



Annual Management Report

2016



Association of Brazilian Advertisers - ABA

Report - 2016

Message from the President

Conducting a transformation process is one of the most challenging and complex activities in any organization. When I took over as President of ABA (the Brazilian Advertisers Association) in April of 2016, the association had just undergone significant changes ranging from ABA's team structure and committee leadership to revising the Bylaws and creating the Code of Ethics and Governance Manual. Our goal was to reach a new positioning of "Marketing to Transform".

Consequently, in the first year of the new management, we focused on consolidating and extracting the maximum of this new form of work, aiming for actual deliveries. The results of 2016 make me feel very honored and happy for the enormous evolution, for the achievements, and in particular for the new horizons opened for the future.

The set of nine committees effectively made the wheel spin with flawless performance. In all, 46 deliveries, which generated content and insights, subsidized our events and reflected, in fact, the soul of our most important flags, such as alignment with the WFA - World Federation of Advertisers, ABA regionalization, ABACademy, and Advocacy, among others.

The 15 events held in 2016 summarize the main changes in the market and society which will require, shortly, answers and solutions from marketing and communication professionals.

Special mention should be made of the voluntary activities of our associates, with representatives present at the Board and Committee meetings, and to the invaluable support of our strategic partners and sponsors who, along with the energetic performance of the entire ABA team, have not only delivered but exceeded our goals and expectations.

And I am also grateful to the entities and partner associations, agencies and media that have welcomed the whole new board and me with a lot of respect and openness to the dialogue. I am convinced that we have great opportunities to move forward and innovate together.

Juliana Nunes
President



I - Operation and Governance

1- Finances

During 2016, ABA consolidated all the implemented processes and perfected in 2015, maintaining our philosophy of austerity concerning the entity's expenses.

Such austerity in expenses, coupled with the high performance of sponsorships, has enabled us to start building a strong cash register which has made possible the payment of inherited contracted debts and liabilities as already reported in the 2014 - 2016 management report.

Among the opportunities identified in 2016 was the sponsorship of Young Lions within the ABAAcademy platform, the partial renovation of the technology network, and investment in specialized media in the area of communication. A scholarship for an ESPM (Escola Superior de Propaganda e Marketing - School of Higher Education in Advertising and Marketing) student was approved for 2017, an innovative initiative from this partner institution of ABA. ESPM is responsible for the training of many talents who have already worked in the Marketing and Communication area in our association

An increase of 24% was approved to the annual fees for 2017, aiming at an operational restatement requested by the board of directors.

The cash flow outlook for 2017 is positive, with the expectation of maintaining the generation of new surplus obtained in 2016, counting as main levers the sponsored loans and the austerity in expenses. The remaining challenge is the attraction and retention of associates to balance operational accounts.

ABA currently has a lean and stable structure of 14 professionals. The entire team is hired under the CLT regimen (Consolidated Labor Laws), constituting a substantial edge comparing to other entities in the sector.



2- The Work in Numbers

In 2016, there were more than 300 official actions, including:

- 83 Committee and Workgroup meetings
- 15 own events
- 25 external events
- 16 meetings with vehicles
- 32 meetings with advertisers
- 18 meetings with agencies
- 25 meetings with associations
- 30 meetings with the market
- 32 meetings with strategic partners
- 9 board/council meetings
- 3 public hearings in Brasilia

3- Partnerships

ABA counts on the vital support of strategic partners and sponsors to deliver the principles and strategic pillars to its members. Because of this, intense efforts were prioritized in 2016, aiming at maintaining the support of several companies. One of the highlights of the strategic partner's framework is the balance between fronts such as traditional media, OOH (out of home), digital and providers from the marketing and communication network. This reduces the dependency of a particular sector and reinforces the value of our activities in the eyes of diversified players. The contribution of content partners to the events was also critical, including the feasibility of bringing international speakers, to whom ABA does not pay fees nor reimbursement of expenses, since the end of 2014.

Sponsors

Adstream, Bradesco, Casa Civil Governo SP, Coca-Cola, comScore, Focus Vision, Grupo RBS, HBO, Heineken, Ipsos, Itaú, JC Decaux, Latam, Milward Brown, Natura, Perception FlyFrog, The Group, TIM, Unimed Rio, and UOL.

Strategic Partner

Band, Clear Channel, Eletromidia, Facebook, GfK, Globosat, Google, Instagram, Kantar IBOPE Media, Mullen Lowe, Otima, P&G, Petrobras, Santander, Turner, Twitter, and Zoomin.TV.

Content Partners

GoAD Media, ref+t e Tomorro\\\\Americas.

Media Partner - SP (São Paulo)

Adnews, Alpha FM, Carta Capital, Editora Referência, Imprensa Editorial, Kiss FM, Meio & Mensagem, Rádio Eldorado, Record News, and TOP FM.

Media Partners – RJ (Rio de Janeiro)

Band News FM, Indoor mídia, Infoglobo, Plurale, Plurex, R2OOH, and TR Mídia.

Support - Pro bono

In Press, MIB Brasil, The Group, The Heart Corporation, and Serasa Experian.



II - Committees

ABA's nine national committees and seven working groups from ABA Rio Chapter provided the members with an exchange of experiences as well as an extraordinary opportunity for networking, benchmarking and opportunities for great learning. Also, they generated projects, recommendations and best practice documents that create value for our associates and the market as a whole.

Central deliveries from the committees in 2016:

1- Branding & Content

President: Thiago Cesar Silva - **Itaú Unibanco**

Vice-President: Guilherme Pereira - **McDonald's**

- Paper with content focused on learning about:
 - ✓ Cannes and SXSW (South by Southwest) - Branding in Times of Crisis – Social Tensions and Brands (gender and *ageism*) - Digital Branding
- Paper: <https://spaces.hightail.com/receive/VRzFWwC1Ov>
- Contribution to program development and participation in Branding@ABA.

2- Communication & Sustainability

President: Cristiane Lopes - **PepsiCo**

Co-President: Ana Claudia Esteves - **Petrobras**

Vice-President: Isa Miamoto - **Unilever**

- Sustainability Awards.
 - ✓ Ranking with the best Sustainability awards available in the market and participating companies.
 - ✓ Danone's study with the leading Sustainability Awards, also with rankings of the best and values for participation.
- Rankings: <https://spaces.hightail.com/receive/6tgR22ETR2>
- Social Responsibility Report.
 - ✓ "The Future of Social Reports" - Mapping with the associates about the ways of working with Sustainability Reports.
 - ✓ The role of Communication departments in Social Responsibility awards and Sustainability Reports.
- Results: <https://spaces.hightail.com/receive/rBLI0pSdiZ>



3- Consumer Experience

President: Betânia Gattai - **Unilever**

Vice-President: Simone Vidal - **Grupo Boticário**

- Guide to Standards of Client Service Guidelines (in progress, scheduled for completion by the end of 2017)
- Key Indicators Guide for Consumer Experience Management (KPIs) - in progress, with delivery planned for the first half of 2017
- ABA/FGV partnership project for the creation of the "Consumer Confidence Index in the Judiciary and Companies", from the inclusion of specific questions elaborated by the members of the committee. Working group dedicated to the development of the proposal. Initiative in progress, expected to be completed by the end of 2017.

4- Insights

President: Fernanda Scozzafave - **Avon**

Vice-President: Karina Tosin - **Mondelez**

Vice-President: Suzana Pamplona - **Johnson & Johnson**

- Research "Productivity of Investment in Communication and Marketing and the Value of Trust in the New Agenda of CEOs" (Delivery of the Group of Leaders, held in partnership with Kantar Vermeer, presented at the ENA 2016 - Encontro Nacional de Anunciantes - National Meeting of Advertisers).
- Identification and understanding of different means of data collection and applications, through presentations of market players such as Facebook and Millward Brown.
- Evaluation of the study/research "Advertising to Children in Times of Convergence".
- Research "Future of Insights" (in partnership with BrainJuicer and presented at ABA Insights on October 27).
Additional information: <https://spaces.hightail.com/receive/8gb3yOwTOQ>
- Contribution to program development and participation in ABA Insights.



5- Media

President: Erica Campbell - **L'Oréal**

Vice-President: Natacha Volpini - **Heineken**

Vice-President: Henrique Belmonte - **Vivo**

- Creation of the Working Group on Relationship with Agencies - Study of new work models and levels of quality.

Link to the proposal: <https://spaces.hightail.com/receive/qBnHQKrXEx>

- Creation of the Digital Workgroup - Approach to the challenges that digital media currently face (already scheduled positive agenda with the IAB - Interactive Advertising Bureau - for 2017).

- Creation of the Metrics Working Group - Discussion on the integration of digital performance metrics, as well as the relationship of these parameters with the traditional metrics of traditional media performance.

Presentation: <https://spaces.hightail.com/receive/t5IOgmrCLg>

- Alignment and support in program implementation #ABAforadaABA (holding meetings outside ABA headquarters, with associates and strategic partners).

- Evaluation of the new proposed model for measuring investments in media - Project InterMeios.

Feedback: <https://spaces.hightail.com/receive/XwtYuMoLDy>

GT OOH

Coordinator: Marco Frade – **LG**

- Debate on new technologies and metrics for OOH (release of results in Playbook expected for mid-2017).

Summary of activities: <https://spaces.hightail.com/receive/ygYteUaxTo>

- Creation of a team of OOH media experts to evaluate the research initiatives that exist today in OOH. The methodologies of the OOH Map and the IVC - Verifier Communication Institute have been assessed, which leads to results of Scope, Frequency and GRP (Gross Rating Points). The simplification of related metrics, with the precision and typing that the OOH medium presents, projects the Map OOH platform as a solution for advertisers to define the share of that medium in the annual advertising investment, as well as to evaluate the OOH ROI compared to other media channels.

- Validation of the methodology that best harmonizes the concept of unique and irrefutable metric for OOH media efficiency, always thinking about the results of Range, Frequency, and GRP

- The completion and delivery of metric certification by ABA ends in the first quarter of 2017 when the entity will be able to share with the market, associated advertisers and their respective ad agencies the new recommended methodology.



6- Legal

President: Vanessa Vilar - **Unilever**

Vice-President: Ana Carolina Pescarmona - **Reckitt Benckiser**

- Guide to Good Practices: "Principles of Responsible Advertising in Digital Media". Guide: <https://spaces.hightail.com/receive/LpSiRho9Yf>
- Support to the Children Advertising Working Group
- Help in the selection of law firms and in legal actions for works related to Law Project PL 21.486/2015 and Law 13.582/2016, which regulate children's food advertising in Bahia.
- Definition of possible actions of advertisers concerning the Law 13.146/2015, about the Statute of the Person with Disabilities. The Committee recommended that ABA invites the principal entities of the advertising market to create a common agenda.
Minutes of the second meeting: <https://spaces.hightail.com/receive/wyxoWwLMRD>
- Follow-up by the Working Group on Data Protection and ABEMD - Associação Brasileira de Marketing de Dados (Brazilian Association of Data Marketing)-, with regards to Law Project PL 5.276/2016, about Personal Data Protection
- Support and evaluation of actions in Law Projects that imply restrictions to advertising in general.
- Follow up and definition of ABA positioning regarding the CPI (Congress' Parliamentary Investigation Committee) on Cyber Crimes
- Presentation and debate on the New Civil Code and Procedures and its impacts for Companies/Advertisers
Presentation: <https://spaces.hightail.com/receive/MGL3nGG4fy>
- Articulation for presentation of experts on the theme "Protection of Personal Data", related to promotions/CAIXA
- ABA's positioning on the Public Consultation opened on Ancine's website and draft of Normative Instruction that changes the provisions of the Normative Instruction number 95.
ABA's positioning: <https://spaces.hightail.com/receive/42Vs9fKchk>
- Obtaining a specialized firm evaluation on restrictions to brands that are not sponsors of the Olympics, considering Rio de Janeiro's Decree 41.674/16.
- Lecture by Dr. Vanessa Vilar, chair of the committee, at IBRAC - Instituto Brasileiro de Concorrência, Consumo e Comércio Internacional (Brazilian Institute of Competition, Consumption and International Trade), at a roundtable on Advertising to Children.
Presentation: <https://spaces.hightail.com/receive/ra7WCftmNn>



- Support in the preparation of a letter to CONAR - Conselho Nacional de Autorregulamentação Publicitária (National Council of Self-Regulation in Advertising)- for the formal submission of the "Guide to Good Practices: Principles of Responsible Advertising in Digital Media", held on December 1st

7- Government Relations

President: Juliana Vansan - **Mondelez**

Vice-President: Marina Ferreira - **Heineken**

Vice-President: Larissa Moré - **Reckitt Benckiser**

- Review of the infographic already adopted for Freedom of Expression and Advertising.
Infographic: <https://spaces.hightail.com/receive/GKLZDv6DuU>
- Suggestion for ABA's Positive Agenda with the Government, including the nomination of the main interlocutors in the Government to contact by ABA
Positive agenda: <https://spaces.hightail.com/receive/3VzGWgcHIT>
- Support to ABA to map possible Government Relations Advisers for advocacy issues.
- Presentation of the Media Smart project to ABA and the Children's Advertising Group, aiming to motivate companies to join the initiative.
Project: <https://spaces.hightail.com/receive/jDDfsOIqf6>

Alcohol Beverages Advertising Workgroup

Coordinator: Aleksandra Machado - **Diageo**

- Creation of ABA's positioning paper in defense of alcoholic beverage advertising.
- Adequacy of infographic in defense of responsible advertising of alcoholic beverages.
- Briefing of the comparative study of the legislation/regulation of the advertising of alcoholic beverages in the world, from the rules established in the code of self-regulation. Material completed and submitted to WFA.
Positioning paper and briefing: <https://spaces.hightail.com/receive/2Ji2PPzb1C>



8- Sourcing

President: Sheila Vieira - **McDonald's**

Vice-President: Daniel Santos - **Danone**

- Paper on learning generated from lectures and debates on topics related to the Procurement area for digital media, optimization of programmatic media buying resources and marketing and technology.

Paper: <https://spaces.hightail.com/receive/Asb8BoBAui>

- Event Purchasing Recommendations Guide.

Guide: <https://spaces.hightail.com/receive/SIYRjkF2Io>

- Debate on market intelligence and best practices for contracting suppliers (agency/trade) and relationships with stakeholders. Action includes Ipsos' lecture Practices and Research Tools for Negotiations

Presentation: <https://spaces.hightail.com/receive/GQoxOoKXaX>

9- Trade & Shopper Marketing

President: Eduardo Castro - **Savinil/BASF**

Vice-President: Renata Toscano - **3M**

Vice-President: Thiago Cunha - **McDonald's**

- Trade Marketing Best Practices Guide - The View of the Advertiser.

Guide: <https://spaces.hightail.com/receive/sUNDqLnImS>

- Paper on learning from lectures and debates on themes such as: The National Retail Federation's Big Show 2016 (from the point of view of Shopper Marketing) - Telhanorte bets on virtual reality to attract public to the space Casa Cor - Sell Out Culture and Retail Latam - Trade Marketing in Retail Fast Food - Challenges for Shopper Marketing and Development Categories in Brazil.

Paper: <https://spaces.hightail.com/receive/GxuxC1f15B>



III - Workgroups - Rio Chapter

1- Branding Workgroup & Content

Coordinator: Alessandra Carreiro - **Petrobras Distribuidora**

Coordinator: Marcelo Boschi - **ESPM Rio**

- Rio 2016 trademark protection policy.
Guidelines on the applications of the sponsoring and non-sponsoring brands of the Olympic and Paralympic Games.
 - ✓ Morgana Andrade, Organizing Committee of the Rio 2016 Games, March 2nd.
Presentation: <https://spaces.hightail.com/receive/kyXuoFSIys>
- The Power of Now.
How to connect real-time brands with Twitter users and how best to handle marketing actions during the Olympics.
 - ✓ Carlos Valverde, Twitter Brasil, May 12.
Presentation: <https://spaces.hightail.com/receive/YgHkwTJWvb>
- Reflection on the Construction of Rio's brand.
The ability of the brand potential to build public-territorial relations, global city analysis, and guidelines for the methodology of building and analyzing city brands and their communication strategies and policies.
 - ✓ Patrícia Reis, HOD Planejamento de Marca, July 27.
- Repositioning Oi.
How to keep the brand relevant to technological and social developments. Approach focused on the revitalization of the Oi brand in the market, including case presentation and launch of the new brand.
 - ✓ Thiago Tudesco, Oi, October 4.

2- Communication & Sustainability Workgroup

Coordinator: Patricia Mello - **Petrobras**

- Influencers, Beyond the Mainstream.
In a scenario of growth in the number of influential people in different areas but still unknown to the vast majority, dialogue about the possibilities to return to the niche and specific issues, rather than treating everything as mass media.
 - ✓ Leonardo Brossa, Quintal Estratégia e Criatividade, May 3rd.
Presentation: <https://spaces.hightail.com/receive/p6yIZUD9od>
- Advertising in the Age of Digital Influencers.
 - ✓ Janine Louven, In Press, July 12.
Presentation: <https://spaces.hightail.com/receive/VqV76BIB85>
- Meeting at Instituto Oi Futuro
Alignment held on September 20 for technical visit and presentation of the Sustainability area.



3- Consumer Experience Workgroup

Coordinator: Elizabeth Almeida - **Coca-Cola**

- Advanced Automatic Client Support - Virtual Agents.
Approach from the presentation of practical cases, including GOL's case study, with an explanation of myths, investments and results.
 - ✓ Marcelo Luiz Arakaki, Blue Lab, May 9.Presentation: <https://spaces.hightail.com/receive/QefHkDGd5a>
- Facebook Bots - A New Weapon in Consumer Relations.
 - ✓ Alessandro Barbosa Lima, E.life, July 5.Presentation: <https://spaces.hightail.com/receive/QvG6tjBqi5>
- Customer Care - The Challenges of Consumer Relations for the Next Years.
 - ✓ Elizabeth Almeida, Coca-Cola, and Alessandro Barbosa Lima, E.life, December 8.Presentation: <https://spaces.hightail.com/receive/O61zxJj3zm>
- Technical visits to call center structures, with consultations with companies such as Estácio, Metrô Rio, Ipiranga and Embratel.

4- Insights Workgroup

Coordinator: Adriana Bahia - **Bradesco Seguros**

- Smartphone as Store Front.
Approach on aspects that show the potential of these devices to impact the customers of a physical store positively.
 - ✓ Norma da Matta, Ponto de Referência, September 13.**Presentation:** <https://spaces.hightail.com/receive/k9SOPkklI3>
- Neuromarketing and Shopper Marketing: How the Science of Influence Can Contribute to the Art of Conquering the Buyer.
Presentation of neuroscientific knowledge and research methods that can be used to generate insights and create innovations for consumers.
 - ✓ Billy Nascimento, Forebrain, September 22.



5- Trade & Shopper Marketing Workgroup

Coordinator: Valeska Gadelha - **Souza Cruz - RJ**

- The Big Show 2016 from the NRF - National Retail Federation - from the Point of View of Shopper Marketing.
New strategies to increase sales and delight people, from what was seen at the NRF - USA event.

- ✓ Palestra de Gilberto Strunck, Dia Comunicação, March 16.

- Planning the Consumer Experience.

- ✓ Vânia Carvalho, Ponto de Referência, June 21.

Presentation: <https://spaces.hightail.com/receive/bDVi3absrO>

- POS (Point of Sale) - From Sales to Integrated Experience.

Access to communication, demand for experience and increasingly fierce competition forces the point of sale (POS) to add factors such as sales conversion, brand building and delivery of a single integrated experience.

- ✓ Douglas Gomes, The Group, November 30.

Presentation: <https://spaces.hightail.com/receive/qVoRsv6CRB>

6- Media Workgroup

Coordinator: Mariana Bieler - **Petrobras**

Coordinator: Suellen Medeiros - **Amil**

- Branded Content - The Publisher View

Panorama about content production for brands and presentation of the studio April Branded Content.

- ✓ Edward Pimenta, Abril Branded Content, November 29.

Presentation: <https://spaces.hightail.com/receive/hB9WTeuTm8>



7- Sponsorships Workgroup

Coordinator: Taís Wohlmuth – **Petrobras**

- Meeting at Instituto Oi Futuro.
Alignment for a technical visit to the museum and presentation of the area, focusing on cultural actions already carried out.
- Cultural and Artistic Marketing: Actions and Stakeholders.
 - ✓ Carla Camurati, Director of Culture of the Rio 2016 Olympic Games, May 22.
- Promotion of Culture - Funding Modalities.
The cultural market in Rio, including the financing modalities of the State System of Culture and the importance of the construction of public policies of culture.
 - ✓ Tatiana Richard, Superintendent of the Law of Incentive to Culture of the State of Rio de Janeiro, August 25.
- Technical visit to Instituto Oi Futuro.
To know the possibilities of the digital media and social innovation, with the presentation of the Kabum Project - social insertion of young people from the peripheries, which is becoming a laboratory for innovation, with increasing impact on the cultural and artistic circuit of Rio de Janeiro.
 - ✓ Lorenzo Aldé and Fernando Mozart, Kabum, December 7.Presentation: <https://spaces.hightail.com/receive/iqfn6vF9Ex>



IV - Events focused on content.

15 events were held in **2016**,:

- 6 in São Paulo
 - ✓ Encontro Nacional de Anunciantes (ENA - National Advertisers Meeting)
 - ✓ Branding@ABA
 - ✓ ABA Mídia
 - ✓ ABA Insights
 - ✓ ABA Summit
 - ✓ ABA GfK ROI
- 5 in Rio de Janeiro
 - ✓ ABA Insights
 - ✓ ABA Petrobras of Digital Communication
 - ✓ ABA Cultural Marketing
 - ✓ ABA Sports
 - ✓ ABA MKT in Rio
- 2 in Brasília
 - ✓ ABA Mídia
 - ✓ ABA Digital Communication
- 1 in Porto Alegre
 - ✓ ABA Mídia
- 1 in Belo Horizonte
 - ✓ ABA Digital Communication

The 2016 events in numbers:

- 15 events held
- 2.561 participants
- 181 presentations
- 65 panels
- 207 speakers and moderators, 9 of which international
- 47 sponsors/supporters
- 92,2% of public approval rating (good, very good and excellent)



-> ABA Event Satisfaction Survey

São Paulo and Rio		Expectations met	Content	Speakers	Promotion	Organization
1	ABA Insights Rio - RJ	96,7%	100%	96,9%	84,8%	90,9%
2	ABA Petrobras of Digital Communication- RJ	94,7%	91,8%	90%	90%	95%
3	ENA - SP (National Meeting of Advertisers)	88,6%	92,1%	93,2%	89%	92,1%
4	ABA Cultural Mkt - RJ	92,3%	92,5	96,3%	92,5%	96,3%
5	Branding@ABA	96,1%	93,4%	96,7 %	96,7%	93,3%
6	ABA Media - SP	84,9%	84,4%	93%	94,6%	96,6%
7	ABA Sports - RJ	91,7%	96%	91,7%	81,8%	88%
8	ABA Insights - SP	90,9%	86,9%	91,3%	81,8%	95,7%
9	ABA Summit – SP	96,7%	76,7%	96,7%	93,3%	96,7%
10	ABA MKT in Rio – RJ	95,8%	96,2	96,3	92,5	100%
11	ABA GfK ROI – SP	82,6%	81,3%	93,9%	85,7%	98%

Regional		Expectations met	Content	Speakers	Promotion	Organization
1	ABA Media - DF	80%	71,4%	100%	85,8%	100%
2	ABA Digital Communication - DF	75%	88,8%	100%	88,8%	100%
3	ABA Media Porto Alegre	93,3%	100%	100%	87,6%	100%
4	ABA Digital Communication - BH	91,3%	100%	100%	88%	100%



V - Advocacy

Advocacy is one of ABA's main pillars. Each theme and its corresponding action plan are individually addressed and supported by the involvement of not only of the Board and Council but also of committees and working groups. Besides, whenever possible and necessary, WFA references are considered on this front, as well as working together with other entities, from the advertising and communication market and **primary**, should they also relate to the theme. The year was intense for the defense of the freedom of commercial communication; representation, protection, and orientation of Brazilian advertisers; and in the permanent dialogue with all society and its members. These are the primary efforts carried out in 2016:

1- ABA and CENP

The relationship with CENP - Conselho Executivo das Normas-Padrão (the Executive Board of Standard Regulations)- was one of the main points of Advocacy, with ABA seeking to clearly and objectively state its position in favor of updating the Standard Norms and the review of Non-Compliance procedures. For the greater effectiveness of the actions, there was a strong presence and participation in the Working Groups (GT), covering topics such as Quality, Remuneration and Legal, as well as efforts in the "Petit Comité". Eight ABA representatives are also members of the CENP Board, bringing this dialogue to the forefront.

2- CONAR

It was an important year for ABA to consolidate its representativeness within the CONAR - Conselho Nacional de Autorregulamentação Publicitária (National Council of Self-Regulation in Advertising). With the election that made up the body's Board of Directors for the 2016-2018 mandate, ABA took office of the 1st vice-presidency of the Board, represented by Newman Debs, Legal VP of Unilever and member of ABA's Board. Sergio Pompilio, Legal VP of Johnson & Johnson and ABA's 1st Vice-Chairman of the Board, became CONAR's Counselor and took over the presidency of the 2nd Chamber of Ethics. Nelcina Tropardi, Legal Director for PUB - Paraguay, Uruguay and Brazil at Diageo, and Vice President of ABA, became CONAR's Counselor and took over the presidency of the 6th Ethics Chamber. This significant participation resulted in the elaboration of a paper as a contribution of the advertisers to the 2017 agenda of the organ, delivered by ABA's President, Juliana Nunes, to the President of CONAR, Gilberto Leifert. One of the items in the document refers to the strengthening of the joint advocacy strategy between the two entities. The content also addresses the projects Tradedress and Blogueiras, stimulating the actions of CONAR in the digital environment.

3- Advertising to Children

ABA has worked strongly in the generation, updating and organization of documents, opinions and communication materials, involving legal, psychological, academic and economic aspects.

In April, the entity's positioning paper was prepared with a view to the Senacon Study - National Consumer Secretariat - "Children's Advertising in Times of



Convergence". In the month of October, the technical report on the same study was concluded.

In addition, the association was represented by Sandra Martinelli at the Public Hearing on the Law Project PL 702/11, held on May 24 in Brasilia

✓ **IFBA - International Food & Beverage Alliance**

Pledge II was launched at the end of the year, bringing significant developments to promote the adoption of balanced diets and a healthy and active lifestyle by people. The initiative is the result of the voluntary work of the 11 IFBA companies, including Coca-Cola, Ferrero, General Mills, Grupo Bimbo, Kellogg, Mars, McDonald's, Mondelez, Nestlé, PepsiCo, and Unilever. ABA supports the initiative

4- Advertising of Alcoholic Beverages

ABA, in partnership with WFA, conducted an extensive analysis of the global scenario related to alcoholic beverage advertising. A positioning paper on the subject was prepared by the association, and the next step will be the drawing of a comparative study. The monitoring of Law Projects on the subject was constant during the year, and the entity became directly involved in topics such as the prohibition of advertising on billboards near schools and alcohol treatment homes in the city of Rio de Janeiro

5- Consumer Rights and Duties

The Procon - Programa de Proteção e Defesa do Consumidor (Consumer Protection and Defense Program) from the city of São Paulo invited ABA to join its discussion forum on consumer rights and duties, along with organizations such as the Brazilian Institute of Consumer Protection (IDEC) and Instituto Alana, among others. As a joint action plan, ABA invited PROCON's representatives who presented the situation of young YouTubers to the members of ABA's Children's Advertising Group at the last meeting of the year held in November. ABA's Legal Committee has developed a text of institutional positioning on the subject, for recommendation to the members.

6- Condecine Fee

The proposed implementation of the Condecine - Contribuição para o Desenvolvimento da Indústria Cinematográfica Nacional (Contribution to the Development of the National Film Industry- FEE for audiovisual advertising on the internet was one of ABA's advocacy activities. Based on recommendations from various bodies, and meetings with other impacted entities, a draft of the positioning was developed from the advertisers' point of view of the. The document was sent and filed on the ANCINE website. Scenarios and possible actions to be adopted were also mapped according to the possible developments.



7- Cyber Crimes

ABA participated in the Cyber Crimes CPI (Congress' Parliamentary Investigation Committee), being represented by Sandra Martinelli at the occasion, in Brasília.

8- Inclusion

Possible demands from the Disabled Persons Statute are also considered in the advocacy mapping of the association.

9- SECOM - Presidency of the Republic

ABA participated in a public hearing on biddings of advertising services by public organs. The purpose of the initiative is to increase the transparency of bidding processes, clarifying the central aspects for hiring agencies. The association also has a seat in the forum of the Communication Secretariat of the Government State of São Paulo, for the adjudication of public bidding.



VI - Transforming Communication

2016 was a year of important advances in ABA's communication, registering a significant level of exposure in proprietary channels (website and social networks), as well as in the press. The implementation of a new strategy of action generated significant gains in the production of content, resulting in a sharp increase of the updates.

The content generated by the entity was developed in an increasingly intense way, seeking references from international sources to improve the audience's contact points. The sum of these factors promoted a transformative increase in the qualitative aspect, in addition to the practical advance in the performance indicators, as detailed below:

1- ABA Magazine

The publication was circulated at the end of 2016 and has two essential objectives. It presents the activities carried out during the year and publicly reinforces some priorities of the entity. It also brings a synthesis of the initiatives of associates and strategic partners, addressing innovation, female empowerment, corporate reinvention, Rio 2016, Cannes, Ad Blocking and Ad Fraud, among other topics. The title circulated with 8 thousand copies certified by the IVC.

ABA Magazine: http://www.aba.com.br/revistas/revista_aba_nov_2016_v2.pdf

2- aba.com.br Portal

The content portal spaces of the entity have a fundamental role in the dissemination of information of the activities, as well as sharing knowledge of the actions of advertisers, vehicles, agencies, educational institutions, governments and specialized press. Also, they disseminate partner initiatives, providing a relevant counterpart to the brands that support ABA's work.

During this period, 126 updates were totaled. Much of the content is proprietary, making this channel even more attractive and exciting. The content of curatorship is also noteworthy, with the most important themes, referring to the universe of marketing managers, broadcast in Brazil and abroad. 130 documents were shared, ranging from best practices (with insights generated by the work of our committees) to presentations by speakers at ABA events.



3- Social networks

ABA channels on social platforms also underwent significant transformations and increased the frequency of posts and the increase in curatorial sources. The evolution of the qualitative and quantitative indicators in the management of the social networks generated an entirely organic increase of the audience in these channels.

Facebook: it acts as the most common channel for content on social networks. It totaled 443 posts and presented a 12% increase in the number of fans, going from 1.805 to 2.048 compared to 2015.

LinkedIn: it gathers ABA's largest audience in social networks, with 6.050 connections, proving the affinity of the corporate universe with the performance of the entity. The reach on this platform also makes it clear that marketers recognize the association's work as a benchmark for professional enhancement. The 85 posts in the period generated 46.100 impressions causing 143 interactions

Twitter: ABA had 326 followers on the platform and increased its followers by 10% in the period in a totally organic way, compared to 2015. In other words, the bet to increase the audience was on the strength of content relevance with 313 tweets.

Instagram: it was the social platform with the highest audience growth. The manual labor of searching for relevant people related to the ABA universe made the number of followers jump from 121 to 382, a 215% increase. In total there were 91 posts, which resulted in 915 likes and 25 comments.

Follow ABA's work on social networks

Facebook:

<https://www.facebook.com/ABA-Associa%C3%A7%C3%A3o-Brasileira-de-Anunciantes-201585013323997/>

LinkedIn:

https://www.linkedin.com/company/aba---associa-o-brasileira-de-anunciantes?trk=company_logo

Twitter: <https://twitter.com/abatransformar>

Instagram: <https://www.instagram.com/abatransformar/>

4- ABA in the News

ABA expanded its presence in the media in 2016, highlighting several initiatives and work fronts, with particular emphasis on its new management and events. There were 416 mentions last year, a 40% increase compared to 2015. The actions aimed at journalists stimulated 24 themes, with the production of 30 press releases and notes, including the dissemination of 15 events. This movement ensured the acquisition of spaces in all the important vehicles of the Communication and Marketing trade, reinforcing our strategic messages and flags.

For these actions, the entity counts on *pro bono* support from In Press



VII - ABACademy

ABACademy was one of the strategic priorities of the association that best made the concept '**Marketing to Transform**' more tangible in 2016. Exploring innovation, disseminating knowledge about best practices and recognizing the best marketing and communication works, the initiative presented significant advances on several fronts.

● **Partnership with ESPM**

On the core of our partnership between ABA and ESPM, we highlight the elaboration of the first edition of the ABACademy ESPM Award, with the support of FIAT - aiming at valuing marketing as a transforming business agent and enabling postgraduate students from São Paulo the opportunity of working in a real market situation. Another front is the adoption of a student, from 2017, in a scholarship format. ABA is a pioneer in this type of action, honoring the innovation of our academic partner. By 2017, ABA associates and their children will receive discounts on undergraduate and postgraduate courses from ESPM

● **Young Lions Brazil**

ABA's sponsorship in 2016 made possible the participation of Thiago Teixeira, from Volvo, in the competition that takes place during the Cannes Lions International Festival of Creativity in June

● **M-List**

The second edition of the M-List was launched in the market in partnership with Gume, by journalist Regina Augusto, listing the marketing executives of the 500 largest companies in the country as well as the 20 most important influencers in this area.

More on: <http://mlist.com.br/>

● **The Millennials Project**

The project was initiated with coordination from São Paulo and participation of the Rio Chapter. The study, under development, encompasses research in partnership with Ipsos and aims to make millennials closer to the corporate world and provide valuable insights to advertisers and the market in general about the profile of this audience.

● **Partnership with the Network of Brazilian Women Leaders for Sustainability**

The organization aims to support communication and dissemination of the research "Producing, Consuming, Living and Imagining: New Standards for the Sustainable Use of Time", an initiative of the Network of Brazilian Women Leaders for Sustainability, with the participation of female directors, counselors and representatives of associated companies. Time stands out as one of the most precious assets in the world, touching all the relevant aspects of people's lives as well as businesses and their brands. In this way, the organization is supporting unique study that will provide a scientific background to promote reflection on future work environments, flexibility, and insights for associated advertisers.



VIII – International Relations

• WFA

The ever-closer relationship with the World Federation of Advertisers (WFA) plays a key role in aligning ABA's global vision on top-of-the-line issues for advertisers. Together, the two entities increase the possibilities of providing Brazilian marketing professionals with concrete elements for decision making considering the whole, including trends and insights for the future, new ways to build connections, ideas and alternatives to overcome challenges, and ways to optimize time and resources. This is one of the main sources for fostering innovation and transformation. Given the relevance of ABA's representativeness in WFA, in 2016 the entity went beyond the seat at the Executive Committee, with an effective role at the WFA Global Marketer Week, held in Kuala Lumpur, Malaysia. Represented by Sandra Martinelli at the National Association Council session, ABA shared some of its key fronts at the global advertiser meeting, including professional development, advocacy, and content, as well as the work of the nine committees of the Brazilian entity. Other points highlighted in the international event include #ABAforadaABA and the event grid, as well as the role of the association's communication to strengthen the relationship with associates, partners, and the market, through proprietary channels (portal and social networking platforms).

• Cannes Lions - International Festival of Creativity

In 2016, represented by Sandra Martinelli, ABA took advantage of the largest global meeting point in the market to fulfill an extensive relationship agenda, increasing the visibility of the entity. Besides, the executive identified ten trends, from learning and inspirations drawn from the festival, which was deepened in content at ABA Magazine.

<http://propmark.com.br/premios/cannes-redefine-press-lions-e-lanca-digital-craft-para-2016>



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Address

São Paulo

Avenida Paulista, 2073, 14º andar, conjunto 1403

Edifício Horsa II - Conjunto Nacional

São Paulo - SP - CEP 01311-940

Tel.: (11) 3283-4588 / (11) 3253-5123 / (11) 3253-5124

aba@aba.com.br