

# Meeting Agenda: BIV MarCom Team (8/17/12)

- Review basis upon which the BIV MarCom Team was commissioned by MASB Directors in 2011
  - The Issue
  - Pervasiveness of the Issue
  - Team Objectives
- Discuss how we could do better as a Team to achieve the Objectives

# 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, IAB 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: BIV.MarCom Team

- Effectively Clarify & Communicate the Operational Importance of the Brand Investment & Valuation Project to all constituencies
- Success Criteria
  1. Marketing Association members buy-in to MASB & BIV (May – Oct 2011)
  2. ANA et al Board of Directors Buy-in to MASB & BIV (Feb 2012 – Feb 2013)
  3. Marketers (CMOs & CFOs) begin using GABVS/methodology (Sept 2015+)
  4. Growing # CMOs to board-level: on Board or Marketing Committee (2015+)

# Discussion: How we could do better

- **Role of this team**
  - This is the MASB CMO Team
  - MarCom & Membership
- **Two challenges/objectives**
  - General awareness of MASB
  - Key Account/Membership Sales
- **More exposure by member orgs (MSI, AMA, ANA, IAB, 4As, ARF)**
  - At conferences
  - Links on websites
- **Can promote more, identify leads, but can't close the sale**
  - Must secure membership in member org 1st
- **Need a one page reason to engage/buy**
  - Including US/VP
  - BIV Project as lead
  - Benefits
- **Revisit rate structure after Trustee seats filled (end Charter period)**

# BIV.MarCom Team (**Present @ Meeting**)

**Leads:** **Nick Primola (ANA)**  
**Don Sexton (Columbia)**

**Heroes:** **Mike Donahue (4As)**  
**Earl Taylor (MSI)**  
**Nancy Costopulos (AMA)**  
**Sherrill Mane (IAB)**  
**Jim Gregory (CoreBrand)**  
**Dave Reibstein (Wharton)**  
**Dave Stewart (LMU)**  
**XXX (ARF)**

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

**Meet:** **4<sup>th</sup> Friday Monthly, 10AM ET (w/others scheduled as needed)**  
**Next: August 24, 10AM**



# Thank-you!



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