

ANA



2018 ANA Data & Measurement Conference

Bob Liodice

Chief Executive Officer

Growth!!!

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Growth

Jez Frampton
chief executive officer

“Growth is fundamental to life. It is an inherent part of being human. Shifts in behavior, expectations and experiences provide incredible opportunities for business growth. One of the most critical ways to turn change into growth is by building a strong brand.”

Interbrand

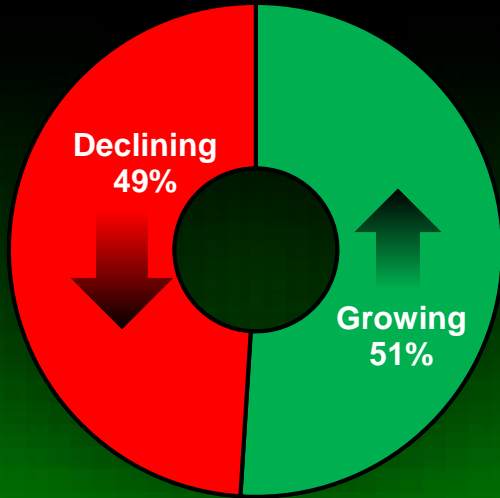
Marketer Decision Making

But...are we making the
right decisions to
optimize growth?

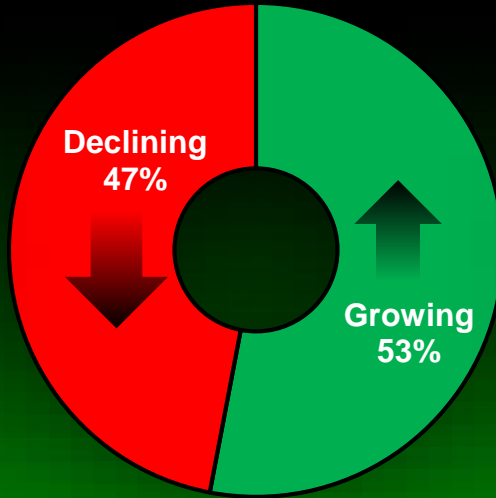
History says... "No!!!"

Fortune 500 – 2016-18 After Tax Profits

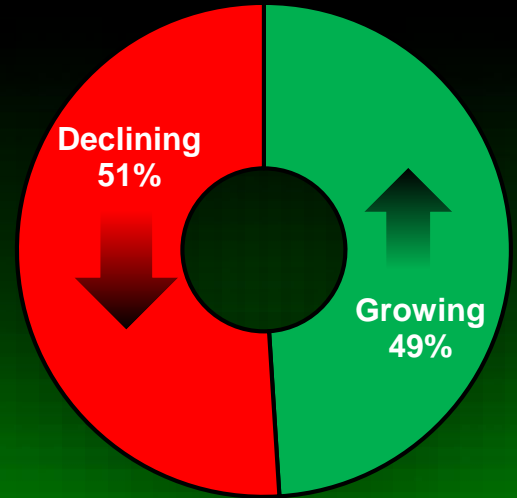
2016



2017



2018



Marketer Weaknesses

- Data
- Analytics
- Data-Driven Marketing

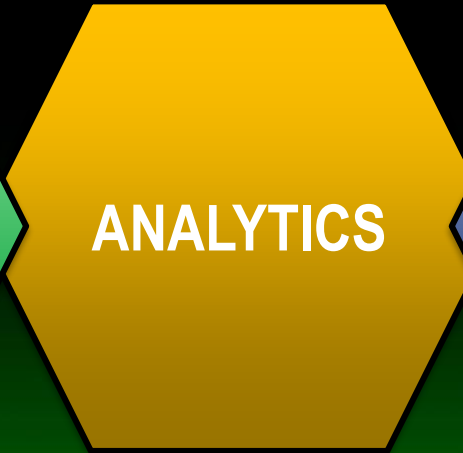
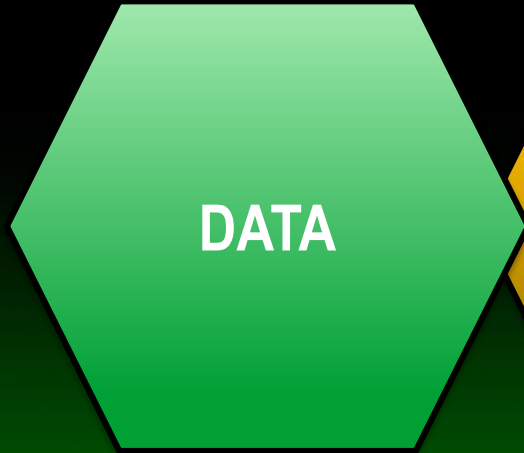
Marketer Goals

*Become a
Data-Driven
Organization*

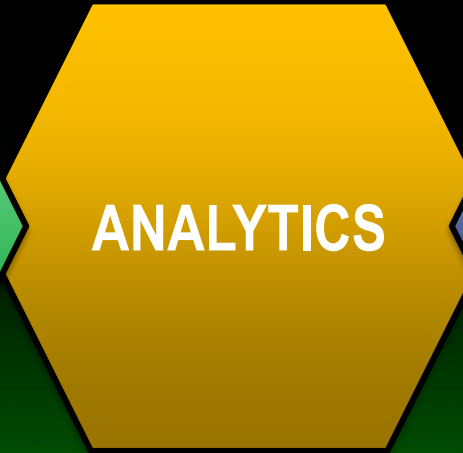
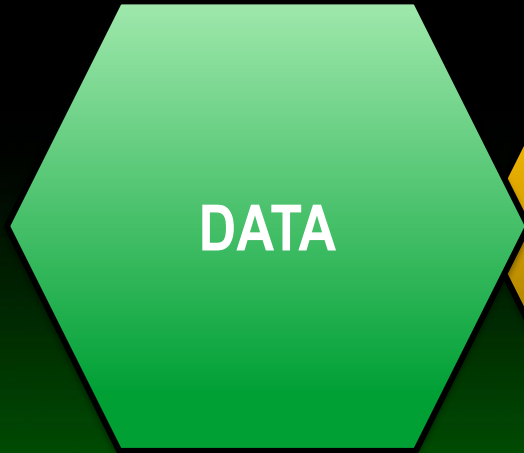


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Lessons:

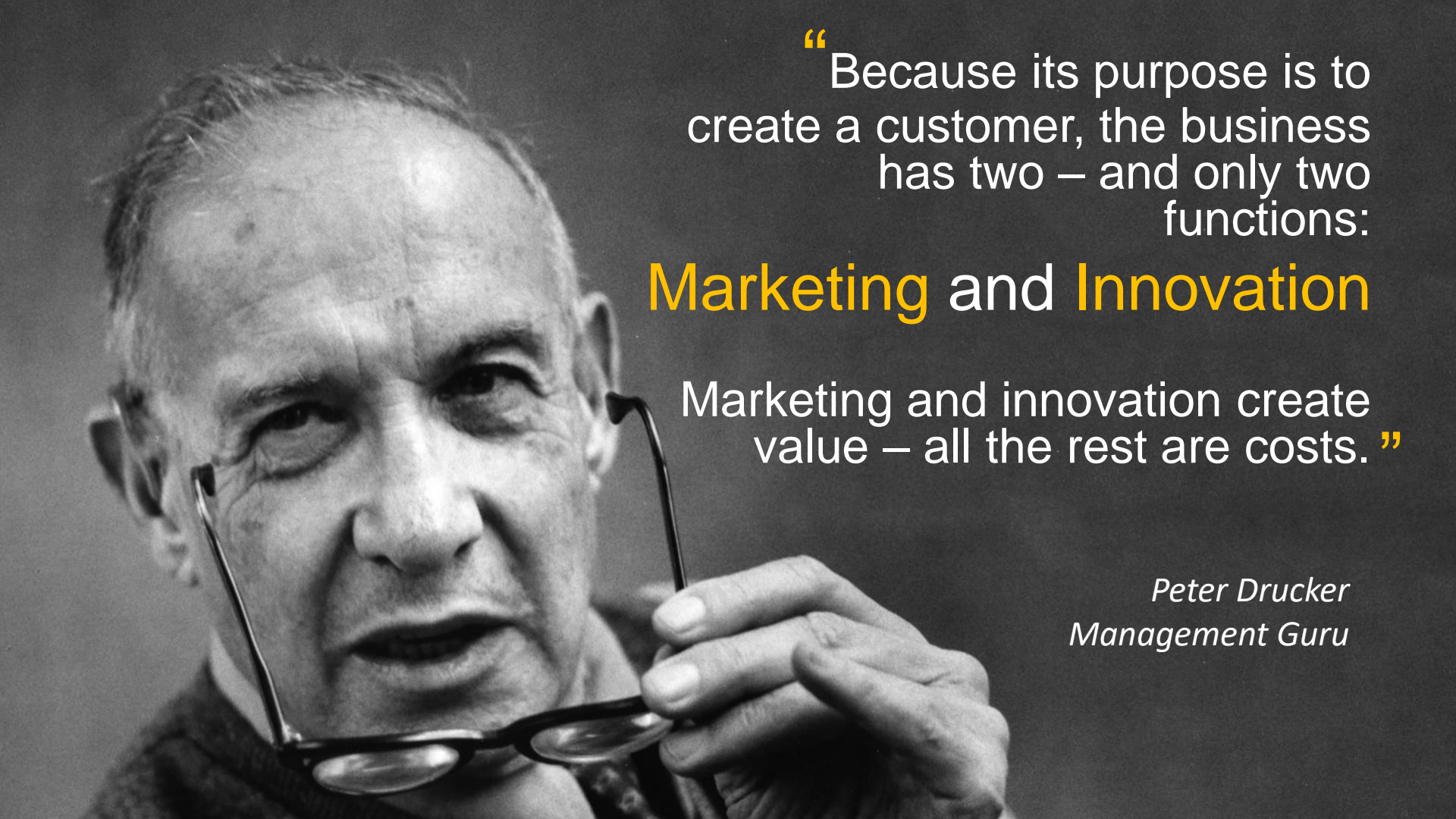


Lessons:



GROWTH!!!

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A black and white close-up portrait of Peter Drucker. He is looking slightly to the right of the camera with a thoughtful expression. He is holding a pair of dark-rimmed glasses in his right hand, with the frames resting near his chin. The background is a dark, neutral color.

“ Because its purpose is to create a customer, the business has two – and only two functions:

Marketing and Innovation

Marketing and innovation create value – all the rest are costs. ”

*Peter Drucker
Management Guru*

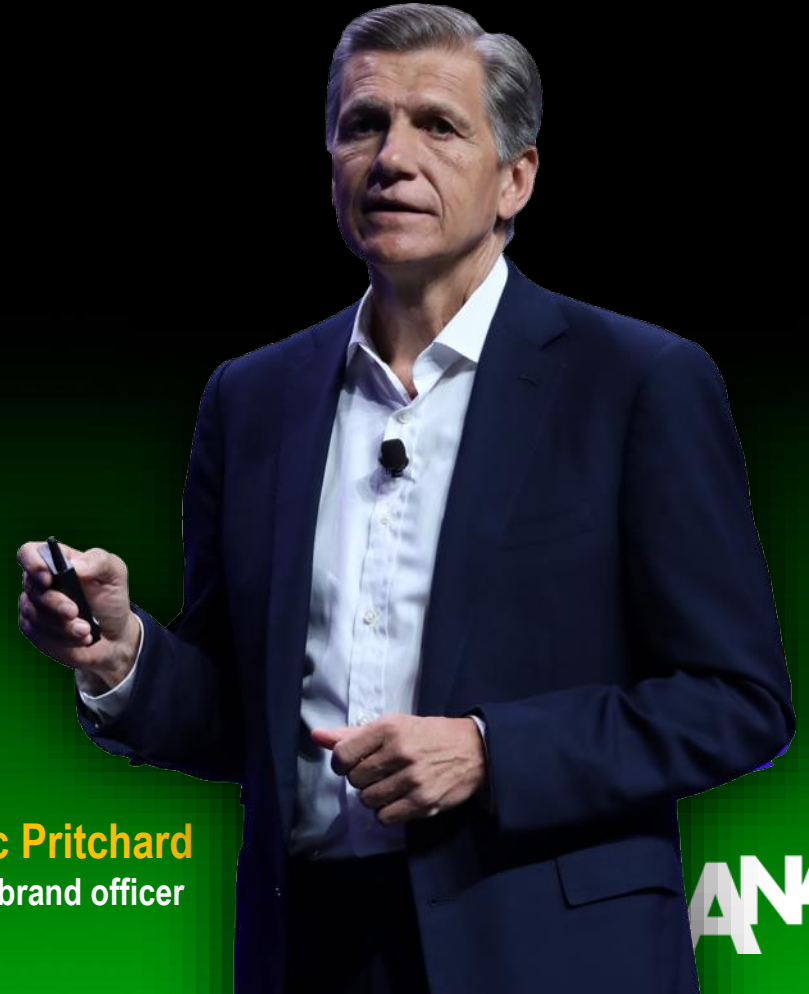
Growth Rate by Sector – 2014-16

Healthcare	+12.6%	Apparel	+0.3%
Technology	+6.3%	Automotive	+0.2%
Food and Drug Stores	+3.2%	Media	+0.0%
Retail	+2.1%	Restaurants & Leisure	-0.1%
Telecommunications	+2.0%	Household Products	-0.3%
Transportation	+1.8%	Materials	-0.6%
Financial Services	+1.1%	Chemicals	-0.8%
Business Services	+0.5%	Industrials	-1.2%
Defense & Aerospace	+0.4%	Food, Beverages, Tobacco	-1.4%
Engineering & Constr.	+0.4%	Energy	-19.0%



Growth

“Transform,
innovate, and
drive growth.”



Marc Pritchard
ANA chairman and chief brand officer





MASTERS CIRCLE

Aligning CMOs with Industry Leadership & Growth



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



Measurement Data/Analytics Accountability

Marketer's Responsibility



Marketer Goals

Creating a Culture of Accountability



Why the
struggle?

Talent



Marketing Organizational Shortfalls





The Advertising
Research Foundation

nielsen



Everybody Governs..

Nobody Governs..



Alliance for
Advertising Measurement



BPA

comSCORE®



ANA

Privacy



GDPR

**California
Privacy Act**



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Four-Part Plan

1. The Global CMO Growth Council



Global CMO Growth Council Agenda

- Technology & Data
- Talent
- Brand Innovation
- Customer Centricity
- Society and Sustainability

2. Create the Data Analytics Center



- Data
- Measurement
- Analytics

3. Acquire the DMA – The Data & Marketing Association



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3. Acquire the DMA – The Data & Marketing Association



4. Leadership – Council for the Future of Marketing, Data & Technology

- P&G
- JPMorgan Chase
- Kelloggs
- American Express
- St. Jude Children's Research Hospital
- AT&T
- Ogilvy
- Experian
- Epsilon
- Neustar
- Media Math
- IBM

4. Leadership – Council for the Future of Marketing, Data & Technology

- Define common approaches to data and technology
- Define a “New Paradigm” for data use/privacy
- Build Brand data practices
- Demonstrate responsible data use as a force for good