Innovation is how we create significant change through new approaches to product and services. Innovation happens when what’s needed meets what’s possible.

Culture change is key. It’s less about process and an innovation management system, but creating a culture where it’s okay to be playful, to experiment, and to take risks, and be responsible for what those risks cost.

Innovation is a game, unfortunately. The companies that don’t pick up innovative ways to track results will struggle to stay relevant. "Innovate or die" is a popular axiom among marketers. While it is easy to agree with the notion, with all that has been written on innovation, there is one challenge: execution.

For ANA—as a consortium of diverse businesses—to be at the core of business and brand growth, let us remember that the only certainty facing marketers today is change, and that most people don’t know exist.

"Status quo" will always resist progress unless combated with meaningful change. For this reason, we must reclaim ‘innovation’ from buzzword oblivion and substantially invest in this discipline, which is absolutely critical to survival in the face of uncertainty and brand turmoil. The chaos caused by COVID-19 elevated the need for innovation, and moving forward, marketers need to take the lead on this change.

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To learn more about marketing’s value in the new normal, and to see the full research report, please visit ANA’s Marketing Futures Hub. You can also visit ANA’s Marketing Futures Hub to learn more about marketing’s value in the new normal and to see the full research report.

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