president and chief marketing officer at USAA

**Business to Business**
Bill Stabile, senior director of brand and marketing communications at Siemens Corp.

**Digital Marketing**
Tom Cunniff

**Legal Affairs**
Douglas Wood, ANA general counsel, Reed Smith; Dan Jaffe, group executive vice president at ANA

**Media Leadership**
Mark Kaline, global director of media, licensing, and consumer services at Kimberly-Clark Corp.; Colleen Milway

**Mobile Marketing**
Brian Wallace, vice president of strategic marketing at Samsung Mobile

**Multicultural Marketing and Diversity**
Gilbert Dávila

**Production Management**
John Lick, executive producer of broadcast production at Target Corp.; Valerie Light, advertising production manager at Verizon Communications

**Research and Measurement**
Ed Martin, director of marketing excellence and CSR insights at The Hershey Co.

**Social Media**
Michael Donnelly, senior vice president and group head of global digital marketing at MasterCard Worldwide

**Sponsorship and Event Marketing**
Gerald Johnson, chief marketing officer at Magic Johnson Enterprises

**Regional Committees**

**Agency Relations, West Coast Chapter**
Bruno Gralpois, head of global marketing operations at Visa Inc.

**Marketing Financial Management and Procurement, West Coast Chapter**
Ron Jensen, national manager of financial synergies at Toyota Motor Sales U.S.A., Inc.

**Media Leadership, West Coast Chapter**
Alison Fowler, director of media, Central Marketing, at Charles Schwab & Co., Inc.

**Social Media, West Coast Chapter**
Christine Morrison, Turbo Tax social media marketer at Intuit, Inc.; Diane Ueberle, brand and social leader of marketing excellence at Intuit, Inc.

**Integrated Marketing (Chicago-based)**
Julie Koewler, global advertising director at Accenture

**Midwest Digital and Social**
Stevie Benjamin, director of media at MillerCoors LLP

“The ANA membership continues to be the best investment my company has made for me to do my job. From the networking and shared best practices to simply re-energizing my passion and excitement for all things marketing and advertising, the ANA is great!”

— Gary Schechner, lead marketing programs specialist at BP p.l.c.
2012 Overview

It has been a year of tremendous growth for the ANA Marketing Knowledge Center. Specifically, this was accomplished through:

- The continuous creation and curation of high-quality, proprietary marketing content, as well as the expansion of our third-party content strategy. As a result, we added 282 pieces of content to the MKC in 2012, further expanding our breadth and depth of resources across the marketing spectrum.

- The development of marketing thought leadership through our ANA Survey Research program. In 2012, over 1,500 members contributed their marketing insights to one of 12 ANA surveys, which covered a wide range of industry topics.

- The implementation of an improved online content management strategy that provides a more robust and efficient user experience for our members. In 2012, a total of 84,507 documents were downloaded from the MKC by members.

- A personalized Research Service, as well as a research team that consistently garners high satisfaction scores across the board from our members. In 2012, 52 members received a customized research report, and the service received an average rating of 4.94 out of 5.

- The launch of a LiveChat feature on the ANA website, which has proven to be a popular way for members to interact with the research team and introduce new members to our Research Service, grew 166 percent, bringing in 153 new users.

As we look forward, the Marketing Knowledge Center will continue to build on our capabilities to become not only the most trusted source for marketing information, but also the first place our members turn to for insights to help them make better marketing decisions faster.

Kathleen Hunter | SVP

Survey Community

2012 ANA Survey Research

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<td>Mobile</td>
<td>Global Brand Equity</td>
<td>Q4 Member Benchmarking Survey</td>
<td>Marketers’ Top Concerns</td>
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- Over 1,500 ANA members took at least one survey in 2012.

- Some of the most popular survey topics of the year included digital marketing and social media, the evolution of the marketing team and role of the CMO, and marketers’ spending habits during the recession.

- Members submitted survey questions in a number of areas, including the role of music in advertising, compensating agencies for a losing pitch, and the use of digital place-based advertising.
Knowledge Partners

Our Knowledge Partner program started in 2011. We are now working with **more than 80 third-party companies**.

- We have published roughly **400 pieces of partner content** since mid-2011, including content from many of our Strategic Partners and Thought Leaders.
- Five partners (IEG, eMarketer, OAAA, DPAA, and Yahoo!) have submitted **more than 20 pieces of content each**.

They now have their own content pages within the MKC’s Knowledge Partner Content area.

Ask the Expert

Our members now have faster, real-time access to researchers when they need answers to their most pressing marketing questions. Our “Ask the Expert” research service offers LiveChat between 9:00 a.m. and 5:00 p.m. ET, Monday through Friday.

- We received our **15,000th information request** in October 2012.
- The fastest-growing topic of interest is **consumer research**.

MKC Most-Asked Question Categories

- **Brand Building**: 105, 68, 147
- **Agency Relations**: 132, 124, 120
- **Digital Marketing**: 124, 74, 112
- **Research**: 108, 89, 90

Did You Know...

In 2012, the Knowledge Management team traveled more than **86,000 miles**, to **25 cities**, and wrote **approximately 500 event summaries** (that’s over **500,000 words**).

**25** The number of *Insight Briefs* produced in 2012.

Our Marketing Knowledge Center features content on a variety of marketing topics, including:

- **Agency Compensation**
- **Agency Relations**
- **Brand Building**
- **Business-to-Business**
- **Digital, Social, and Mobile Marketing**
- **Integrated Marketing**
- **Legal Affairs**
- **Marketing Accountability**
- **Marketing Financial Management and Procurement**
- **Marketing Organization**
- **Media**
- **Multicultural/Niche Marketing**
- **Production Management**
- **Research**
- **Shopper Marketing**
- **Sponsorship and Event Marketing**

“**I needed fast information on how to better justify advertising investment. The ANA team quickly provided multiple resources to help make my case. Senior management thought my summary of the materials created a compelling argument for increased investment.**”

— Steve LeVeau, *director of marketing at Central Garden & Pet Company*
2012 Overview

The ANA School of Marketing (SoM) saw strong growth in 2012, as we elevated our course content, continued to build our stable of great faculty, and delivered our courses in the right channels to help our members find the training they need when they need it.

We trained more than 3,500 unique members in 2012 thanks to a record 200+ events. Of our 500 member companies, approximately 150 engaged with the SoM. Our complimentary half-day workshops continue to be the main driver of engagement, followed by paid corporate workshops. The introduction of the “hot topic” series in the Seminar channel proved to be popular and will continue in 2013. The overall rise in SoM engagement suggests we have the right content targeted to the correct audience, ensuring a high-quality experience for our members.

The SoM added a number of great new members to the team — expert practitioners from the marketing industry. We have worked with our instructors to build the very best programs, a testament to our high quality scores.

Kathleen Hunter | SVP

Top Accomplishments in 2012

- Engaged 3,590 unique members vs. 3,299 in 2011.
- Increased overall engagement: Members who engage in ANA SoM training engage with other ANA products and services at a higher rate than members who do not engage with training.
- Exceeded the workshop delivery goal by 19 percent, due to the increased demand for workshops.
- Increased revenue by 32 percent.
- Executed over 200 events across all training channels via the delivery of 190 onsite workshops and 19 seminars.
- Increased corporate engagement by more than 29 percent.
- Engaged 152 unique members in seminars and 60 unique non-members.
- Recorded an average faculty satisfaction score of 4.56 out of 5.

“\(\text{I have been working with the ANA School of Marketing (SoM) for several years and found the experience invaluable. Our goal was to embed marketing excellence into our people and proceses. The SoM staff listened to our needs, designed a relevant marketing training curriculum, and then delivered on their promise to help change the Whirlpool marketing process. The bottom line is that each workshop the SoM led was taught by a world-class subject expert, customized for us, and in the end, helped us become a better marketing organization.}\)

— Brian J. Maynard, director of marketing at Whirlpool Corp.
Stating Its Case

27 The number of states in which the School of Marketing held training.

The top five most popular classes in 2012, including number of sessions:

1. Integrated Marketing Communications (25)
2. Agency Relations (15)
3. Creative Development (12)
4. From Insights to Great Messaging (11)
5. Digital Marketing (10)

Instructor Spotlight

Area of Focus: Elevating Your Creative
Jane Maas has been teaching courses at the ANA SoM for 20 years, with thousands of individuals attending her workshops. Students in her training courses get the benefit of interacting with their marketing peers from other companies and sharing best practices and ideas.

*Advertising Age* recently hailed Jane as “one of the 100 most influential advertising women of the last 100 years.” She has been described as a legend and is best known for her direction of the iconic “I Love New York” campaign. We are proud to count Jane as one of the gifted instructors in the ANA’s School of Marketing, where she conducts seminars on how to achieve more effective creative work.

Fun Fact...

Just Born (makers of Peeps, Mike & Ike, Peanut Chews, and much more) gave the School of Marketing a plant tour, where we got to see candy being made and packaged while enjoying a warm Peep fresh off the conveyor belt.

“Thank you again for a great workshop, *Mastering the Creative Process*, led by instructor Leslie Ehm. It was informative, well received, and gave us new tools. We are already using it to work more productively with our agency partners. Our senior director of brand marketing also expressed how valuable the workshop has been to our creative process.”

— Esther Fisz, senior account executive at DeVry Inc.

“‘The content of the *Art & Science of Brand Building* workshop, led by instructor Richard Costello, was engaging. More importantly, our team now has a brand-building guide that brought the team together around a common purpose.’”

— Michelle M. Atkinson, vice president of North America marketing at Energizer Household Products
2012 Overview

The Marketing and Communications group is dedicated to providing the organization’s more than 20,000 members with timely and relevant communications to help them become more accomplished and capable marketers. Through our website, email, award-winning magazines, PR initiatives, and social media outreach, we keep our members current on the latest industry trends, thought leadership, regulatory activities, and ANA products and services.

Our core communication vehicle, www.ana.net, offers members access to thought-provoking, leading-edge content 24/7. We also tailor our communications to meet members’ specific needs and interests. Each week, our best-in-class email communications provide critical insight, advice, and best practices on more than 16 different marketing topics, plus timely industry news updates and valuable information on events, webinars, and training programs that tackle many of today’s most compelling marketing issues.

All members receive the monthly ANA Magazine Thought Leadership Series eMagazine, focused on the most pressing industry topics. In addition, our senior marketers benefit from receiving the print edition of ANA Magazine and the authoritative Senior Marketer Insight Brief.

In the past year alone, ANA’s Marketing and Communications group has:

• Provided members with 600 pieces of proprietary topical marketing content via email.
• Added 200+ videos on a variety of marketing topics to ANA’s Marketing Knowledge Center.
• Increased Twitter followers to more than 5,000 — a 1,100 percent increase since 2009.
• Increased Facebook fans to more than 3,500 — a 1,600 percent increase since 2009.
• Published six issues of the award-winning senior-marketer focused ANA Magazine.
• Published 11 issues of ANA Magazine’s award-winning Thought Leadership Series eMagazine.
• Received nearly 1,000 mentions in the media.
• Generated more than 1,000,000 website screen views.

Duke Fanelli | SVP

ANA Publications

Pears of Excellence

ANA Magazine, our bimonthly print publication that reaches more than 10,000 CMOs and senior-level marketing executives, received two prestigious awards in 2012:

Gold Pearl Award for Editorial Feature
“The 5 Biggest Questions of Social Media Marketers Answered”

Bronze Pearl Award for Best Special Issue
October 2011

Reaching the Apex

ANA Magazine Thought Leadership Series eMagazine, our monthly digital publication that reaches more than 20,000 ANA members, received a 2012 APEX Award for the February 2012 issue, sponsored by Condé Nast Ideactive.

www.ana.net
We have seen a dramatic increase in engagement on our social media outlets the past three years. As of mid-December 2012, we had 3,550 Facebook fans, 5,052 Twitter followers, and 2,087 LinkedIn members in the ANA Marketers group. We also have very active (and growing) LinkedIn groups for the ANA Advertising Financial Management Conference and the ANA Digital, Social Media, and Mobile Marketing Committee.

- We sent >1,000 tweets in 2012.
- Our tweets reach 77,237 Twitter accounts.
- Our tweets generate 116,616 unique impressions.
- Twitter users who contribute to our “tweet reach” include AdMonsters, the 4A’s, Adrianparker, and AHAA.
- More than 3,550 people have “liked” our page.
- 2,090,905 people are friends with our fans.
- Our posts are viewed mostly by people in the 25 to 34 age group.
- Women comprise 51.5% of fans.
- Most people who view our page are located in New York and Chicago.
- 23% of members reside in the greater New York area, and 12% in the San Francisco area.
- 26% of members are managers, 21% are senior managers, and 20% are directors.
- 9% of members work in the consumer goods industry and 7% in financial services.

We let our members know what’s on our minds through a combination of print and video blogs. Marketing Maestros is the place for staff and guest bloggers to comment on the latest marketing trends, events, and general happenings. Marketing Musings is the playground of ANA CEO Bob Liodice, where he addresses the industry’s most pressing subjects via video.

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80+ Blogs

Email

600 Number of marketing insights delivered via email to members in 2012.

> 2,700 Members who set their email preferences.

Encore! In June, we launched ANA Encore, a Saturday-only email featuring three of the top-rated member insights from the previous week. Encore allows members to quickly catch up on exclusive industry content they might have missed during the week. It’s a weekend must-read.

ANA Website

Each day, the ANA website provides thousands of members with critical marketing insights and information designed to guide them through the ever-changing marketing landscape. Through myANA, members can bookmark and share content with colleagues, manage email preferences, review and schedule upcoming events, explore our committees, conduct a quick search of the Marketing Knowledge Center, and much more.

The ANA website is a portal to the latest marketing thought leadership, key marketer-led events, and critical information needed to make effective marketing decisions that drive the bottom line.
2012 Overview

It was an outstanding year for the ANA across every financial measure, activity, and benchmark. We delivered record revenue, a strengthened asset base, and solid operating results.

In 2012, the ANA delivered operating income of over $2 million. Revenues grew to $15.9 million, an increase of 11 percent over 2011 and the third year of double-digit revenue growth. The increase was largely due to strong membership dues and higher sponsor income generation. Total operating expenses ended the year at $13.8 million, significantly lower than plan.

Throughout 2012, all business units contributed to operating efficiencies, cost-cutting strategies, and better operational alignment. These savings allowed us to invest in incremental staff, which in turn enhanced our capabilities. This enabled us to deliver quality, stellar member service, for which we were recognized across the marketing ecosystem. This is our business model in action — a model that frees us to reinvest in our membership, our products and services, and our leadership.

As we close out our year, we are happy to report our key financial highlights:

• Revenue growth of 11 percent
• $2.1 million of operating income
• Cash, cash equivalents, and investments in excess of $8.1 million
• Strong operational cash flow generation and substantial liquidity
• Total assets of $15.8 million
• Net worth of $1.6 million

Christine Manna  |  CFO
ALL business units contributed to operating efficiencies, cost-cutting strategies, and better operational alignment. It just makes cents.
Income rose to over $2 million.

Net worth topped $1.5 million.
Net revenue grew to $15.9 million.

Net Revenue
(Thousands)

- 2008: $9,944
- 2009: $9,156
- 2010: $12,928
- 2011: $14,364
- 2012: $15,880

Operating expense ends 2012 at $13.8 million.

Operating Expenses
(Thousands)

- 2008: $8,525
- 2009: $8,734
- 2010: $10,521
- 2011: $12,292
- 2012: $13,786
Message from the Board Chair

The ANA has never been stronger. It’s a good thing, because we need to adapt to the great changes we see in our customers and companies. In this dynamically changing world, it’s not the biggest, strongest, or the fastest that will thrive — it’s the most adaptable. And no one is good enough to go it alone.

Over the past decade, we’ve seen one profession after another transform, thanks to technology and the mastery of analytics. Now it’s marketing’s turn.

It’s been said that “if you don’t like change, you’re going to like irrelevance even less.” In my role at Walmart, I can see the changes that are coming our way. Our customers are changing, and they’re struggling with reset expectations. At one end of the spectrum we see an aging population, and at the other the emergence of a new power demographic in the Millennials. Ethnic customers are becoming the new majority. Customers have new control of the value chain. They are using new technologies in social, local, and mobile, making marketing unrecognizable relative to even five years ago. There is a revolution in content taking place, and our commercial messages have to be adapted and coordinated across paid, owned, shared, and earned media.

Our customers are holding our brands accountable for their marketing footprints, whether it’s the type of entertainment we support or the sustainability of our business practices. Our companies face legislation that will restrict commercial messages if we don’t self-regulate effectively. We also face such critical issues as the taxation of marketing spending, online privacy, completely new measurement needs, talent fees for content across platforms, Internet domain-name proliferation that threatens brands, the fingerprinting of digital content, and new practices like media/agency payments.

At Walmart, we’re not big enough to deal with these issues alone, so the ANA agenda is important to our success. The ANA is about the marketing people who drive our profession. It’s about working together to improve the environment within which we operate, and investing in the development of marketers who will lead the world’s great customer-centric companies. The ANA is a community, and it works like one. As a member, we contribute to the whole of the profession, and the profession gives back by aiding in the success of our organization and our career.

The marketing profession has been very good to most of us. I’d like to see marketing grow and prosper, serve and flourish. I want our customers to be well-served by our companies. I look forward to working with the ANA, Bob Liodice, and the board to make sure that happens.

Stephen Quinn, Board Chair
EVP and CMO
Walmart U.S.

“As a member, we contribute to the whole of the profession, and the profession gives back by aiding in the success of our organization and our career.”
Looking Forward

ANA National Conferences 2013

ANA Advertising Financial Management Conference
presented by Active International

ANA Media Leadership Conference
presented by YouTube

ANA Brand Masters Conference
presented by The New York Times

ANA Advertising Law and Public Policy Conference

ANA Digital and Social Media Conference
presented by Meredith

ANA Multicultural Marketing and Diversity Conference

ANA Masters of Marketing Annual Conference

visit www.ana.net/events for more information
Our 2013 Objectives

Membership

• Increase member companies by 10 percent.
• Increase the number of members that utilize ANA products and services, from 13,500 to 15,500, by continually addressing member needs.
• Continue to maintain the high quality of member satisfaction through ongoing membership feedback, evaluation, and assessment.
• Expand membership coverage from three to six geographic regions, allowing for a sharper focus on the needs of member companies and individuals.
• Make it easy to work with us by bringing more products directly to our members’ doorstep.

Washington, D.C.

• Protect the tax deductibility of advertising expenses. With a triple threat on the horizon — the pending sequester cuts, the fight over the debt ceiling, and the need to finalize the 2013 budget — restricting the deductibility of advertising may be seen as a quick way to raise a substantial amount of revenue. We plan to accelerate our meetings with members of Congress, both in Washington and in their states or districts, to educate congressional leaders on the importance of advertising to job creation and economic activity.
• Foster positive changes in ICANN’s new TLD program. We have been working for the past two years to achieve changes in ICANN’s new TLD program that protect brand-holders and trademarks. Our most recent proposal, the Limited Preventative Registration, is meant to address the problem of ANA members having to defensively register new top-level domains to protect their brands across a vastly expanded TLD marketplace.
• Strengthen privacy self-regulation. We have worked as part of the DAA to establish stringent self-regulatory guidelines for OBA, coupled with strict enforcement. We will continue to adapt our program to meet the evolving online marketplace, including in areas such as mobile marketing.

Events and Committees

• Host seven multi-day national industry conferences, in cities across the U.S.
• Increase the number of members-only conferences from 23 to 25.
• Have our committee chairs attend ANA board meetings to increase their visibility.
• Hold about 75 committee meetings, primarily in New York, California, and Chicago.
• Run upwards of 80 webinars on key topic areas such as social media, agency relations, and industry issues.
• Grow our Thought Leadership program from 10 to 12 partners.
Marketing Knowledge Center

- Position the MKC as the “one-stop-shop” for proprietary marketing content.
- Continue to build awareness of, and increase engagement with, the MKC through print and digital marketing campaigns.
- Deliver the most useful and relevant content through topical emails, including our Saturday-only email, Encore.
- Highlight the MKC’s affiliated products and services, such as the personalization provided by our “Ask the Expert” research team.
- Archive a listing of “member-asked questions” to showcase the volume and variation of requests received, and serve as a resource for other marketers.

Training

- Improve the member experience with high-quality interactive workshops.
- Maintain the quality of existing instructors and add new faculty members.
- Expand our New York seminar strategy to Chicago and California.
- Upgrade our courses via redesign investments.
- Emphasize assessment tools to not only allow members to better understand their marketing GAPs, but also help the SoM team recommend the right training to meet members’ needs.
- Build a bigger, better, faster department to meet members’ requests.
- Revise workshop agreements, member marketing surveys, and training surveys.

Marketing and Communications

- Let ANA help you master the art and science of marketing. Look for our new positioning as it reveals itself by the end of Q1.
- Revamp and refresh ANA Magazine, our award-winning publication aimed at senior marketers.
- Add monthly hardcopy distribution of ANA’s award-winning e-magazine, Spotlight (formerly Thought Leader), to all senior marketers.
- Grow our social media presences on Twitter, Facebook, LinkedIn, and YouTube.
- Add more than 100 videos to our online library, including webinars, Onsite Insights, and conference briefs.
- Improve the overall user experience on our website, www.ana.net.
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<th>Member List</th>
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Lufthansa German Airlines
Luxottica Retail

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The Macerich Company
Magic Johnson Enterprises, Inc.
Major League Soccer
Marriott International, Inc.
Marriott Vacation Club International
Mars Incorporated
Marvell Semiconductor Inc.
Mary Kay Inc.
MasterCard Worldwide
Mattel, Inc.
Mazda North American Operations
McDonald’s Corporation
McKee Foods Corp.
McKesson Corporation
MeadWestvaco Corporation
Medical Components, Inc.
Medtronic, Inc.
Memorial Sloan-Kettering Cancer Center
The Mentholatum Company
Mercedes-Benz USA, LLC
Merk & Co.
Macy’s Health System
MetLife, Inc.
Metropolitan Transportation Authority
Meyer US
Microsoft Corporation
MikPep
MillerCoors LLC
MINI
Mizuho USA
Moen Incorporated
Moe’s Southwest Grill
Mondelēz International, Inc.
Morgan Stanley — New York
Motorola Solutions, Inc.

N
NASA Federal Credit Union
NASCAR
National Football League, Inc.
National Grid
The National Theatre for Children
Nationwide
Navy Recruiting Command
NBA
Nestle Purina PetCare Co.
Nestlé USA
New Future
New York Life Insurance Company
Newell Rubbermaid Inc.
Nintendo of America, Inc.
NISH
Nokia Inc.
Novartis Consumer Health, Inc.
Novo Nordisk Pharmaceuticals, Inc.
Nuveen Investments, Inc.
NVIDIA Corporation

O
Old Navy
Orbitz Worldwide
Orkin Pest Control
Outback Steakhouse, Inc.
Outrigger Hotels and Resorts

P
Pacific Life Insurance Company
Panera Bread, LLC
Pantone LLC
PB Teen and PB Kids
Peet’s Coffee & Tea, Inc.
Pegasus Capital Advisors, L.P.
Pella Corporation
PepsiCo, Inc.
Pfizer Inc
PGA TOUR, Inc.
Pharmavite LLC
Philihps 66 Company
Phoenix Suns
Plantronics, Inc.
PNC Bank, N. A.
PNM Resources, Inc.
popchips, Inc.
POPISUGAR
Post Holdings, Inc.
Prager and Fenton LLP
PricewaterhouseCoopers
The Principal Financial Group
The Procter & Gamble Company
Pulte Homes, Inc.

Q
QBE FIRST
Qualcomm, Inc.
Quickie Manufacturing Corp.
Random House
Randstad North America
Rave Cinemas
Rawlings Sporting Goods Co.
Raytheon Company
RBS Citizens Financial Group
Reckitt Benckiser
Regions Financial Corp.
REI — Recreational Equipment Inc.
Research In Motion, Ltd.
Reynolds American Inc.
Robert Bosch LLC
Robert Half International
Rockettes
Russian Standard Vodka
Rust-Oleum Corporation

S
S&P Capital IQ
S.C. Johnson & Son, Inc.
Safeway Inc.
Sallie Mae
Samsung Electronics North America
San Antonio Convention & Visitors Bureau
Sanofi-Aventis
Sargi Cheese
SAS Institute Inc.
Science Applications International Corp.
The Scotts Company LLC
Scothare, Inc.
Seacoast National Bank
SeaWorld Parks and Entertainment
The Seed Company
SEI
Service Experts LLC
Sharp Electronics Corporation
Shell Oil Company
Shire Pharmaceuticals, Inc.
Siemens Corporation
Six Flags, Inc.
Soli United
Southern Company
Spartan Stores
Sprint Corporation
SRP
St. Jude Children’s Research Hospital, Inc.
ALSCAC
Standard Pacific Homes
Stanford Hospital and Clinics
Stanley Black & Decker, Inc.
Starbucks Corporation
Starr Companies
Starwood Hotels & Resorts Worldwide, Inc.
State Farm Mutual Automobile Insurance Co.
State Street Global Advisors
Sterling Jewelers, Inc.
Storz Friedberg
Styker Orthopaedics
Subway Franchisee Advertising Fund Trust
Sun Life Financial
Sun Products Corp.
Suorico, Inc.
SunTrust Banks, Inc.
SuperValu, Inc.
Susan G. Komen for the Cure
Symantec Corporation
T
T. Rowe Price Group, Inc.
Taco Bueno Restaurants, L.P.
Target Corporation
TD Ameritrade Holding Corp.
Thomson Reuters
THQ, Inc.
TIAA-CREF
Tiffen
Time Warner Inc.
T-Mobile USA, Inc.
Tomy International
Touchstone Energy Cooperatives
Tourism Ireland
Toyota Motor Sales U.S.A., Inc.
TrocFone Wireless, Inc.
Transitions Optical, Inc.
TransUnion
Travelers Insurance
Treasury Wine Estates
Tree Top, Inc.
True Value Company
TXU Energy Retail Company LLC
Tyson Foods, Inc.

U
U.S. Cellular Corporation
UBS Financial Services Inc.
Underwriters Laboratories
Unilever United States, Inc.
Union Bank
United Airlines, Inc.
United Parcel Service, Inc. (UPS)
United States Olympic Committee
United States Postal Service
United States Tennis Association
UnitedHealthcare Asian Initiatives
Universal Music Group
U.S. Bank
USAA
USG Corporation

V
Vanguard Group, Inc.
Verizon Communications
Viacom, Inc.
Visa Inc.
Vision Service Plan, Inc.
Vistaprint

W
W.W. Grainger, Inc.
Walt Disney Parks and Resorts
Walgreens
Walgreens
Walmart Stores, Inc.
Walt Disney Home Entertainment Co.
Walt Disney Parks and Resorts
Webber-Stephen Products Co.
Weight Watchers International, Inc.
Welch Foods Inc.
WellPoint, Inc.
Wells Fargo & Co.

Z
Wendy’s International, Inc.
The Western Union Company

Y

Z
Zappos.com
Zep Inc.

ANA Directory

2012 ANA Annual Report

ANA Directory
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Meghan Medlock
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Rick Knecht
2012 marked the third year of the ANA Strategic Partner program, and second year of our Thought Leader program. Revenues from these programs have allowed us to not only keep registration costs affordable for attendees at our national industry conferences, but also offer such complimentary member benefits as members-only conferences and webinars. What’s more, our members benefitted from the intellectual capital of our partners throughout the year.
Peter Henderson

E. N. T. C.

The Pompiian Mfg. Co.


The Diamond Rubber Co.

J. M. Readon

The H. Black Co.

F. W. Newman

The M. C. M. Howell Company

Henry M. Evans

E. A. Mallery, Inc. Inc.

Fred L. joy

The E. N. Thomas Motor Co.

F. H. Fauske

F. I. Banker & Co.

J. W. Wills

National Lead Company

F. H. Fauske

Frederick Stearns & Co.

F. M. T. Knob
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