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)

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

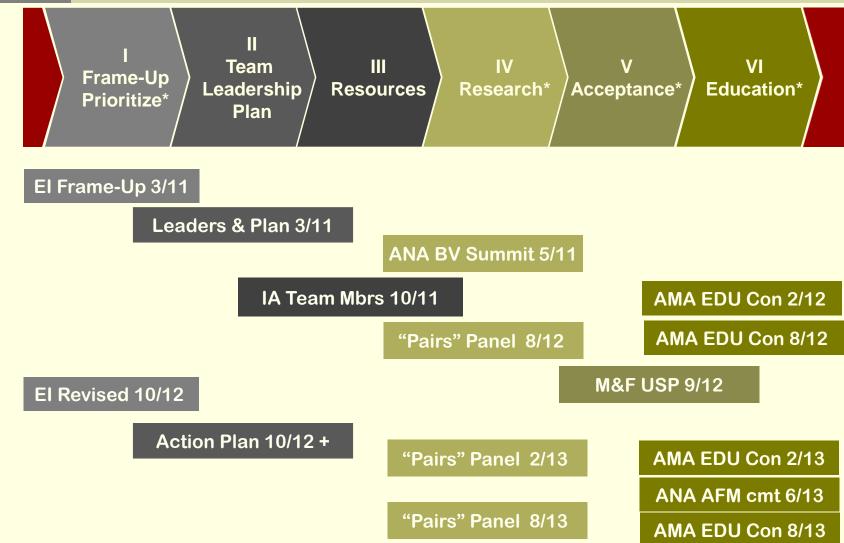
When

2013 & On-Going

Strategy
Attract final 4 Charter
Marketer Leadership
Pairs w/USP and IA
platforms; Then on to
next phase of MASB
lifecycle.



MarCom Milestones



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")

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





- 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



MSI (CMO)



Earl Taylor Nancy Costopulos AMA (CMO)



TBD ARF



Mike Donahue 4A's (EVP)



Sherrill Mane IAB (SVP)

Admin



Meg Blair MAF/MASB



Allan Kuse **MMAP Center**

Team Meets: 4th Friday Monthly, 10AM ET



Thank-you!



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