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The Marketers' Constitution

- 1. Marketing must become increasingly targeted, focused and personal.**

**2. Marketing must build real,
tangible
and enduring brand value.**

**Intangible Assets =
50% - 70% of Market Cap**

Marketers' Constitution

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Coca-Cola

Market Cap
\$104.6 Billion

Intangible Assets
\$64 Billion

Hard Assets
\$40.5 Billion

3. Marketing must become more effective – more creative, insightful and accountable.

- 4. Marketing must become more integrated and proficient in managing expanding media platforms.**

- 5. The marketing supply chain must become more efficient and productive.**

- 6. The marketing ecosystem— including agencies, media and suppliers—must become increasingly capable.**

7. Marketing professionals must become better, highly skilled, diverse leaders.

**8. Marketing must be
indisputably
socially responsible.**

9. Marketing must be unencumbered by inappropriate legislation or regulation.

10. The marketing discipline must be elevated and respected.

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To sign the Constitution:

1. Email constitution@ana.net
2. Visit www.ana.net/constitution

