

Marketing Accountability Standards

**Brand Investment & Valuation (BIV)
MarCom Team**

**August 2012
Nick Primola
Don Sexton**



**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

Welcome Nick (new team co-leader)



Nicholas Primola, is Vice President of the Association of National Advertisers. Nick joined ANA in July 2011, after having been active with the ANA as a Member Rep for more than six years with Citizens Financial Group. He was also a part of the ANA's Senior Marketer Think Tank and the Integrated Marketing Committee, and has spoken at ANA events. While at Citizens, Nick was a senior vice president in the marketing group, where he engineered a five-fold increase in the direct marketing practice, led the annual marketing planning initiative, and launched the first media mix modeling initiative for the company.

Prior to Citizens, Nick spent eight years in New York City, managing major client businesses for Ogilvy/OgilvyOne and Y&R/Wunderman. Before that, he held multiple positions in the Marketing group at MBNA America.

Nick holds a BA from Villanova University and attended Harvard Business School's Sr Manager Program, Strategy and Service Excellence as well as London Business School's Marketing Leadership Program.

Meeting Agenda: BIV MarCom Team (8/17/12)

- Review basis upon which the BIV MarCom Team was commissioned by MASB Directors in 2011
- Discuss how we could do better as a Team to achieve the Objectives

How we could do better (8/17/12)

- Role of Team
 - This should be the MASB “CMO” Team
 - MarCom & Membership
- Two challenges/objectives
 - General awareness of MASB
 - Key Account/Membership
- More exposure by member orgs (MSI, AMA, ANA, IAB, 4As, ARF)
 - At Conferences
 - Links on Websites
- Can promote more, identify leads, but can't close the sale
 - Must secure membership in association/org 1st
- Need a one page reason to engage/buy
 - Including USP
 - Perhaps BIV project as lead
 - Benefits
- Revisit rate structure after leadership seats filled (Trustees remain)
- **Revise Team Plan to reflect this discussion (starting w/Objectives & USP)**

MarCom Team

Leads: Nick Primola
Don Sexton (Columbia)

Heroes: Mike Donahue (4As)
Earl Taylor (MSI)
Nancy Costopulos (AMA)
Sherrill Mane (IAB)
Jim Gregory (CoreBrand)
Dave Reibstein (Wharton)
Dave Stewart (LMU)

Admin: Meg Blair (MAF/MASB)
Allan Kuse (MMAF Center)

Meet: 4th Friday Monthly, 10AM ET



Thank-you!



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