

ANA 2024 MASTERS *of* MARKETING



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5 TAKEAWAYS IMPACTING BRANDS RIGHT NOW



Google Cloud



Adobe

L'ORÉAL

1 GEN AI: A NEW NORM ***“HUMILITY, CURIOSITY, AND ADAPTABILITY ARE WHAT WILL SET YOU APART.”***

- SARAH KENNEDY, VP, GLOBAL DEMAND & GROWTH
MARKETING, GOOGLE CLOUD

At this year's conference, AI took center stage with more sessions devoted to the topic than any other. Even discussions not specifically focused on AI inevitably circled back to its transformative role, covering how it's being used today to drive efficiency, its impact on daily operations, and its immense future potential. AI has moved beyond novelty status, becoming a fundamental building block in the industry.

Asmita Dubey, L'Oréal Chief Digital and Marketing Officer spoke to how L'Oréal is leveraging AI to optimize their customers' experience while creating content efficiencies, “bringing the next generation of beauty tech services to their consumers.” Hannah Elsagr, Adobe's VP of Business & New Venture Incubation, Strategy, Design and Emerging Products, said “Tech can help what we already doing become faster and easier.”

While some are still cautious or finding their footing with generative AI, the message was clear: Gen AI is no longer just “the future”—it's now a baseline expectation in today's landscape for marketers and a necessary tool for staying competitive. It's not just about innovation anymore; it's about meeting consumer expectations and enhancing efficiency. The way you approach AI will determine what you receive from it, in return.



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Antonio Lucio, EVP, Chief Marketing and Corporate Affairs Officer, HP



Kory Marchisotto, Chief Marketing Officer, e.l.f. Beauty & President, Keys Soulcare

2 **CREATIVITY MOVES MOUNTAINS, THE BOTTOM LINE, AND STARTS WITH PEOPLE**

“A BRAND IS ACTUALLY THE PEOPLE THAT ARE STANDING BEHIND IT GIVING IT THE ROCKET FUEL NECESSARY TO GO TO THE NEXT FRONTIER.”

- Kory Marchisotto, Chief Marketing Officer, e.l.f. Beauty & President, Keys Soulcare

The conference showcased a wealth of standout work across nearly every brand category, but speakers were quick to emphasize that producing this level of creative excellence requires a collective effort. To achieve groundbreaking results, companies must build teams that are not only talented but also culturally aligned with the brand's purpose, driven by a desire for innovation, and empowered to share their perspectives.

Antonio Lucio, HP's EVP, Chief Marketing and Corporate Affairs Officer, spoke to the critical role of marketing leaders in the connection between personal and professional fulfillment, saying “Technology is not enough. Leadership will also play a key role in fostering growth and fulfillment in our workplace...we can definitely help our people find more meaning and purpose at work.”

The bottom line? Aligning employees with your brand vision and culture, along with a leadership style that encourages growth, cultivates distinctive creative work and enhances both professional and personal fulfillment.



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Mark Penn, Chairman & CEO, Stagwell



Marian Lee, Chief Marketing Officer, Netflix

3 **THE POWER OF FANDOM IS MASSIVE**

"ARE YOU AN INCUMBENT OR A CHALLENGER?"

- *Mark Penn, Chairman & CEO, Stagwell*

The power of fandom was a recurring theme, whether inspired by a sports team, a concert, or a beloved brand. Speakers emphasized how fandom creates an organic sense of community, uniting people around shared passions. Marian Lee, Chief Marketing Officer at Netflix explained "Our fans don't just want to watch a show...they want to live it!"

Illustrating how political campaigns create their own kind of fandom, Mark Penn addressed the "election elephant" in the room. In his talk, *What Does the Election Mean for Marketers?*, he drew parallels between political and brand campaigns, suggesting both require a similar approach to inspire loyalty and engagement. Penn posed a thought-provoking question to the audience: "Are you an incumbent or a challenger?" He reminded attendees that every incumbent started as a challenger, whether in politics or on the playing field.

By tapping into fandom, brands can create deeper connections, encouraging fans to not only consume but actively participate, share, and contribute to the narrative. This engagement leads to lasting loyalty and communities that amplify the brand's reach and impact. If you're looking to move your brand from a "challenger" to an "incumbent," igniting your consumer's fandom will be essential to achieving that goal.



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Peggy Roe, EVP and Chief Customer Officer, Marriott



Kellyn Smith Kenny, Chief Marketing & Growth Officer, AT&T



Diana Haussling, SVP of Consumer Growth at Colgate-Palmolive



Marc Pritchard, Chief Brand Officer, Procter & Gamble

4 **CUSTOMER CENTRICITY IS BUSINESS CENTRICITY**

GO AND DOUBLE DOWN ON WHO YOU SERVE... FIND THE INSIGHTS THAT MATTER TO THEM AND FIGURE OUT HOW TO PROVIDE YOUR SERVICE TO THEM.

- *Marc Pritchard, Chief Brand Officer, Procter & Gamble*

Amid a landscape filled with almost daily new technologies and innovations—think generative AI and other “shiny objects”—the message from industry leaders was clear: success starts and ends with customer centrality. Kellyn Smith Kenny, AT&T’s Chief Marketing & Growth Officer, cut through the noise, declaring, “It is rare to find a silver bullet in business, but make no mistake about it, customer centrality is the silver bullet.”

Echoing this sentiment, Peggy Roe, EVP and Chief Customer Officer at Marriott, shared the promise driving Marriott Bonvoy: “Marriott Bonvoy can enrich customers' lives by connecting them to the people, places, and passions they love.” Diana Haussling, SVP of Consumer Growth at Colgate-Palmolive, added a personal note, stating, “When you love people, they’ll love you back...and tell their friends.”

For brands, keeping the customer as the guiding star remains the most reliable strategy, with a deep understanding of their habits, beliefs, and quirks delivering lasting rewards. By deeply understanding their customers, brands can create more personalized experiences that resonate on a deeper level. This insight not only informs product development and marketing strategies but also fosters a sense of connection that keeps customers engaged. In today’s landscape, where options are plentiful, a customer-centric approach truly sets brands apart and drives long-term success.



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e.l.f.
eyes lips face

5 **IT'S EVOLUTION, BABY** “THE SKILLS THAT ARE NEEDED FOR THIS NEW ERA HAVE EVOLVED”

- *Michelle Froah, Global Chief Marketing & Innovation Officer, SVP of Corporate Solutions, ETS*

The one constant in a consumer-centric, tech adjacent industry like marketing is change, and that sentiment was reinforced over the course of the conference. Many brands spoke to being in a constant state of evolution from a skillset perspective, and from a strategic perspective by leaning into culture and becoming part of it rather than a spectator on the sidelines, clapping after the play has completed.

Brands must be ready move at the speed of culture, embracing innovative ways of working to get there. Kory Marchisotto of e.l.f. said "We're here to shape culture – with 'shape' being a very important word choice. Notice I didn't say 'lead' culture...we're shaping it together."

Individuals need to embrace a mindset of learning and developing skills for the next innovative ways of working. Upskilling is a fundamental need for every employee and not only helps individuals thrive in their roles but also ensure brands remain innovative and connected with their audiences. Encouraging a culture of experimentation and collaboration can lead to fresh ideas and strategies that resonate.

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