
MASB Standards Project

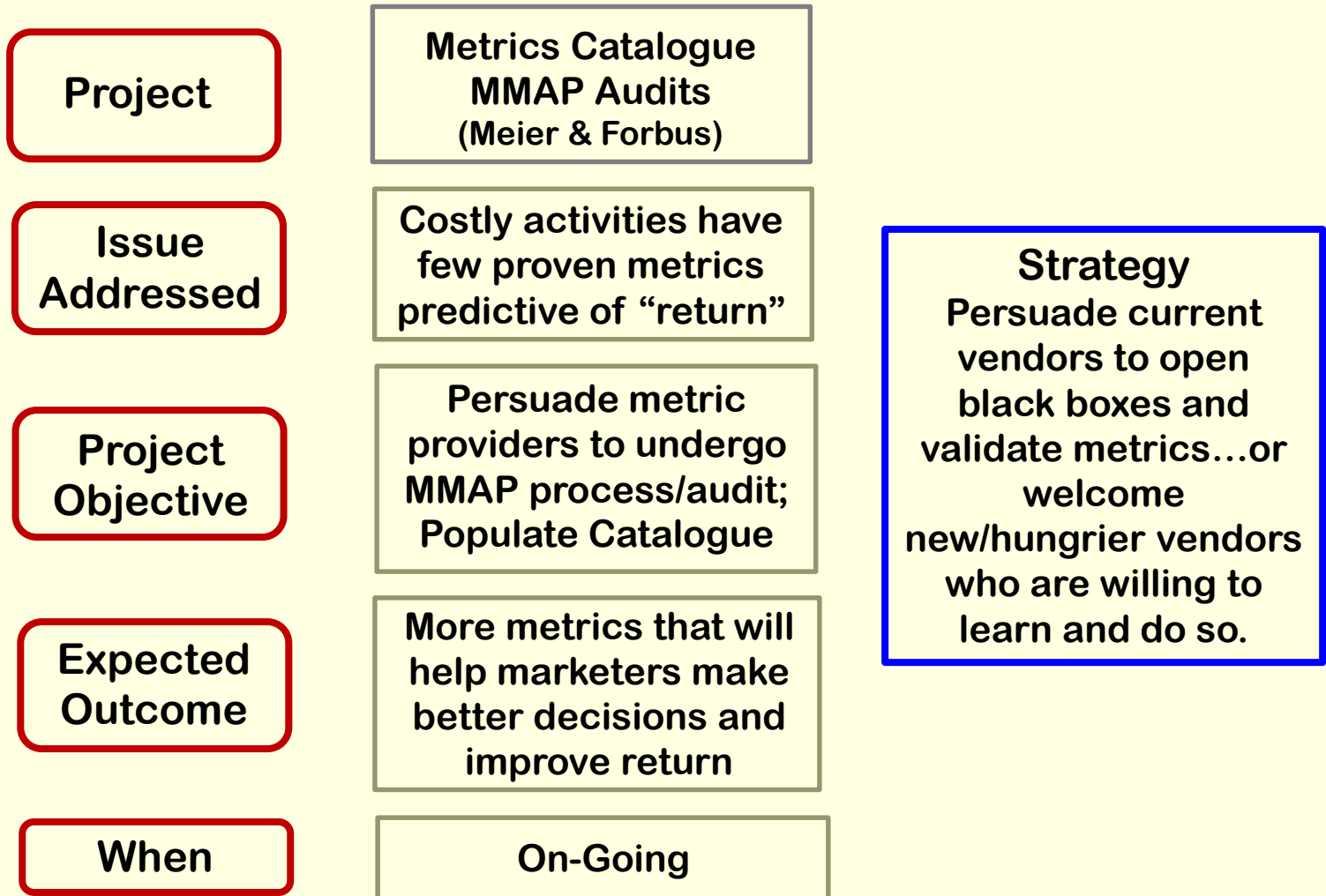
MMAP Metrics Catalogue Project Review & Status

**Pam Forbus
VP Strategic Insights
Frito Lay
MASB Director
Co-Lead Catalogue Team
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Boston**



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

Metrics Catalogue



Issue

- Some of the most costly activities (eg advertising & trade) have no proven outcome metrics that tie to the “return” line of financial performance.
- And often measures of the same or similar names are quite different from one another in terms of their specific characteristics.
- Many of them are poorly documented with respect to their reliability, validity, range of use, and sensitivity.
- This lack of documentation makes it difficult for users to identify the measures that will help them make better business decisions and improve financial performance over time.
- The Marketing Metric Audit Protocol (MMAP) is a formal process for connecting marketing activities to the financial performance of the firm.
- The process includes the conceptual linking of marketing activities to intermediate marketing outcome metrics and to financial return metrics.
- It also includes examination, or an audit, of validation, causality and other characteristics associated with “ideal metrics”.

Issue (cont)

- The MMAP Metrics Catalogue houses the metrics that have been audited by the MMAP Center according to the MMAP Process.
- It is designed to provide vendors and users with:
 - A systematic way of thinking about the metrics
 - The criteria for assessing their usefulness including predictive validity and sensitivity
 - Their relationships between one another
 - Their relationships to measures of financial performance
- Firms will eventually rely on the Catalogue to select the metrics that will help them make better business decisions and improve financial return.
- To date, however, only three providers have undergone the MMAP process, or audit.

Metrics Catalogue (MMAAP Audits)



APM Facts



CoreBrand



Blue Marble

To date, 3 providers have gone through the MMAAP Audit...
Learning the basics of measurement development...
metrics that reliably predict market impact & financial return...
on behalf of marketers...and their investors.

Expected Results

Catalogue of marketing metrics profiled according to MMAP and the 10 Characteristics of an “ideal metric” will help marketers select those that will help them make better business decisions and improve financial return short-term and over time.

It will also drive the development of more “ideal metrics”.

Metrics Catalogue Milestones



El Frame-Up 3/13

Leaders & Plan 5/13

Metrics inventory Underway

Metric Provider Inventory

Objective	Scope	Vendor	Brand Name, if any	MASB Member Clients	Other Known Vendors
Pre-Test	TV Ad	Millward Brown	Link	PepsiCo, MillerCoors	MSW●ARS ASI
Pre-Test	Package	PRS	On-Shelf	PepsiCo, MillerCoors	Any number of virtual reality co's
Pre-Test	New Product	Nielsen	BASES II	PepsiCo, MillerCoors	TNS
Post Evaluation	Market Mix Modeling	MFA	PGD	PepsiCo/FLNA PepsiCo/Quaker	Communicus
Post Evaluation	Market Mix Modeling	MMA		MillerCoors	ThinkVine, Market Shares, Analytic Partners
Post Evaluation	Market Mix Modeling	Nielsen		MillerCoors PesiCo Beverage	
Post Evaluation	Brand Health Tracking	Millward Brown		PepsiCo, MillerCoors	GFK
Post Evaluation	Sponsorship	Knowledge Network		MillerCoors	

Key Metrics (Pre Test)

Name	Key Metrics
<p>Link (TV Ads)</p>	<p>May be customized differently</p> <p>Awareness Index Yes</p> <p>Adjusted Persuasion Yes</p> <p>Brand Appeal Yes</p> <p>Key Message Communication Yes</p> <p>Ad Distinctiveness Yes</p> <p>Short-Term Sales Likelihood No</p>
<p>On-Shelf (Package)</p>	<p>Don't do alot</p> <p>Performance Index Yes</p> <p>Visibility (Eye Tracking) Yes</p> <p>Findability Yes</p>
<p>BASES II (New Product)</p>	<p>Just reinstating BASES—Yes to all but qualified</p> <p>Viability (Factors for Success)</p> <p>Trial & Repeat Appeal</p> <p>Concept & Product Diagnostics</p> <p>Volume Forecast</p>

Key Metrics (Post Evaluation)

Name	Key Metrics
MFA.PGD (MMM)	Yes—use Nielsen + MMA Volume Decomposition by Growth Driver CID: Cost per incremental Dollar CPIP: Cost per Incremental Volume ROI: Return on Investment Price Elasticity
Millward Brown Tracking	Awareness Yes Brand Power Index No Custom Equity Questions Yes Bonding? No
(Sponsorship)	

Metrics Catalogue Next Steps

- Complete inventory among initial team members
- Determine others needed to effectively exert pressure
 - Current MASB Members
 - Others interested in MASB & this project
- Recruit
- Create Action Plan (Vendor Targets, Who, How, When)
- Define Value Proposition

Metrics Catalogue Team

Team Leaders



Jim Meier
MillerCoors



Pam Forbus
Frito Lay

Team Heroes



Karen Ebben
GM



Dave Stewart
LMU

Others TBD
by Team

Admin



Meg Blair
MAF/MASB



Allan Kuse
MMAF Center

Team Meets: 2nd Thursday, 4PM ET



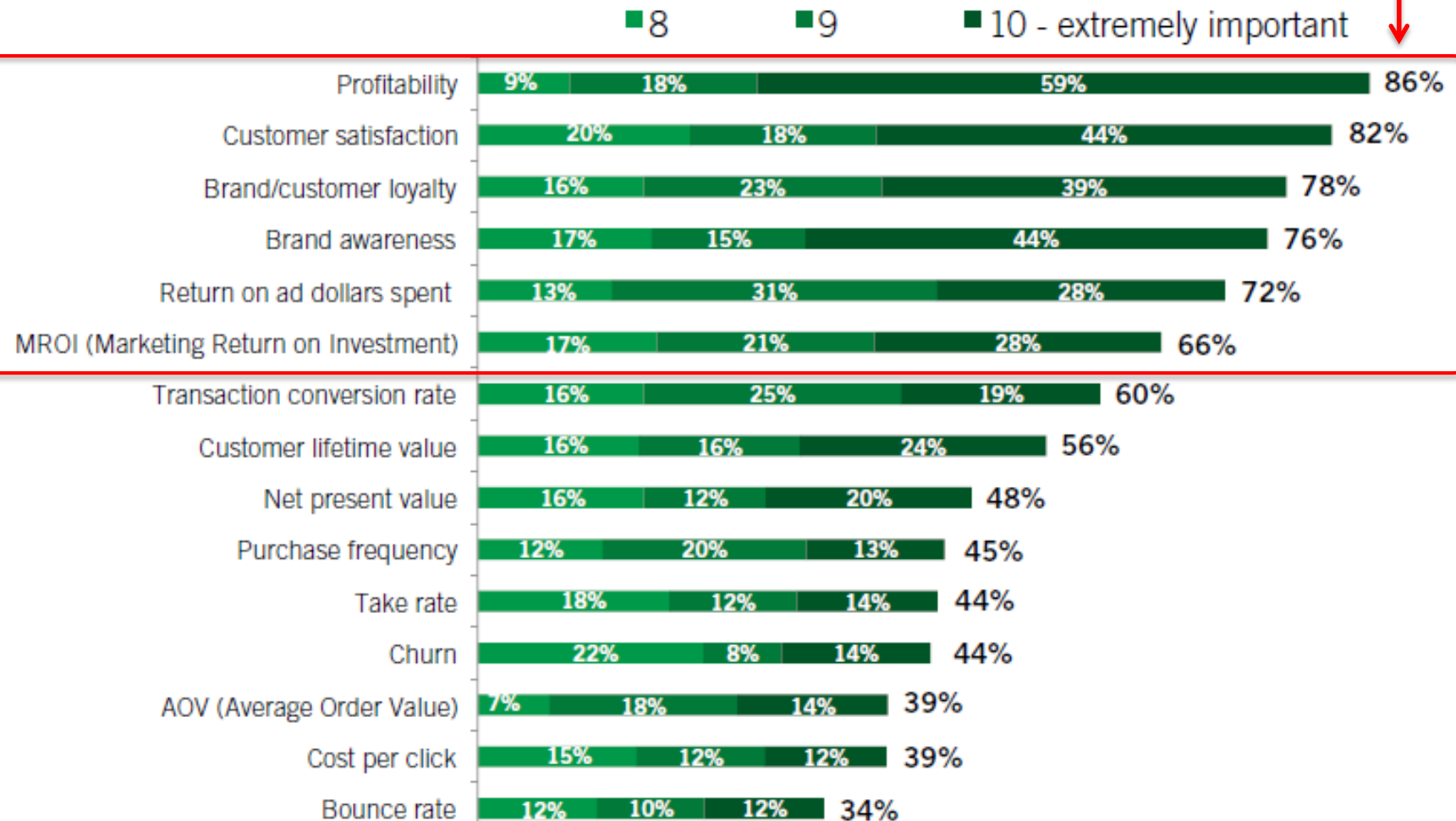
Thank-you!



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Top Marketing Metrics

Profitability,
satisfaction, brand,
and ROI



Q1. Please rate the importance of the following metrics to your organization. Rate on a scale of 1-10, where 1 = not at all important and 10 = extremely important.

Source: ANA 2012, Evolution of the CMO and Marketing Team Survey

