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# Marketing Accountability Standards

## MASB Book I Project

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March 2012



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

# Objective

**The overall objective of this project is to create a vehicle that compiles the best of MASB work over time in a single place that is accessible to the general business and academic community. This project will produce an edited book based on MASB work.**

# Issue

- **Over the Past 7 years MASB Has Generated Considerable Thinking, Perspectives, Presentations and Papers**
  - Most are in PowerPoint Form
- **These Are Generally Available on the MASB Web Site**
  - Some Incomplete
  - Some Accessible only to Members of MASB
- **Need for Building Awareness of MASB**
  - Broader Dissemination of Our Work
  - Collected in One Place as Stand Alone Volume
  - Marketed by Publisher
  - Promoted by Professional and Trade Organizations
- **Provides Outlet for Work**
  - Incentive/Motivation for Academics

# Alternative Solutions

- There is really no alternative for the creation of a single summary volume that is available to the public other than a published book.
- One alternative for creating such a volume is for MASB to undertake to publish the book itself. However, MASB is not in the publication business. MASB can collaborate with a commercial publisher to produce such a volume.
- Much of the content of the book already exists in some form. David W. Stewart and Craig Gugel are willing to serve as editors of the book.
  - Assign royalties to MASB.
  - Contributors to the volume would need to agree to submit a chapter by an established deadline.
  - In some cases the content may be in finished form, e.g., a previously published paper. Such content could be used with the permission of the copyright holder (and would be subject to a use fee).

# Expected Results

- **Provide a Rallying point for Those Committed to:**
  - **Greater Accountability in Marketing**
  - **Development of Standards for Marketing Reporting**
  - **Stronger role for Marketing in Firm's Strategic Decision Making**
- **Provide a Marketing Vehicle for MASB...Visibility for its Efforts**
- **Provide a Tangible Outcome of MASB's Efforts to Date**
- **Provide an Opportunity to Create Convergence.**
- **Provide Cooperative Opportunities**
  - **individual contributors, the editor, reviewers of and commentators**
  - **a vehicle for a special conference in advance of its publication.**
  - **sponsored by MASB, MSI, AMA, ANA and/or other member orgs**

# Action Plan (March 2012)

- I. Frame-Up Project, open debate & approval by MASB Directors (December 2011)\*
- II. Kick off Project (February 2012)**
- III. Create Small Editorial Team (March 2012)**
- IV. Identify Content and Potential Contributors (March 2012)**
- V. Invite and Obtain Cooperation of Contributors (April 2012)**
- VI. Identify Publisher (April 2012)**
- VII. Draft Chapters Complete (January 2013)**
- VIII. Special Conference?**
- IX. Review Chapters and Invite Commentary (March 2013)**
- X. Final Drafts Complete (September 2013)**
- XI. Publication (January 2014)**

\* Explicitly approved by majority of MASB Directors & Chair

# Potential Topics

Rationale & Proposed Principles for “Brand Valuation” – Sinclair 2011

Brand from Investor Side – Pirie 2011

Brands on the Balance Sheet: Is There a Choice? – Sinclair 2011

The Need for Brand Valuation Standards – Liodice 2011

ISO 10668 Brand Valuation – Scholz 2011

Partnering w/Finance & Accounting to Change the Rules - Allen 2011

FASB Research Initiative – Bloomfield 2011

Common Language - Wikipedia – Farris 2011

The Long-term Impact of Advertising - 2011

Years I-III MASB Reports 2009 2010 2011

How FASB Sets Standards & Considerations for MASB - Bielstein 2010

Marketing & Finance Align on Role of Marketing – Reibstein 2010

Beyond Science: Driving Behavioral Change Essential - Taylor 2010

Current Methods of Brand Valuation – Fischer & Mizik 2010

MASB session at AMA Winter Educators’ Conference – 2010

Practices Underlying an “Ideal” Metric – 2010

CLV Roadmap for CPG – Abens 2009

Marketing Metrics Audit Protocol (MMAP) – 2009

Measuring TV According to MMAP - 2008

Lessons from Quality Movement – Stewart 2008

What The ARF Is Hearing From Its Members – Rubinson 2008

ANA Member Perspective – Bacci Mirque 2008

DMA Perspective – Johnson 2008

C-Level Views – 2008

Bottom Line – Stewart 2008

Navigating Barriers, Opportunity and Change - Blair 2007

The Boardroom Project Summit – 2007

How We’ll Work Together – Sirkin 2007

The MASB Vision – Blair 2007

We Will Work Together – Sirkin 2007

Putting Financial Discipline In Marketing – Stewart CFR 2006

The Language of Bottom Line Business – Risky et al IIR 2006

Measurement-Based Accountability Standards – Stewart ARF 2005

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# Thank-you!



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