
Summary and Call to Action

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Islamorada



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

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.**

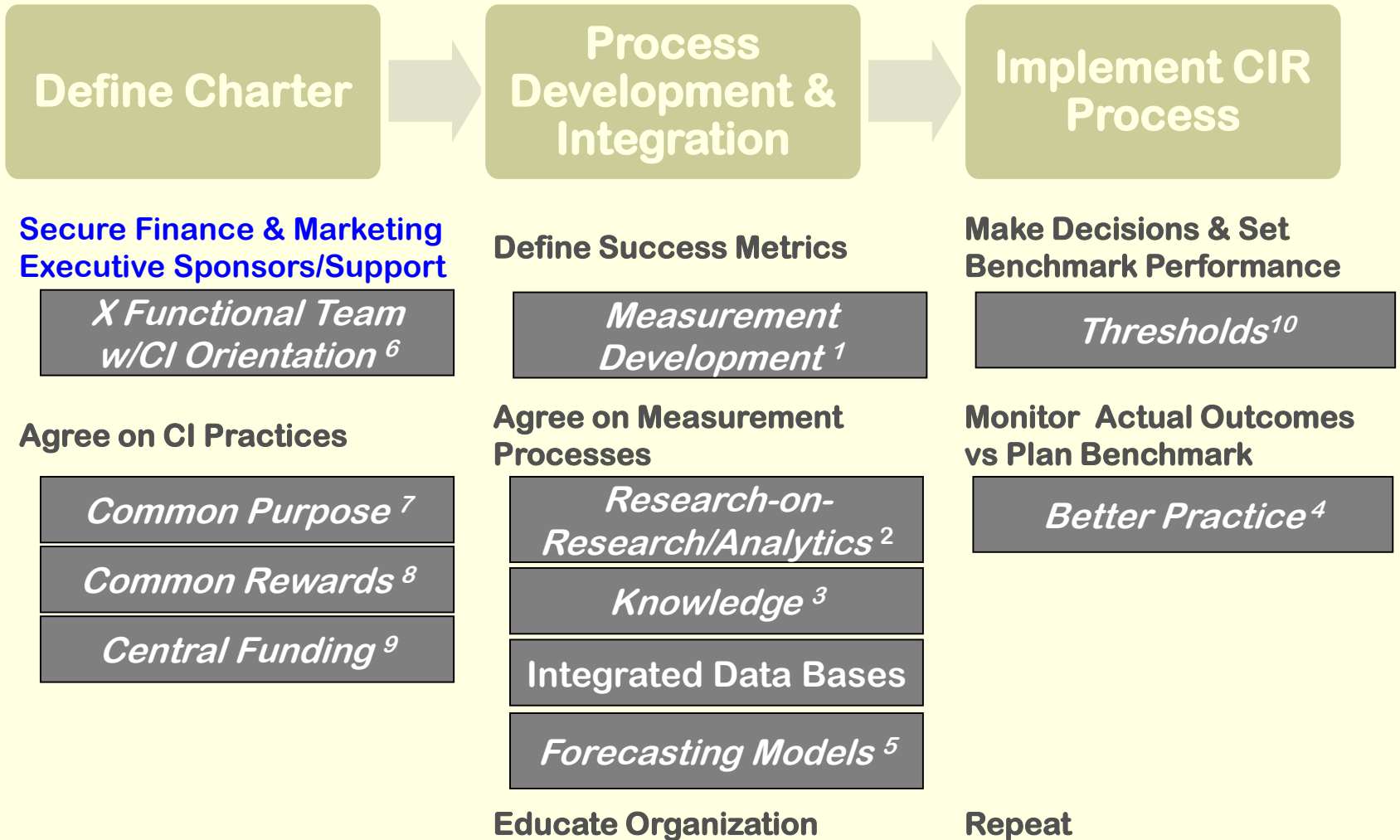
Game Changer (BIV)

Project	Brand Investment & Valuation (BIV) (Stewart, K Richardson, Findley)	
Issue Addressed	Brand represents great Value (but how much)	Strategy Build bridges from customer metrics to market metrics and to financial metrics... empirically.
Project Objective	Establish “generally accepted brand investment & valuation standards”	
Expected Outcome	Empirically proven model for valuing brands & guiding investment decisions	
When	2013 - 2015	

Game Changer (CIR)

Project	Continuous Improvement (CIR) (O’Keefe, Abens, Banks)	Strategy Document “what is known” about the Science and the Governance required for <u>continuous improvement in return</u> , then create roadmap and measure/track success (revising map over time)
Issue Addressed	Continuous Improvement requires more than Science	
Project Objective	Document elements of Science & Governance for CIR, then measure success & revise RM	
Expected Outcome	Roadmap for all involved in Marketing Accountability Journey	
When	2015 & Ongoing	

High Level Roadmap (CIR)



Game Changer (IFR)

Project	Improving Financial Reporting (IFR) (Gregory & Moore)	Strategy Partner w/financial reporting & investment communities, and educate re: Brand is a Cash Generating Unit & sizable intangible asset...so that financial returns from corporations will ultimately be driven and measured by buyer behavior in markets.
Issue Addressed	Intangibles >80% of Corp Value (need better info)	
Project Objective	Marketing at table when reporting of Brand Value is required for all brands	
Expected Outcome	Brand Value as KPI, MD&A Notes or B/S... better info for capital providers	
When	2018	

Our Unique Selling Proposition*

MASB is the independent, cross industry forum
where
Finance and Marketing partner on measurement for
establishing marketing accountability
and
creating value in the 21st Century

Finance is the primary role and Marketing is secondary because...
MASB will provide Finance with the tools to help make better
investment decisions...
(across brands and other investment opportunities).

* In transition. See Marketing Team Report (tomorrow)

Call to Action

Participation today is 20% Finance & 80% Marketing.

If we were to look like “partners”, wouldn’t participation be more balanced...say 50%/50%?

And might we move a bit faster if so?

Lets recruit more marketer members with both Finance & Marketing reps to help set the standards and be the first to adopt them!

2 night stay in Islamorada, *picroc ali*, for the recruiters?



Thank-you!



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