

The Advertising
Research Foundation
presents

RE:THINK



Where Marketing and Finance Agree on Measurement for Creating Value



Meg Blair
Founding
President



Pam Forbus
VP Strategic
Insights



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VP Finance,
Revenue
Management



Industry Questions

Has your marketing budget been cut to solve a financial gap?

When the CFO leaves a company, why do key metrics and processes stay in place...

...but when a CMO leaves, everything changes?

Answer

Marketing is often relegated to a “default” category (control costs) because...

...we lack metrics that reliably tie our activities to financial return... *in a predictable manner*

Solution

We need Standard, Proven Metrics across industry and domain and a transparent process by which to develop and select the metrics

As Finance has with *FASB-GAAP*
and Manufacturing has with *ISO*

Enter... MASB



Creating Value (consistent growth
quarter-to-quarter and year-to-year)

MASB Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Marketing and Finance
working together...
across Industry and Domain
to set the standards

Charter Members of MASB



Marketing and Finance Partners



The Board will be topped off with
the next 4 Marketer Members...
filling the remaining Charter
leadership positions

Marketing and Finance Partners



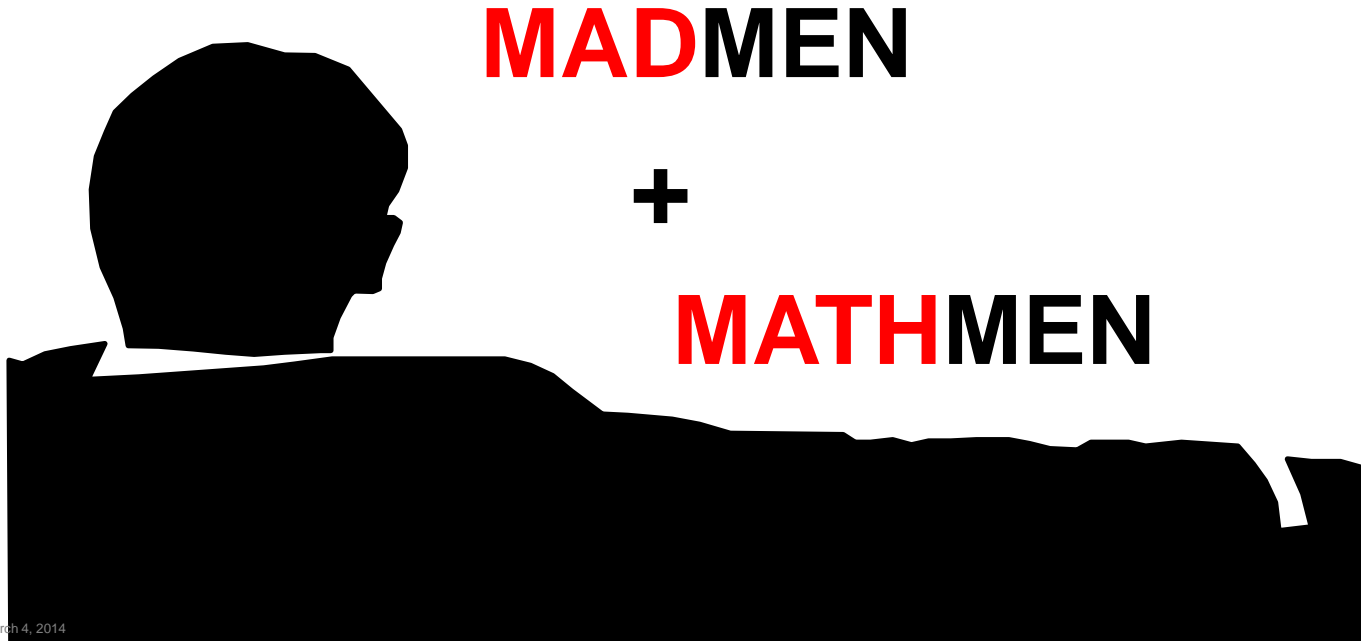
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“If it doesn’t sell,
it isn’t creative”

– *David Ogilvy*

Uniting the Art AND Science of Marketing



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To Create

Unpredictable Marketing with Predictable Results

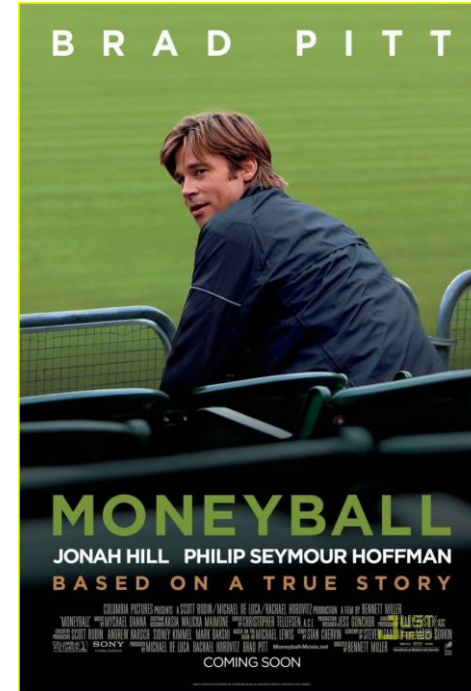


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John Hamm... Meet... Brad Pitt



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How We Operate...

- “GLT” – Growth Leadership Team
- Finance and Insights Co-own and Co-manage the analytics
- Maniacal focus on understanding drivers of growth
- Resource decisions bases solely on Return on Investment (CID)
- Continuously test and learn – so we learn as fast as the world is changing





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In God we trust,
all others must bring data...

W. Edwards Deming

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We Are Working Together...

- Moving beyond the story telling
- To rigorous estimation and forecasting
- Tackling accountability together internally, and
- Across industry and domain (with MASB)
 - Benchmarking with other “pairs” on same journey
 - Getting/staying on the leading edge (competitive advantage)
 - Rising to Board-level recognition and strategic status

Grab a finance partner and join us!

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www.themasb.org

Thank you!



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