

ANA

OUR PRODUCTS AND SERVICES

DRIVING GROWTH FOR YOU, YOUR BRAND, OUR MARKETING INDUSTRY

www.ana.net

ANA Growth Agenda



ALL IN ON DRIVING GROWTH

The ANA is the largest and most influential organization in the world for marketers, those who help brands grow and prosper, and the nonprofit community. We drive growth by fueling powerful marketing, growing the quality of talent, and transforming the industry. We are obsessed with delighting our members through superior products and services and an unwavering commitment to helping them become more effective marketers, build stronger brands, and develop a more productive industry through bold leadership and innovative programs.

Our close-knit community comprises 50,000 individuals from 1,600 leading companies and organizations of every size. Our members represent 20,000 brands that collectively spend \$400 billion in marketing and advertising annually.

We challenge members and the industry to collaborate as a community and leverage their leadership for business and brand growth. In 2018, the CMO Growth Council was established by the ANA and Cannes Lions to build a roadmap for driving business growth through marketing. Led by Procter & Gamble Chief Brand Officer Marc Pritchard, the Council includes leading CMOs from 25 top brands around the world.

The CMO Growth Council has identified four “growth priorities:”

- **Brand Experience, Creativity, and Media**
- **Data, Technology, and Measurement**
- **Talent and Marketing Organization**
- **Society and Sustainability**

The Council is working to identify global marketing objectives and tangible outcomes. These priorities directly influence the 12 focus areas that comprise the ANA Growth Agenda, which the ANA has embraced to drive business, brand, and industry growth.

We invite you to learn all the ways the ANA's industry-leading products, services, programs, and advocacy work can help make a difference in your efforts to drive growth.



By creating positive change across a broad spectrum of arenas, we are shaping the future of marketing and driving the industry forward.”

— ANA CEO
BOB LIODICE

OUR MEMBERS

ANA members represent some of the most powerful and influential brands and nonprofits in the world. More than a third of our member organizations spend less than \$5 million in media annually, yet they receive the same uncompromising, personalized services as members at the opposite end of the spending spectrum. Our extraordinarily diverse membership includes:

CLIENT-SIDE MARKETER MEMBERS:

Nearly 1,000 leading companies, representing an estimated 20,000 brands, fall into this category. Headquartered in 41 of 50 states and D.C., these members are leaders and innovators in banking and finance, food and beverages, technology and packaged goods, and every business category in between.

MARKETING SERVICE PROVIDER MEMBERS:

Encompassing more than 600 leading agencies, law firms, media companies, suppliers, and consultants, marketing service provider members make a difference across the marketing ecosystem, through superior products and services, thought leadership, and collaboration.

NONPROFIT MEMBERS:

The ANA Nonprofit Federation, which represents fundraising and marketing organizations, is an aggressive and effective advocate for nonprofits on postal, regulatory, legislative, and accountability issues. It has also led the way in professional education, networking, and industry advancement.

Further enriching the ecosystem is the work of the nonprofit ANA Educational Foundation (AEF), which has the mission of enhancing the understanding of advertising and marketing within the academic and marketing communities, as well as the ANA-led Email Experience Council, the premier organization for email marketing professionals.

TALENT DEVELOPMENT AND CONTENT

As the marketplace evolves and becomes increasingly complex, the ANA ensures our members have the necessary skills and resources to lead the industry's transformation. ANA members value the breadth and depth of our unrivaled proprietary content, first-party research, and leading-edge training programs 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 actionable best practices, insightful event recaps, in-depth research reports, award-winning case studies, and leading-edge tools and templates advance marketing excellence and drive better decision making. ANA members also take advantage of the MKC's Ask the Expert research service in real time for customized answers to their specific marketing challenges. The confidential service responds to more than 3,000 requests annually.

MARKETING TRAINING & DEVELOPMENT CENTER

The Center equips thousands of marketers with the skills they need to advance their careers, increase the knowledge of their teams, and enhance their brands. We offer a growing suite of virtual and on-demand training programs, led by respected client-side marketers and industry thought leaders with years of real-world experience. Members also take advantage of the Certified ANA Marketing Professional (CAMP) program to ensure they meet the ANA standards for today's multi-faceted marketing, as well as half-, full-, and multi-day training programs on career-critical topics.

ANA EDUCATIONAL FOUNDATION (AEF)

The AEF is the only nonprofit organization in the U.S. connecting businesses to academic leaders. We educate and inspire the next generation of talent while advancing the understanding of the role of marketing and advertising in society.

EMAIL EXPERIENCE COUNCIL (EEC)

The ANA-led EEC is the premier organization for email marketing professionals. Members network and knowledge share through webinars, meetups, and the annual ANA Email Evolution Conference. The EEC is committed to highlighting the positive impact and importance of email as a marketing tool and sets the industry standards for email.

EVENTS AND AWARDS

We offer more than 700 gold-standard events annually, most of which can be attended without having to leave the comfort of your home or office. From national and members-only conferences to webinars and committee meetings, these enlightening events provide the latest thinking from the best and brightest marketers in the industry in the key areas of brand and media management, business-to-business marketing, data marketing and analytics, and brand activation. Our members, from the most junior marketer to the CMO, walk away with valuable, relevant insights and best practices that they can immediately apply to their business or brand. Best yet, depending on membership level, nearly every event we host is complimentary, and there are no restrictions on participation. We also produce some of the industry's foremost awards programs.

NATIONAL INDUSTRY CONFERENCES

ANA marketers who collectively manage hundreds of billions of dollars in annual marketing spend take advantage of our 15 industry conferences to engage, share, and learn. The compelling content allows members to stay current on the latest marketing trends, best practices, and industry initiatives. In addition to virtual experiences, we also offer onsite events where members enjoy fabulous networking with marketing A-list attendees and superb evening entertainment — all in first-class locations. Our signature event, the Masters of Marketing Conference, brings together nearly 3,000 members and nonmembers to hear a who's who of CMOs share their remarkable stories of brand growth.

HALF-DAY CONFERENCES

At our three-hour virtual conferences, members enjoy insightful and engaging content covering topics of most interest to today's marketers — from innovation and digital media to shopper marketing and measurement. These inspiring events allow attendees to re-energize, advance their thinking, and collect actionable ideas that can drive growth within their organizations.

WEBINARS

We offer more than 100 complimentary members-only webinars throughout the year, on a wide range of key topic areas. At these hour-long events, our members benefit from perspectives and insights from top marketers and industry experts. The rich, relevant, and actionable content can be enjoyed from the comfort of members' offices or homes.

COMMITTEES

With more than 40 member-led committees, ANA members stay involved in the marketing industry and address key industry issues. Each committee meeting, held virtually, advances members' marketing knowledge, provides a forum for peer-to-peer exchange, and builds camaraderie — all in an environment that encourages thought leadership.

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 International ECHO Awards
- ANA B2B Hall of Fame
- ANA Rising Marketing Star Award

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

BUSINESS SYSTEMS

TO DRIVE INDUSTRY GROWTH and serve the needs of our members, the ANA leads and or participates in more than 40 different “business systems” driven by our four Global Growth Council priorities:

- **Brand Experience, Creativity, and Media**
- **Data, Technology, and Measurement**
- **Talent and Marketing Organization**
- **Society and Sustainability**

The active pursuit of all our goals, objectives, and priorities is largely done by these business systems, which include #SeeHer, the Alliance for Inclusive & Multicultural Marketing, the Center for Brand Purpose, the Trustworthy Accountability Group, and Ad-ID.

Learn more at www.ana.net/industryinitiatives

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, through programs like the Digital Advertising Alliance, the Advertising Self-Regulation Council, and the Coalition for Better Ads.

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 the industry’s premier national conference for legal and marketing professionals, as well as a Legal Affairs Committee and a specialty webinar series on legal and regulatory affairs.

Learn more at www.ana.net/advocacy

“

If you’re in marketing you should check out the Association of National Advertisers. It’s a phenomenal organization that is all about providing the tools and information for growth, including great conferences and other gatherings.”

— JASON MORROS,
VP AND HEAD
OF INTEGRATED
MARKETING,
EDISON PROPERTIES

DRIVING GROWTH

Stronger and more involved than ever, the ANA provides superior service and serves as the voice of the industry. 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 driving brand growth and 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, or contact us directly at **212.697.5950** or info@ana.net.

The ANA logo is rendered in a bold, green, sans-serif font. The letters are thick and blocky, with the 'A's having a slightly irregular, hand-drawn appearance. The 'N' is positioned between the two 'A's, and the overall composition is centered at the bottom of the page.