
MASB **Standards Project**

**Measuring (Forecasting & Improving)
Long-Term Impact of Advertising
Status Report**

**August 6, 2009
Dominique Hanssens
Kate Sirkin**



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

Long-Term Project (Mike & Kate)

- I. Frame-Up (Emerging Issue Project Abstract)
- II. Research
 - A. What is Known/not Known/need to Know
 - B. New Learning
 - C. Preliminary Summary & Conclusions
- III. Review
 - A. Open Debate by MASB (revisions/approval)
 - B. Open Debate by MASAC (revisions/approval)
 - C. Posting for Industry Feedback (revisions)
- IV. Adoption or Acceptance by MASB
- V. Publication
- VI. Education
- VII. Systematic review over time (revisions)

Next Steps (Long-Term)

- Practitioner Feedback on What Is Known (Kate 7/09)
- Feedback revisions for Summer Summit 09 (Mike 7/09)
- Present @ Summer Summit (Mike 8/6/09)
- **Recruit writer to Draft Practitioner Paper (Meg 8/09)**
- **Form Project Team For Phase II (Mike & TBD)**
- **Execute Phase II to Project Team Plan (TBD)**

Long-term Impact Project Team

Leads: Dominique Hanssens (UCLA)
TBD

Heroes:

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

Meet: TBD



Thank-you!



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