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**MASB**  
**Marketing Communications**  
**(MarCom)**  
**Project Review and Status**

**Bill Zengel, EVP**  
**Strategic Initiatives**  
**Association of National Advertisers (ANA)**  
**Director of the MASB**  
**Co-Lead MarCom Team**  
**February 2013**  
**Las Vegas**



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

# Transition



**Nick Primola**

has been promoted, and now is in charge of ANA Membership satisfaction and development...

**Note: Only a few months w/MASB and a promotion!**



**I'm the new guy up in charge of two major ANA Strategic Initiatives:**  
*Alliance for Family Entertainment and MASB*

**Note: Trial by fire!**

# MASB Projects

<b>Project</b>	<b>Marketing Communications (Reporting)</b>
<b>Issue Addressed</b>	<b>Marketer members needed for funding &amp; adoption of standards</b>
<b>Project Objective</b>	<b>Communicate importance of MASB work to advancement of marketing discipline</b>
<b>Expected Outcome</b>	<b>10 Charter Marketers to fill leadership roles (Directors &amp; Advisors) &amp; Retention</b>
<b>When</b>	<b>2013 On-Going</b>

# Under Nick's Leadership

- **What was the BIV MarCom Team became the MASB MarCom Team**
- **Identified a Unique Selling Proposition (USP) for MASB**
- **And the primary “targets” for marketing communications**

# Unique Selling Proposition

**The independent, cross industry forum where marketing and finance agree on measurement for creating value.**

**Targets**

**Sponsors: CMO & CFO**

**Primary: Marketing Effectiveness/Accountability/Science  
& Finance assigned to marketing.**

# Creating Value in 21<sup>st</sup> Century

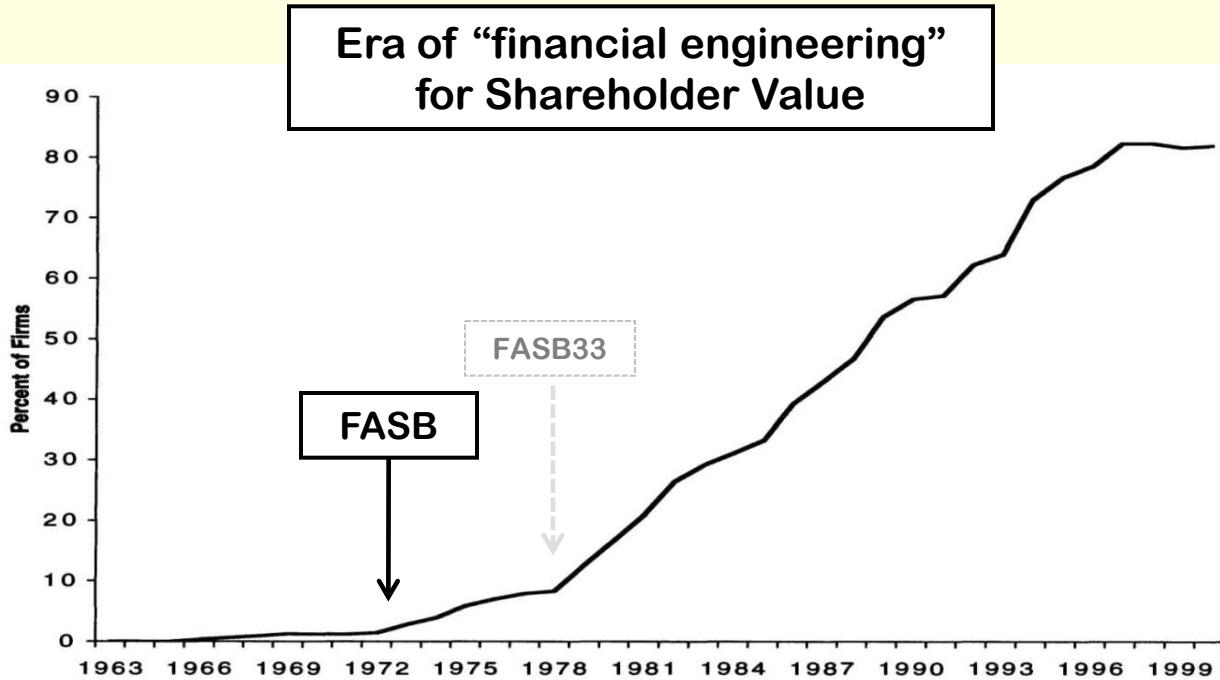


**Marketing & Finance  
across Industry &  
Domain**

## **MASB**

**The independent, cross industry forum where  
marketing & finance agree on measurement  
for creating value**

# Rise of the CFO

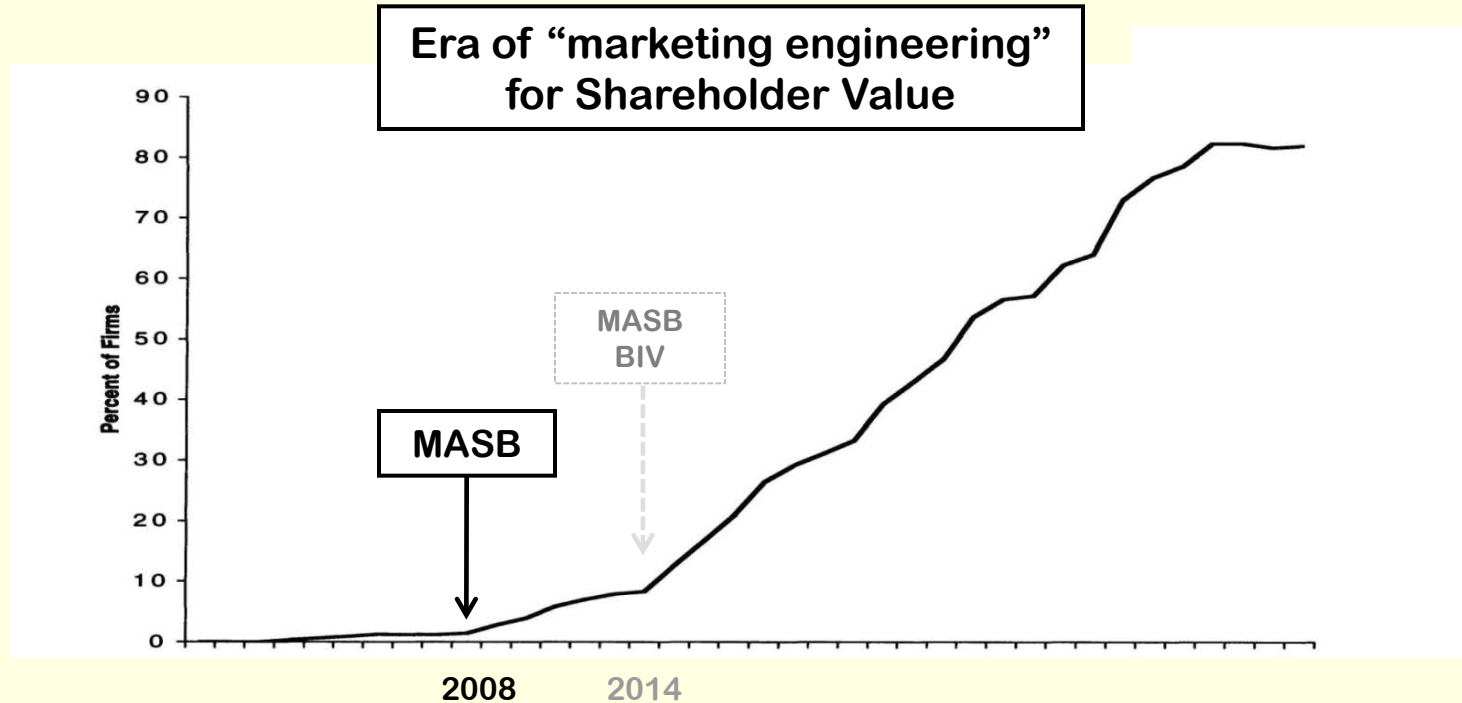


## Prevalence of CFO Positions 1963-2000

Source: Zorn, Dirk M. "Here a Chief, There a Chief: The Rise of the CFO in the American Firm", American Sociological Review (Jun 2004)

**FASB set standards for the rise of the CFO...  
then "financial engineering" delivered shareholder value.**

# Rise of the Accountable CMO?



## CMO on Board; Marketing Committee at Board Level

**MASB is setting the standards for the rise of the accountable CMO... when "marketing engineering" will deliver shareholder value\*.**



# MarCom Team Action Plan (January 2013)

- I. Framed-Up Project & approved by MASB Directors (March 2011)
- II. Formed Project Team, designated leadership (March 2011 & Dec 2012)
- III. ANA Brand Valuation Summit (May 2011)
- IV. Commissioned Roger Sinclair to draft BIV “Rationale & Principles”(June 2011)
- V. Engaged 4 Marketing & Finance “Pairs” (August 2012)
- VI. Revised Team Plan, Objectives & USP given feedback & new team leadership (Sept)
- VII. Reengage 4As (Donahue), IAB (Mane), ARF (Dec - May)
- VIII. Recruit Marketing & Finance Accountability Pairs to Summits (Team, Dec – July)**
- IX. Set Industry Association Schedules w/Boards & Podiums (Team, 2103)**
- X. Achieve Short-Term Success Criteria**
  - 1. MarCom Team Industry Association Boards buy-in to MASB (Feb 2013)**
  - 2. 90% Top Tier Members Renew (2013+)**
  - 3. 5 Potential New TT Marketing Members/Pairs attend Summits (2013)**
  - 4. 4 More New TT Marketing Members , 10 Total (2013)**
- XI. Determine longer term success criteria (2014+)

# Schedules w/IA Boards & Constituencies (2013)

## USP

The independent, cross industry forum where marketing and finance agree on measurement for creating value.

## Targets

Marketing & Finance Accountability Pairs (Marketing Effectiveness/Science & Finance assigned to marketing).

	Boards*	Podiums*
ANA:	Yes (Sept12)	TBD
MSI:	Yes (10/30/12)	May 2013 Darden
AMA:	May 2013	Feb & August EDU
4As:		
ARF:		
IAB:		

\* 2013 level of “buy-in” = Board officially supports MASB membership and leveraging of resources to help advance MASB; on Association Podium

2<sup>nd</sup> level buy-in TBD for 2014

# MarCom Team

## Team Leaders



Bill Zengel  
ANA



Don Sexton  
Columbia

## Team Heroes



Earl Taylor  
MSI



Nancy Costopoulos  
AMA



Mike Donahue  
4As



Sherrill Mane  
IAB



Dave Reibstein  
Wharton



Dave Stewart  
LMU

## Admin



Meg Blair  
MAF/MASB



Allan Kuse  
MMAP Center

Team Meets: 4<sup>th</sup> Friday Monthly, 10AM ET

# Fit with MASB Mission

**Brand Investment &  
Valuation (BIV)**  
(Analyzing)

## **Mission**

**Establish marketing measurement &  
accountability standards across  
industry & domain for continuous  
improvement in financial  
performance...**

**...for the guidance & education of  
business decision makers & users of  
performance & financial information.**

**MarCom  
Communications**  
(Reporting)

**Improving Financial  
Reporting (IFR)**  
(Reporting)



# Thank-you!



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