
MASB Summer Summit and Board Meeting

Welcome

David Stewart, Chair
August 14 & 15, 2008
Chicago, IL



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

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.

Learning From the Quality Movement

Much as operations was hampered by idiosyncratic processes and the lack of standards prior to the advent of the quality movement, the marketing discipline stands at a crossroad where it can take a leadership role in the development of standard metrics and processes or be reduced to the role of tactical implementation of the strategies designed by others.

The Need for Standards

The marketing discipline can learn much from the history of the quality movement.

For more than fifty years the quality movement has developed, applied and proven standard metrics and processes that are common to very diverse types of business.

Six-sigma has been applied in businesses ranging from high technology to financial services to the automotive industry to pharmaceuticals.

What Standards?

- **Common Vocabulary**
- **Transparency**
- **Standardized Processes**
- **Linkage of Marketing Activities, Marketing Metrics and Financial Performance**
- **Identification of a Small Number of Key Metrics**
- **Creation of Common Body of Knowledge**

What Are Standards?

- **Standards are a form of embodied technical knowledge accessible to all types of business, that enables more effective product and process development.**
“Standards and Innovation,” National Standardization Strategic Framework.

Why Standards?

- **Economic Efficiency**
- **Better Decision Making**
- **Organizational Learning and Improved Performance**

Who Will Make It Happen?

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 represents an important step in this direction.

How Will We Know We Are Successful?

- We will have a seat at the strategic planning table because:
 - We can offer forward forecasts for planning
 - We can offer meaningful advice regarding the selection of alternative, but non-comparable actions
 - We can translate our forecasts and advice into financial terms

Agenda for the Summit

- **Day 1 (9-5)**
- **Welcome (David Stewart, UCR)**
- **Long-Term Impact Project: Overview & Status (Mike Hanssens, UCLA)**
- **The Street Project: Overview & Status (MJ Tisor, MSP)**
- **CFO Outreach Project: Final Review for Posting (Joe Plummer, Columbia)**
- **Practice: Where Marketers Stand in Accountability Journey (Barbara Bacci Mirque, ANA)**
- **Working Lunch**
- **Practice: Where Marketing Researchers Stand? (Joel Rubinson, ARF)**
- **Practice: MASB, In the Eyes of Campbell Soup Company (Bob Woodard, Campbells)**
- **Activities & Metrics Catalogue Project: Overview & Status (Kate Sirkin, Starcom)**
- **Direct Marketing: What is Known & DMA Point of View (Peter Johnson, DMA)**

- **6:00 Dinner @ A.MANO**

Agenda

- **Day 2 (8-noon)**
- **Practice: Measuring On-Line @ Microsoft (Beth Uyenco Shatto, Microsoft APS Group)**
- **On-Line Project: Overview & Status (Dipita Chakraborty, Nielsen)**
- **MASB & MAF Plan Reviews (David Stewart, MASB Chair; Meg Blair, Interim President)**



Thank-you!



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