OVERVIEW

ABOUT THE ANA

Since 1910, the ANA has commanded the industry agenda, enhanced career development, and advanced the interests of marketers.

POSITIONING STATEMENT

Driving growth for you, your brands, our marketing industry.

BOILERPLATE

The ANA’s mission is to drive growth for marketing professionals, for brands and businesses, and for the industry. Growth is foundational for all participants in the ecosystem. The ANA seeks to align those interests by leveraging the 12-point ANA Growth Agenda, which has been endorsed and embraced by the ANA Board of Directors and the Global CMO Growth Council. The ANA’s membership consists of more than 1,600 domestic and international companies, including over 1,000 client-side marketers and nonprofit fundraisers and 600 marketing solutions providers (data science and technology companies, ad agencies, publishers, media companies, suppliers, and vendors). Collectively, ANA member companies represent 20,000 brands, engage 50,000 industry professionals, and invest more than $400 billion in marketing and advertising annually.
The ANA Growth Agenda supports the four industry priorities set by the CMO Growth Council. The agenda graphic features the four priorities and the 12 focus areas that enable marketers to meet those priorities. When displayed, this graphic should not be altered in any way. The colors, position, and title must remain intact at all times.
LOGO USAGE

PRIMARY (SOLO)

Our logo represents us at the very highest level. It acts as a signature, an identifier, and a stamp of quality. These guidelines detail how to use our logo consistently across all communications. The full color green logo is our preferred version and should be used wherever possible.

COLOR: BLACK & WHITE:

CLEARANCE SPACE

To ensure the legibility of the logo always maintain a minimum clearance space around the logo. The clearance space is the width of smaller A on all four sides. Avoid placing any other objects near the logo.

This isolates the logo from competing elements that may detract attention. The minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

INCORRECT LOGO USE

Do not skew or distort the logo
Do not outline the logo
Do not rotate the logo
Do not lighten the logo
Do not recolor the logo
Do not apply effects on the logo
LOGO USAGE

PRIMARY (WITH TAGLINE)

[Images of ANA logos with taglines: "DRIVING GROWTH for you, your brand, our marketing industry"]
ANA BUSINESS AND AWARDS PROGRAMS
COLOR PALETTE

Green is at the core of our brand, and everything we create should use that as its foundation. Black, neutral grays, and white space add balance and sophistication to the brand, while bright accents provide energy. Colors can expand or shift from this palette but should always complement the primary green color.

PRIMARY

Pantone 355C
C 100 | M 0 | Y 100 | K 0
R 0 | G 166 | B 81
HEX #00A651

Black
C 0 | M 0 | Y 0 | K 100
R 35 | G 31 | B 32
HEX #231F20

80% Black
C 0 | M 0 | Y 0 | K 80
R 90 | G 90 | B 90
HEX #5A5A5A

Pantone Cool Gray 6C
C 0 | M 0 | Y 0 | K 30
R 186 | G 188 | B 190
HEX #BCBEC0

White
C 0 | M 0 | Y 0 | K 0
R 255 | G 255 | B 255
HEX #FFFFFF

SECONDARY

Pantone Blue 072C
C 100 | M 88 | Y 0 | K 5
R 28 | G 148 | B 148
HEX #1C3F94

Pantone 1575C
C 0 | M 60 | Y 100 | K 0
R 245 | G 130 | B 50
HEX #EDC632

Pantone 2583C
C 45 | M 71 | Y 100 | K 0
R 245 | G 130 | B 50
HEX #00AEEF

Pantone 382C
C 30 | M 0 | Y 100 | K 0
R 190 | G 215 | B 50
HEX #BED732
FONTS

TRADE GOTHIC

LIGHT
LIGHT OBLIQUE
REGULAR
OBLIQUE
BOLD
BOLD OBLIQUE
BOLD NO. 2
BOLD NO. 2 OBLIQUE
CONDENSED NO. 18
CONDENSED NO. 18 OBLIQUE
CONDENSED NO. 20
CONDENSED NO. 20 OBLIQUE
EXTENDED
BOLD EXTENDED

GOTHAM

THIN
THIN ITALIC
EXTRA LIGHT
EXTRA LIGHT ITALIC
LIGHT
LIGHT ITALIC
BOOK
BOOK ITALIC
MEDIUM
MEDIUM ITALIC
BOLD
BOLD ITALIC
BLACK
BLACK ITALIC
ULTRA
ULTRA ITALIC
EMAIL SIGNATURES

FORMATTING

Font Type: Calibri
Font Size:  12 for Name and Last Name
           11 for all other fonts
Font Color: Black unless noted otherwise
Hyperlinks: In ANA green, no underline

First and Last Name  [Bold, Size 12]
Title, Department | ANA  [Regular, Size 11]
[ANA’s Green RGB mix is Red = 0; Green = 166; Blue = 81]
p  xxx.xxx.xxx   w  ana.net  t  @ANAmarketers
[Hyperlink: https://www.ana.net/  and in ANA Green]
[Hyperlink: https://twitter.com/anamarketers and in ANA Green]
155 E. 44th Street, NY, NY 10017  [Optional]

[New paragraph, Italic] Example:
A sentence with a call to action to view one of the company’s products (with the product name hyperlinked in the ANA color green).

WITHOUT ADDRESS

First and Last Name
Title, Department | ANA
p  xxx.xxx.xxx   w  ana.net  t  @ANAmarketers

The marketing industry has identified four priorities to drive business growth — explore the ANA’s Growth Agenda to see the resources available to help marketers meet these priorities.

WITH ADDRESS

First and Last Name
Title, Department | ANA
p  xxx.xxx.xxx   w  ana.net  t  @ANAmarketers
155 E. 44th Street, NY, NY 10017

Find the latest intelligence marketers need to drive growth at ana.net/newsstand

RECOMMENDED TAGLINES

“The marketing industry has identified four priorities to drive business growth — explore the ANA’s Growth Agenda to see the resources available to help marketers meet these priorities.”

“Find the latest intelligence marketers need to drive growth at ana.net/newsstand”

You are welcome to use a tagline that suits your business unit. Please ensure that it is approved by your department head. Taglines should drive traffic to content that is available to members and non-members.

For instructions on creating an email signature on Outlook, or creating the right RBG color mix for the ANA green, please see the Email Signature template under Marketing and Communications Wiki page.
CONSIDERATIONS

Photography is a strong element of our brand. We’re a membership association, so it’s important the images we use should feel personal, passionate, and inspirational. It is particularly important that they feel human and approachable.
CONSIDERATIONS

When choosing stock imagery, select images that look candid and genuine. Avoid heavily stylized, generic, and obviously staged shots.
CONSIDERATIONS

Illustrations should be conceptual. Avoid clip art imagery.
CHARTS

Create charts as flat graphics. Never use drop shadows, gradients, or shading effects. Use colors from the brand palette, but be mindful of how multiple charts look together in a layout.

Performance Incentives as Part of Media Agency Compensation By Study

<table>
<thead>
<tr>
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<tbody>
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</tbody>
</table>

*Note that 1991 through 2016 numbers are part of the broader ANA Trends in Agency Compensation survey work and represent cut of respondents with at least one, though not necessarily all, of their agencies — creative, media, etc. The 2019 number is for media agency compensation only.

Incentives Performance Criteria

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Agency performance metrics</td>
<td>62%</td>
<td>58%</td>
<td>55%</td>
<td>52%</td>
</tr>
<tr>
<td>Media cost savings</td>
<td>43%</td>
<td>40%</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>Business goals</td>
<td>38%</td>
<td>35%</td>
<td>32%</td>
<td>29%</td>
</tr>
<tr>
<td>Sales, market share and trends</td>
<td>30%</td>
<td>27%</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>Online, digital, and social media performance metrics</td>
<td>20%</td>
<td>17%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Video, search, social media, etc</td>
<td>20%</td>
<td>17%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Offline media delivery, impressions, cost per click</td>
<td>15%</td>
<td>12%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Brand awareness</td>
<td>10%</td>
<td>8%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Brand perception</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Compensation for Tech Fees

<table>
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<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Ad Serving</td>
<td>15%</td>
<td>12%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>SP/OM Service</td>
<td>14%</td>
<td>12%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Traffic Data</td>
<td>13%</td>
<td>12%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Ad Verification</td>
<td>14%</td>
<td>12%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Demo</td>
<td>15%</td>
<td>13%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Free</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*G: If you answered "yes" to the previous question, please indicate which of the following are charged by you in addition to your media agency’s compensation. Please indicate if these services are charged as a fee, unbilled, a CPM, or other basis. Note: Some numbers may not add up exactly to 100% due to rounding.

Frequency of Programmatic Reporting

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>54%</td>
<td>51%</td>
</tr>
<tr>
<td>Twice a week</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Once a month</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Twice a month</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Less frequent than monthly</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Methods of Agency Compensation for Media Planning and Buying Services

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Flat Rate (no negotiating or commission)</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Flat Rate (negotiating only)</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Flat Rate (negotiating and commission)</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Commission</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Commission – Defined Rate</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Commission – Defined Amounts/Allocations</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Media Performance-Based Fee</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Combination of Flat and Commission</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Updates to Contracts to Address Transparency Issues

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Yes — within the past year</td>
<td>14%</td>
<td>11%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Yes — within the past two years</td>
<td>14%</td>
<td>11%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Yes — within the past three years</td>
<td>11%</td>
<td>9%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Yes — more than three years ago</td>
<td>9%</td>
<td>7%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Don’t know/Does not apply</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*G: Have you updated your media agency contract to address "transparency" issues around media rates, discounts, WRIs, and other cost benefits the agency might receive from media vendors? Note: Some numbers may not add up exactly to 100% due to rounding.
FOUR TIPS FOR DISCOVERING AND SHARING YOUR BRAND’S PURPOSE

HOW TO MAKE THE MOST OF STORIES ON SOCIAL MEDIA

FIVE EMERGING MARKETING TRENDS THAT WILL MATTER EVEN MORE IN THE FUTURE

FOUR THINGS B2B MARKETERS SHOULD DO TO PREP FOR 2020

FOUR TIPS FOR BETTER B2B BRAND MARKETING

FOUR WAYS YOUR B2B BRAND CAN IMPLEMENT AUTOMATION

Four Ways for B2B Marketers to Make Better Use of Data
BRANDING EXAMPLES — INSIGHT BRIEFS AND WHITE PAPERS
BRANDING EXAMPLES — WEB SLIDERS

ANA Podcast Network
Listen to discussions on the future of marketing, the power of purpose, and marketing’s legal implications.

Right now: Multicultural Marketing & Diversity Conf. (U)
Follow live coverage from San Diego on social media as the conference concludes Friday.

Discover Your True North Star (U)

2019 Influencer Marketing Conference (U)
November 20-21: Learn how to expertly navigate the hurdles of the booming industry.

The CMO Growth Council and ANA Masters Circle
A 360-degree focus on driving growth for your business.

Best Jobs You’ve Never Heard Of
Join the movement to market marketing on campus
BRANDING EXAMPLES — NEWSSTAND WEBPAGE

ANA Newsstand
The marketing intelligence marketers need to drive growth.

Editors' Picks

- Catering to Gen Z Means Shunning Traditional Marketing
- Appealing to Millennial Values
- Connecting with the MTV Generation
- Giving Boomers the Right Impression

Read More
- ANA magazine
- B2B Marketer magazine
- Forward magazine
- Greater Good magazine

Defining B2B Marketing Success in a Post-Digital Era
How Data Fuels Feeding America
A New Chapter for Independent Bookstores

Submit a Research Request
BRANDING EXAMPLES — MARKETING 360 EMAIL

Hear How Popeye’s Won the Chicken Sandwich Wars at #ANAbrand

ANA Marketing 360 <info@ana-send.com>
Tuesday, December 16, 2019 at 12:07 PM
Eric Goyal
Show Details

ANA
MARKETING 360
Dining Growth for You, Your Brand, Our Industry
Customize Your Email Experience

EVENTS

2020 ANA Brand Masters Conference, presented by Twitter
March 4-5, 2020, in Fort Lauderdale, Fla.

Hear the lessons learned from some of the most viral social media campaigns of the year at the 2020 ANA Brand Masters Conference, presented by Twitter.

Bruno Cardinali, head of marketing, North America at Popeyes Louisiana Kitchen, will share how the chicken sandwich war was a nearly month-long series of events, generated millions of engagements and doubled the brand’s social media following. Cardinali will also discuss what the company learned and how it is leveraging those insights to drive engagement and brand growth.

Cardinali will be joined by CMOs and top marketers from leading brands like Mastercard, 6, Beecher’s Tasty, General Mills, Danone North America, Russell Stover Chocolates, Pepsi, IBM, The Wonderful Company, Carnival, and KENN, as well as from the marketing leaders behind the 2019 Clio Awards’ “5 for 5” program-winning campaigns.

Register today to join your colleagues to hear from an impressive group of marketing leaders.

AWARDS

Enter Your Work Now for REGGIE Award Consideration!

The REGGIE® Awards recognize excellence in brand activation solutions and campaigns of all sizes, budgets, and scopes. You can choose from 25 categories, including six new ones: innovative commerce marketing, challenger brand marketing, seasonal holiday marketing, and sports or supports marketing. You’re sure to find the best option to showcase your most innovative, integrated, and groundbreaking brand activation campaign for consideration for a REGGIE award.

The deadline to submit an entry is January 15, 2020. To download an entry pack for more information and use if your campaign has what’s it takes to join previous winners like AT&T, BlueCross, L.L. Bean, Pinto-Leg, Nickelodeon, Altra, Target, Unilever International, and Dunkin’ Brands.

Winners will be announced at the 2020 ANA Brand Activation Marketing Conference, taking place April 22-24, 2020 in San Diego, Calif., at the Hilton San Diego Bayfront.

ANA裁 Trim

American Association of Advertising Agencies (AAAA) is an independent non-profit trade association representing the U.S. advertising industry, its clients, and customers. The AAAA’s mission is to serve and protect the common interests of the U.S. advertising industry by fostering the development of a strong, efficient, and competitive advertising business sector. For more information on the AAAA, please visit www.ana.net.

Please read the terms of service on this site or visit the AAAA website for more information.

Let us know what you think about our site or leave us a comment at: www.ana-association.org or by sending us an email at info@ana-send.com.

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View the full list of ANA partners at: www.ana-send.com
BRANDING EXAMPLES — SOCIAL MEDIA HEADERS AND POSTS

2019 INFLUENCER MARKETING CONFERENCE
November 20-21 // New York, N.Y.
ANAInfluenceMarketing
www.ana.net/influencer19

2019 DIGITAL & SOCIAL MEDIA CONFERENCE
JULY 24-26 // SAN DIEGO, CALIF.
ANADigital // www.ana.net/DSC19

2020 ANA DC NONPROFIT CONFERENCE
FEBRUARY 10-21 // WASHINGTON, D.C.
Do you have an idea for an amazing education session? We want to hear from YOU!
DEADLINE EXTENDED: OCTOBER 9

2019 ADVERTISING FINANCIAL MANAGEMENT CONFERENCE
APRIL 23-25 // PHOENIX, ARIZ.
ANAFinM // www.ana.net/AFMC19

2019 MASTERS OF B2B MARKETING CONFERENCE
MAY 29-31 // CHICAGO, IL.
#ANAMasters