



The **ANA Brand Practice** empowers marketers to quantify marketing's impact and contribution to measurable growth.

Brand Belief

What it means: Brand is not just a marketing asset. It's a cultural operating system that must be understood and lived throughout an organization.

Key components:

- Brand purpose
- Employee alignment and engagement
- Internal storytelling and education
- Leadership modeling the brand

Why it matters: Without belief, brand becomes decoration. With belief, it becomes direction.

Brand Equity

What it means: the ideas, feelings, and mental shortcuts people associate with your brand. Equity fuels preference, pricing power, and trust.

Key components:

- Distinctive brand assets, creative effectiveness
- Clear and consistent positioning
- Emotional resonance
- Brand codes that trigger memory and meaning

Why it matters: Equity is the moat. It's the difference between being chosen... or overlooked.

Brand Activation

What it means: Brand is experienced across every touchpoint. Activation is how your brand shows up in real life.

Key components:

- Customer journey alignment
- Brand behavior consistency
- Channel-specific expression (e.g., retail, digital, service)
- Orchestration across functions and partners

Why it matters: If equity is the promise, activation is the proof.

Brand Measurement

What it means: Brand must be measurable in business terms. Measurement is what earns Marketing a seat at the table.

Key components:

- Brand health tracking (awareness, consideration, salience)
- Financial impact (margin, loyalty, pricing power)
- Brand contribution to revenue and growth
- Connectivity to the C-Suite

Why it matters: What gets measured gets supported. What gets supported gets scaled.



Our Brand Practice addresses many of our members' key challenges

- Investing in a fully-integrated brand-and-demand model
- Measuring brand's impact on business growth
- Promoting marketing effectiveness to the CEO and across the C-Suite
- Optimizing the touchpoints between customer experience and brand
- Humanizing brand growth in the face of AI
- Building a thriving brand operating system

ANA Brand Practice Resources

- [Programmatic Industry Benchmark Update](#)
- [The Impact of Culture on Brand Building](#) (coming soon)
- [Retail Media Networks Study](#)
- [Loyalty Marketing: The Good, the Bad, and the Ugly](#)
- [Better Creative Briefs for Better Brand Building](#)

ANA Brand Practice Training

Live Training Mastery Programs

- [Creative Briefing Mastery Program](#)
- [Effective Brand Management Mastery Program](#)

On-Demand Certificate Programs

- [Brand-Building Certificate](#) (6 courses)

Live Training Workshops

- [Marketing Innovation](#)
- [Positioning Your Brand to Win](#)

On-Demand Courses

- [From Insights to Great Messaging](#)
- [Inspiring Great Creative](#)
- [Strategic Customer-Centric Marketing](#)

Events and Programs

December 9, Virtual

[From Promise to Proof: Aligning Brand and Experience for Growth](#)

January 23, 2026, Virtual

[Top Consumer Trends in 2026](#)

May 18–20, Los Angeles, Calif. and Virtual

[2026 ANA Brand Masters Conference](#)

Committees

[Brand Management Committee](#)

Drive industry thought leadership, share best practices, and discuss topics that guide better decision-making.

[Brand Purpose Committee](#)

Bringing brands and nonprofits together to discuss the critical role purpose plays in driving business growth.

[Content Marketing Committee](#)

Discuss the strategic use of content marketing and how it advances brand initiatives and drives audience engagement.

[Relationship Marketing Committee](#)

Share case studies and discuss new trends and technologies.

[Sponsorship and Experiential Marketing Committee](#)

Focused on experiences that stimulate a brand connection.