Bob Liodice
CEO, ANA

2019 ANA DC NONPROFIT CONFERENCE

Nonprofit Federation
Overview

• Growth
• Communities
• Values
ANA Mission

Driving Growth

For you, the individual
For your brands and businesses
For our Industry
Business and Brand Growth

A one-percentage point change in industry growth can add, minimally, $500 billion to sales over three years.
VIDEO

• P&G We See Equal
Driving the Growth Agenda
VIDEO

• CMO Growth Summit Primola Revised Video
Membership

Corporate Members

<table>
<thead>
<tr>
<th>Year</th>
<th>Marketers</th>
<th>Marketing Solutions Providers</th>
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<td>1830</td>
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<td>2019</td>
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<td>1870</td>
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Engagement

Unique, unduplicated individuals

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
<th>Change</th>
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<td>5645</td>
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<td>2019</td>
<td>31100</td>
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Communities
Communities

ANA Nonprofit Federation
Equality

#SEEHER
Video

• Seeher
Brand Purpose & Sustainability
Measurement
Talent Development
Multicultural & Diversity
Ad Fraud & Brand Safety
Brand and Media
Data Marketing and Analytics
Brand Activation
Business Marketing
Ad Blocking

Coalition for Better Ads
Leadership – Government Relations
Leadership – Self Regulation

A service of the advertising industry and Council of Better Business Bureaus
ANA Values
ANA Values

- Business and Brand Growth
Driving Growth

- Future of Advertising & Marketing
- Brand Innovation & Creative Excellence
- Data & Technology
- Talent Development
- Marketing Organization
- Brand Purpose & Sustainability
- Measurement & Accountability
- Inclusion & Equality
- Transparency
- Media & Supply Chain
- Brand Safety & Ad Fraud
- Advocacy & Self-Regulation
ANA Values

• Business and Brand Growth
• Talent
ANA Values

• Business and Brand Growth
• Talent
• Advocacy
ANA Values

• Business and Brand Growth
• Talent
• Advocacy
• Equality and Inclusion
VIDEO

- Love has No Labels Video from Ad Council
ANA Values

- Business and Brand Growth
- Talent
- Advocacy
- Equality and Inclusion
- Sustainability
VIDEO

- Project Sunlight