





ANA

# WE'RE ALL IN ON DRIVING GROWTH

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 nearly 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

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Masters of Marketing

The ANA logo is displayed in a bright green color on a dark background.

Masters of Marketing

# 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 member companies come in all 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 nearly 2,000 companies, our extraordinarily diverse ANA membership includes:

## **Client-Side Marketer Members**

More than 1,000 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 unequaled resources, client-side marketer members gain the expertise they need to flourish in an increasingly challenging marketing environment.

## **Marketing Solutions Provider Members**

Encompassing some 800 leading suppliers, agencies, law firms, media companies, and consultants, marketing solutions provider members (MSP) make a difference across the marketing ecosystem, through superior products and services, thought leadership, and collaboration. MSP members enjoy a wide range of great benefits, including access to content, webinars, members-only conferences, training, and committees.

As the industry continues to transform and evolve, we are committed to helping our members thrive in the new marketing frontier.

# DRIVING GROWTH FOR YOU



# TALENT DEVELOPMENT AND CONTENT

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As the marketplace increases in complexity, the ANA 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.

## MARKETING KNOWLEDGE CENTER (MKC)

The MKC actively connects members to the marketing resources they need to become smarter, more capable marketers. Our complimentary online content portfolio of best practices, insightful event recaps, in-depth research reports, award-winning case studies, and leading-edge playbooks advance marketing excellence and drive better decision-making. ANA members can also take advantage of the MKC's Ask the Expert research service in real time for customized answers to their specific marketing challenges. Complimentary and confidential, the service responds to more than 3,000 requests annually.

## SCHOOL OF MARKETING

The development of professional marketing talent is crucial. Each year, we equip thousands of our members with the skills they need to advance their careers, increase the capabilities of their teams, and enhance their brands. The ANA offers more than 70 regional training workshops at locations across the country, led by respected client-side marketers and industry thought leaders with years of real-world experience. Members also can take advantage of onsite team training and on-demand training online to elevate the marketing function within their companies.

## ANA EDUCATIONAL FOUNDATION (AEF)

While talent is at the heart of any successful company, attracting and retaining the right employees has become a significant industry challenge. The AEF, created in 1983, is the premier nonprofit organization in the U.S. connecting businesses to academic leaders. The ANA's Talent Challenge initiative is designed to get senior industry executives to visit college campuses to talk about our industry with students, which more than 300 leaders have done since the program began in 2017. In 2018, the launch of a national intern program has deepened students' knowledge and understanding of what a successful career in marketing looks like.

# DRIVING GROWTH FOR YOUR BRAND



## MARKETING EXCELLENCE

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Our investment in marketing excellence brings clarity to matters of most importance to our members. Our four operating divisions (brand and media management; data marketing & 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.



**ANA**  
**MAKES A  
DIFFERENCE**

LEADERS MUST ADAPT TO  
TECHNOLOGIES.

## **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.

## DATA MARKETING & ANALYTICS

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 ANA Masters of Data Marketing & Analytics Conference, Non Profit Federation Conferences in Washington, D.C., and Chicago, 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

## BRAND ACTIVATION

Brand activation is marketing that builds a brand's image and drives a specific consumer behavior. 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 touch-points. We focus on the six key pillars of brand activation:

- Content marketing
- Experiential marketing
- Influencer marketing
- Promotion marketing
- Relationship marketing
- Shopper/commerce marketing

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

## BUSINESS- TO-BUSINESS

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.

# PATHWAYS TO MARKETING EXCELLENCE

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 a client-side marketer membership, and there are no restrictions on participation. Our marketing solutions provider members also enjoy many complimentary benefits, and pay a small fee for others.

## **National Industry Conferences**

ANA marketers who collectively manage hundreds of billions of dollars in annual marketing expenditures come to engage, share, and learn at our 16 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.

## **Members-Only Conferences**

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.

## **Webinars**

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.

## **Committees and Communities**

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.

## Communications

Through the ANA's broad array of touchpoints and platforms, including ana.net, our one-stop shop for all member needs, our 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.

## Awards Programs

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.

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**“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

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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.

**Driving Growth for You, Your Brand, Our Marketing Industry**  
**ANA Makes a Difference.**



**ANA** | MASTERS CIRCLE

**ANA  
 MASTERS  
 CIRCLE**

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.

## LEADERSHIP INITIATIVES

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.

### Media Transparency

An ANA-commissioned report flagged the level of nontransparent business practices across the U.S. media-buying ecosystem. In response, we released four 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”
- “Media Buying 2018: Transparency at a Crossroads ”

### Measurement Mandate

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.

### ANA Data Analytics Center (DAC)

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 data-based marketing decisions.

### **The Bot Baseline: Fraud in Digital Advertising**

In 2018, the ANA once again 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. The ANA/White-Ops studies, which began in 2015, have 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.

### **Trustworthy Accountability Group (TAG)**

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. *Fee-based*

### **ANA Procurement Task Force**

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.

### **Ad-ID**

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. *Fee-based*

### **Gender Equality (#SeeHer)**

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. *Fee-based*

### **Center for Brand Purpose**

Launched in 2018, the ANA Center for Brand Purpose provides content, tools, events, and professional development programs to help marketers maximize their understanding of purposeful marketing and its significance to driving brand growth.

### **Talent Forward Alliance**

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*

### **Alliance for Inclusive & Multicultural Marketing (AIMM)**

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*

### **World Federation of Advertisers (WFA)**

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.

### **Privacy/Online Behavioral Advertising**

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.

### **Advertising Taxes**

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.

### **Self-Regulation**

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’s leadership activities and advocacy work make a big difference to our team because they help make our jobs as marketers a bit easier. It’s very comforting to know that someone is out there advocating and fighting on our behalf.”**

— NATALIE BROWN, Senior Manager of Brand Marketing at See’s Candies Inc.

### **Ad Blocking**

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.

### **GDPR**

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.”

### **Guidelines for Ethical Business Practice**

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.

# ANA MAKES A DIFFERENCE

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.

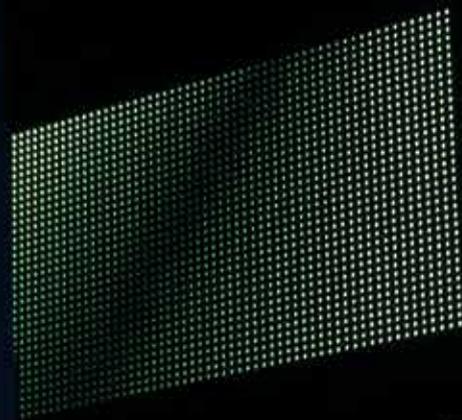
If the ANA can transform the industry, imagine how we can help your team and your brands.

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](mailto:info@ana.net).

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**“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



**BOB LIODICE,**  
CEO, ANA

**ANA**

**DRIVING  
GROWTH**

**For you,  
your brand,  
our marketing  
industry**

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