
Welcome to MASB

**2010 Winter
Board Meeting & Summit**



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

Announcements

Lunch ~1:00

No other general breaks

Restrooms on other side of elevators

See Karen at Table for pass

Small room “over there” (privacy)

Who not coming to dinner?

Welcome to MASB

2010 Winter Board Meeting & Summit

David Stewart, Dean
A. Gary Anderson Graduate School of Management
University of California Riverside
Founding Chair of the MASB
March 2010
Chicago



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

Thanks



Starcom MediaVest™
GROUP

Thanks to SMG for hosting the Summit!

Kate Sirkin (Founding Board Member Hostess)
Karen Silmon (Logistics & Guest Services)

Origins

MASB began as The Boardroom Project, a visionary initiative begun by industry professionals and academics that 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.

Theme of Summit

*“Measurement Methods Matter
as do the Findings and Other Rules for Reporting,
Forecasting & Improving Return from Buyers
in Markets Short-term and Over Time“*

- ❑ Parting remarks as editor of JAMS relevant
- ❑ Parallel processes for good academic research and good marketing practice

Methods Matter

- In marketing, the view from the perspective of a consumer is often very different from the view of a marketing decision maker
- Methods need to measure the market or buyer characteristic as directly as possible
- Methods need to reliably and validly assess the characteristic

Findings Matter

- A research paper is assessed by the substantive findings identified
- A marketing measurement is valued for the actionability of the finding
- Marketing measurement is also valued when the finding is replicable . . .
- And replicable findings can lead to better marketing practices

Other Things Matter

- **Persuasive communication**
 - To peers
 - To buyers in markets
 - To management
 - To financial community

- **Rules beyond methods**
 - Publishing guidelines
 - Media practices
 - Corporate practices
 - External standards (eg ISO & GAAP)

Summit Agenda

Touches on many of the things that matter

- Internet methods & return attribution (Bucklin)
- Marketing models & cultural change (Taylor)
- Methods & practices of “Ideal Metrics” (Kuse)
- Learning & knowledge practices (Gohmann)
- Corp practices in long-term impact (Hanssens)
- Marketing rules for financial reporting (Lees)
- Methods of brand valuation (Fischer)
- Market response to marketing actions (Mizik)
- Marketing language (Sirkin)

Opportunity

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

. . . but can only be successful in filling the void by bringing credible metrics and processes for informing investment decisions and for managing risk

MASB represents an important step in this direction

We appreciate your willingness to engage in and contribute to this important initiative



Thank you!



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