

Welcome!

**The Boardroom Project Winter Meeting
ANA Marketing Accountability Committee**

**February 16-17, 2007
Islamorada, Florida Keys**

**THE
BOARDROOM PROJECT**



Background

- Mounting pressure for accountability from Boardrooms
- Transparent measurement standards a requirement
- TBP formed & started work (2004)
- Cross-Industry/Discipline body of marketing scientists:

David Stewart (Chair): Robert E Booker Professor of Marketing, USC

Meg Blair: Founding Pres, rsc THE QUALITY MEASUREMENT COMPANY

Dwight Risky: Sr VP CCI, Pepsico

Kate Sirkin: EVP Global Research, Starcom MediaVest Group

Mitch Barns: Pres, AC Nielsen Analytic Consulting & BASES

Mike Duffy: Sr VP, AC Nielsen Advisory Services

Joe Plummer: CRO, The ARF

Dominique Hanssens: Exec Director, MSI; UCLA

Jim Nyce: Sr VP Global CIS, Kraft

Gene Cameron: Exec Director Media Solutions, J.D. Power

The Boardroom Project: Work



The Boardroom Project: Work



Gain Broad Support & Funding (2006/07)

While The ARF and MSI were involved as members of TBP, the body felt it was time to add ANA into the fold.

Joe & Meg met with Barbara in the fall of 2006, to recruit her into The Boardroom Project.

Her response (11/28/06):

“...would you be willing to take a step back and use this (February) meeting to have a dialogue with ANA members about the need for a MASB”

Thus we are all here today in the sunny Florida Keys!

Objectives of Meeting

Discuss

The need for marketing measurement standards and an independent body that will establish and improve these standards over time

Decide

How we will work together

Delegate

Action steps

David?