



MEMBER SUCCESS STORY

Read below how the MKC's marketing tools and templates helped one marketer find an agency with a focus on Hispanic markets.



Michael Harvin
*Senior Manager, Global Agency Relations
at American Express*

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I was looking for an agency with a focus on Hispanic markets to launch a new product. My team conducted initial research, but it can be difficult to find good, reliable, honest information on agencies. I contacted the ANA’s Ask the Expert Research Service and asked for a short list of agencies to choose from.

A researcher sent me Articles, Event Recaps, and Marketing Tools. She also reached out to fellow ANA members for recommendations and differ-

ent perspectives. I received a list of six agencies with the names of specific contacts that I could contact.

There is a tremendous value in being part of the ANA’s strong network of brands. The information I received from the researcher was a synthesis of insights from that robust network. The Ask the Expert service validated the research that my team had already done, saved us time, and helped us become aware of

regional players that weren’t on our radar.

The Marketing Knowledge Center (MKC) actively connects ANA members to the marketing resources they need to be successful. Access additional MKC content, ask for a customized research report, or participate in ANA research at www.ana.net/mkc.