



**ANA Masters of Marketing
Presented by FreeWheel**

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, MillerCoors, Lane Bryant and others. Also interviewed were executive from Meredith, MediaCom, comScore and many others. (A full list is below.)

This entire project was created and executed to advance the marketing and business agenda of FreeWheel. This was activated by the inclusion of FreeWheel 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 FreeWheel. All posts were sent out daily to Beet.TV's list of 10K subscribers.

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

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 19 videos from the series. As of late 2017, 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:

<https://www.beet.tv/category/ana-masters-of-marketing-conference-2017-presented-by-freewheel>

Interviewees:

Marc Pritchard, Chief Brand Officer, Procter & Gamble

Raja Rajamannar, CMO & CCO, Mastercard

Mike Zaneis, President & CEO, TAG (Trustworthy Accountability Group)

Lou Paskalis, Customer Engagement & Investment Officer, BoA

Aaron Fetters, SVP National Agencies & CPG Business, comScore

Jim Stengel, Senior Fellow & Adjunct Professor, Kellogg School

Mike Bologna, President, one2one Media

Brian Beitler, CMO, Lane Bryant

Brad Feinberg, Director, Media & Consumer Engagement, MillerCoors

Dina Gowar, Chief of Staff, Digital Marketing Team, Dell

Bill Duggan, Group EVP, ANA

Sean Cunningham, President & CEO, Video Advertising Bureau (VAB)

Crane Kenney, President, Business Operations, Chicago Cubs

Jon Werther, President, National Media Group, Meredith

Art Zambianchi, Managing Director, MediaCom Chicago

Tej Desai, Managing Partner, MEC

Enid Maran, Managing Director, Nielsen

David Selby, President & Managing Partner, SCC

Visuals:

Pre-Roll:



Banners (as seen on Beet.TV):



ANA Masters of Marketing Conference 2017, presented by FreeWheel



SCC Agency's David Selby: Rebuilding The Chicago Cubs Franchise One Year At A Time

ORLANDO – We hear so much about the consumer journey and how brands need to follow it carefully. But what if it's the brand's journey that is the dominant marketing narrative? In the case of the Chicago Cubs baseball team, you take it one season at a time, be honest and transparent with fans and



ANA Masters of Marketing Conference 2017, presented by FreeWheel



SCC Agency's David Selby: Rebuilding The Chicago Cubs Franchise One Year At A Time

ORLANDO – We hear so much about the consumer journey and how brands need to follow it carefully. But what if it's the brand's journey that is the dominant marketing narrative? In the case of the Chicago Cubs baseball team, you take it one season at a time, be honest and transparent with fans and



Videos:

Video 1:

Headline: P&G's Marc Pritchard: Objectives Were Met Despite \$100 Million In Digital Ad Cuts

Beet.TV: <https://www.beet.tv/2017/10/marc-pritchard-2.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-pgs-marc-pritchard-objectives-were-met-despite_us_59d69d39e4b0cf2548b335a9

YouTube (Beet.TV): <https://www.youtube.com/watch?v=EXpsxDa8ebY>

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

AOL On:

<https://www.aol.com/video/view/p-and-g-s-marc-pritchard-objectives-were-met-despite-100-million-in-digital-ad-cuts/59d6881d1de5a15ba3c6dc08/>

Video 2:

Headline: Ad Viewability, Verification Drive Creative Reset For P&G: Chief Brand Officer Marc Pritchard

Beet.TV: <https://www.beet.tv/2017/10/marc-pritchard-3.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=UPVY9stDhE4>

Huffington Post:

https://www.huffingtonpost.com/entry/video-ad-viewability-verification-drive-creative_us_59d69d82e4b08ce873a8cc6f

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/1974620732582311/>

Reuters Insider: <http://reut.rs/2y4dCDd>

AOL On:

<https://www.aol.com/video/view/ad-viewability-verification-drive-creative-reset-for-p-and-g-chief-brand-officer-marc-pritchard/59d69d821e642237ab232823/>

Video 3:

Headline: Forget Storytelling, It's All About 'Story Making': Mastercard's Raja Rajamannar

Beet.TV: <https://www.beet.tv/2017/10/raj-rajamannar.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/forget-storytelling-its-all-about-story-making-mastercards_us_59dbf4efe4b0a1bb90b83068

YouTube (Beet.TV): <https://www.youtube.com/watch?v=fFy077Z7vHY>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/1975650255812692/>

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

AOL On:

<https://www.aol.com/video/view/forget-storytelling-it-s-all-about-story-making-mastercard-s-raj-rajamannar/59d6f871d0e3cf3717b20a4b/>

Video 4:

Headline: TAG's Zaneis Wants Ad Fraudsters 'Put Behind Bars'

Beet.TV: <https://www.beet.tv/2017/10/tags-zaneis-wants-ad-fraudsters-put-behind-bars.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-tags-zaneis-wants-ad-fraudsters-put-behind_us_59dbf530e4b0b48cd8e0a5af

YouTube (Beet.TV): https://www.youtube.com/watch?v=ApY_N7Fgy_I

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/1975298042514580/>

Reuters Insider: <http://reut.rs/2fX77eR>

AOL On:

<https://www.aol.com/video/view/tag-s-zaneis-wants-ad-fraudsters-put-behind-bars/59d7688444a64b60584c32c3>

Video 5:

Headline: Bank Of America Moves Away From “Walled Gardens”: Paskalis

Beet.TV:

<https://www.beet.tv/2017/10/darkness-forces-bank-of-america-away-from-walled-gardens-paskalis.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-bank-of-america-moves-away-from-walled-gardens_us_59dbf571e4b060f005fbd644

YouTube (Beet.TV): <https://www.youtube.com/watch?v=rL0fS--PBPw>

Facebook (Beet.TV): <https://www.youtube.com/watch?v=rL0fS--PBPw>

Reuters Insider: <http://reut.rs/2fWy16w>

AOL On:

<https://www.aol.com/video/view/darkness-forces-bank-of-america-away-from-walled-gardens-paskalis/59d769c2d0e3cf3717b22c46>

Video 6:

Headline: Beyond A Clean Supply Chain: Advertisers Focusing On Effectiveness, Says comScore’s Aaron Feters

Beet.TV: <https://www.beet.tv/2017/10/aaron-feters-2.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-beyond-a-clean-supply-chain-advertisers-focusing_us_59dbf5b6e4b0b48cd8e0a5b2

Facebook (Beet.TV): <https://www.facebook.com/TruOptik/posts/668073860058611>

YouTube (Beet.TV): <https://www.youtube.com/watch?v=FwBOJA7q7HM>

Reuters Insider: <http://reut.rs/2g3hKgc>

AOL On:

<https://www.aol.com/video/view/beyond-a-clean-supply-chain-advertisers-focusing-on-effectiveness-says-comscore-s-aaron-fetters/59dad6a3b90afb25e2f63f96>

Video 7:

Headline: Former P&G Global Marketing Officer Jim Stengel: Give Creatives ‘Simple, Inspiring Briefs’

Beet.TV: <https://www.beet.tv/2017/10/jim-stengel-2.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-former-pg-global-marketing-officer-jim-stengel_us_59dbf5dee4b0a1bb90b8306b

Northwestern Kellogg:

http://www.kellogg.northwestern.edu/news_articles/media%20hits/2017/media/1009huffpo.aspx

YouTube (Beet.TV): <https://www.youtube.com/watch?v=lb5yOGeHf2Y>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/1979569895420728/>

Reuters Insider: <http://reut.rs/2ybDop9>

AOL On:

<https://www.aol.com/video/view/former-p-and-g-global-marketing-officer-jim-stengel-give-creatives-simple-inspiring-briefs/59db964b46bd1e374b5cdd47>

Video 8:

Headline: one2one Media’s Mike Bologna: Huge Demand For One-To-One Video, Sales Attribution

Beet.TV: <https://www.beet.tv/2017/10/mike-bologna-4.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-one2one-medias-mike-bologna-huge-demand-for_video_us_59dd192be4b0b992a8214780

LinkedIn (one2one): <https://www.linkedin.com/feed/update/urn:li:activity:6323491037289414656>

Facebook (one2one): <https://www.facebook.com/one2oneMedia/posts/341071499686902>

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

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/1980026478708403/>

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

AOL On:

<https://www.aol.com/video/view/one2one-media-s-mike-bologna-huge-demand-for-one-to-one-video-sales-attribution/59dbfe62b90afb25e2f6f99a>

Video 9:

Headline: Lane Bryant's Brian Beitler: Changing How Women See Themselves Yields Positive Brand Lift

Beet.TV: <https://www.beet.tv/2017/10/brian-beitler.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-lane-bryants-brian-beitler-changing-how-women_us_59dd195be4b07a185aa75ee7

YouTube (Beet.TV): <https://www.youtube.com/watch?v=bhLwQ8wTfwY>

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

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/2026191694091881/>

AOL On:

<https://www.aol.com/video/view/lane-bryant-s-brian-beitler-changing-how-women-see-themselve-s-yields-positive-brand-lift/59dca4489e45105de5683639>

Video 10:

Headline: Looking For 'Moments That Matter' To Entice Beer Drinkers: MillerCoors' Brad Feinberg

Beet.TV: <https://www.beet.tv/2017/10/brad-feinberg-2.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-looking-for-moments-that-matter-to-entice_us_59de4da4e4b075f45223a32b

YouTube (Beet.TV): <https://www.youtube.com/watch?v=NBx1fZ8xanY>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/2026185594092491/>

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

AOL On:

<https://www.aol.com/video/view/looking-for-moments-that-matter-to-entice-beer-drinkers-millerc-oors-brad-feinberg/59dd40c0c214e33092aea5e8>

Video 11:

Headline: With Dynamic Creative Optimization, Marketing And Sales Unity Is Key: Dell's Dina Gowar

Beet.TV: <https://www.beet.tv/2017/10/dina-gowar.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-with-dynamic-creative-optimization-marketing_us_59de4e1ee4b069e5b833b196

YouTube (Beet.TV): <https://www.youtube.com/watch?v=IR63ZC12IM0>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/2026187344092316/>

Reuters Insider: <http://reut.rs/2hB7g4j>

AOL On:

<https://www.aol.com/video/view/with-dynamic-creative-optimization-marketing-and-sales-unity-is-key-dell-s-dina-gowar/59ddfffd46bd1e374b5e81c9>

Video 12:

Headline: After Transparency Outcry, Production Concerns ANA's Duggan

Beet.TV: <https://www.beet.tv/2017/10/bill-duggan.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-after-transparency-outcry-production-concerns_us_59de4ddbe4b0cee7b9549d20

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

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/2026189760758741/>

Reuters Insider: <http://reut.rs/2hAZrf5>

AOL On:

<https://www.aol.com/video/view/after-transparency-outcry-production-concerns-ana-s-duggan/59ddfffd1de5a15ba3ca7f99>

Video 13:

Headline: Attention Is The Blinding Power Of Premium Video: VAB's Cunningham

Beet.TV: <https://www.beet.tv/2017/10/sean-cunningham.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-attention-is-the-blinding-power-of-premium_us_59dfdfafe4b02e99c5835517

Facebook (Video Advertising Bureau):

<https://www.facebook.com/VideoAdvertisingBureau/posts/1619254578096220>

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

AOL On:

<https://www.aol.com/video/view/attention-is-the-blinding-power-of-premium-video-vab-s-cunningham/59de68c3c74d473778a4e6e7>

Video 14:

Headline: Chicago Cubs President Explains The 'Interesting Journey With Our Fans'

Beet.TV: <https://www.beet.tv/2017/10/crane-kenney.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-chicago-cubs-president-explains-the-interesting_us_59dfdf9e4b02e99c5835518

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/2026186890759028/>

Reuters Insider: <http://reut.rs/2yFbK50>

AOL On:

<https://www.aol.com/video/view/chicago-cubs-president-explains-the-interesting-journey-with-our-fans/59de835722421537dc478f00>

Video 15:

Headline: Trusted Brands And Advertising Guarantees A Good Recipe For Meredith: National Media President Jon Werther

Beet.TV: <https://www.beet.tv/2017/10/jon-werther.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-trusted-brands-and-advertising-guarantees-a_us_59dfe04ce4b09e31db9757ab

Facebook (Meredith Corporation):

<https://www.facebook.com/meredithcorporation/posts/1598769236832548>

LinkedIn (Meredith Corporation):

<https://www.linkedin.com/feed/update/urn:li:activity:6324697527916597248>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/2026181170759600/>

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

AOL On:

<https://www.aol.com/video/view/trusted-brands-and-advertising-guarantees-a-good-recipe-for-meredith-national-media-president-jon-werther/59df551785eb420f8c6cf2c7>

Video 16:

Headline: 'Measurement Is Everything': MediaCom Chicago's Art Zambianchi

Beet.TV: <https://www.beet.tv/2017/10/art-zambianchi.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-measurement-is-everything-mediacom-chicagos_us_59e4da14e4b003f928d5e8af

YouTube (Beet.TV): https://www.youtube.com/watch?v=jY_pkYa_l2o

Facebook (MediaCom USA):

<https://www.facebook.com/MediaComUsa/posts/581550888635542>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/2026181797426204/>

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

AOL On:

<https://www.aol.com/video/view/measurement-is-everything-mediacom-chicago-s-art-zambianchi/59e3ba64b90afb25e2fad9fb>

Video 17:

Headline: MEC's Tej Desai: Raising The Perception Levels Of Marriott's 30-Plus Brands

Beet.TV: <https://www.beet.tv/2017/10/tej-desai.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-mecs-tej-desai-raising-the-perception-levels_us_59e4da3ae4b09e31db975b1b

YouTube (Beet.TV): <https://www.youtube.com/watch?v=SHpEckTi6TQ>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/1988248017886249/>

AOL On:

<https://www.aol.com/video/view/mec-s-tej-desai-raising-the-perception-levels-of-marriott-s-30-plus-brands/59e3b9121de5a15ba3cd0a77>

Video 18:

Headline: Nielsen's Maran Sees Brands Striving For Long-Term Measurement

Beet.TV: <https://www.beet.tv/2017/10/enid-maran.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-nielsens-maran-sees-brands-striving-for-long_us_59e4da5ce4b02e99c5835895

YouTube (Beet.TV): <https://www.youtube.com/watch?v=8LyW94SKL6w>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/2026188754092175/>

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

AOL On:

<https://www.aol.com/video/view/nielsen-s-maran-sees-brands-striving-for-long-term-measurement/59e3ba64d0e3cf3717b7c591>

Video 19:

Headline: SCC Agency's David Selby: Rebuilding The Chicago Cubs Franchise One Year At A Time

Beet.TV: <https://www.beet.tv/2017/10/david-selby.html>

Additional Syndication:

Huffington Post:

https://www.huffingtonpost.com/entry/video-scc-agencys-david-selby-rebuilding-the-chicago_us_59e4da82e4b02e99c5835897

YouTube (Beet.TV): <https://www.youtube.com/watch?v=8p6vtyAyP8E>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/2026182007426183/>

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

AOL On:

<https://www.aol.com/video/view/scc-agency-s-david-selby-rebuilding-the-chicago-cubs-franchise-one-year-at-a-time/59e497638c08e006ecbe2674>

Example Tweets and Retweets:



Raja Rajamannar  @RajaRajamannar · Oct 6

Nice chatting with you on camera, @Beet_TV

Andy Plesser @Beet_TV

Forget Storytelling, It's All About 'Story Making': @Mastercard's @RajaRajamannar beet.tv/2017/10/raj-ra... #ANAMasters @FreeWheel



1





Mike Zaneis

@mikezaneis

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Andy Plesser @Beet_TV

TAG's @mikezaneis Wants Ad Fraudsters 'Put Behind Bars' beet.tv/2017/10/tags-z... #ANAMasters

7:28 AM - 6 Oct 2017 from [Florida, USA](#)

3 Retweets 2 Likes



↻ 3

♡ 2



↻ tagtoday Retweeted



Mike Zaneis @mikezaneis ·Oct 6



.@tag_today #ANAMasters #GetTAGed

Andy Plesser @Beet_TV

TAG's @mikezaneis Wants Ad Fraudsters 'Put Behind Bars'
beet.tv/2017/10/tags-z... #ANAMasters



↻ 3

♡ 2





Lou Paskalis ✓

@LouPas

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Our principles: 1) go where the audience is 2) use 3rd parties to verify. Walled Gardens prevent latter in way consistent w/ best practices

Andy Plesser @Beet_TV

.@BankofAmerica Moves Away From "Walled Gardens": @LouPas .- Beet.TV: beet.tv/2017/10/darkne... #ANAMasters @FreeWheel

9:32 AM - 9 Oct 2017 from [Manhattan, NY](#)

1 Retweet 19 Likes



2



1



19





Aaron Feters

@fetersac

Follow



Let's take advantage of advances in digital supply chain cleanliness to shift focus to reach and effectiveness. That's the @comscore goal

Andy Plesser @Beet_TV

Beyond A Clean Supply Chain: Advertisers Focusing On Effectiveness @comScore 's Aaron Feters beet.tv/2017/10/aaron-... @fetersac #ROI

8:14 AM - 9 Oct 2017

2 Likes



2



Retweeted 2 times



Andy Plesser @Beet_TV · Oct 9

.@one2oneTV Mike Bologna: Huge Demand For One-To-One Video, Sales Attribution beet.tv/2017/10/mike-b... @FreeWheel #ANAMasters



one2one Media @one2oneTV

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Video Ad Bureau Retweeted



Andy Plessner @Beet_TV · Oct 11

Attention Is The Blinding Power Of Premium Video: VAB's Cunningham – [Beet.TV: beet.tv/2017/10/sean-c...](https://beet.tv/2017/10/sean-c...) @VideoAdBureau



3

3



MediaCom USA ✓

@MediaComUS

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MediaCom Chicago's Art Zambianchi at [#ANAMasters](#) w/ [@Beet_TV](#) on importance of measurement + the tv biz [@TheArtofZam](#) bit.ly/2yNKOJW

'Measurement Is Everything': MediaCom Chicago's Art Zambianchi





MEC Ideas

@MECIdeas

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Tej Desai on the importance of customer centricity and purchase journey thinking

Andy Plesser @Beet_TV

.@MECIdeas 's Tej Desai: Raising The Perception Levels Of #Marriott's 30-Plus Brands
beet.tv/2017/10/tej-de... @GroupMWorldwide #ANAMasters

8:50 AM - 16 Oct 2017

2 Likes



2





Vera Polyakova

@ThinkVera

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Agree! Ad Viewability, Verification Drive
Creative Reset For P&G: Chief Brand Officer
Marc Pritchard

huffingtonpost.com/entry/video-ad ...

@HuffPostBlog



(VIDEO) Ad Viewability, Verification Drive Creative Reset For P&G: Chief Bran...

ORLANDO – After its push for digital media transparency began to gain traction, Procter & Gamble began to realize that it needed to alter its creativ...

huffingtonpost.com