
MASB Standards Project

MASB MarCom Project Review & Status

Arthur Tharpe
Association of National Advertisers (ANA)
MASB Director
Co-Lead MarCom Team
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San Antonio



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

MarCom

Project	Marketing Communications (Tharpe & Taylor)	
Issue Addressed	Marketer members needed for funding & adoption of standards	
Project Objective	Communicate importance of MASB work to advancement of marketing discipline	Initial Strategy Attract final 3 Charter Marketer Leadership Pairs w/USP and IA platforms; Then on to next phase of MASB lifecycle.
Expected Outcome	10 Charter Marketers to fill leadership roles (Directors & Advisors) & Retention	
When	2015 & On-Going	

MarCom

Project	Marketing Communications (Tharpe & Taylor)	
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	Revised Strategy Now have enough product offerings with CL Dictionary up and BIV, IFR and CIR near end of pipeline to pick up the pace and enter the growth stage (scale)! Adding final 3 Charter members along the way
When	2015 & On-Going	

Unique Selling Proposition

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

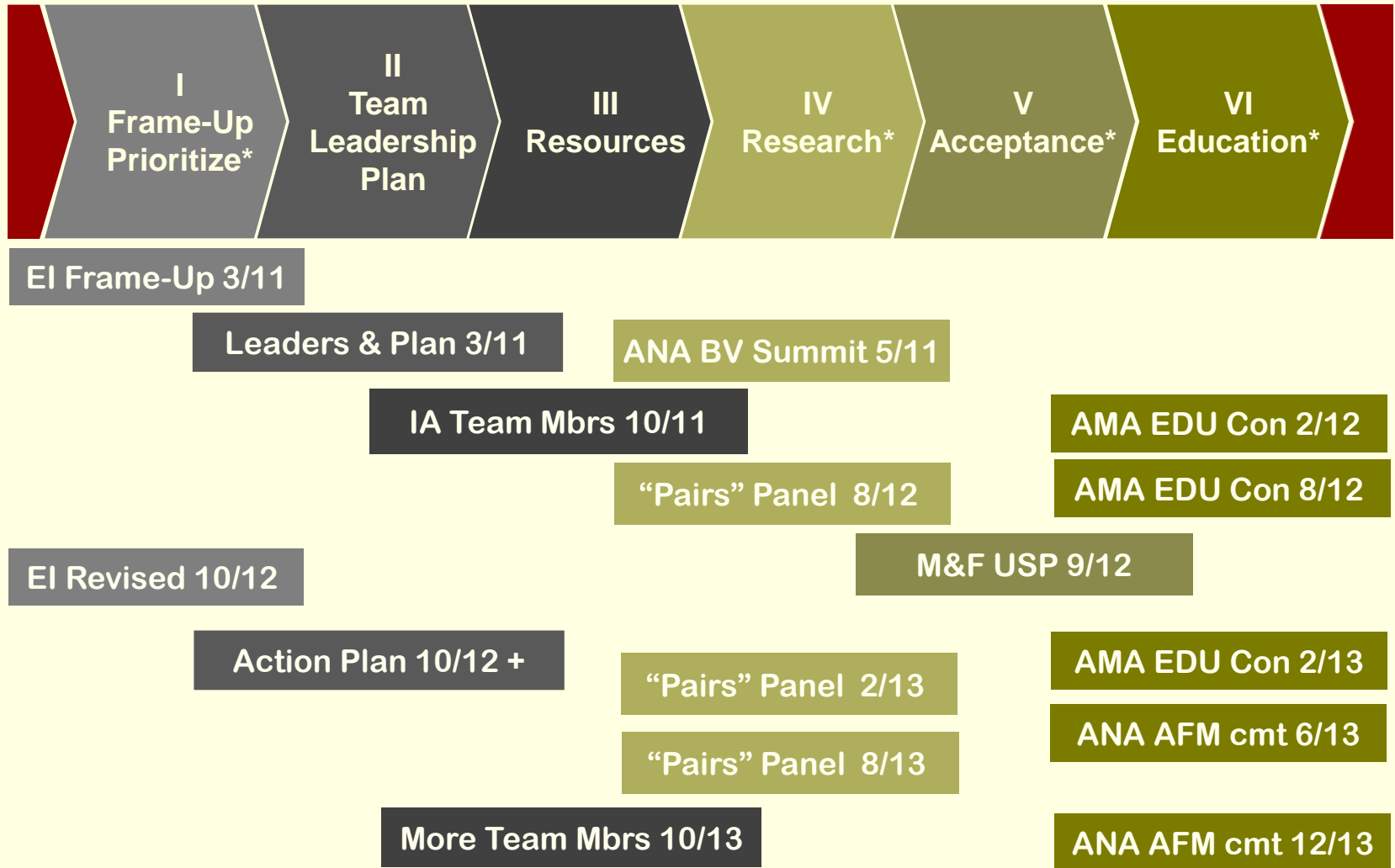
Targets

Sponsors: CMO & CFO

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

Findings: In what/how many companies are there “pairs” working on accountability together already? Looks like it is a 1st step in the process.

MarCom Milestones (2011-2013)



MarCom Milestones (2014 & Since August Summit)



ARF Podium 3/14

MSI 4/14

ANA AFM Podium 5/14

AMA Podium 10/14

ARF Snyder 10/14

MSI Taylor Co-Lead 12/14

AMA EDU Con 2/15

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***

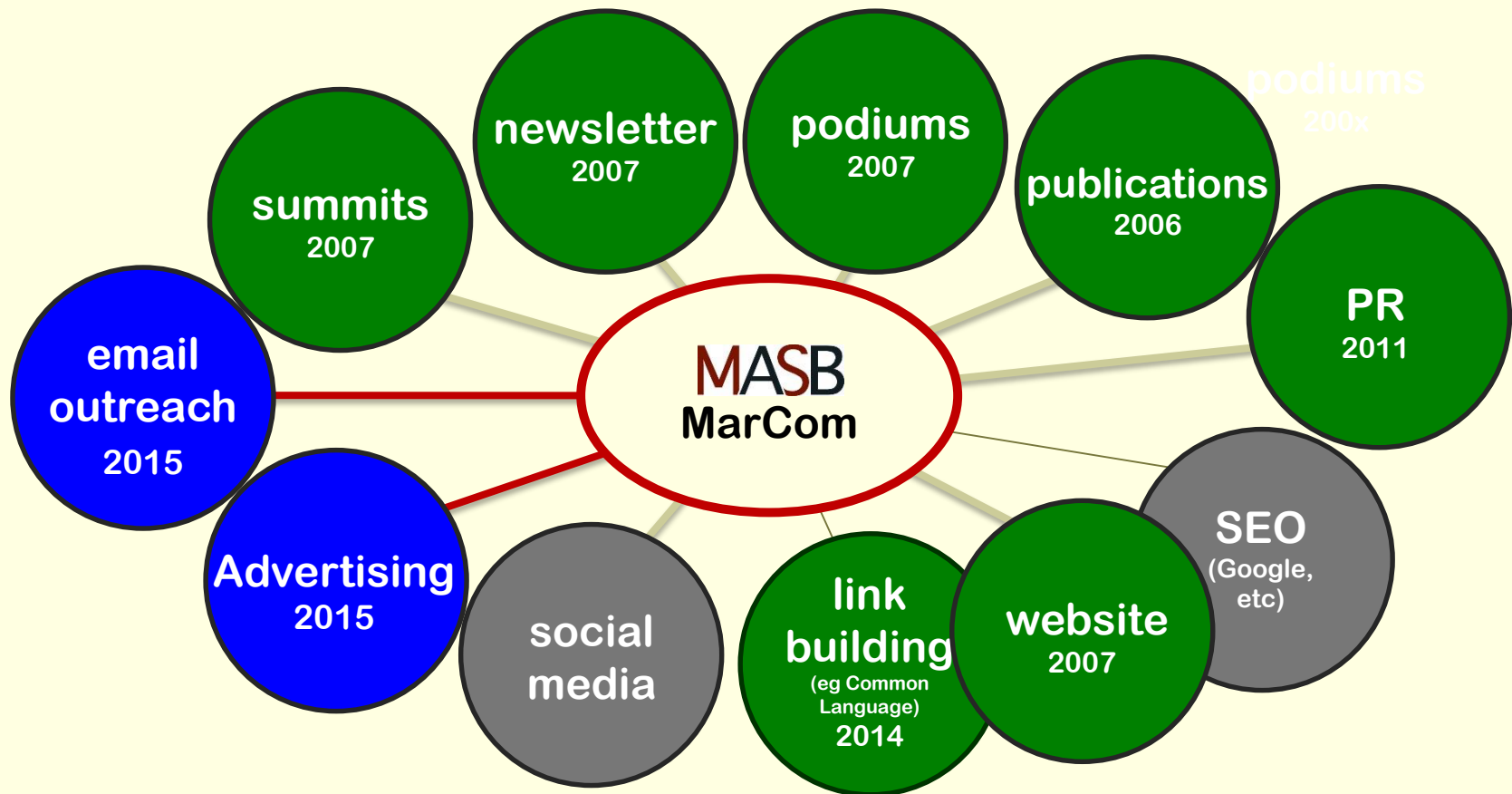
MarCom Next Steps (2/15)

- Review/revise current plan for next level success given
 - Current product offerings (CL, BIV, IFR, CIR)
 - New co-lead (Taylor)
 - New ARF Rep (Snyder)
- Leverage these offerings to communicate importance of MASB to advancement of marketing discipline more broadly
 - More Podiums
 - Email outreach process to CFOs and CMOs
 - Advertising in CFO or CFO.com
- Recruit final “Charter” Marketer Members along the way

MASB MarCom Schematic

MarCom Team Objective:

Communicate importance of MASB work to advancement of marketing discipline



Finance & Marketing

CFO



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

**Won't you join the independent, cross industry forum where finance
& marketing professionals are setting the measurement &
accountability standards for creating value in the 21st Century?**

www.theMASB.org

info@themasb.org



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

MarCom Team

Team Leaders



Arthur Tharpe
ANA



Earl Taylor
MSI

Team Heroes



Nancy Costopulos
AMA



Jasper Snyder
ARF



Mike Donahue
4A's



Sherrill Mane
IAB



Don Sexton
Columbia

Admin



Meg Blair
MAF/MASB



Allan Kuse
MMAP Center

Team Meets: 4th Friday Monthly, Noon ET



Thank-you!



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