



**MASB**

**2010 Summer Board Meeting  
and Summit**



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

# Corrections to BIOS

Apologies for any errors

Please email updates or corrections

New process being put in place going forward

# Announcements



**Newest Charter Member of MASB  
August 2010**

# Shubu Mitra (The Coca-Cola Company)



- Director, Marketing Communication Effectiveness
- Improve effectiveness of marketing communications
- Drive investment productivity
- Integrated Marketing Communication approach
- Global tools & processes to
  - plan, measure, improve performance
- Was consultant w/McKinsey & Company
- Worked w/global clients on
  - brand growth strategy
  - marketing productivity projects
- Purdue University (Krannert)
- University of Mumbai, Banaras Hindu University

# Attendance

## Directors/Members attending via GoToMeeting

**Chris Ciccarello (ConAgra Foods)**

**Jamie Richardson (Kimberly-Clark)**

**Carl Spaulding (Nielsen Catalina)**

**Joe Plummer (Columbia)**

## Here for Jim Figura

**Nancy Rogers (Colgate-Palmolive)**

# Announcements cont

**Hostess (Lori)**

**15 minute break ~ 10:30**

**Restrooms & Lounge**

**To go up, elevator must go down first...**

**Lunch served ~ 12:45**

**Afternoon sessions will start promptly at 1:30**

**15 minute break ~ 3:15**

**Dinner at Legal Seafood**

**~ 6:30 Cocktails (wine & beer, cash bar)**

**~ 7:00 Dinner (not attending please let Lori know)**

# Expectations

- **Ask questions during Q&As**
- **Participate in discussions**
- **State your POV during breakout sessions**
- **Get revved up and enjoy yourselves!**

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**Welcome to MASB**

**2010 Summer Board Meeting  
and Summit**

**David W Stewart, Dean  
A. Gary Anderson Graduate School of Management  
University of California Riverside  
Founding Director & Chair of the MASB**

**August 2010  
Boston**



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of the Marketing Accountability Foundation**



# Welcome

- **MASB Board members**
- **MASB member representatives**
- **Distinguished guest speakers**
- **Distinguished guests**

# Origins

**As many of you know, MASB began as The Boardroom Project, a visionary initiative begun by industry professionals and academics who saw an opportunity to increase the contribution of the marketing function through the development of standard metrics and processes that link marketing activities more objectively and more closely to the financial performance of the firm.**

**The absence of well-accepted and uniform definitions of constructs, measures and processes within marketing has hampered the ability of the discipline to be a full partner in the strategic decisions of the firm.**

# Opportunity

The recent implosion of the financial sector has created a unique opening for marketing to reassert itself at the strategic planning table.

The dominance of the finance function in many organizations has come into question:

- underlying assumptions do not always hold
- risk cannot be “hedged” away with financial instruments
- financial returns ultimately must be driven by buyer behavior in markets rather than deal making

Marketing has an opportunity to step into the void but can be successful only if it can bring credible metrics and processes for informing investment decisions and for managing risk.

# The Promise

**The development of generally accepted and common standards for measurement and measurement processes will significantly enhance the credibility of the marketing discipline, improve the effectiveness and efficiency of marketing activities, and enable continuous improvement over time**

**MASB is the independent body that will facilitate this transformation**

# Current State of MASB

- **Nearing the end of three-year start-up plan**
- **Structure & infrastructure have been laid**
- **Foundational projects completed**
- **Prepared to embark on the next three-year plan**
- **Game-changing projects for the advancement of marketing practice & business overall**
- **These are the topics for the next two days**

# Agenda for Meeting

- **Day 1 (9-5)**
- **The First 3-Years – Start-Up (Mike Hanssens, UCLA)**
- **Beyond the Science (Earl Taylor, MSI)**
- **Panel: How Finance and Marketing View Brands (Moderated by David Reibstein, Wharton)**
- **Game Changer I:**
  - **FASB/MASB Partnership for Aligning GAAP/MMAP (Joe Plummer, Columbia)**
  - **How FASB's Standards Setting Process Works (Sue Bielstein, FASB)**
  - **Breakout Session: How Will This Change the Game? (Barriers & Opportunities)**
- **Game Changer II:**
  - **Branding, From Expense to Investment Model & Discipline (David Stewart, UCR)**
  - **Conceptual model (Don Lehmann, Columbia)**
  - **MMAP: Moving to Metrics (David Stewart, UCR)**
  - **Breakout Session: How Will This Change the Game? (Barriers & Opportunities)**
  
- **Dinner @ Legal Seafood**

# Agenda for Meeting

- **Day 2 (8-Noon)**
- **Project: Measuring (Forecasting and Improving) Brand Value**
  - **Methods of Brand Valuation (Marc Fischer, University of Passau)**
- **Other Projects Underway**
  - **Common Language Wiki**
    - (Carl Spaulding, Nielsen/Catalina & Paul Farris, Darden)
  - **MASB Metrics Catalogue (Allan Kuse, MMAP Center)**
  - **Measuring Return for CPG w/CLV (Rick Abens, Foresight ROI)**
  - **Measuring Return from Interactive (Craig Stacey, Stern)**
- **Housekeeping & Announcements**

**Note: CLV Project Team will meet @ Noon on Day 2**



# Thank-you!



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