Marketing **Accountability Standards**

Brand Investment & Valuation Project Keynote Panel Marketing & Finance Pairs

August 16, 2012 Chicago

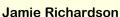


Marketing Accountability Standards Board of the Marketing Accountability Foundation

Marketing & Finance Pairs: The Panel

Wimberly-Clark







Bill Bane









Erin Schaffner





Pam Forbus



Mel McKerracher





Chris Ciccarello



Shane Scaramuzzi



Marketing & Finance Pairs Summary

- Marketing & Finance are working together, internally, on marketing accountability initiatives...with varying structures and progress
 - Finance is integral to Marketing, Research (including R&D) and IT...and we're working on connecting the information from these areas into a global dashboard with a hierarchy of causal effects on financial results.
 - We now have the Growth Leadership Team, which consolidated our previous leadership teams of Marketing, Finance, Pricing, etc into one team with finance at the center. In fact, my finance partner here today, has an office right next to me.
 - We work together on the accountability initiatives such as MMM for incremental sales and ROI of campaigns for budgeting, revising media plans & reallocation. Now field sales people question when management wants to cut marketing funds they don't want those potential incremental sales cut.
 - Finance is part of the Corporate Team along with analytics, working on marketing budgets and accountability initiatives.
- MASB seen as a forum where the pairs can network & learn across industry
 - I go to various conferences (MSI, ARF, etc) to network with other marketing scientists, but this is the only place where my finance counterpart can network with me and other finance folks on the marketing accountability programs.



Creating Value in 21st Century

MASB

Where marketing & finance align on measurement for reporting, forecasting & improving financial returns from buyers in markets...short-term & over time

Game
Changing
Project

BIV
Brand Investment
& Valuation

IFR
Improving Financial
Reporting

Issue Addressed Brand represents great Value (but how much)

Project Outcome Empirically proven model for valuing brands & guiding investment decisions



Thank-you!

