



ASSOCIAÇÃO BRASILEIRA DE ANUNCIANTES

Marketing & Communication to Transform



ASSOCIAÇÃO BRASILEIRA DE ANUNCIANTES

Know ABA

The biggest advertisers are here.





Mission

- ❑ Be an agent transformer and generating value for associated enterprises and society by promoting excellence and best practices in marketing and communication.

Belief

- ❑ The marketing is critical to the evolution of society; Ethics and freedom are essential for its realization.

Values

Excellence

Ethics

Collaboration

Respect

Nonconformity

Fundamentals Principles and Permanent Objectives

1. Permanent and uncompromising defense of the commercial communication freedom.
2. Represent, defend and guide the interests of Brazilians advertisers.
3. Defend the concept and practice of responsibility of the advertiser and advertising, encouraging self-regulation.
4. Maintain a continuous dialogue with the entire society and its members.
5. Encourage the constant search for more effective marketing and communication and the increase in its use, integrating, validating and disseminating best practices.

- 6.** Connect marketing and communication professionals and executives of advertisers and productive chain.
- 7.** Encourage the innovative, creative and meaningful development of brands and reputation of advertisers.
- 8.** Encourage a broader vision and practice of sustainability in marketing and communication activities.
- 9.** Support the associated companies to anticipate and plan for the future.
- 10.** Generate, consolidate, disseminate and facilitate access to content and education on the entity's scope of action.



ASSOCIAÇÃO BRASILEIRA DE ANUNCIANTES

Fundamentals Principles and Permanent Objectives

Governance Principles

Inclusion and exclusion of members and partners based on Mission, Creed, Values and Principles.



ABA's activities that benefits its Members

- Represents the advertisers and **defend their common interests with the market and the government agencies**
- Meets the **practical needs** of advertisers, both general and specific, that are common to the collective, with long-term perspective.
- Promotes the **professionals knowledge development**.
- Develops and recommends **best practices**.
- **Creates contents**, encouraging the information exchange.
- Discusses, recognizes and **anticipates trends**.
- Promotes events of interest to advertisers with discount to its members.



Benefits to the associated executives

- Update on new techniques and tools in all marketing and communications areas.
- Know the best practices.
- Discuss and recognize the area main trends.
- Have knowledge of the best marketing and communication cases, through presentations made by agencies, media, suppliers and advertisers.
- Built and extend networking in the marketing and communication area.
- Access to the exclusive content of Portal www.aba.com.br, as open and restricted Channel of market and Committees information.



Technical Committees

The Technical Committees analyze, discuss, propose solutions and deliver opinions on issues raised by the members (associated executives) and ABA's Board. Through the exchange of experience between them and occasional guests, generate projects and best practice documents.

- . **Consumer Relations** (SP and Rio)
- . **Corporate Communication** (SP and Rio)
- . **Government Relations** (SP)
- . **Integrated Communication** (SP)
- . **Legal** (SP)
- . **Market Intelligence** (SP and Rio)
- . **Media** (SP and Rio)
- . **Production** (SP)
- . **Sourcing** (SP)
- . **Trade & Shopper Marketing** (SP and Rio)



Best Practice Committees

As the Technical Committees and following the same way of working, the Best Practice Committees seek to develop knowledge of a given discipline or marketing and communication management activity in the companies.

The difference is that these Committees are integrated by executives of the associated companies and special guests of ABA's Board.

- **Branding** (SP and Rio)
- **Brand Content**
- **Sustainability**
- **Sponsorships** (Rio)

ABA organizes a annual program of 18 events (2015), national and international forums, with the objective of contribute to the training of new professionals and for the improvement of more experienced executives.



Key Facts

- Located in **São Paulo**: Av. Paulista, 2073 - Ed. Horsa II – 14º.andar – Cj.1403
- Branches in **Rio de Janeiro and Brasília**.
- Established in **1959**.
- **200** associated companies..
- **19** employees and permanent staff.
- Founder and member of **Conar** and **CENP**.
- Is affiliated to **WFA – World Federation of Advertisers**, based in Brussels, with members in 60 countries over five Continents, including Associations and the 70 larger advertisers .

João Campos

Biennium 2014-2016

“Marketing to transform”



ABA to transform

Main challenge for executives:

- ✓ **Match two strategic variables:**
 - Deliver earnings growth in the short term;
 - Commitment to build strong brands, efficient, relevant and perennial that generate value to the business.

Persuasion  **Engagement**

- ⇒ Challenge to "touch" the consumer who, more and more, get bombarded in a dispersed manner, through a number of channels and fragmented messages.
- ⇒ We left the era of simple persuasion to enter definitely in the era of engagement.

For organizations the challenge is to provide, on a daily basis, more attention to each of its initiatives

- further, in a **genuine** way, the relationship established with the consumer
- not just communicate well or offer the best product and / or service;
- there needs to be greater effort in the integration of strategies.

These new market conditions represent a huge challenge for marketing, but also reveal a repositioning opportunity

- The MKT is able to come out strengthened from this process of change.

There is an opportunity for the marketing role to be expanded in companies

It is precisely from this perspective that the new management of ABA is refocusing its initiatives.

Focus on marketing as a whole

- *Recognizes the essential role that MKT has to support the process of transformation of the companies.*

○ **Challenge:**

- ❑ Make the proficiency of **ABA** in favor of communication activity also applied to other marketing dimensions.
- ❑ Marketing needs to get more relevance in organizations and to this end, there is no other way out:
 - ✓ *should add more value to the business of each brand, considering all its dimensions.*

○ **Challenge:**

- **Engaging our members - and the marketing community as a whole - in this objective.**
 - Improve perceptions about the strength of marketing and its transformative role in each company.

Belief:

- ✓ marketing is critical to the evolution of society;
- ✓ ethics and freedom are essential for its implementation.

A change of this nature requires consistent strategies...

- ✓ creation of the **Group of Leaders** (CEOs).
 - objective of CEOs: help implement the new perspective within the framework of the entity's mission.

Key role of the **Group of Leaders**:

- *strategic debate to ensure the inclusion of marketing as a critical factor of success in business.*

Group of Leaders

- ❑ Members: **João Campos** (VP/Unilever), **Guilherme Loureiro** (CEO/Walmart), **Alberto Carvalho** (CEO/P&G), **Gino di Domenico** (CEO/BrasilKirin), **Luiz Carlos Dutra** (VP/Votoratim), **Juan Carlos Marroquin** (CEO/Nestlé) and **Claudia Sender** (CEO/TAM).

Make the marketing expand its participation in the business management of organizations, places the ABA facing a daily challenge:

- *strengthen its presence as a transforming agent.*

“ABA to transform”



Inconformity!

Act as a "transforming agent" in the activities carried out on several fronts:

- **Advocacy**
- **Technical and Best Practice Committees**
- **ABA Professional Development Program**

➤ **Advocacy**

The ABA's central mission and currently focuses on the following fronts:

- ✓ **Defense of free commercial communication.**
- ✓ **Representation, defense and guidance of Brazilian advertisers.**
- ✓ **Permanent dialogue with society and its members.**

➤ **Technical and best practice committees**

- *Leaders of the committees and their members have key role in this process of transformation:*
- ✓ identify the nuances of the changes taking place in the various disciplines of marketing and communication.
 - activities promote the "collective", but also the individual work.
 - learning are used day by day by professionals.

➤ **ABA Professional Development Program**

■ **Agenda 2015:**

- ✓ Repositioning of all workshops, forums and seminars under the perspective of “MKT to transform”.
- ✓ One of the highlights of the Agenda is the realization of **ENA-National Meeting of Advertisers**, on June 10.

To impact the community of marketing with this new concept of performance, the ABA is launching new products and reformulating its communication.

➤ **ABA Trends**

- *Proactive action to identify relevant topics to be researched;*
- *Partnerships with companies and research institutes;*
- *Deliver results for members and market, helping in the transformation process;*

ABA Trends Members Satisfaction Survey

The most important activities developed by ABA :



**Research carried out by ABA - Google Docs. Time: Nov.14 through Nov.25 .
Total: 108 returns*

➤ **ABA Magazine**

- Assimilates and reflects the concept that marketing has the power to transform
- Editorial approach that amplifies the speech and the positioning of the ABA while giving voice to members and professional communication and marketing.
- Discusses strategic themes in depth, stimulates the constructive and democratic debate and presents counterpoint.



Edition 157 – October



Edition 158 – December

➤ **ABA Website**

- Digital tab interface with the executives of its members, as well as the entire production chain of commercial communication of the market.
- Proposal of transcend the limits of the association itself.
- Main focus: **transformation**
 - ✓ *prioritize initiatives that inspire companies to adopt new practices.*



ASSOCIAÇÃO BRASILEIRA DE ANUNCIANTES

ABA Portal

- ✓ Official launch - November 2014
- ✓ Solution - new platform

News

Exclusive area for Committees, Management and Board Members.

The screenshot displays the ABA Portal website with the following elements:

- Header:** Includes the ABA logo, the tagline "Marketing de transformação", and navigation links for "CANAIS", "ABA", "CONTATOS", "EVENTOS", and "LOGIN".
- Main Banner:** Promotes the "Fórum ABA Rio de Comunicação Integrada de Marketing" on "Dia 4 de dezembro".
- Eventos Realizados:** A section titled "PÚBLICO QUALIFICADO ACOMPANHOU O PAINEL DE PRESIDENTES E AS PALESTRAS DO EVENTO" featuring a tree graphic and the "aba summit 2014" logo.
- Revista ABA:** Promotes the "Edição Set/Oct 2014" with the title "Marketing de Transformação" and a "Marketing de Transformação" logo.
- Eventos Futuros:** Announces the "VIII FÓRUM ABA RIO DE COMUNICAÇÃO INTEGRADA DE MARKETING" on "04 dez" at "LOCAL: IFOJ DE JANEIRO - RJ".
- Other News:** Includes a "NOTÍCIAS" section for "SANDRA MARTINELLI - VP EXECUTIVA DA ABA" and a "DOCUMENTO DE MELHOR MÁTICA" section for "PROJETO ABA/FENAPRO: GUIA DE SELEÇÃO DE AGENCIAS DE PROPAGANDA E COMUNICAÇÃO".
- Footer:** Contains the text "GLOBOSAT" and navigation links for "CANAIS", "ABA", and "CADASTRE-SE".



ASSOCIAÇÃO BRASILEIRA DE ANUNCIANTES

ABA & Social Networks

Facebook

ABA - Associação Brasileira de Anunciantes
Marketing & Comunicação
Organização

O WORKOUT PARA SEU CÉREBRÃO SE MANTER EM FORMA

ESTA SEMANA

- 29 Curtidas na Página
- 27 Alcance das publicações
- NÃO LIDAS
- 1 Notificação
- 2 Mensagens

Recente

- 2014
- 2013
- 1989
- Fundada em

Veja seu anúncio aqui

ABA - Associação Brasileira de Anunciantes
Esta semana a ABA realizará mais um evento - Fórum ABA Varejo e Branding - no auditório da ABA.
Mais informações: (11) 3283-4588 ou eventos@aba.com.br

FÓRUM ABA CVAREJO E BRANDING
SÃO PAULO 26.11.2014

ABA - Associação Brasileira de Anunciantes
Esta semana a ABA realizará mais um evento - Fórum ABA Varejo e Branding - no auditório da...

Impulsionar publicação

LinkedIn

ABA - Associação Brasileira de Anunciantes
2.361 seguidores

Missão
Ser agente transformador e de geração de valor para as empresas associadas e a sociedade, promovendo a excelência e as melhores práticas do marketing e da comunicação.

NOSSA CRENÇA
O marketing é fundamental para a evolução da sociedade; a ética e a liberdade são essenciais para sua realização.

VALORES
Excelência
Ética
Colaboração
Respeito
Inconformismo

PRINCÍPIOS FUNDAMENTAIS E OBJETIVOS PERMANENTES

1. Defender de forma permanente e insusceptível a liberdade da comunicação comercial;
2. Representar, defender e orientar os interesses dos anunciantes brasileiros;
3. Defender o conceito e a prática da responsabilidade do anunciante e da propaganda, estimulando a autorregulação;
4. Manter permanente diálogo com toda a sociedade e seus integrantes;
5. Incentivar a constante busca da maior eficácia do marketing e o aumento de sua utilização rentabilidade como ativo competitivo de negócios, aglutinando, validando e disseminando as melhores práticas;
6. Conectar executivos e profissionais dos anunciantes e da cadeia produtiva do marketing e da comunicação;
7. Incentivar o desenvolvimento inovador, criativo e com propósito das marcas e da reputação das organizações anunciantes;
8. Incentivar a mais ampla visão e práticas de sustentabilidade nas atividades de marketing e comunicação;
9. Auxiliar as associações a antecipar e planejar o futuro;
10. Gerar, consolidar, disseminar e facilitar o acesso e conteúdo e educação relativa ao escopo de atuação da identidade.

FUNDAMENTOS DE GOVERNANÇA
Inclusão e exclusão de associadas e parceiros com fundamento na missão, credo, valores e princípios adotados.

Site http://www.aba.com.br	Sector Marketing e publicidade	Tipo Sem fins lucrativos
Sede Av. Paulista, 332 São Paulo, São Paulo 01310-000 Brasil	Tamanho da empresa 11-50 funcionários	

Atualizações recentes

ABA - Associação Brasileira de Anunciantes: Veja a cobertura do V ABA Summit no Portal ABA: <http://linkd.in/eteEE/vm>

aba.com.br
aba.com.br - aba.com.br

Grupos recomendados:

- GRUPO TROIANO de branding
- Interbrand
- TROIANO