
Marketing Accountability Standards

**Brand Investment & Valuation (BIV)
MarCom Team**

September, 2011

**Michael Palmer
Don Sexton**



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

Issue

- In summer 2010, ANA CEO Bob Liodice informed MASB that the ANA board agrees there is a need to create “Generally Accepted Brand Valuation Standards”
- As our ANA partners explored the subject further within their CMO roundtables, they found that marketers don’t see the need for a brand value metric (its relevance hasn’t been proven) nor its role in improving operational /strategic performance...and if relevance is proven, it’s been poorly communicated and not yet believed by marketers.
- This sentiment persists across senior level marketers even though the ANA annual survey ranks Accountability as perennial #1 (Developing and measuring return on marketing investments) and Building strong brands often #2 (The challenge of long-term brand building while being accountable for delivering short term quarterly results).

Pervasiveness of the Issue

- Further, other constituencies in both the marketing (ANA, ARF, 4As, MSI, AMA et al) and financial/Investment (CFA, SEC, FASB, IASB et al) communities have similar questions:
 - Who needs this information?
 - Why do they need it?
 - What will they do with it?
 - How will it help them improve?
- There is clearly a need to clarify and communicate the operational importance of the Brand Investment & Valuation Project to all constituencies.

Objectives

- **Effectively Clarify & Communicate the Operational Importance of the Brand Investment & Valuation Project to all constituencies**

Action Plan For BIV.Marcom Team (September 2011)

- I. Framed-Up Project & approved by MASB Directors (Feb-March)
- II. Formed Project Team, designated leadership, set meetings (March)
- III. Interviewed K-C, CCC re MASB/BIM Hooks (Mar- Apr)
- IV. ANA Brand Valuation Summit (May)
- V. ANA Executive Committee discussion (EO May) (Continue to support)
- VI. Sew the Seeds w/ANA Board (June 8) (Other issues intervened)
- VII. Recruited speakers & guests for MASB August Summit (June- Aug)
- VIII. Commissioned Prophet to draft Rationale & Principles(ANA June – Aug)
- IX. Team Name to BIV.Marcom & add 4As, ARF, MSI, AMA, IAB to team (MASB, Sept)
- X. Socialize/get feedback & broader agreement on “rationale & principles” (Sept 2011 +)
Industry Association Member Plan w/Boards & Constituencies (see next slide)
Supported by Ad Age articles (Abbey 1st 9/12)
Deck with summary of feedback (TBD 2012)
- XI. Feedback from Investment Community w/CFAi research Project (Financial Reporting Team 2012+)
How to reach CFOs (add CFO Association to MASB and this team?)
- XII. Full speed ahead w/Brand Investment & Valuation Project/Trials/Examples (BIV Team)
Help recruit CPG/Pharma Brands:
- XIII. Liodice w/3-6 CMO Trustees (Oct – Dec 2011)
For Funding & Governance (be prepared/self govern/take ownership)
- XIV. Take Brand Valuers through MMAP Audit when willing (MMAP Center)
- XV. PR/Communication (BIV.MarCom Team)
Continuing Story Thread (Ad Age)
Other?
- XVI. TBD

IA Feedback/Socializing Plan (9/23/11)

X. Socialize/get feedback & broader agreement on “rationale & principles”

Objective

Enable marketing & finance to work together on Accountability: Measuring & Managing Performance via “generally accepted investment & valuation standards”

Strategy

Send Intro & Discussion Paper (DP) for feedback (“A rationale & set of principles for brand valuation”) and communicate BIV Project through Podiums

Target “Top Tier” Organizations (next slide) by Industry Association constituency (and avoid overlap):

	Board/TRSTS	Podium
ANA (Marketer CMOs):	(2012 Plan)	
4As (Ad Agencies):	(Sept 25, 2011)	March 27/28 LA
ARF (Insights)?:		
MSI (Insights & EDU)?:	April 19/20 BOS	Dec 9&10 DC?
AMA (EDU)?:		
IAB (?):		

BIV Marcom Project Team

Leads: Michael Palmer (ANA)
Don Sexton (Columbia)

Heroes: Jim Gregory (CoreBrand)
Dave Reibstein (Wharton)
Todd Powers (ARF)
Mike Donahue (4As)
Earl Taylor (MSI)
Nancy Costopulos (AMA)
Sherrill Mane (IAB)
[CFO Association?](#)

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

Meet: 4th Friday every month 9:30 – 10:30 AM



Thank-you!



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