
MASB Standards Project

MASB MarCom Project Review & Status

Arthur Tharpe
Association of National Advertisers (ANA)
Member of MASB
Co-Lead MarCom Team
August 2013
Boston



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

Transitions in Team Leadership



Nick Primola (8/12)
was promoted, and now in charge
of ANA Membership satisfaction
and development...



Bill Zengel (2/13)
now attending to personal
situations



Arthur Tharpe (8/13)
The new guy up...
...trial by fire

MarCom

Project	Marketing Communications (Tharpe & Sexton)	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	2013 & On-Going	

MarCom Milestones



El Frame-Up 3/11

Leaders & Plan 3/11

ANA BV Summit 5/11

IA Team Mbrs 10/11

AMA EDU Con 2/12

“Pairs” Panel 8/12

AMA EDU Con 8/12

El Revised 10/12

M&F USP 9/12

Action Plan 10/12 +

“Pairs” Panel 2/13

AMA EDU Con 2/13

“Pairs” Panel 8/13

ANA AFM cmt 6/13

AMA EDU Con 8/13

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”).**



about MASB

Setting Standards for the Rise of the Accountable CMO

Advertising Financial Management Committee
June 27, 2013



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$$\text{ROI} = \frac{\text{Return} - \text{Cost}}{\text{Cost}}$$

- ❑ Reducing “cost” drops directly to bottom line
- ❑ Financial metrics
- ❑ Standard for many years
- ❑ Great progress has been/being made

$$\text{ROI} = \frac{\text{Return} - \text{Cost}}{\text{Cost}}$$

- ❑ Increasing return more elusive, difficult
- ❑ Not for lack of measures
- ❑ But no standard metrics
- ❑ Predictive of financial return

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

MarCom Next Steps

- Continue building understanding of and interest in MASB across the industry
- Follow through with Marketer “pairs” who could not attend August Summit but who expressed interest in opportunity
- Fill final 4 Charter Leadership Board positions
- Develop MarCom strategy for next phase of MASB lifecycle (Beyond Start-Up)

MarCom Team

Team Leaders



Arthur Tharpe
ANA



Don Sexton
Columbia

Team Heroes



Earl Taylor
MSI (CMO)



Nancy Costopulos
AMA (CMO)



TBD
ARF



Mike Donahue
4A's (EVP)



Sherrill Mane
IAB (SVP)

Admin



Meg Blair
MAF/MASB



Allan Kuse
MMAF Center

Team Meets: 4th Friday Monthly, 10AM ET



Thank-you!



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