
The MASB Advisory Council (MAC)

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Founding Director of the MASB
Founding Chair of MAC
February 2013
Las Vegas

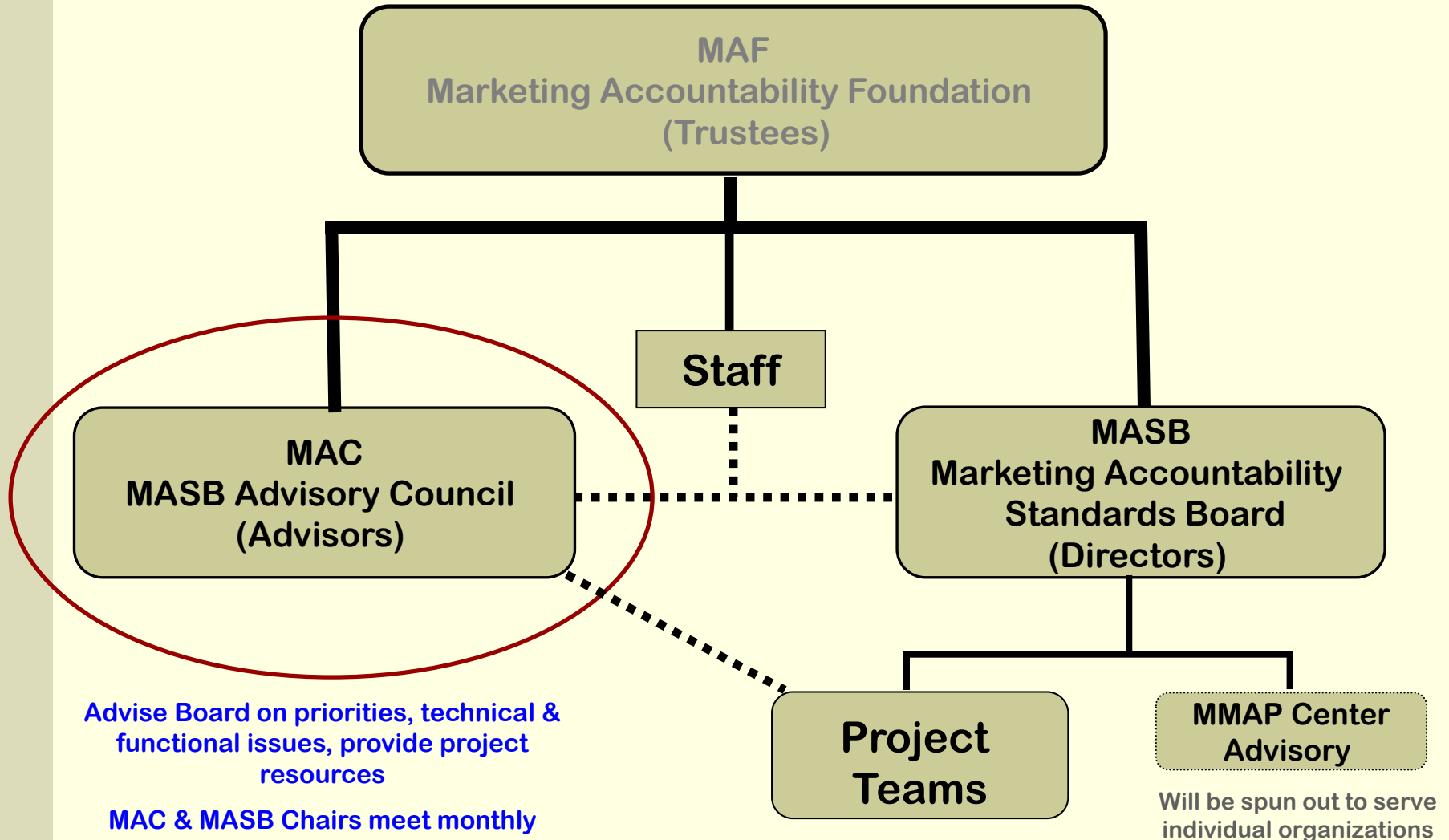


Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Structure: Roles and Responsibilities

	Foundation Trustees	Council Advisors	MASB Directors
Leadership	4 Officers and 14 Trustees for Governance	Chair and 18+ Advisors to Consult with Board	Chair and 16 Directors to oversee Project Execution
Qualification	One seat per dues paying Member (C-suite)	One seat per dues paying Member (Sr Managers)	One seat per dues paying Member (\$r Science/Finance)
Role/Benefit	Stewardship and Overall Direction	Influence Priorities and Outcomes	Set Priorities and Determine Outcomes
Requirements¹	3 of 4 meetings per year	1 of 2 meetings per year + project (s)	9 of 12 monthly meetings + project(s)
Term	3 Years w/eligibility for second term	3 Years w/eligibility for second term	3 Years w/eligibility for second term

Organizational Structure



MAC Advisors (present at August Summit)



Hanssens 06
UCLA (Chair)



Winer 08
Stern



Lehmann 08
Columbia



Kumar 09
GSU



Bucklin 09
UCLA



Batra 09
U of M



Wind 10
Wharton



Allen 10
Darden



Fischer 11
U of Cologne



Donahue 11
4As



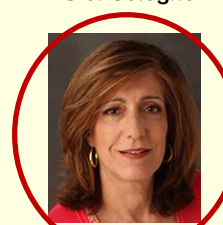
Gregory 11
CoreBrand



Sexton 11
Columbia



McAlister 11
UTA



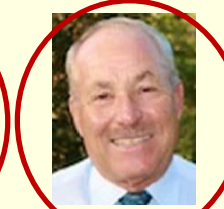
Mane 11
IAB



Costopoulos 11
AMA



Bahary 12
comScore



Moore 12
UCR



Hess 12
Nielsen

10

MAC Advisors (present at this Summit)



Hanssens 06
UCLA (Chair)



Winer 08
Stern



Lehmann 08
Columbia



Kumar 09
At Large



Batra 09
U of M



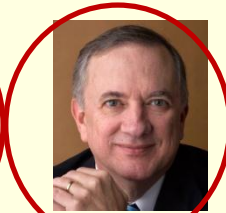
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comScore



Moore 12
UCR



Hess 12
Nielsen



Parcheta 12
Blue Marble



Searamuzzi 12
ConAgra



Bane 12
Kimberly Clark



McKerracher 12
Frito Lay



Sinclair 12
At-Large



Winsper 12
Winsper



Berg 13
MillerCoors



Haigh 13
Brand Finance

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The Game Changers Underway (Advisors)

■ Improving Financial Reporting (IFR)



Co-Lead



Co-Lead



■ Brand Investment & Valuation Standards (BIV)



Co-Lead



■ BIV MarCom



Co-Lead



Ongoing Projects

Common Language on Wikipedia



Advisor Nancy Costopulos has assigned Nancy Pekala to Team for coordination w/AMA Dictionary

MMAP Marketing Metrics Catalogue



Mike Hanssens will recruit Advisors as needed

Other Projects Underway

MASB Book



Customer Lifetime Value for CPG (Pilot)



Co-Lead



Feedback at Feb 2012 MAC meeting

- Need more representation from non-CPG practitioners
 - TWC & GM attended in Aug 2012
- Need procurement officers so they will understand return
 - Finance reps on panel in Aug 2012
 - 4 Finance reps have joined/become Advisors/Director
- Other Valuers need to be engaged (e.g. Prophet & Interbrand)
 - David Haigh & Michael Corty presented in Aug 2012
 - Haigh/Brand Finance became Charter Member 2013
- Need houses of brands & branded houses
 - Hershey & Frito Lay are now Charter Members
- Need B2B
 - Not currently a target...but will be eventually
- Need more help on our IFR Team
 - Added Moore, MJ & Stewart (2012) & Sinclair & Haigh (2013)

Feedback at Aug 2012 MAC Meeting

- C-levels may not be the right players for MASB Director & Advisory roles
 - C-Levels will not be recruited for these roles...will be recruited for Trustee roles from current membership base by Trustees (2013 – 2014)
- We could have CMO Advisory group to show MASB output for feedback
 - Not currently in MarCom Team direct Targets
- Two streams running in MASB – tools/models versus reporting – are complementary, one focused on what to report and one on how to report it – identify relevant audiences and what’s in it for them (for all projects)
 - Stewart did top level “Putting it (Projects) Together” w/What, How & Why today
 - Project targets & what’s in it...another layer for MarCom Team consideration
- Too much review of past; need shorter presentations with challenges presented for discussion (but decks sent ahead would not be read)
 - Were they short enough this time?
 - Enough discussion?
- First time marketing & finance pairs presented together
 - MarCom Team has ID’d these as primary targets for MASB

Feedback for this Meeting

- It does seem that without working actively on projects, engagement of advisors goes down...engagement depends on being interested in and active on a specific project.
- Marketing academics are good at metrics & analytics...not at reporting. We need more accounting or finance academic advisors for this aspect.
- Wouldn't it also make sense to add a Procurement Officer to MASB? They're viewed as the guy in the black hat by CMOs.
- There are so many projects going on, it's hard to see the end point. So our work might influence the projects.
- Do projects have objectives, deliverables and timetables defined? have interim outcomes been defined to judge incremental progress?
- Are all the projects based on a survey done in 2006? Looking back at 2006 feedback seems almost irrelevant – things are happening so fast.
- Shouldn't the Board review the projects and establish priorities?



Thank-you!



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