
MASB Standards Project

Creating the MASB Research Fellowship (The Gadfly Project)

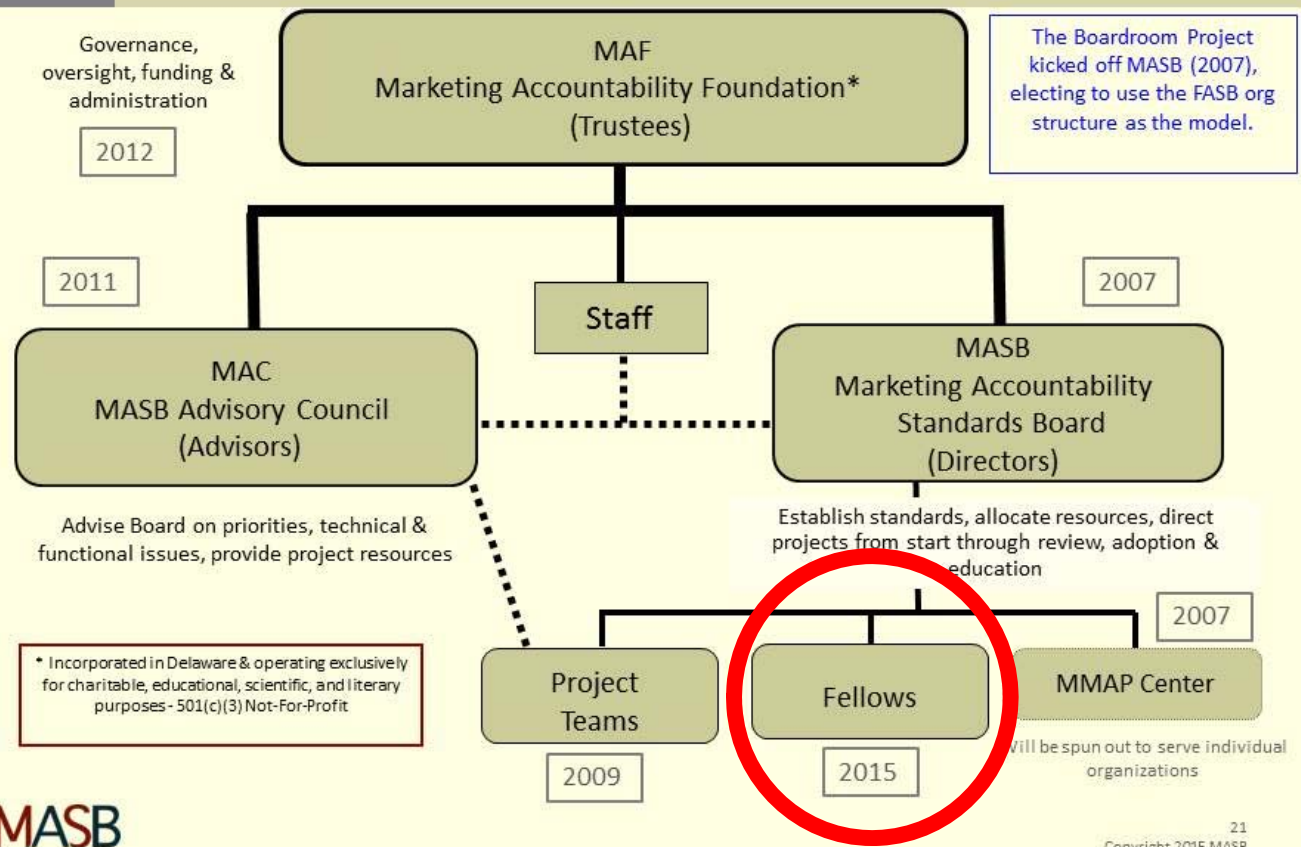
**Roger Sinclair PhD
MASB Inaugural Fellow
August 2015
Chicago**



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

Envisioned from the start

Organizational Structure



MASB

MASB

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MASB Mission; Fellows Vision & Objective

MASB Mission, 2007

“Establish marketing measurement and accountability standards across industry and domain for continuous improvement in financial performance and for the guidance and education of business decision makers and users of performance and financial information.”

Fellows Vision, 2015

“Fellows will be an integral part of the research and technical activities of MASB, reporting to Directors. They will be Marketing Scientists or others from Academia or Practice, appointed by the Board for a specific period of time on mission critical initiatives and projects.”

Fellows Objective, 2016 >

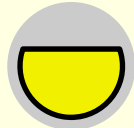
Fellows will increase the pool of specialized marketing talent by researching and establishing a continuous flow of high quality marketing measurement and accountability metrics.

How far have we come?



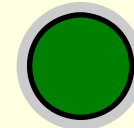
Established April 2015

Examined over twenty fellowship schemes: what do they do; who qualifies to be a fellow; what are they paid; over what duration?



During May

Spoke to MASB Board and Advisory Council members: is it feasible; would companies participate; would business schools participate; what forms of funding might work?



Green light; go ahead

Devised program for Summit presentation.

Next steps:

1. Complete proposal; distribute to MASB members and others for comment
2. Finalize proposal; request Board approval
3. 2016 launch

We like the FASB & SEC fellowship models

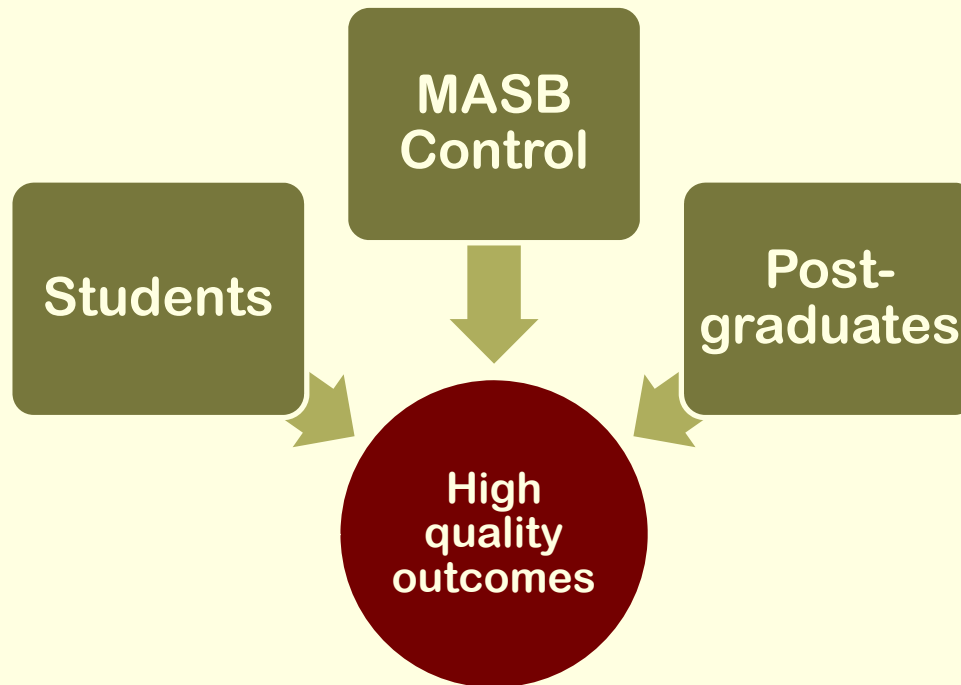
- **FASB:**

Takes on CPAs in practice and industry from between 5 and 9 years of experience. Work for up to two years at FASB on research. Seconded by firm to preserve benefits.

- **SEC:**

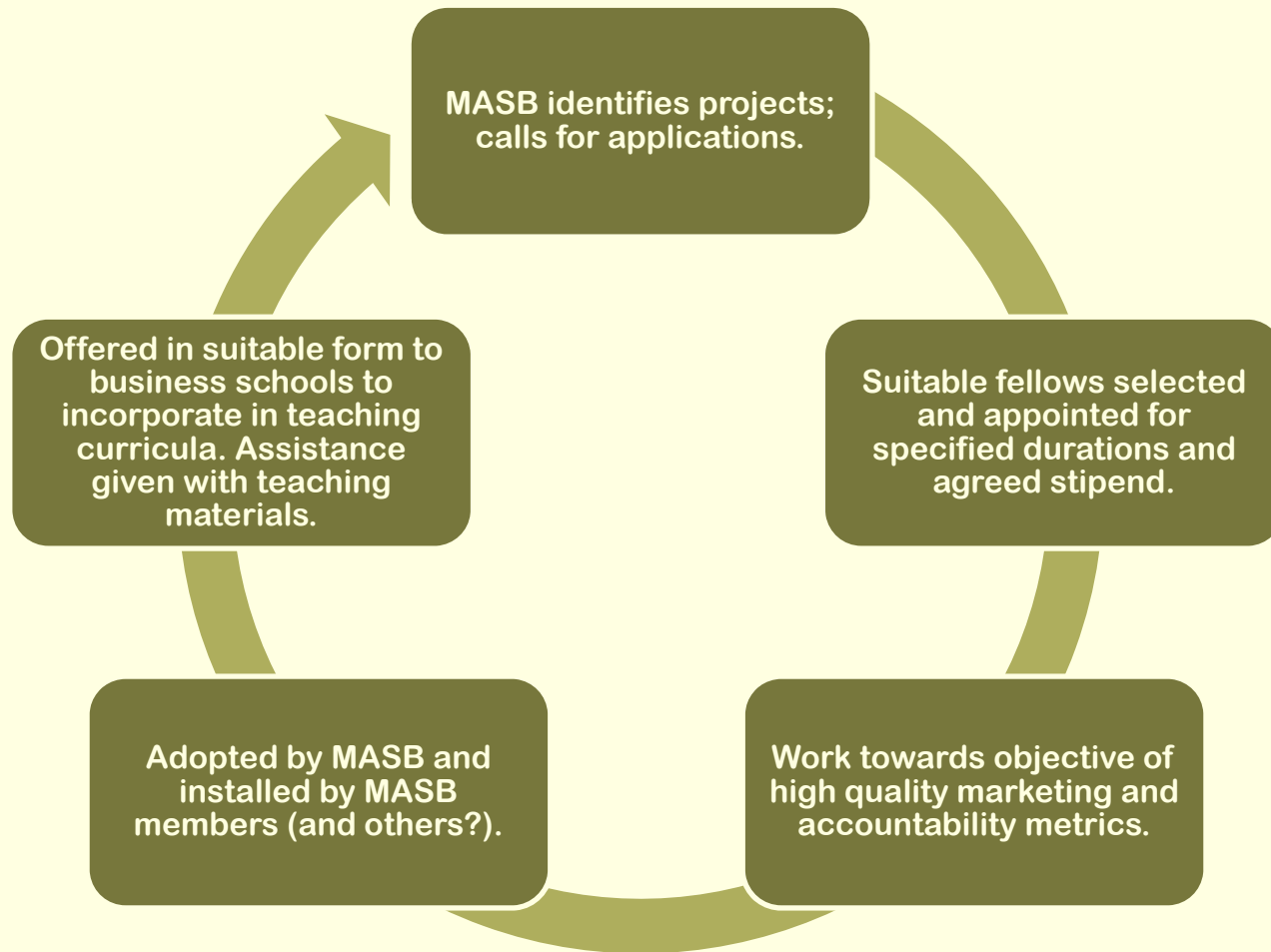
Takes on professors seconded by institutions to conduct research and work with senior SEC management. Often taken as sabbaticals.

High quality studies require high quality research capability



The balance will be towards post-graduates with students used to conduct literature surveys and basic preparatory work.

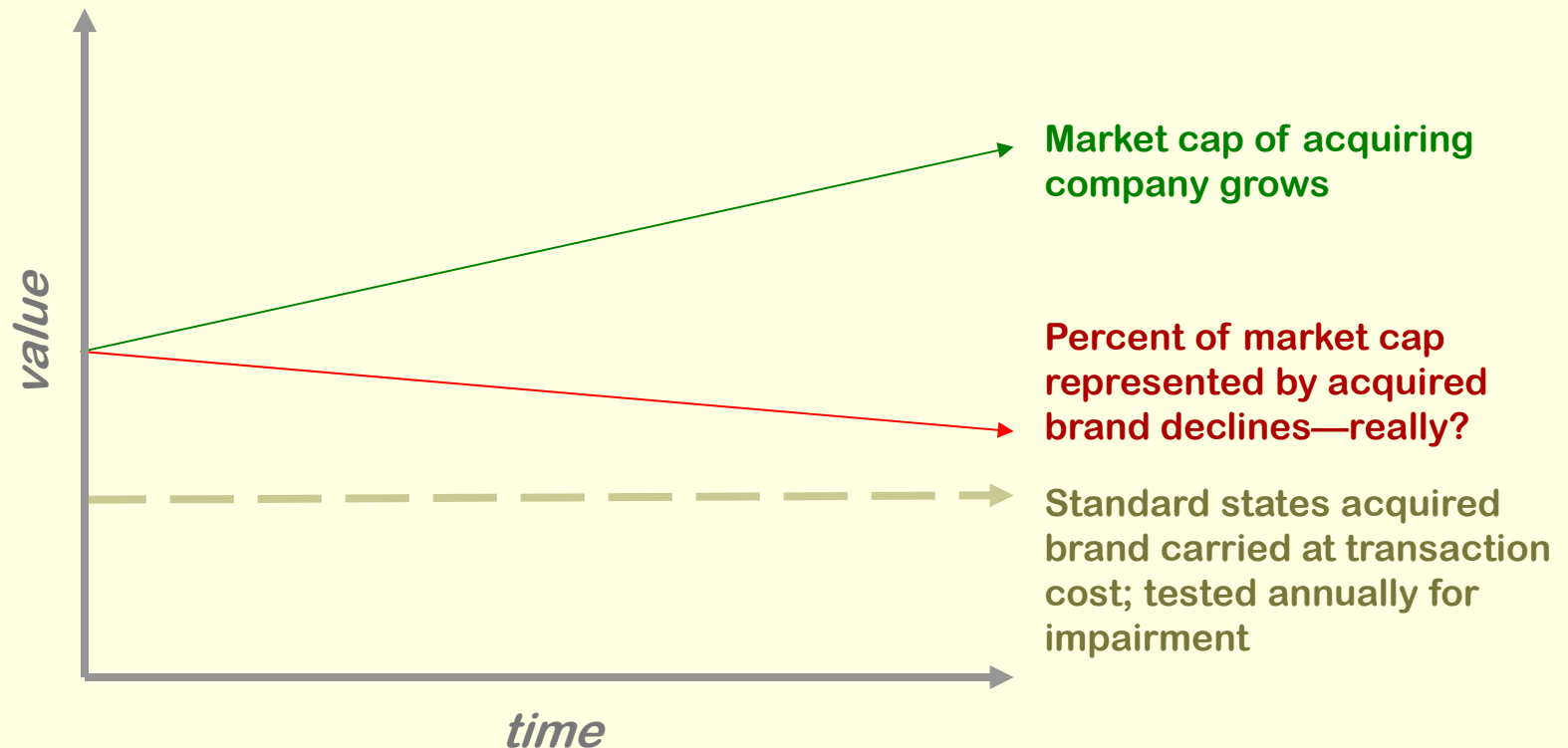
The system is cyclical



The Inaugural Fellow will conduct the Inaugural Project

- **Objective:**
To align marketing more closely with balance sheet reporting of acquired brands.
- **Method:**
Respond to FASB/IASB “Request for Views” and offer MASB “Gadfly” resources to “share the load” in respect of business combinations treatment of acquired brands.
- **Expected outcome:**
Brands made economically moribund by extant accounting standard limitations, will be given different financial statement treatment to demonstrate the growing (not static) contribution they invariably make to enterprise wealth.

The fate of a moribund brand



Other potential projects

1. **Represent MASB in work with other standard-setting bodies to promote marketing standards (viz. inaugural project);**
2. **Serve as a resource for project teams or individual MASB members:**
 1. **Next Fellow assigned to Catalogue Team to help conduct MMAP audits?**
 2. **Third Fellow assigned to CIR to measure & track success in CI roadmap?**
3. **Conduct measurement or process audits on behalf of MASB;**
4. **Take a leadership role in promoting standards by making presentations, writing papers, etc.;**
5. **Conduct research on current standards and practices and identify emerging issues;**
6. **Develop educational materials including templates, cases, processes, and descriptions of best practices;**
7. **Assume leadership of MASB and/or MASB member projects.**

Three approaches to funding



3rd parties sponsor individual fellows/ projects



Blend of 3rd party sponsorship and MASB funding



MASB raises sufficient capital to finance and control the entire project



Next steps: Fellowships

- Inaugural Fellow (Sinclair) assigned to IFR Team to influence IASB (then FASB) project agenda with Brand Valuation standards
- Next Fellow assigned to Catalogue Team to help conduct MMAP audits
- Third Fellow assigned to CIR to measure & track success in CI (science & governance) roadmap

An objective well worth the effort

**Fellows will increase the pool of
specialized marketing talent
by researching and establishing
a continuous flow of high quality marketing
measurement and accountability metrics**

**Roger, Dave &
the MASB team
will make this happen**

Thank-you!

Questions?



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