

---

# **MASB Standards Project**

## **MMAP Training & Advisory Services Status Report**

**August 7, 2009**

**Allan Kuse**

**Meg Blair**



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

# Advisory Services Status (Allan & Meg)

- 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)

# The Advisory Services Project

## Issue

Only one measurement (Exemplar Brand Preference/Choice for TV Advertising) has been taken through the MASB Marketing Metric Audit Protocol (MMAP), a formal process for connecting marketing activities to financial performance of the firm. The process includes the conceptual linking of marketing activities to intermediate marketing outcome metrics to cash flow drivers of the business, as well as the validation and causality characteristics of the metric.

## Background

An attendee of the 2008 MASB Spring Summit, viewed the TV Example and expressed interest in taking his company's metric through the MMAP process. This effort, though initiated, has been on hold until now.

# Current Status (Advisory Services)

- An engagement letter was signed in March 2008
- Advisory session was held in April
- Project turned over to the Global Director of R&D.
- Satisfied customers use the methodology as a logical and disciplined approach, but have no evidence of predictive validity other than many of the brands that have used the approach are growing.
- **Contact was reinitiated in May 2009 and a new NDA was signed with subsequent agreement to aggressively pursue the advisory audit beginning in September 2009.**
- An update to MASB board will be made in October 2009.

# Next Steps (Advisory Services)

- New MASB Board member volunteered to take the next steps with interested market research firm (Jan)
- Reestablished contact (April)
- Completed and mailed NDA (May)
- **Conduct MMAP audit to determine extent to which metric meets criteria for measuring, forecasting, and improving financial performance and advise on how to increase compliance (Sept+)**
- **Identify research company for next advisory/audit project**

---



# Thank-you!



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