



**ANA Masters of Marketing, 2016
Presented by Cadent**

As the industry's top marketers gathered in Orlando for the annual ANA Masters of Marketing, Beet.TV was in the middle of the conversation with exclusive video interviews with the conference keynote and other speakers and influencers on hand.

Beet.TV taped interviews with top marketers from Proctor & Gamble, MasterCard, Campbell Soup, Spotify, Shake Shack and others. Also interviewed were programmers from Turner, tech innovators from Neustar and many others. (A full list is below.)

This entire project was created and executed to advance the marketing and business agenda of Cadent. This was activated by the inclusion of Cadent in all pre-event promotion via email and social; on-site promotion via photos of tapings from the set posted on Twitter; via pre-rolls and post-rolls surrounding the videos; and via the syndication of the videos on various platforms including Huffington Post and Reuters and on the native players of Facebook and Twitter.

All posts on Beet.TV and the Huffington Post included a text sponsorship reference to Cadent. All posts were sent out daily to Beet.TV's list of 10K subscribers.

Also adding to the impact of the series were the pre-ANA tapings produced at Cadent's offices in NY.

The videos continue to be watched and shared and will be viewed for some time. As long as the videos are viewed, Cadent will be credited with a post-roll call out at the end of each video, and Cadent will be referenced in the text of the articles.

The partnership was enhanced with Cadent signage on the set and by the high-quality gifts given to the interviewees.

Marketing the series took on a greater scale with banners on Beet.TV and via a 30-day retargeting program.

Outlined below are the links from the 24 videos from the series. As of December 28, they have garnered some 45K views on Beet.TV and many thousands more via the Reuters, YouTube, Twitter and Facebook players.

Pageviews, meaning article page views of posts, are up to 150K. Marketing/social impressions via Twitter and retargeting have reached 500K.

Here are the key elements of the project:

Landing Page:

<http://www.beet.tv/category/ana-masters-of-marketing-2016-presented-by-cadent>

Interviewees: Page 3

Visuals: Pages 4–5

Videos & Syndication: Pages 6–11

Tweets & Retweets: Pages 12–15

Interviewees:

Nick Troiano, CEO, Cadent

Jim Tricarico, CRO, Cadent Network

Babs Rangaiah, Partner, Global Marketing Solutions, IBM

Mike Zaneis, President & CEO, Trustworthy Accountability Group

Marc Pritchard, Chief Brand Officer, Procter & Gamble

Tony Pace, Outgoing Chairman, ANA

Jacqueline Corbelli, CEO & Founder, BrightLine

Meredith Verdone, SVP, Enterprise, Consumer & Wealth Management, Bank of America

Connie Weaver, EVP & CMO, TIAA

Michael Strober, EVP, Client Strategy & Ad Innovation, Turner

Yin Woon Rani, VP Marketing, Campbell Soup Company

Raja Rajamannar, Chief Marketing & Communications Officer, MasterCard

Steven Wolfe Pereira, SVP, Chief Marketing & Communications Officer, Neustar

Edwin Bragg, VP, Marketing & Communications, Shake Shack

Matt Spiegel, MD, MediaLink

Liberty Kelly, Head of Sales, Americas, Spotify

Amanda Brinkman, Chief Brand & Communications Officer, Deluxe

Beth Ventura, SVP, Consumer Marketing, SunTrust

Stephen Quinn, Chairman, Alliance for Family Entertainment

Douwe Bergsma, CMO, Georgia-Pacific

Fariba Zamaniyan, SVP, Sales & Client Service, TiVo

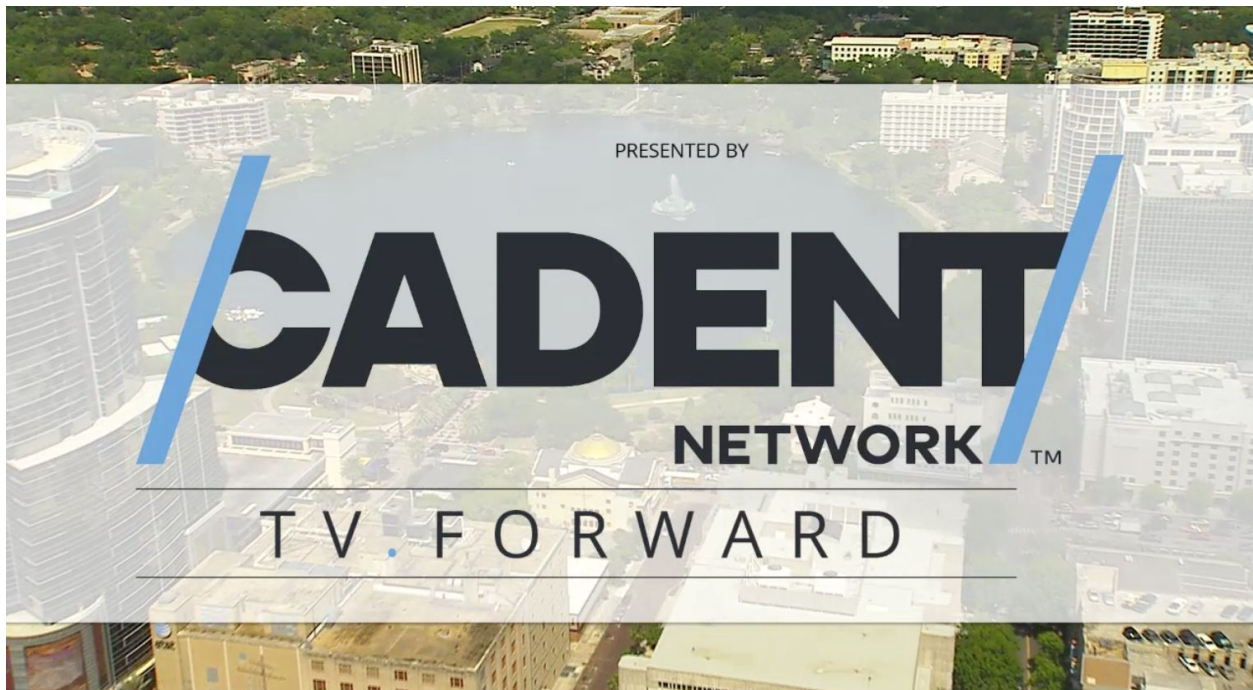
Wes Nichols, Chief Strategy Officer, Neustar

Georgine Anton, President, MXM

Alan Schulman, National Director, Brand Creative & Content Marketing, Deloitte Digital

Visuals:

Pre-Roll:



Banners (as seen on Beet.TV):



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Marketing Exists in a "Liquid State," Deloitte's Schulman

ORLANDO — Marketers are more challenged than ever and the job is much bigger, says, Alan Schulman, National Director of Content Marketing & Creative Experience at Deloitte Digital, in an interview with Beet.TV at ANA. "It's not just about the brand, but the entire customer experience," he says in this deep dive interview about the changing role



Reorganize The Marketing Department Around Consumers: MXM's Anton

ORLANDO, Florida — Georgine Anton believes the "marketer's dilemma" is something created by marketers themselves. She describes it as "a vestige of many years of building the marketing department so that today they're built more by channel than around the consumer." Anton, who is President of Meredith Xcelerated Marketing, has a theory for how this



Marginal Return On Ad Spend 'New Beast' For CMO's, Says Neustar's Nichols

ORLANDO, Florida — Chief Marketing Officers' biggest mandate is being able to figure out "Where should my next dollar go," says Neustar's Wes Nichols. In other words, how to maximize return on marginal investment. "If I have an extra million dollars, do I put it into



Tweets by @Beet_TV

Andy Plesser Retweeted

Janko Roettgers @jank0

Twitter Adds Live 360-Degree Videos via Periscope
variety.com/2016/digital/h... via @variety



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Tweets by @Beet_TV

Andy Plesser Retweeted

Janko Roettgers @jank0

Twitter Adds Live 360-Degree Videos via Periscope
variety.com/2016/digital/h... via @variety



Videos:

Video 1:

Headline: BlackArrow And Cadent Pairing Yields Consistent, Comprehensive Cross-Platform Reach

Beet.TV: <http://www.beet.tv/2016/10/nick-troiano.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-blackarrow-and-cade_b_12624630.html

Cadent:

<http://cadent.tv/video-blackarrow-cadent-pairing-yields-consistent-comprehensive-cross-platform-reach/>

LinkedIn (Cadent): <https://www.linkedin.com/company-beta/73072?pathWildcard=73072>

Facebook (Cadent Technology):

<https://www.facebook.com/cadenttech/posts/1376096449097404>

Video 2:

Headline: Cadent Adds Broadcast To Advanced TV, Cable Offerings

Beet.TV: <http://www.beet.tv/2016/10/jim-tricarico.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=PJTOONKSY9s>

Facebook (Cadent Technology):

<https://www.facebook.com/cadenttech/posts/1377028719004177>

LinkedIn (Cadent): <https://www.linkedin.com/company-beta/73072?pathWildcard=73072>

Video 3:

Headline: IBM iX's Rangaiah On Holding Companies, The Internet Of Things

Beet.TV: <http://www.beet.tv/2016/10/babs-rangaiah.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=EDqtUKgtl6A>

Video 4:

Headline: Ad Industry Joins Forces With Federal Agencies To Combat Digital Crime

Beet.TV: <http://www.beet.tv/2016/10/mike-zaneis.html>

Additional Syndication:

MediaPost:

<http://www.mediapost.com/publications/article/287450/ad-industry-joins-forces-with-federal-agencies-to.html>

Video 5:

Headline: P&G's Pritchard On The Importance Of Advertising And 'The Great Idea'

Beet.TV: <http://www.beet.tv/2016/10/marc-pritchard.html>

Additional Syndication:

YouTube (Beet.TV): https://www.youtube.com/watch?v=ne0qU_o8nG8

Video 6:

Headline: ANA's Pace: Marketers Should Assert Themselves To Overhaul Digital Supply Chain

Beet.TV: <http://www.beet.tv/2016/10/tony-pace.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=Jr3L2ZN39Gw>

Video 7:

Headline: BrightLine Turns Up The Volume With More Interactive Ad Products

Beet.TV: <http://www.beet.tv/2016/10/16anabrightlinecorbelli.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=wOm-YUDYY9g>

Video 8:

Headline: 16 Million Millennial Customers Part of 'Dramatic Shift' In Bank of America's Media Mix

Beet.TV: <http://www.beet.tv/2016/10/meredith-verdone.html>

Additional Syndication:

YouTube (Beet.TV): https://www.youtube.com/watch?v=BS_rSkcULBA

Video 9:

Headline: From TIAA-CREF To TIAA: Become 'Radically Simple,' Use Lots Of Digital

Beet.TV: <http://www.beet.tv/2016/10/connie-weaver.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=5yN7u6L1fAI>

Video 10:

Headline: Turner Uses Data To Target And Tailor Creative, Strober Says

Beet.TV: <http://www.beet.tv/2016/10/16anaturnerstrober.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-turner-uses-data-to_b_12663096.html

YouTube (Beet.TV): https://www.youtube.com/watch?v=_Jxui06NANs

Video 11:

Headline: Campbell's Bullish on AI Ads as the Future

Beet.TV: <http://www.beet.tv/2016/10/raniana.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=aDzOmP2xFsM>

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-campbells-bullish-o_b_12735756.html

Video 12:

Headline: Mastercard's CMO: Three Big Opportunities in Financial Services Marketing

Beet.TV: <http://www.beet.tv/2016/10/mastercard.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=K2U2brLUTeE>

Huffington Post:

http://www.huffingtonpost.com/andy-plessner/video-mastercards-cmo-thr_b_12735754.html

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/posts/1322578084453249>

Video 13:

Headline: 'Connection Science' Unlocks The Future Of Identity, Neustar's Wolfe Pereira Reckons

Beet.TV: <http://www.beet.tv/2016/10/16ananeustarpereira.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=1wOGyGuf3HA>

Huffington Post:

http://www.huffingtonpost.com/andy-plessner/video-connection-science_b_12693112.html

Video 14:

Headline: Snapchat's 'Really Huge' For Ever-Expanding Shake Shack Chain

Beet.TV: <http://www.beet.tv/2016/10/edwin-bragg.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=QMfgJWWWhoMY>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/posts/1327061040671620>

Video 15:

Headline: MediaLink's Spiegel: Clean Up Overlapping Digital Supply Chain Partners

Beet.TV: <http://www.beet.tv/2016/10/matt-spiegel-ana.html>

Additional Syndication:

YouTube (Beet.TV): https://www.youtube.com/watch?v=WiNxvGTxX_k

MediaLink: <http://www.medialink.com/2016/11/>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/posts/1327061200671604>

Video 16:

Headline: Spotify's Branded Moments: The 'Authenticity' Of Music Meets Exclusive Engagement

Beet.TV: <http://www.beet.tv/2016/10/liberty-kelly.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=SgEJrO7aBLU>

Huffington Post:

http://www.huffingtonpost.com/andy-plesser/video-spotifys-branded-mo_b_12788480.html

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/posts/1327700397274351>

Video 17:

Headline: Deluxe Crafts Eight-Part Documentary To Highlight Centennial, Small Businesses

Beet.TV: <http://www.beet.tv/2016/11/amanda-brinkman.html>

Additional Syndication:

Video 18:

Headline: SunTrust: Purpose-Driven Marketing To Help Reduce Financial Stress

Beet.TV: <http://www.beet.tv/2016/11/beth-ventura.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=JGrCzhhsWfM>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/posts/1328503993860658>

Video 19:

Headline: Alliance For Family Entertainment's Quinn Discusses New Gender Equality Metric

Beet.TV: <http://www.beet.tv/2016/11/stephen-quinn.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=1zgtINkh-JY>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/posts/1328504053860652>

Video 20:

Headline: Georgia-Pacific Balances Emotion, Functionality In Marketing Mix

Beet.TV: <http://www.beet.tv/2016/11/douwe-bergsma.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=4QujE2ttOfg>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/posts/1329815930396131>

Reuters Insider: <http://reut.rs/2fAwGgW>

Video 21:

Headline: Influx Of Digital Media Forcing Rethink Of TV Targeting: TiVo's Zamaniyan

Beet.TV: <http://www.beet.tv/2016/11/fariba-zamaniyan.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=hzsXWjBS6Uc>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/posts/1330802290297495>

Reuters Insider: <http://reut.rs/2fAyPZV>

Video 22:

Headline: Marginal Return On Ad Spend 'New Beast' For CMO's, Says Neustar's Nichols

Beet.TV: <http://www.beet.tv/2016/11/wes-nichols.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=wK5ILTMwT5A>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/posts/1330820583628999>

Reuters Insider: <http://reut.rs/2fAwgHB>

Video 23:

Headline: Reorganize The Marketing Department Around Consumers: MXM's Anton

Beet.TV: <http://www.beet.tv/2016/11/georgine-anton.html>

Additional Syndication:

Facebook (DiGennaro Communications):

<https://www.facebook.com/digennaroUSA/posts/1445752215452448>

Reuters Insider: <http://reut.rs/2fAyOoM>

Video 24:

Headline: Marketing Exists in a "Liquid State," Deloitte's Schulman

Beet.TV: <http://www.beet.tv/2016/11/schulman.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=9vQZd-U-5eQ>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/posts/1333455530032171>

Reuters Insider: https://share.insider.thomsonreuters.com/link?entryId=0_wzmf7rp0

Example Tweets and Retweets:



Cadent Technology @CadentTech · Oct 25

Our fearless leader on how the TV market of today transitions to the future of TV



BlackArrow And Cadent Pairing Yields Consistent...

Simplicity, transparency and scale aren't natural bedfellows in a world of multi-platform television viewing and audience fragmentation. Corraling all three to b...

beet.tv



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Andy Plesser @Beet_TV · Oct 24

Beet Video: @BrightLine_TV Turns Up The Volume With More Interactive Ad Products beet.tv/2016/10/16anab... say @JCITV at #ANAMasters



Bant Breen @BantBreen

Founder and CEO of Qnary (qnary.com). My motto: Find a Way.



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Co-host of @LSUnseenWorld . . . metaphysical and specialist, medium, musician, graphic artist and more! Co-producer of @InsanitySurfers on Spreaker!



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UnoDeuce Multimedia @unodeucemedia · Oct 27

16 Million Millennial Customers Part Of 'Dramatic Shift' In Bank Of America's Media Mix



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ORLANDO, Florida - What do llamas know about banking? Probably not much, but Bank of America is more concerned with being where its customers are, ...
beet.tv



Cadent Network Retweeted



Andy Plesser @Beet_TV · Oct 26

Beet Video: @Campbells Bullish on #AI Ads as the Future
beet.tv/2016/10/ranian...

@IBMWatson @Yintegrated cc: @CadentTV @ANAmarketers



Campbell's Bullish on AI Ads as the Future |

ORLANDO -- The future of advertising lies in artificial intelligence and its possibilities, says Yin Woon Rani, VP Marketing at Campbell Soup Company in this intervi...
beet.tv



ITinflexions

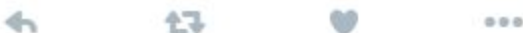
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(VIDEO) 'Connection Science' Unlocks The Future Of Identity, Neustar's Wolfe Pereira Reckons dlvr.it/MdZBvP

12:00 PM - 10 Nov 2016



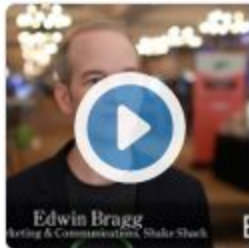


Cadent Network Retweeted



Andy Plessner @Beet_TV · Oct 31

Beet Video: @Snapchat's 'Really Huge' For Ever-Expanding @shakeshack Chain | beet.tv/2016/10/edwin-... @ANAmarketers @CadentTV



Snapchat's 'Really Huge' For Ever-Expanding Sha...

ORLANDO, Florida – From its humble roots as a hot dog cart in Manhattan's Madison Square Park, Shake Shack now boasts locations as far-flung as Russia an... beet.tv



4



Cadent Network Retweeted



Andy Plessner @Beet_TV · Nov 2

Beet Video: @GeorgiaPacific Balances Emotion, Functionality In Marketing Mix | beet.tv/2016/11/douwe-... @ANAmarketers @CadentTV



Georgia-Pacific Balances Emotion, Functionality I...

ORLANDO, Florida - In this purpose-driven marketing age, it's only natural to sell toilet paper without showing or even talking about it. Instead, simply focus on thing... beet.tv



3





MXM
@MXMTweets



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MXM's [@GeorgineA](#) talked about
[#TheMarketersDilemma](#) with [@Beet_TV](#)

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