
MASB Standards Project

MASB MarCom Project Review & Status

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MASB Director
Co-Lead MarCom Team
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Chicago



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

MarCom

Project	Marketing Communications (Hunter & Taylor)	Current Strategy Now have enough product offerings with CL Dictionary up and BIV and Book near end of pipeline to pick up the pace and enter the growth stage (scale)! Adding final Charter marketer members along the way
Issue Addressed	Marketer members needed for funding & adoption of standards	
Project Objective	Communicate importance of MASB work to advancement of marketing discipline	
Expected Outcome	Marketer members to fill leadership roles, other marketer members & retention	
When	On-Going	

MarCom Team

Team Leaders



Kathleen Hunter
ANA



Earl Taylor
MSI

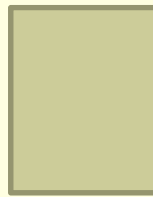
Team Heroes



Chris Bartone
AMA



Jasper Snyder
ARF



TBD
4A's



Sherrill Mane
IAB



Don Sexton
Columbia



Erich Decker-Hoppen
MASB Staff

Admin



Meg Blair
MAF/MASB



Allan Kuse
MMAP Center

Team Meets: 4th Friday Monthly, Noon ET

The MASB Mission

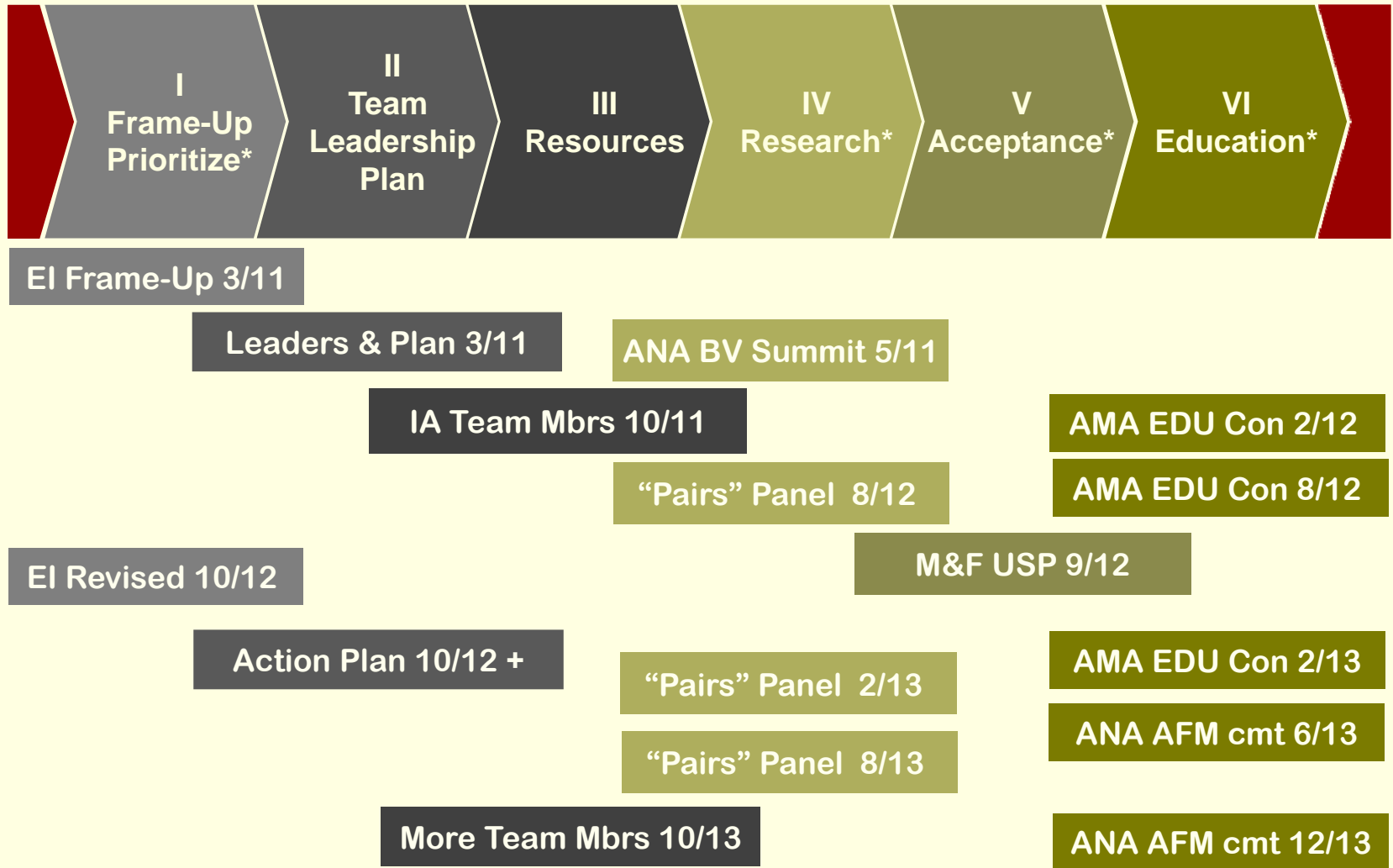
**Establish marketing measurement and accountability standards
across industry and domain
for continuous improvement in financial performance
and for the guidance and education of business decision makers
and users of performance and financial information.**

and Partnering with Finance is the surest way forward

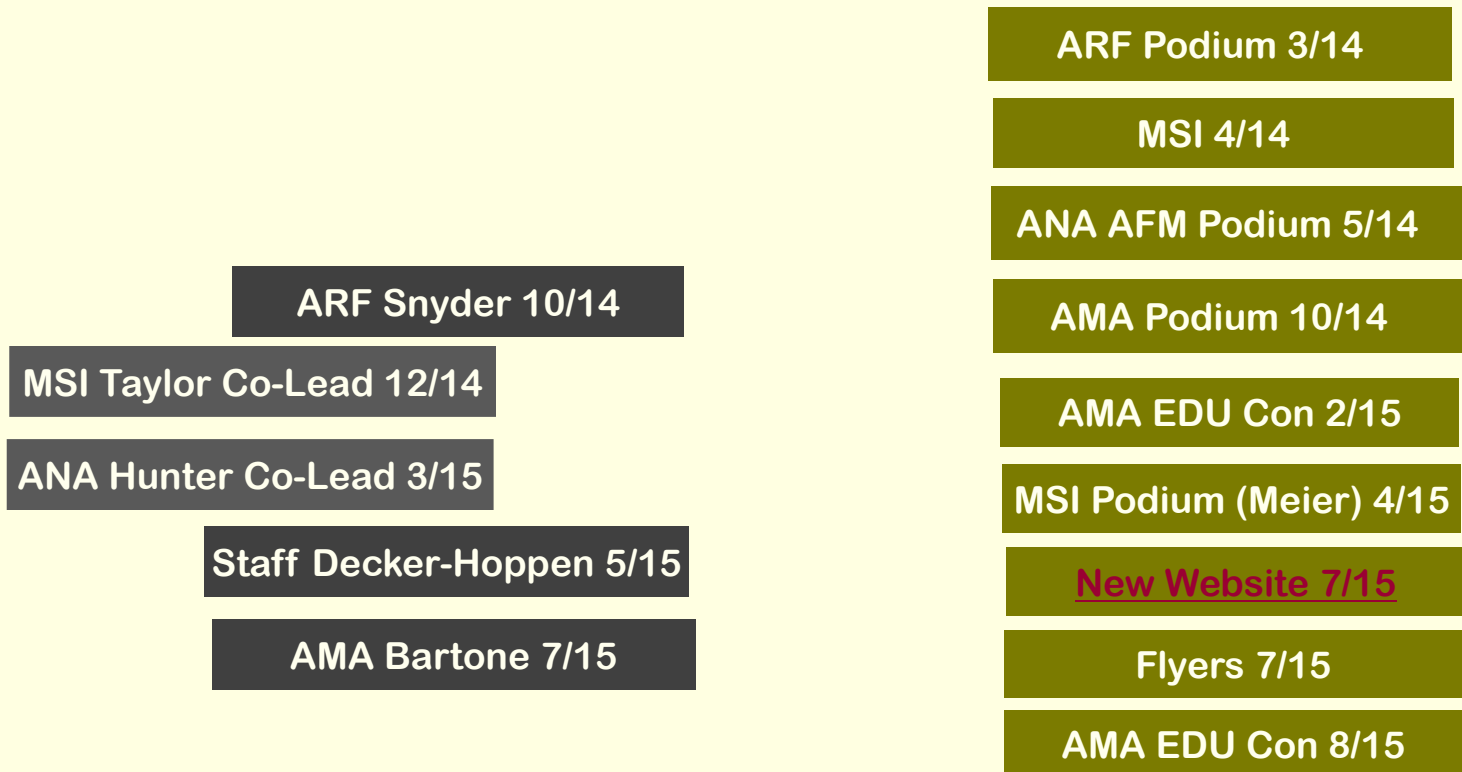
Unique Selling Proposition

MASB is the independent, cross industry forum
where
marketing and finance agree on measurement
for creating value

MarCom Milestones (2011-2013)



MarCom Milestones (2014 – 2015 & after Feb Summit)



Promoting MASB & The Book

MASB

Marketing Accountability Standards Board
of the Marketing Accountability Foundation

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

MASB is ushering in a new era of marketing accountability by applying measurement and process management standards to link marketing efforts with financial outcomes.

OUR MISSION

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.

EXAMPLE PROJECTS

Brand Investment & Valuation
Common Language in Marketing
Continuous Improvement in Return
Improving Financial Reporting
Measuring & Improving
CPG Return Using CLV
Marketing Metric Audit Protocol

INDUSTRY ASSOCIATION PARTNERS



Join us as we lead the way on marketing accountability, measurement and processes management. Visit:

themasb.org

MASB

Marketing Accountability Standards Board
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presents the new book

Accountable Marketing

*Linking Marketing Actions
to Financial Performance*

The Marketing Accountability Mandate

Lessons from the Quality Movement

Marketing's Common Language

Brand Preference

Customer Lifetime Value

Sustained Spending and Persistent Response

Long-Term Effects of Advertising

Social Media

The Marketing/Finance Interface

Branding

Tax Implications

Brand Valuation

The Marketing Metric Audit Protocol

PUBLICATION IN EARLY 2016

To order or for more information, visit

themasb.org

MASB

SIDE A

4X9 flyer

SIDE B

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Promoting Common Language

common language marketing dictionary

THE GLOBAL RESOURCE FOR DEFINING MARKETING TERMS & METRICS

marketing-dictionary.org

The *Common Language in Marketing* website is an ongoing, comprehensive encyclopedia of globally relevant and standardized marketing terms, activities, metrics and systems.

This open-source, curated library of definitions combines the insights of leading marketing academics, industry trade associations and subject matter experts with input from the broader business community.

OBJECTIVES

- eliminate ambiguity and definitional differences between functions within and across firms
- encourage trust and collaboration within and across functional areas in organizations, the marketing industry and the broader business community
- enhance marketing measurement and accountability through a commonly understood language of marketing

We welcome suggestions for new terms.

See reverse side for sample definitions.

Common Language Partners



SAMPLE DEFINITIONS

Authentic Brand

Definition

An authentic brand is one that delivers on its promises in a sincere and engaging way. It is clear and consistent about what that brand stands for and is culturally relevant to its target market. According to a survey of 1,000 consumers cited in an August 2014 Marketing Week article, the eight values that make up an authentic brand are "the abilities to be genuine, original, unique, expert, visionary, passionate and honest, and finally integrity." [1]

References

- 1.^ Marketing Week. How to Be An Authentic Brand. 19 August 2014. <<http://www.marketingweek.com/2014/08/19/how-to-be-an-authentic-brand/>> (cited 12 November 2014).

Marketing Metric

Definition

A **marketing metric** is a measuring system that quantifies a trend, dynamic or characteristic. Often, a metric is obtained by taking two or more measurements to create a value. In virtually all disciplines, practitioners use metrics to explain phenomena, diagnose causes, share findings, and project the results of future events. [1]
MASB has identified ten characteristics of an "ideal metric" according to the Marketing Metric Audit Protocol (MMAP).

References

- 1.^ Farris, Paul W.; Neil T. Bendle; Phillip E. Pfeifer; and David J. Reibstein (2010). *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance* (Second Edition).

common language marketing dictionary

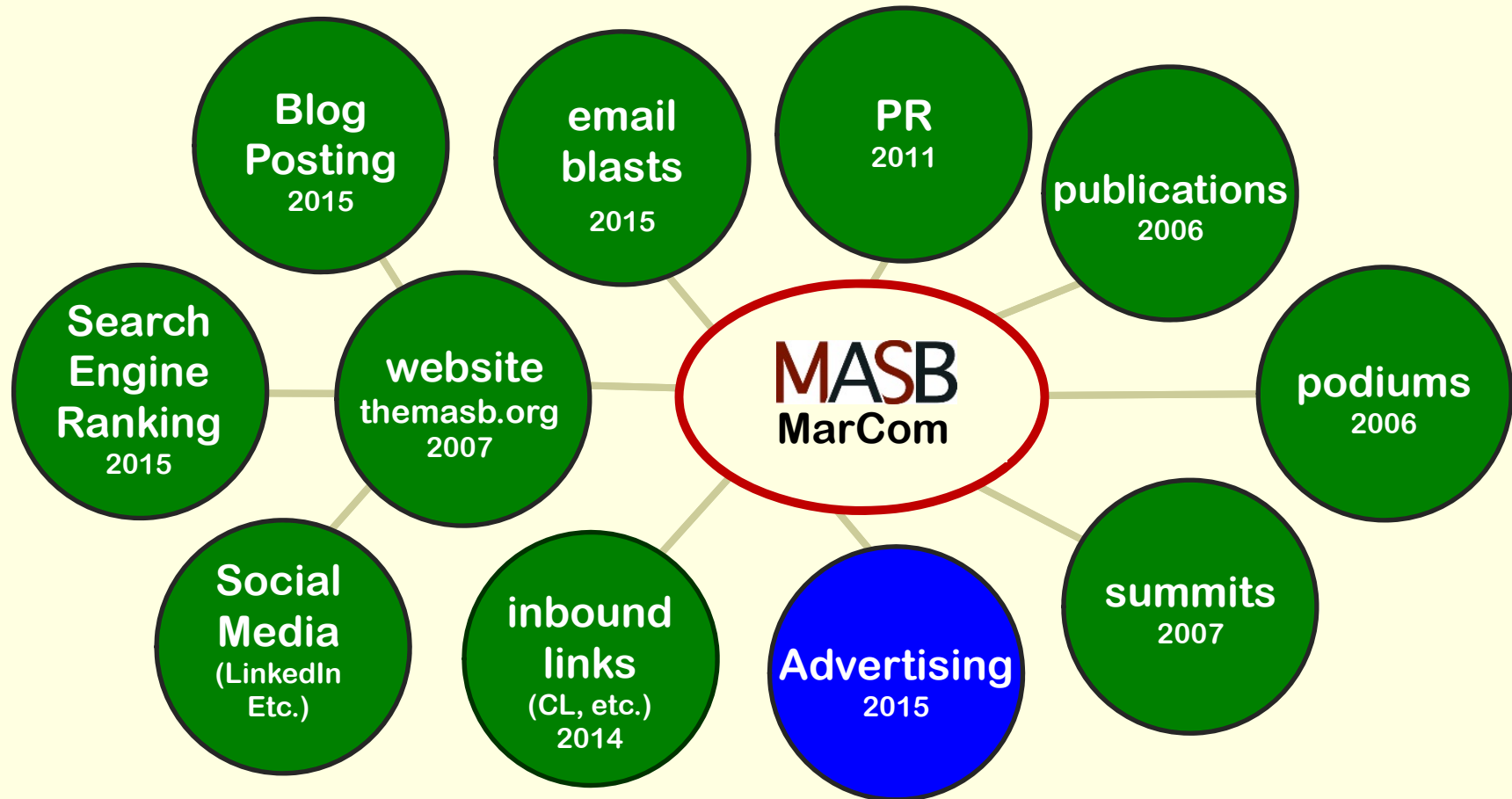
THE GLOBAL RESOURCE FOR DEFINING MARKETING TERMS & METRICS

marketing-dictionary.org

MASB MarCom Venues

MarCom Team Objective:

Communicate importance of MASB work to advancement of marketing discipline



MarCom Next Steps (8/15)

- Continue communicating the importance of MASB and its work to the advancement of the marketing discipline through all Venues
- Begin to understand which Venues and Messages work the best to
 - Gain new marketer members and
 - Retain current members

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 21st Century**



Thank-you!



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