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# **MASB Standards Project**

## **MASB MarCom Project Review & Status**

**Arthur Tharpe, Sr Director  
Association of National Advertisers (ANA)  
MASB Director  
Co-Lead MarCom Team  
August 2014  
Chicago**



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

# MarCom

Project	Marketing Communications (Tharpe & TBD)	<b>Strategy</b> 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**

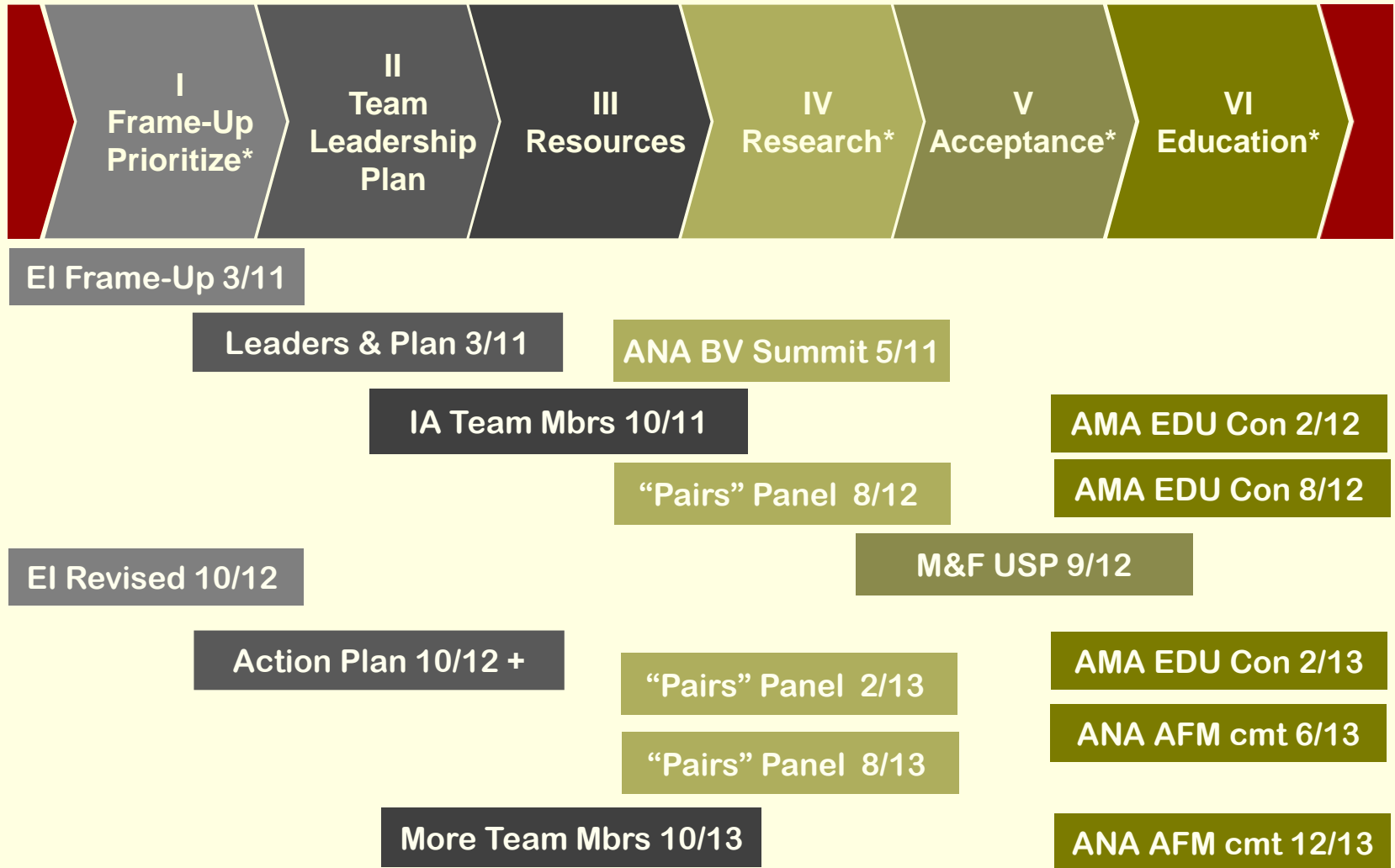
**Primary: Marketing Effectiveness/Accountability/Science & Finance assigned to marketing (the “accountability pairs”).**

**Issue: In what/how many companies are there “pairs” working on accountability together...or is this a 1<sup>st</sup> step in the process?**

**Issue emerged at 2013 Summer Summit...**

**similar findings in recruiting “pairs” for subsequent meeting.**

# MarCom Milestones (2011-2013)



# MarCom Milestones (2014)



ARF Podium 3/14

MSI 4/14

ANA AFM Podium 5/14

# Results of IA Platforms (2014)

- I. Forbus, Davis & Blair: ARF ReThink Podium (March)\*  
Primarily market researchers; Few targets in attendance  
ESPN showed interest  
Follow-up, **ESPN in attendance**
- II. Forbus, Berg & Blair: MSI Trustee Meeting Attendance (April)  
Primarily market researchers/scientists; Many targets in attendance  
AbbVie, Dupont, Cap One, Comcast, UPS showed interest  
Follow-up, **AbbVie in attendance**
- III. Meier & Berg: ANA AFM Conference (May)\*  
Primarily finance procurement; Many Targets  
Walmart, Burger King, Fidelity (Ford) showed interest  
Follow-up, **none in attendance this meeting**

\* Turned I & III decks into papers on website (copies here at Summit)

“These onesies & twosies are painful” (Tharpe)

(If true interest in accountability, why not more responding?)

More assists from members (recommendations/testimonials) will help

# PepsiCo/Frito-Lay Assist (5/14)

*In addition to doing what we need to do for advantage, we recognize the need for greater consistency in the measurement of marketing...*

*and the need for an industry level “authority” to establish the standards and to ensure relevancy over time*

*We’re tackling accountability together internally (finance & marketing), and across industry and domain with MASB*

*Moving beyond the story telling ... To rigorous estimation and forecasting*

*Benchmarking with other “pairs” on same journey, getting and staying on the leading edge, and rising to Board-level recognition*

*Laxman Narasimhan CFO, PepsiCo Americas Foods  
Wharton Baker Center High Velocity Marketing Event  
May 2014*

***There is one group exclusively devoted to marketing measurement...predictive of financial return...and all marketers who are serious about meeting the accountability mandate should get involved.***

***Bob Liodice, ANA CEO***

***June 17, 2014***



**We hope AbbVie & ESPN will join us in:**

- *Moving beyond the “expert” storytelling*
- *To rigorous estimation & forecasting*
- *So that our marketing activities deliver predictable results*
- *Tackling accountability across functional domains internally,*
- *And across the industry as a member of MASB*
  - *Benchmarking with others on same journey*
  - *Staying on the leading edge (competitive advantage)*
  - *Rising to Board-level recognition and strategic status*
- *Transforming how marketing is managed,*
- *Like Oakland A’s transformed how baseball is managed*

# MarCom Next Steps (8/14)

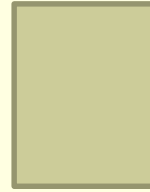
- Continue communicating importance of MASB to advancement of marketing discipline...through USP & IA Podiums/Attendance
  - ANA Masters of Measurement (Sept 2014)
- Consider Ad in CFO or CFO.com
- Recruit final “Charter” Marketer Members
- Develop MarCom strategy for next phase of MASB lifecycle

# MarCom Team

## Team Leaders



Arthur Tharpe  
ANA



TBD

## Team Heroes



Earl Taylor  
MSI



Nancy Costopulos  
AMA



Don Gloeckler  
ARF



Mike Donahue  
4A's



Sherrill Mane  
IAB



Don Sexton  
Columbia



Jeff Winsper  
Winsper

## Admin



Meg Blair  
MAF/MASB



Allan Kuse  
MMAP Center

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

# Marketing & Finance



**Creating Value and  
Delivering Consistent Growth  
Quarter-to-Quarter &  
Year-to-Year**

**MASB**

**The independent, cross industry forum where marketing & finance  
professionals are setting the measurement & accountability  
standards for creating value in the 21<sup>st</sup> Century**



# Thank-you!



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# Short-List Interested/Champ (7/25/14)

<u>Org</u>	<u>GRank</u>	<u>Contact</u>	<u>MASB Rep (Champ)</u>	<u>Notes</u>	<u>Status</u>
Eli Lilly	72	Thyen/Rob Schmid (F/M)	Meg (Bill B)	AFM 12/13; MSI 4/14	Schmid now open (key west) Will connect w/Bill 4/28
→ AbbVie	(69)	Dan Stults	Meg (Pam)	MSI 4/14	Orientation: 3 will attend SS
Dupont	na	Richard Eagles	Meg (Bill B)	MSI 4/14	Email 4/15; NR
Capital One	(29)	Britt Parrack	Meg (Pam)	MSI 4/14	Still Discussing w/Others 7/14
Comcast	15	Alev Cieslinski	Meg	MSI 4/14	Not This Year (5/7)
UPS	na	Ed Buckley	Meg	MSI 4/14	Not Now (4/22)
Dunkin	na	Rebecca Zogbi	Earl (Meg/Pam)	MSI 4/14	Earl contact for Pam
Allstate	(46)	Pamela Moy	Earl (Meg)	MSI 4/14	Earl follow through
L'Oreal	3	Abhay Patel (Brooks)	Meg (Peter)	BIV Deck	Orientation: Likely, New CMO
McDonalds	9	Michelle Salazar	Earl (Meg)		Earl will follow through
→ ESPN	na	Kelly Johnson	Meg	ARF 3/14	Orientation: Will attend SS
Walmart	41	Mark Michaelis (Simon)	Jim (Arthur) (Meg)	ANA 5/14	Not this time
Burger King	79	Diego Suarez	Jim (Meg)	ANA 5/14	Email 5/15; NR
Fidelity	na	Kim McNeil	Jim (Meg)	ANA 5/14	Email 5/15; NR
Ford	16	Viikki Rohrer	Meg	ANA 5/14	
Unilever	2	Gail Tifford	Arthur (Meg)	ANA 5/14	Will pass; R 6/24; NR
Mattel	77	Ed Gawronski	Bill (Meg)	Bill Reco	Email 5/7; NR
Visa	95	Ben Armstrong	Meg	Website	Invite 7/24
Progressive	(70)	Andrew Quigg	E Craig (Meg)	Craig Reco	no capacity now