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# Marketing Accountability Standards

## New Members Weigh In Panel

Jamie Richardson

Director Global Analytics

Kimberly Clark

Director of the MASB

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Las Vegas



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

# New Members Here Today

## Directors



Rafael Alcaraz  
Hershey



Karen Ebben  
GM



Pam Forbus  
Frito Lay



Jim Meier  
MillerCoors  
Finance

## Advisors



Shane Scaramuzzi  
ConAgra  
Finance



Jeff Winsper  
Winsper



Bill Berg  
MillerCoors

## Member



Edgar Baum  
Brand Finance  
Finance

# Discussion Guide (New Members)

- Why have you joined?
- What do you expect to get out of it? Your wish list?
- What do you expect to put into it?

# New Member Panel Summary

## ■ Why joined

- Best way to work through the accountability issues
- And the Brand Health frustrations
- Being among the best of the best on tackling accountability/ROI
- Awash in sea of metrics...learn what progress others are making
- Organization we can learn from
- Making sure we are thinking the latest & greatest
- This is exactly what we want to focus on
- To change the way things are being done (conventional wisdom)

### Moderator Observation

Companies with (or serving) top brands and doing things well,  
not complacent...wanting to push even further

# New Member Panel Summary (cont)

- **Expect to get out of it/wish list**
  - Resolution on how to invest at right levels across portfolio
  - We'll make different decisions when we look at the value of the brand and how it impacts the business over time
  - To get universally accepted output metrics...then all will follow
  - Relating Brand Health metrics to financial outcomes
  - Learning from such an elite group
  - Unlock current view that Brand Equity doesn't drive anything
  - A network of marketing & finance accountability teams from which to learn/share/grieve
  - How to take what we've learned to the next steps

## **Moderator Observation**

**All facing similar challenges even though different business models.**

# New Member Panel Summary (cont)

- Expect to put into it
  - Contribute to BIV project and be a resource in other areas
  - Bring our experiences and learning to the table
  - Align what we're doing with the best ways to measure ourselves
  - Help stimulate dialogue to make things better for everyone
  - Help shape the MASB agenda given our experiences
  - Help improve/refine the dialogue between marketing and finance
  - Help change/improve the way things are done

## Moderator Observation

Right people, organizations, thinking, energy, passion and excitement to be successful at achieving the vision and mission!



# Thank-you!



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