
MASB Standards Project

MASB MarCom Project Review & Status

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MASB Director
Co-Lead MarCom Team
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Orlando



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

MarCom

Project	Marketing Communications (Tharpe & TBD)	Strategy Attract final 4 Charter Marketer Leadership Pairs w/USP and IA platforms; Then on to next phase of MASB lifecycle.
Issue Addressed	Marketer members needed for funding & adoption of standards	
Project Objective	Communicate importance of MASB work to advancement of marketing discipline	
Expected Outcome	10 Charter Marketers to fill leadership roles (Directors & Advisors) & Retention	
When	2014 & On-Going	

Unique Selling Proposition

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

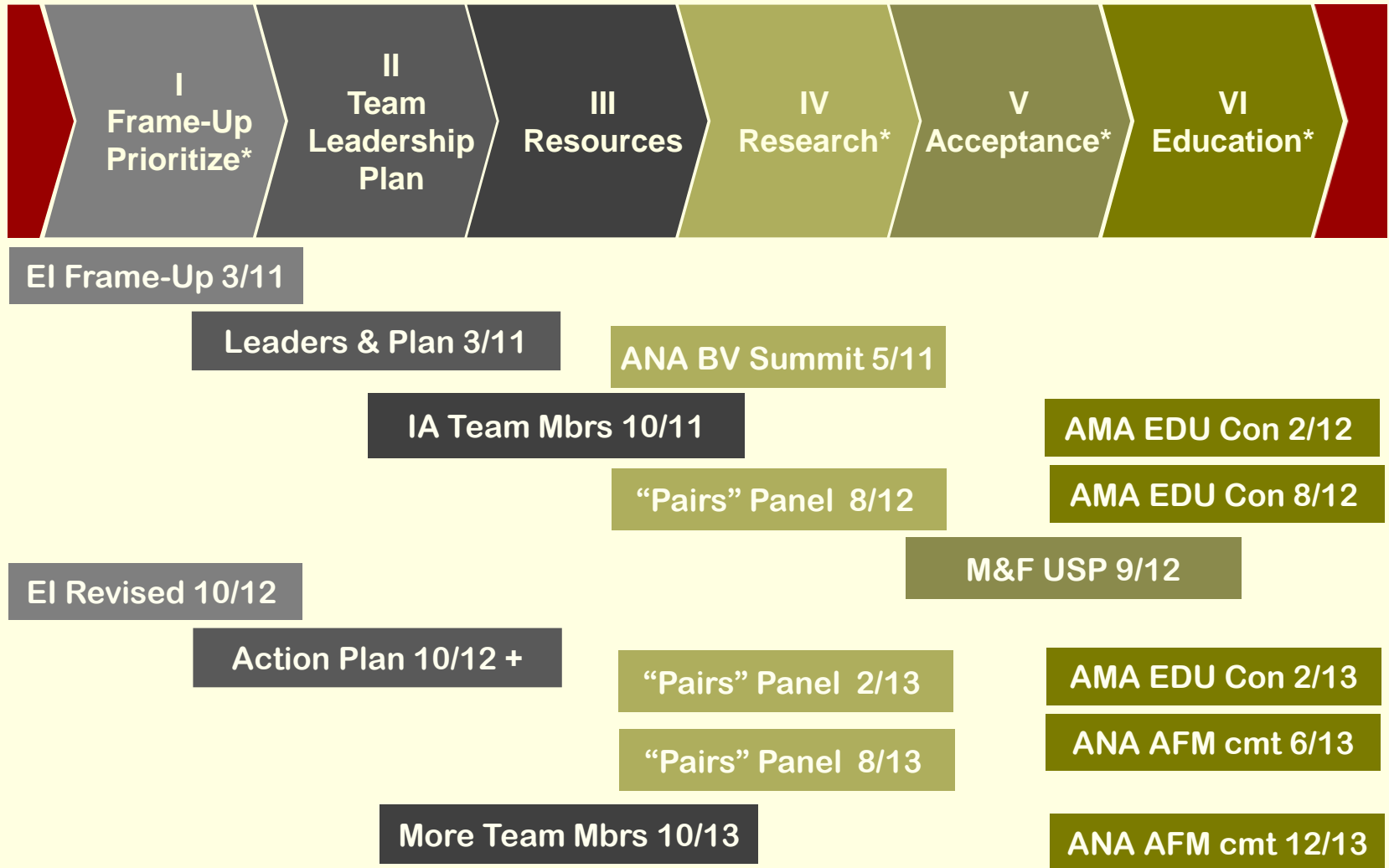
Targets

Sponsors: CMO & CFO

Primary: Marketing Effectiveness/Accountability/Science & Finance assigned to marketing (the “accountability pairs”).

**Issue: In what/how many companies are there “pairs” working on accountability together...or is this a 1st step in the process?
Issue emerged w/J&J at 2013 Summer Summit...
and similar findings in recruiting “pairs” for this meeting.**

MarCom Milestones (Orlando 2/14)



MarCom Next Steps (2/14)

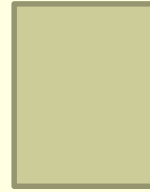
- Continue communicating importance of MASB to advancement of marketing discipline...through USP & IA Podiums:
 - ARF ReThink 2014 Conference (3/23-26)
 - With PepsiCo/Frito-Lay MASB “pair”
 - Pam Forbus, VP Strategic Insights
 - Scott Davis, VP Finance, Revenue Management
 - ANA Advertising Financial Management Conference (5/4-7)
 - With MillerCoors MASB “pair”
 - Jim Meier, Sr Director Marketing Finance
 - Bill Berg, Director Market Intelligence & Analytics
- Recruit final 4 “Charter” Marketer Members
- Develop MarCom strategy for next phase of MASB lifecycle (Growth/Leverage)

MarCom Team

Team Leaders



Arthur Tharpe
ANA



TBD

Team Heroes



Earl Taylor
MSI



Nancy Costopulos
AMA



Don Gloeckler
ARE



Mike Donahue
4A's



Sherrill Mane
IAB



Don Sexton
Columbia



Jeff Winsper
Winsper

Admin



Meg Blair
MAF/MASB



Allan Kuse
MMAF Center

Team Meets: 4th Friday Monthly, 10AM ET

Creating Value in 21st Century



**Marketing & Finance
across Industry &
Domain**

MASB

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



Thank-you!



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