



2022 ANA GLOBAL CMO GROWTH SUMMIT

Orlando | Oct. 24-25



Key takeaways and actions

Sponsored By





A UNITED FORCE FOR GROWTH AND GOOD

The fifth annual ANA Global CMO Growth Summit brought marketing's leadership together to unite on the actions we will take in the year ahead.

Chief Marketers hold one of the most influential positions in business today. With our unique ability to impact business as well as the lives of the people we serve and the planet we live in, we hold a responsibility to work together to address the entrenched habits and systems that limit market growth.

Through two Accelerator Forums, followed by a special joint session of the ANA Board and Summit Delegates, this year's Summit dove deep into the actions CMOs can take internally and externally across:

- Sustainability
- Diversity, Equity, Inclusion, and Belonging (DEIB)
- Talent Development
- Humanized Brand Growth



DIVERSITY, EQUITY, INCLUSION, AND BELONGING

1. Achieve equal representation in the media and creative supply chain
2. Eliminate systemic investment inequities in the media and creative supply chain
3. Eliminate bias and inaccuracies in accurately portraying all humanity in advertising, content, and media
4. Eliminate hateful and discriminatory content online

UNITING OUR INDUSTRY

During the Growth Council Forums at Cannes this past June, we agreed to prioritize five Initiatives:

Data, Technology, and Measurement

Create value for all stakeholders throughout the entire brand experience at scale, CMOs need to leverage data and technology at full potential.

Diversity, Equity, Inclusion, and Belonging

Achieve equal representation and eliminate systemic investment inequities in the media and creative supply chain. Eliminate bias and racism by accurately portraying all humanity in advertising, content, and media. Eliminate hateful and harmful content online. The ANA will streamline the business machines (SeeHer, AIMM, AEF, supplier diversity, etc.) for action.

Sustainability

Leverage the CMO Sustainability Accelerator to adopt Ad Net Zero's existing five-point action plan, and the guidelines outlined in Mainstream Green.

Brand, Creativity, and Effectiveness

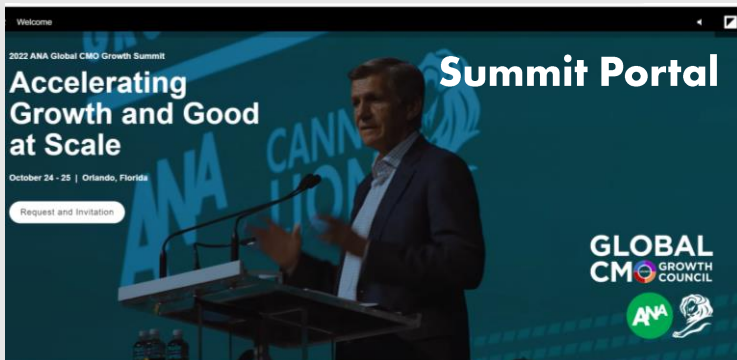
Develop a Brief for Growth for anyone that works on the brand. Facilitate adoption of the Seven Universal Brand Growth KPIs as a standard dashboard for marketing.

Talent

Close the skills gap by developing universal competency frameworks that are flexible and will evolve with the pace of innovation. This will help marketers support diverse talent development and build inclusive leadership skills.

The Summit Portal

Resources and tools for CMOs, from the Summit



For more Summit details and to visit the portal, [click here](#).

The Growth Council Leadership Team



Dean Aragon
Shell



Marcel Marcondes
Anheuser-Busch



Norman De Greve
CVS Health



Marc Pritchard
P&G



Mathilde Delhoume
LVMH



Raja Rajamannar
Mastercard



Alicia Enciso
Nestlé USA



Elizabeth Rutledge
American Express



Julia Goldin
LEGO Group



Karen Walker
Intel



Bob Liodice
ANA



Nick Primola
ANA Growth Council

THE ANA GROWTH AGENDA



Developed by the Global CMO Growth Council.
A 360-degree focus on driving growth for your business and the industry.



SUSTAINABILITY



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**United as a community of marketing leaders,
we will drive consumer behavioral change
towards more sustainable practices.**

Sustainability represents one of the greatest opportunities to drive market growth in the next several years.

CMOs can use marketing to drive sustainable change at massive scale by influencing customer behavior.



These resources, created at the direction of the Growth Council, are available to CMOs for accelerating actions for growth and good.



CMO Sustainability Accelerator

A partnership between the ANA, Sustainable Brands, and Adweek, powered by BCG. Our goal is to help CMOs drive more growth through sustainable business strategies. The Accelerator has been the industry's go-to community for sharing knowledge and best practices. [Link](#)



Ad Net Zero

The Ad Net Zero framework aligns our industry around metrics and actions to and reduce carbon emissions from advertising. The CMO's role in this work is to drive change throughout the supply chain. While many advertising emissions are produced by agencies, they fall within the scope of brands. As marketers create briefs and determine key criteria for advertising, we can influence how advertising is produced, and the channels being used. Ad Net Zero will formally launch in the US in early 2023. [Link](#)



Mainstream Green

This new guide by the CMO Sustainability Accelerator and BCG highlights ways to link sustainability to broader related needs and remove barriers to growth for customers for whom sustainability is a concern, but not a primary driver. [Link](#)

**CMO SUSTAINABILITY
ACCELERATOR**

ADWEEK

ANA

SB

Powered by: **BCG**

Sustainability Accelerator

10/25 | 8 – 9:30 a.m.

Without the CMO voice, sustainability as a growth strategy would not be possible.

Lauren Taylor

*Managing Director
and Partner*



Participating Delegates agreed to take the actions outlined below throughout 2023.

ACTIONS

1. [Ad Net Zero](#) is key to measuring and reducing carbon emissions in our industry. We agreed to appeal to the C-Suite within our organizations now, to drive the long-term changes we need. CMOs have a unique role in strategy as the voice of the customer. Reach out directly to the US Lead for Ad Net Zero, [John Osborn](#) for support.
2. Driving sustainable customer behavior change works best when sustainability is an “and” not an “or” – among other drivers of choice, like health or efficiency. We will now innovate to make this happen and turn sustainability into a win-win-win, for companies, customers, and the environment. We will report progress quarterly. Please reach out to [Liz Kneebone](#) about sharing your story.
3. Inflation is having a major impact on consumer purchasing decisions, which brands must account for in creating sustainable purchasing options. The [CMO Sustainability Accelerator](#) will provide resources to help CMOs continue to innovate sustainable practices that drive growth.

If you have any questions about how to drive [Mainstream Green](#) or would like to dig into the consumer insights supporting the action plan, please reach out directly to MainstreamGreen@bcg.com



Additional Resources

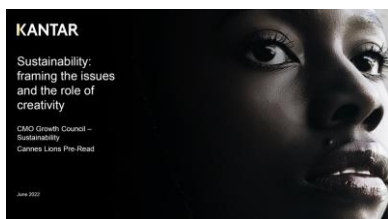
Sustainability



Research and Guides



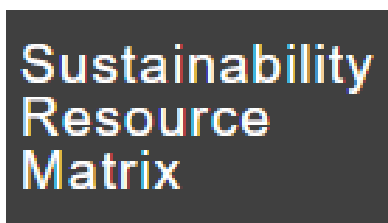
[Link](#)



[Link](#)



[Link](#)



[Link](#)



[Link](#)

Business Systems: *Helpful Resources for You to Use*



Global CMO Growth Council Society and Sustainability Working Team [Link](#)

THE AD NET ZERO ACTION PLAN

The Ad Net Zero Action Plan

Ad Net Zero's five-point Action Plan provides our industry with a guide for its transition to net zero. [Link](#)



SUSTAINABILITY COMMITTEE

Nominate someone from your team

The Sustainability Committee brings together practitioners from brands across the industry to address all segments of Sustainability — People, Society, and Planet. [Link](#)

CMO SUSTAINABILITY ACCELERATOR



Powered by: BCG

This partnership between ANA, Adweek, and Sustainable Brands, powered by BCG, will help CMOs advance the growth agenda inside their organizations, supply chains and beyond. [Link](#)

[Link to additional business systems](#)

Join the Growth Council Sustainability Working Team

[CLICK HERE](#)

Elevate our work force to keep pace with marketing transformation.

We will impact 50,000 marketers and 50,000 students by the end of 2023.

By the end of 2023 we will ensure that 50,000 people in the marketing industry will participate in learning programs that are endorsed by the Global CMO Growth Council. This goes for anyone in the industry, anywhere and at any level – from student through CMO.



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Upskilling Current Talent Pool

The ANA Marketing Capabilities Framework for Growth is a first-of-its-kind aggregation of frameworks from world-class brands that provides CMOs with an understanding of the competencies required for developing modern marketing talent. We now need you to contribute. [Link](#)



Global Day of Learning

In 2021, the ANA introduced the industry's first global day of learning –free to anyone in marketing. On December 6, we will offer the next 24-hour learning session. Pass this link on to your teams, your agencies, your partners, and anyone you know in advertising and marketing, including students and professors. [Link](#)



The Future of Engagement in the Metaverse

Join a select group of leaders to help set marketing standards for transforming customer experience in the Metaverse. [Link](#)



The ANA CMO Leadership Program with IRG

A specially designed executive leadership program to help senior growth leaders connect, build leadership capability, and drive new growth. Starting February 2023, there is limited space for a new cohort to join the 12-week program, working individually, in small groups, and in plenary sessions. [Link](#)



Reaching Students

Please support the next evolution of the ground-breaking “Marketing Marketing” campaign to influence student entry in the marketing field. [Link](#)

Talent Accelerator

10/25 | 9:30 – 11:00 a.m.



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**The single
biggest
community that
will change the
future of
marketing is
academia.**

Raja Rajamannar
*Chief Marketing &
Communications Officer
and President,
Healthcare Business*



**Participating Delegates agreed to take the actions
outlined below throughout 2023.**

ACTIONS

1. For Industry: Contribute to the Marketing Capabilities Framework for Growth. Contact Jerusha Harvey at jharvey@ana.net
2. For CMOs:
 - Participate in the [ANA CMO Leadership Program](#) in partnership with Institute for Real Growth (IRG)
 - Contribute your time and insights for [Global Day of Learning](#) sessions or connecting with students.
 - Participate in the ANA Future of Growth Series. The next session will take place on November 30 – addressing the future of customer engagement in the metaverse.
3. For Practitioners: Invite your teams, agencies, and partners to participate in the next [Global Day of Learning](#) (December 6, 2022)
4. Build our Pipeline: Connect with Academia and Students
 - [Speak to students on campus through the AEF](#)
 - Sign on as an AEF Mentor. Contact [Amy Spelman](#)
 - [Host an ANA Marketing and Advertising Education \(MADE\) intern](#)
 - Lend your voice to the [Marketing Marketing](#) campaign. [More here.](#)
 - Donate media and turn over social channels to support the campaign. Contact [Gordon McLean](#)
 - [Gift an ANA Membership to a university or college to create a partnership](#)

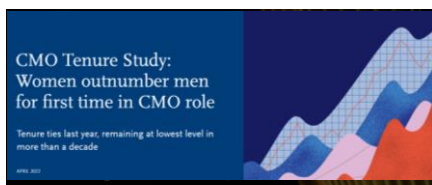


Additional Resources

Talent



Research and Guides



[Link](#)



[Link](#)



[Link](#)



[Link](#)

Business Systems: Helpful Resources for You to Use



ANA Educational Foundation

The bridge that connects the advertising, marketing, and academic communities. We educate and inspire the next generation of talent and advance the understanding of marketing and advertising in society. [Link](#)



Certified ANA Marketing Professional Program

The Certified ANA Marketing Professional (CAMP) program is a rigorous, 35-hour online certification program that covers the entire marketing process. From strategy and brand activation to implementation across digital and analytic applications, CAMP represents the full spectrum of activities every marketer should be familiar with. [Link](#)

[Link](#)



Marketing Training & Development Center

ANA Marketing Training & Development Center

The ANA's MTDC provides marketers with relevant knowledge, insightful case studies, and interactive exercises that promote learning and behavioral change. [Link](#)



Best Jobs Ad Board

Partnership with [WayUp](#) to create a job board featuring exciting entry-level positions at a range of companies, including American Express, Procter & Gamble, Sephora, L'Oréal USA, Publicis Media, and many more. [Link](#)

[Link to additional business systems](#)

Join the Growth Council Talent Working Team

[CLICK HERE](#)

Joint ANA Board/ Summit Delegate Session

DEIB Focus - 10/25 | 11:00 a.m. – 1:00 p.m.

As CMOs, we have a responsibility to make markets bigger. And the multi-cultural market is the biggest opportunity for growth.

Marc Pritchard
Chief Brand Officer



Participating Delegates agreed to take the actions outlined below throughout 2023.

OBJECTIVES

1. Achieve equal representation in the media and creative supply chain. This means mirroring the population of the country in the entire supply chain: marketers, agencies, media companies, production companies, and everywhere in between.
2. Eliminate systemic investment inequalities in the media and creative supply chain. Currently, less than 5% of media spend goes through Black, Hispanic, or Asian/Pacific Island -owned and operated media companies. We need to change this.
3. Eliminate bias and racism by accurately portraying all humanity in content and media. [SeeHer](#), [AIMM](#), and others have helped us make great progress – yet we have a long way to go.
4. Eliminate hateful and harmful content online. The Global Alliance for Responsible Media ([GARM](#)), and [#EngageResponsibly](#) are good resources [here](#).





DEIB

Joint ANA Board/Summit Delegate Session



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There is no general market. Multicultural marketing is mainstream marketing.

Participating Delegates agreed to the following actions.

- Retire the dated term “general market. The right habit to adopt is to build multicultural marketing into the fabric of everyday marketing.
- Own the creation of the playbook that brings together case studies and practices, and to hold ourselves accountable for reporting progress
- Create the coalition to help advance technology, content, access, and partnerships, and eliminate algorithmic biases
- Drive greater investments into the diverse media ecosystem. There is not enough inventory, programming, content, or diverse creators. Click for a full list of [ANA Certified Diverse Suppliers](#).



These resources, created at the direction of the Growth Council, are available to CMOs for accelerating actions for growth and good.



DEIB Game Changer: Paramount – Content for Change

By building on its efforts to further inclusion in content creation, programming and workplace culture, Paramount has made a long-term commitment to fighting systemic inequality. As leaders, we can too. [Link](#)



DEIB Game Changer: AB InBev – Cannes LIONS Award-Winning Inclusive Case Study

AB InBev launched “E-nterpreters,” a tool designed to help 100 million deaf gamers around the world connect more closely with their peers while gaming. [Link](#)



SeeHer GEM

To help benchmark success, in 2016 SeeHer developed the Gender Equality Measure (GEM®), the first research methodology that quantifies gender bias in ads and programming. GEM® has become the global measurement standard, measuring 300,000+ ads, representing 87% of worldwide ad spend. [Link](#)



AIMM Cultural Insights Impact Measure

CIIM™ is a new metric that identifies the impact and effectiveness of cultural insights in ads and programming and how these have the potential to affect sales lift. [Link](#)



ANA Recognized Certified Diverse Supplier

Our curated Certified Diverse Suppliers list, initially published in July 2020 is updated regularly. The latest edition features 425 companies. The list is also available in Excel which allows users to sort by column. [Link](#)

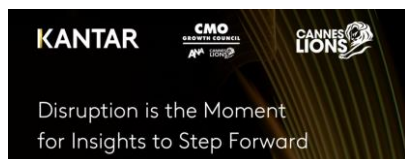
Additional Resources

Diversity, Equity, Inclusion, and Belonging

Research and Guides



[Link](#)



[Link](#)



[Link](#)



[Link](#)



[Link](#)

Business Systems: Helpful Resources for You to Use



Alliance for Inclusive and Multicultural Marketing

The ANA's AIMM is a coalition of entities from the entire marketing ecosystem, representing the Hispanic, African American, Asian, and LGBTQ+ markets. [Link](#)



World Federation of Advertisers

World Federation of Advertisers

Calls on leaders at all levels in marketing and their agency partners to build an industry of true inclusion, one that measures its achievements and is open when it falls short. [Link](#)

[Link to additional business systems](#)



SeeHer

SeeHer's mission is to increase the accurate portrayal of all women and girls in marketing, advertising, media, and entertainment, so they see themselves as they truly are and in all their potential. [Link](#)



Free the Work

A global nonprofit levelling the playing field for creators behind the lens everywhere. [Link](#)

Make a positive impact in production by creating a more diverse and inclusive work environment. [Link](#)



Join the Growth Council DEIB Working Team

[CLICK HERE](#)



Marketing can and must reframe how we do business – as brands for humans.

We will stop using references like B2C or B2B or B2B2C. It will always be – B4H (brands for humans).

We will adapt the way that we recognize and reward great work. And we will change the way we select for the people who are judging it.

In 2023, Cannes LIONS will ask every single entry to include information on:

- the results and growth of the campaign
- the CO2 emissions as part of production
- the composition of the team behind the camera and involved in the development of the work
- assess how people are being represented in the work

Cannes LIONS will also ensure that juries will represent society, rather than industry.



These resources are available to CMOs for accelerating actions for growth and good.



Cannes LIONS International Festival of Creativity | June 19-23, 2023 – Cannes, France

Actively participate in Cannes Lions – the recognized leader in gold-standard creativity, and the only global event that covers every aspect of how the industry is evolving. [Link](#)



Brands for Humans

Leverage the [Bands For Humans Platform](#) – devised by the Growth Council to define the role of modern marketing and drive a deeper understanding of the data and insights from the people we serve. [Link](#)



The da Vinci Growth CMO

Employ the principles of [the da Vinci Growth CMO](#). The strongest companies and leaders are those that are purposeful and confident about their role in society. The businesses that are exceeding expectations are winning because they prioritize understanding the needs of, and creating value for, all their stakeholders, including colleagues, consumers, communities and the capital markets. [Link](#)



Brand KPIs

Establish the financial value of a brand. We need a clear and common understanding of how the marketing function contributes to business growth. [Link](#)

The Role of the CMO in Humanized Growth

10/25 | 1:30 – 3 p.m.

Companies are seeking a new kind of growth that addresses the needs of consumers, colleagues, communities, and capital markets. We call this Humanized Growth.

Marc de Swaan Arons
Founder



ACTIONS

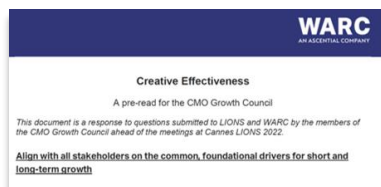
1. Leverage the [Bands For Humans Platform](#) – devised by the Growth Council to define the role of modern marketing and drive a deeper understanding of the data and insights from the people we serve
2. Employ the principles of [the da Vinci Growth CMO](#). The strongest companies and leaders are those that are purposeful and confident about their role in society. The businesses that are exceeding expectations are winning because they prioritize understanding the needs of, and creating value for, all their stakeholders, including colleagues, consumers, communities and the capital markets.
3. Establish the financial value of a brand. We need a clear and common understanding of how the marketing function contributes to business growth.
4. Participate in the [ANA CMO Leadership Program](#) in partnership with Institute for Real Growth (IRG)



Additional Resources

Brand Creativity and Effectiveness

Research and Guides



[Link](#)



[Link](#)



[Link](#)



[Link](#)

Business Systems: Helpful Resources for You to Use



LIONS: The Work
The world's most extraordinary creative thinking. LION-winning work affects culture and drives measurable growth. You can use it to do the same. [Link](#)

[Link to additional business systems](#)



WARC provides insight, intelligence, evidence, expertise, case studies, benchmarks, and guidance to help marketers navigate any challenge with confidence. [Link](#)



#EngageResponsibly
Helps brands, social media platforms, and consumers to drastically reduce online hate speech. It seeks to leverage the power of big brands to empower and engage small to mid-size businesses (SMBs) and consumers to act against online hate. [Link](#)



Join the Growth Council Brand Working Team

[CLICK HERE](#)

About the Global CMO Growth Council

The Global CMO Growth Council is the international organization for transforming marketing into a force for growth and good. It was established by the ANA and Cannes Lions in 2018. Each year, the Global CMO Growth Summit engages the foremost marketing and business leaders to shape the global growth agenda for the year ahead.

This year, council leaders strove to unlock growth challenges related to creating people-centered brand innovation, harnessing technology more effectively, portraying all people more accurately through our work, increasing transparency across media and measurement, closing the growing talent gap, and creating a more diverse and sustainable end-to-end industry ecosystem.

Underlying questions addressed during the Summit:

1. What is the most important action we can take collectively across the industry to accelerate growth in each priority area?
2. What is the most important step we can take to scale each action across the industry?

Contact Nick Primola, Group EVP,
ANA Global CMO Growth Council:
global-cmo-growth-council@ana.net

