DRIVING GROWTH

For you, your brand, our marketing industry
Dear Industry Colleagues,

If I were to distill the mission of the ANA (Association of National Advertisers) to its essence, it would be this: drive growth. It is the cornerstone of every product and service we offer, every leadership program we champion, and every stand we take on our members’ behalf in Washington, D.C. By focusing relentlessly on driving growth, we make a difference for you, your brands, and our marketing industry.

Since 1910, the ANA has served as the voice of the marketer. Our close-knit community comprises more than 2,000 leading companies of every shape and size. Our members represent over 25,000 brands — among the most powerful and influential in the world — that collectively spend $400 billion in marketing and advertising annually.

We are obsessed with delighting our members through superior service and an unwavering commitment to helping them:

- Become smarter marketers through high-quality content and world-class educational programs
- Build stronger brands through best-in-class events and robust communications that drive marketing excellence
- Develop a more productive industry through bold leadership and innovative programs

In today’s difficult business environment, our members are seriously challenged. The ANA is at the forefront of battling many of the industry issues that dramatically diminish the value and impact of our marketing investments and impede growth — from advertising fraud and media transparency to ad blocking and an inefficient supply chain. By creating positive change across a broad spectrum of arenas, we are shaping the future of marketing and driving the industry forward.

I invite you to learn all the ways our industry-leading programs and initiatives can help make a difference in your efforts to drive growth.

Regards,
Bob Liodice  CEO
Contents
OUR PURPOSE

The ANA's marketing leadership makes a difference for all marketers, their brands, and the industry. We focus relentlessly on **driving growth** by fueling smarter marketing and leading industry change. By commanding the industry agenda, shaping the future of marketing, and championing marketing excellence, the ANA enhances career development and advances, promotes, and protects the interests of marketers.

OUR MEMBERS

As the world’s largest marketing and advertising organization, the ANA serves the changing needs of client-side marketers and those who help brands grow and prosper. ANA members come in all shapes and sizes and represent some of the most powerful and influential brands in the world. More than a third of our member companies spend less than $5 million in media annually, and they receive the same uncompromising, personalized services as companies at the opposite end of the spending spectrum. Comprised of more than 2,000 companies, our extraordinarily diverse ANA membership includes:

**Client-Side Marketer Members**

More than 1,100 leading companies, representing an estimated 25,000 brands that collectively spend over $400 billion in marketing and advertising each year, fall into this category. Headquartered in nearly every state, these members are leaders and innovators in banking and finance, food and beverages, technology and packaged goods, and every business category in between. Through the ANA’s unequalled resources, client-side marketer members gain the expertise they need to flourish in an increasingly challenging marketing environment.

**Marketing Service Provider Members**

Encompassing more than 1,000 leading suppliers, agencies, law firms, media companies, and consultants, marketing service provider members (MSP) make a difference across the marketing ecosystem, through superior products and services, thought leadership, and collaboration. There are two levels of membership: gold and silver. MSP members enjoy a wide range of great benefits, including access to content, webinars, members-only conferences, and committees.

As the industry continues to transform and evolve, we are committed to helping our members thrive in the new marketing frontier.
As the marketplace increases in complexity, the ANA’s Talent Development and Content division makes a difference by ensuring our members have the necessary skills and resources to lead the industry’s transformation. ANA members value our leading-edge training programs and the breadth and depth of our unrivaled proprietary content and first-party research to help them grow as marketers, boost their organizations’ bottom lines, and enhance the power of their brands. And through the ANA Educational Foundation, we partner with U.S. colleges and universities to attract the best young talent to the study and practice of advertising and marketing.
DRIVING GROWTH FOR YOUR BRAND

MARKETING EXCELLENCE

Our investment in marketing excellence brings clarity to matters of most importance to our members. Our four operating divisions (brand and media management; data, measurement, and analytics; brand activation; and business-to-business marketing) lead the industry in helping marketers build their brands through our growing portfolio of events, rich online content library, best-in-class training, and leading-edge communications.

BRAND AND MEDIA MANAGEMENT

Great content serves as the bedrock of marketing excellence. Our member brands benefit from our wide array of difference-making events, from national and members-only conferences to webinars and committee meetings. Collectively, these enlightening events provide the latest thinking in the key areas of brand and media management:

- Advertising financial management
- Agency relations
- Brand building
- Business-to-business
- Digital, social, and mobile marketing
- Integrated marketing
- Legal/regulatory
- Marketing accountability
- Marketing activation
- Marketing organization
- Media
- Multicultural marketing and diversity
- Research and measurement

Many of our committees are key originators and advocates of major leadership initiatives. We also produce some of the industry’s foremost awards programs.
We champion deeper consumer engagement and business value through the innovative and responsible use of data-driven marketing. Through best-in-class education, events, market research, content, and advocacy, we help ensure that innovative and disruptive marketing technology and techniques can be quickly applied for ROI. Our extensive events calendar includes the annual &Then Conference, Marketing Analytics Conference, and Email Evolution Conference. We also recognize today’s leading data-driven storytellers through the ANA International ECHO Awards, as well as the next generation of creators, inventors, and disruptors via the ANA Innovation Awards. We cover the key areas of performance marketing, including:

- CRM and database marketing
- Data and marketing analytics
- Data security
- Digital compliance
- General data protection regulation
- Measurement

Spending on brand activation marketing is projected to top $740 billion by 2020, according to a joint study by the ANA and PQ Media. Through an unparalleled combination of content, national and regional events, webinars, committees, and networking opportunities, we provide the insights members need to bring a brand to life across touchpoints. We focus on the six key pillars of brand activation:

- Content marketing
- Experiential marketing
- Influencer marketing
- Promotion marketing
- Relationship marketing
- Retailer/shopper marketing

Our extensive events calendar includes the Brand Activation Conference and the annual REGGIE Awards Gala, honoring the most innovative brand activation campaigns.

We are dedicated to advancing the unique nature of business marketing and fostering a sense of community among our savvy business marketers. Our rich online content library is the place for members to go for insights and case studies on the five key areas of business-to-business marketing:

- Content marketing
- Customer experience marketing
- Data and analytics
- Digital transformation
- Sales and marketing alignment

In addition to great content, our local/regional events, committees, and robust network of chapters help members advance their careers, stay connected, and prosper. Each year, we host the Masters of B2B Marketing Conference, one of the largest of its kind in the world. The event includes the B2 Awards Gala, honoring today’s innovators in business marketing. We also created a Business-to-Business Hall of Fame, which pays tribute to those who have made significant and lasting contributions to the business marketing discipline.

Each year we host more than 600 gold-standard events, tapping the best and brightest marketers in the industry. Our members, from the most junior marketers to CMOs, walk away with valuable, relevant insights and best practices that they can immediately apply to their businesses or brands. Best of all, nearly every event we host is complimentary as part of membership, and there are no restrictions on participation.
ANA marketers who collectively manage hundreds of billions of dollars in annual marketing expenditures come to engage, share, and learn at our 14 industry conferences. Our compelling content allows members to stay current on the latest marketing trends, best practices, and industry initiatives. In addition to white-glove service, members take advantage of fabulous networking with marketing A-list attendees and superb evening entertainment in first-class locations. Our signature event, the Masters of Marketing Conference, is unlike any other by any measure. It brings together nearly 3,000 members and nonmembers to hear a who's who of chief marketing officers and other industry movers and shakers share their remarkable stories of brand growth.

With more than 30 conferences annually, held at member locations from coast to coast, our members enjoy insightful and engaging content in a collegial atmosphere. Covering topics of most interest to today's marketers — from innovation and digital media to shopper marketing and measurement — these one-day conferences allow attendees to re-energize, advance their thinking, interact with fellow marketers, and gain useful ideas that can drive growth within their organizations.

We offer more than 100 complimentary members-only webinars throughout the year, including specialty series covering business-to-business, procurement, and legal and regulatory affairs. At these hour-long events, our members benefit from perspectives and insights from top marketers and industry experts on a variety of important topics. Webinars can be enjoyed from the comfort of members’ offices or homes.

With more than 30 member-led committees and communities, ANA members stay involved in the marketing industry and address key industry issues in a hands-on manner. Each event advances members’ marketing knowledge, provides a forum for peer-to-peer exchange and networking, and builds camaraderie, all in an environment that encourages thought leadership. Committees identify key issues for the ANA to explore (and perhaps take action on), and provide strong credibility for a position. Many members serve on a committee task force to dive deeper into member concerns and move the industry forward.

“Through the ANA’s broad array of touchpoints and platforms, including varied and customizable email communications, members stay informed on the latest news, insights, and industry trends, helping them to get ahead and stay ahead. We constantly seek ways to interact with our members, on their schedule, using print and digital media. We actively engage members through our robust website and on our primary social media platforms: Twitter, Facebook, LinkedIn, and Instagram. And through ANA Newsstand, our public online magazine portal, we offer high-quality content to advance the interests of marketers, enhance the ANA’s leadership position, and shine a light on innovation and creativity.

We celebrate great marketing and innovative thinking from leading brands through the industry’s foremost awards programs:

- ANA Multicultural Excellence Awards
- ANA REGGIE Awards
- ANA B2 Awards
- ANA Genius Awards
- ANA International ECHO Awards
- ANA Innovation Awards
- ANA Influencer Marketing Awards
- ANA B2B Hall of Fame
- ANA Rising Marketing Star Award

Through our Marketing Knowledge Center, ANA members can catch up on inspirational and actionable case studies and video creative from these prestigious awards programs, as well as those from the Effies, the Smarties, and The Internationalist. Members learn from the best and brightest marketers on topics such as brand activation, innovation, multicultural marketing, mobile marketing, digital marketing, data and analytics, and business-to-business marketing.

“The ANA is at the forefront of everything for our industry. We’re all so busy with the business every day, driving growth, trying to get those numbers up, really doing the job. The ANA helps marketers stay ahead, push the limits, and make sure that we as a marketing industry are focused on the right issues.”

— DEBORAH WAHL, Global CMO at Cadillac
DRIVING GROWTH FOR OUR MARKETING INDUSTRY

INDUSTRY LEADERSHIP

The ANA’s industry leadership advances legislation, thought leadership, industry management, diversity, and social responsibility. All of our industry initiatives, led by our Board of Directors, share the same important goal: to move our members’ brands and the industry forward. No matter where you look, the ANA is actively involved, engaged, and adding value. The ANA Masters Circle, a community of CMOs, leverages its unrivaled pool of knowledge and clout to accelerate leadership for participants and make a meaningful difference for the industry. Through our public policy work, we proactively take stands on public issues and governmental actions that affect the marketing community’s ability to operate in a free-market society. When we succeed, our members win and the marketing ecosystem benefits.

The purpose of the ANA Masters Circle is to advance the industry growth agenda set by the ANA Board of Directors. Comprised of the heads of marketing from ANA member companies, this elite community comes together to activate a 12-point strategic plan that includes talent, brand purpose, brand and creative excellence, measurement, gender equality, transparency, brand safety and ad fraud, and advocacy and self-regulation, among other important platforms. The ANA is also working with Masters Circle members to create a suite of CMO playbooks tied to the 12 initiatives. These high-end instruction guides will help the greater marketing community to facilitate growth at their companies.
We have taken on a number of important leadership programs on behalf of marketers while continuing to invest resources in critical existing efforts intended to make the industry nimbler, stronger, and more knowledgeable. The ANA saves members and the industry billions of dollars each year through our Board-driven leadership agenda, which addresses key industry concerns such as measurement, transparency, bot fraud, talent payment negotiations, and digital asset management.

An ANA-commissioned report flagged the level of nontransparent business practices across the U.S. media-buying ecosystem. In response, we released three significant reports:

- “Media Transparency: Prescriptions, Principles, and Processes for Marketers,” including a contract template that marketers can use as the foundation for their master services agreements with agencies
- “Production Transparency in the U.S. Advertising Industry”
- “Programmatic: Seeing Through the Financial Fog”

In conjunction with the 4A’s and the Interactive Advertising Bureau (IAB), we created the Making Measurement Make Sense (3MS) initiative. This cross-industry effort has changed the advertising “currency” in digital media and the buying practices of ANA members through the establishment of standards-based metrics. The implementation of 3MS has resulted in a $10–15 billion improvement in digital marketing productivity. The ANA, a member of the Media Rating Council, has also been in contact with the big digital media companies to break down their “walled gardens,” which place limitations on third-party measurement and do not allow marketers to optimize their media plans across multiple platforms.

Launched in 2018 in partnership with Neustar, DAC is a provider of data, measurement, and analytics resources and thought leadership. DAC will soon roll out assessment tools, action plans, playbooks, and training materials for CMOs and their teams to help them build stronger brands and drive greater revenue through smarter marketing decisions.

In 2016, for the third year in a row, the ANA partnered with the security company White Ops on an initiative to determine the level of bot fraud occurring across the digital advertising industry. Bot fraud refers to automated entities capable of garnering impressions, clicking on ads, watching videos, and faking viewability, often in pursuit of fraudulent profits. Forty-nine ANA member companies participated in the study, which revealed high levels of fraud in video, programmatic media, and sourced traffic. In response, the ANA and White Ops developed a series of recommendations for advertisers to reduce fraud and optimize their media buys.

An initiative created by the ANA, the 4A’s, and the IAB, TAG helps advertisers and their ad agencies avoid damage to their brands from ad placement on websites and other media properties that facilitate the distribution of pirated content and/or illegal dissemination of counterfeit goods. Since its inception, TAG’s leadership has brought forward numerous proposals to bring greater transparency and certainty to the process, including anti-fraud and anti-malware certification programs.

This important industry task force, established by the ANA Advertising Financial Management Committee, is charged with defining and elevating the role and value of marketing procurement. The task force is engaged in mentoring and the development of case studies and white papers.

Founded by the ANA and the 4A’s, Ad-ID offers an industry standard for identifying advertising assets across all media platforms, aiding in better decision-making, operations, analytics, and measurement. More than 2,600 advertisers now use Ad-ID, which saves the industry $1–3 billion through an improved advertising workflow.

The mission of this initiative, launched in 2016 by the ANA and AFE, is to accurately portray all women and girls in media by 2020, the 100th anniversary of women gaining the right to vote in the U.S. This movement includes the presentation of the #SeeHer award at the annual Critics’ Choice Awards; the first two winners were actresses Viola Davis and Gal Gadot. Additionally, the ANA unveiled a Gender Equality Measure module, which helps business leaders make better decisions by addressing unconscious bias within media and programming.
This cross-industry initiative is designed to create a unified movement to elevate marketing and advertising as a career profession on university campuses and to engage senior marketing industry executives to develop talent for advertisers and advertising agencies. Led by a board of advisors, the Alliance is open to ANA members, ad agencies, research and media companies, consultants, and other industry leaders. **Fee-based**

Formed by the ANA, this wide-ranging initiative brings together senior thought leaders from the African-American, Hispanic, Asian, LGBT, and general market communities to create a united blueprint for the evolution of multicultural and diverse-segment marketing in America. Work initiated by AIMM will address the challenges of multicultural marketing and accelerate change through best-practice sharing, forums, and research. **Fee-based**

The ANA serves on the executive committee and actively contributes to the ongoing success of the WFA, which champions responsible and effective marketing communication. The WFA membership is a unique global network of 60 national advertiser associations across six continents, representing the biggest ad markets around the world. WFA's association members, of which ANA is one of the biggest, is the only global organization representing the common interests of marketers. **Fee-based**

**DID YOU KNOW?**

**THE ANA ADVANCES SOCIAL RESPONSIBILITY THROUGH ITS PARTNERSHIP WITH THE INTERNATIONALISTS’S “MARKETING MAKES A WORLD OF DIFFERENCE” GLOBAL CAMPAIGN AND OUR ADVOCACY OF THE AD COUNCIL AND THE PARTNERSHIP FOR DRUG-FREE KIDS. THE GOAL IS TO BUILD INTELLIGENCE AND COMMUNITY AROUND IDEALS THAT DRIVE THE EVOLUTION OF MARKETING AND SHAPE ITS FUTURE AS A DISCIPLINE IN TODAY’S BUSINESS WORLD.**

“The ANA is an extension of my team. So, whether it’s getting access to training materials, having an ANA rep come to my team meetings, or bringing my direct reports to an event like the Masters of Marketing, I rely on the ANA for support throughout the year.”

— WENDY WAHL, Head of Enterprise Marketing at Aetna Inc.
PUBLIC POLICY

Our Washington, D.C., team provides a rigorous legislative and regulatory defense of marketers on the national and state levels. The team works aggressively to oppose any efforts by the government to tax, ban, or otherwise burden the legitimate rights of marketers to communicate with consumers. The team also works tirelessly to educate policymakers about the important benefits of our industry to the economy as a whole and provides the advertising community with a voice before Congress, state legislatures, federal regulatory agencies, and the courts. Additionally, we host two of the industry’s premier national conferences for legal and marketing professionals, plus a Legal Affairs Committee and a specialty webinar series on legal and regulatory affairs.

DID YOU KNOW?

THE ANA IS A FOUNDING MEMBER OF THE ADVERTISING COALITION (TAC), WHICH HAS HELD MORE THAN 30 GRASSROOTS MEETINGS SINCE 2015 TO HELP EDUCATE KEY MEMBERS OF CONGRESS ON THE IMPORTANCE OF ADVERTISING TO THEIR DISTRICTS.
The ANA has substantially expanded and strengthened the efforts of the Digital Advertising Alliance, a self-regulatory program for online behavioral advertising, including introducing new guidelines for mobile marketing. In addition to the U.S., the program is underway in 31 countries. The ANA is also working with two coalitions to respond to privacy proposals at the state level to ensure a level playing field rather than a patchwork of inconsistent state laws.

Over the past 30 years, on both the federal and state levels, the ANA has fought the most destructive advertising tax proposals in our history. Thanks to comprehensive lobbying, the new tax reform bill passed by Congress does not restrict advertising deductions, saving marketers $25–35 billion annually.

The backbone of industry operations is self-regulation. The Advertising Self-Regulation Council, created in 1971 by the ANA and its partners, settles industry claims and disputes and works closely with the Federal Trade Commission to ensure compliance with norms and best practices. The ANA, the IAB, and other industry partners are working together through the Coalition for Better Ads (CBA) to solve or mitigate a major industry threat: ad blocking. The CBA recently released Better Ads Standards that identify the ad experiences that fall beneath a threshold of consumer acceptability. The standards provide valuable insights for the development of consumer-friendly ad campaigns.

The European Union’s General Data Protection Regulation (GDPR) took effect in May 2018. This major change to the EU’s data protection framework will have serious implications for U.S. advertisers and marketers. The ANA has collaborated with our general counsel’s law firm Reed Smith to publish papers to help explain key considerations for marketers as they work through critical GDPR terms and concepts like “automated decision-making,” “profiling,” “consent,” and “legitimate interests.”

These guidelines have been continually updated and enforced for more than 60 years. The latest review, referred to as the Data Standards 2.0 initiative, brought dozens of member companies together to collectively review and update the standards that guide the marketing industry in the responsible use of data.
The ANA is stronger and more involved than ever, and provides superior service and leadership for its members. We focus on the three most valuable and rewarding aspects of ANA membership: talent development and content, marketing excellence, and industry leadership. In advancing the interests of marketers, their brands, and the industry as a whole, the ANA and its members are well positioned to make a difference in shaping the future of marketing.

If the ANA can transform the industry, imagine how we can help your team and your brands.

To learn more about the ANA and the benefits of membership, please visit our website at [www.ana.net/membership](http://www.ana.net/membership), or contact us directly at 212.697.5950 or info@ana.net.

“For me as a professional, the ANA provides a great opportunity to network with peers, better myself, and have a real, transparent conversation about what other people are doing inside and outside the financial services industry. It’s so great to have access to wonderful educational opportunities and insights from thought leaders and industry peers on a day-to-day basis.”

— KATE ARDINI, Brand Director at John Hancock Financial Services
DRIVING GROWTH

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www.ana.net