
Marketing Accountability Standards

Brand Investment & Valuation Project
Keynote Panel
Marketing & Finance Pairs

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Chicago



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Marketing & Finance Pairs: The Panel

2012



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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!



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