
Marketing Accountability Foundation

Marketing Team

**John Willard
Erich Decker-Hoppen
February 2016
Islamorada**

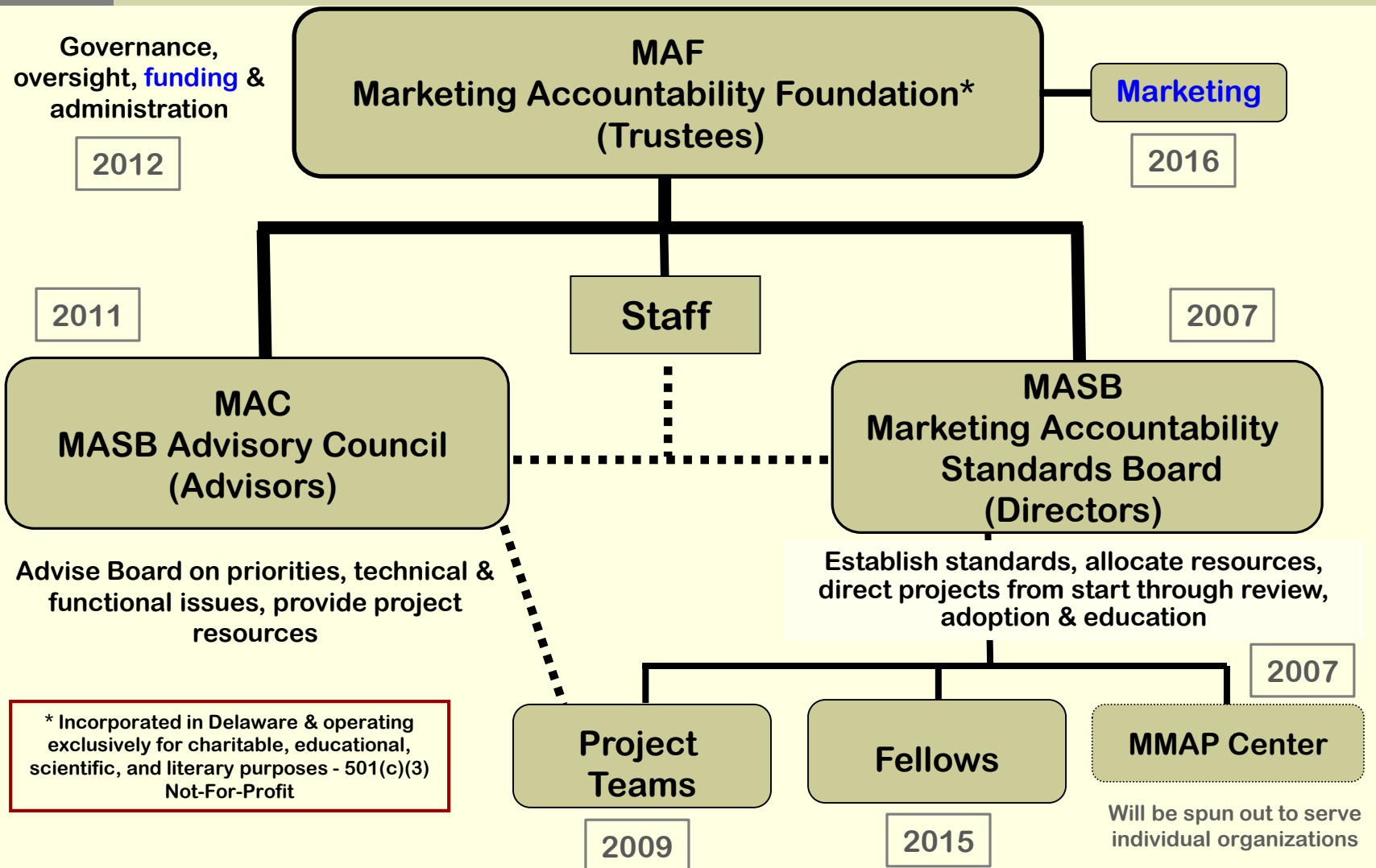


**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

Marketing Team

Project	Marketing (Willard & Decker-Hoppen)	Current Strategy Move Marketing from a MASB Project to the Foundation level, develop a marketing plan, and execute the plan to enter the growth stage (scale)! Filling remaining leadership roles along the way.
Issue Addressed	Marketer “pairs” needed for funding & standards adoption	
Project Objective	Communicate importance of MASB work to advancement of marketing discipline (establish accountability)	
Expected Outcome	Top Tier Finance & Marketing “pairs” to fill leadership roles, others & retention	
When	On-Going	

Organizational Structure (2016)



Marketing Milestones



Leaders & Team Plan 1/16



Director of Membership (Staff)

John Willard

Experience:

- **Director of Market Research & Consumer Relations, Bayer Consumer Care - U.S. (Bayer Aspirin, Aleve, Alka-Seltzer, Alka-Seltzer Plus, One-A-Day, and Flintstones), 1996 - 2015**
- **Senior Director, American Express, 1989 - 1996**
- **Senior Research & Planning Executive, DMB&B Advertising, 1983 - 1989**

A long track record of developing marketing metrics that tie to financial outcomes:

- **Consolidated marketing mix measurement at Bayer with a single provider to help better guide marketing investment decisions across the brand portfolio**
- **Led efforts to validate Bayer's advertising pre-testing and new product concept testing approaches**
- **Led efforts at American Express to tie customer satisfaction results to financial outcomes**



Communications Specialist (Staff)

Erich Decker-Hoppen

Experience:

- **BBA – Marketing, University of Wisconsin–Eau Claire 1986**
- **10 years in not-for-profit fundraising**
- **5+ years professional writing (journalism/communications)**
- **10 years providing graphic and web design services**
- **Joined MASB in May of 2015**

Responsibilities:

- **Staff support to all the MASB project teams**
- **Website content/maintenance**
- **Social media/blogging**
- **Printed materials design**

Marketing Team

Team Leaders



John Willard
Staff: Membership



Erich Decker-Hoppen
Staff: MarCom

Industry Association
Reps are Heroes on
the Marketing Team

Team Heroes



Kathleen Hunter
ANA



Earl Taylor
MSI



Chris Bartone
AMA



Jasper Snyder
ARF



Mollie Rosen
4A's



Sherrill Mane
IAB

Admin



Meg Blair
MAF/MASB



Allan Kuse
MMAF Center

Team Meets: 4th Friday Monthly, Noon ET

Accountability #1/2

Accountability has ranked #1 or #2
in all six ANA surveys...over 9 years

Long-Term Trends In Rank Order of Senior Marketers' Concerns

(Based on Percentage of Total Respondents Placing Issue Among Their Top Three Concerns)

	2015 (213) #	2013 (155) #	2010 (143) #	2008 (163) #	2007 (103) #	2006 (77) #
Integrated marketing communication	1	2	3	1	1	4
Accountability and having the right metrics	2	1	1	2	2	1
Building strong brands	3	4	2	4	4	3
Product and service innovation	4	NA	NA	NA	NA	NA
Reinventing the marketing organization ¹	5	3	4	3	3	2
How to compete in a data rich marketing environment	6	NA	NA	NA	NA	NA
Understanding changing consumer media habits	7	NA	NA	NA	NA	NA
Understanding shopping and pre-shopping behaviors in a digital age	8	NA	NA	NA	NA	NA
Impact of emerging technologies	9	NA	NA	NA	NA	NA
Marketing in a global economy	10	6	7	9	7	10
Equipping for real time, programmatic and agile marketing	11	NA	NA	NA	NA	NA
Growth of multicultural consumer segments	12	10	9	10	8	6
Effects of marketing and privacy regulations ²	13	12	11	11	12	NA

NA – not asked prior to 2015

Wording prior to 2015

1. 'Aligning the marketing organization with innovation'
2. Split into two concerns - 'Congressional concerns about privacy/security' & 'Marketing regulations (e.g. restrictions, taxes)'



The 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.

and ***Partnering with Finance*** is the surest way forward

Why Partner w/Finance

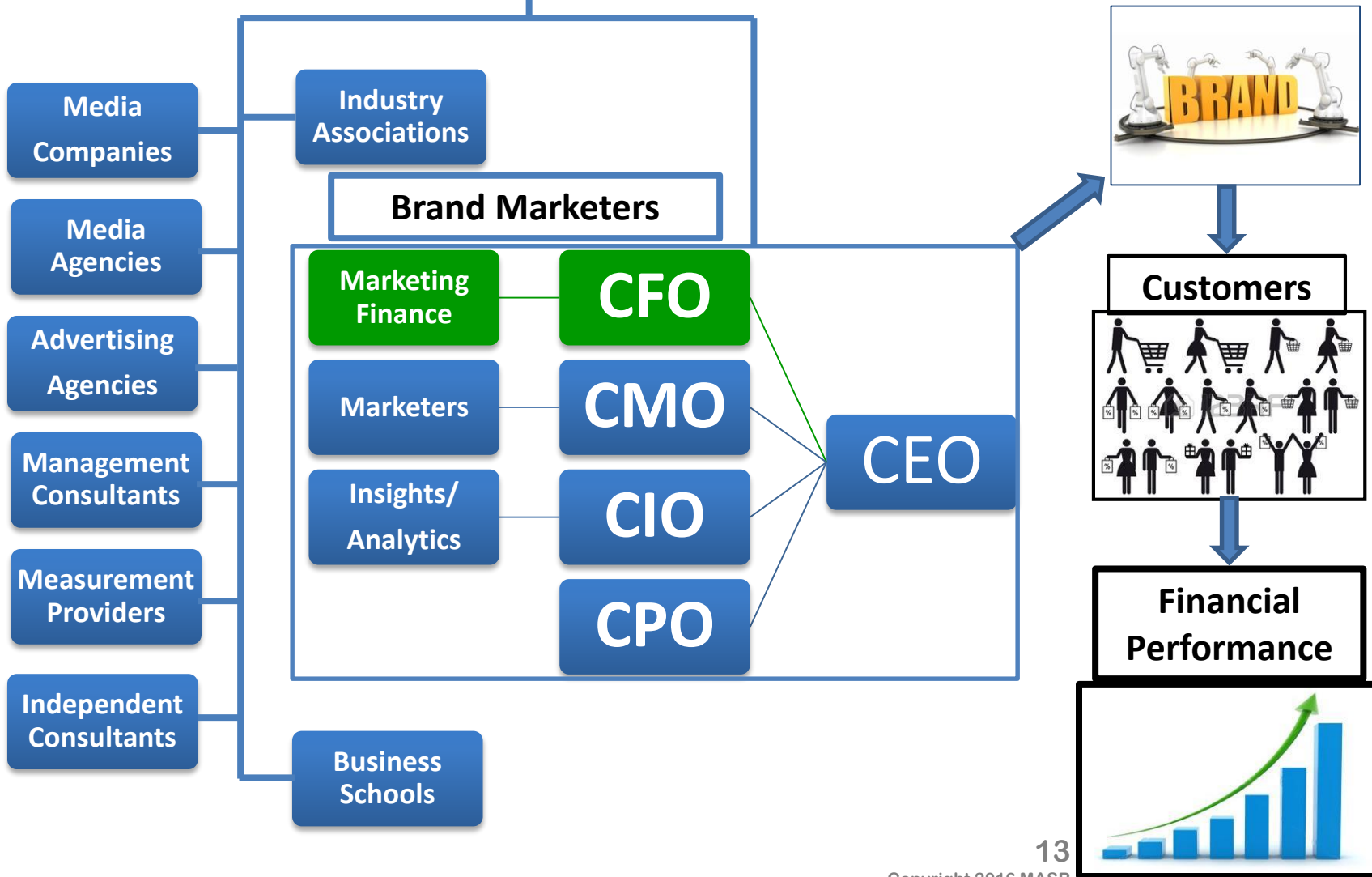
*Operations (and Finance) can purchase
and maintain an asset;
Marketing can create and grow one.*

Jim Meier, Director Marketing Finance
MillerCoors
MASB 2015 Winter Summit
February 12, 2015
San Antonio

**Finance needs Marketing to create & grow brands and
Marketing needs Finance to help speak the language of
business (financial return/growth).**



A complex eco-system working together to guide better business decisions that drive growth



Call to Action

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, CEO
Association of National Advertisers (ANA)
June 17, 2014***

Unique Selling Proposition (in transition)

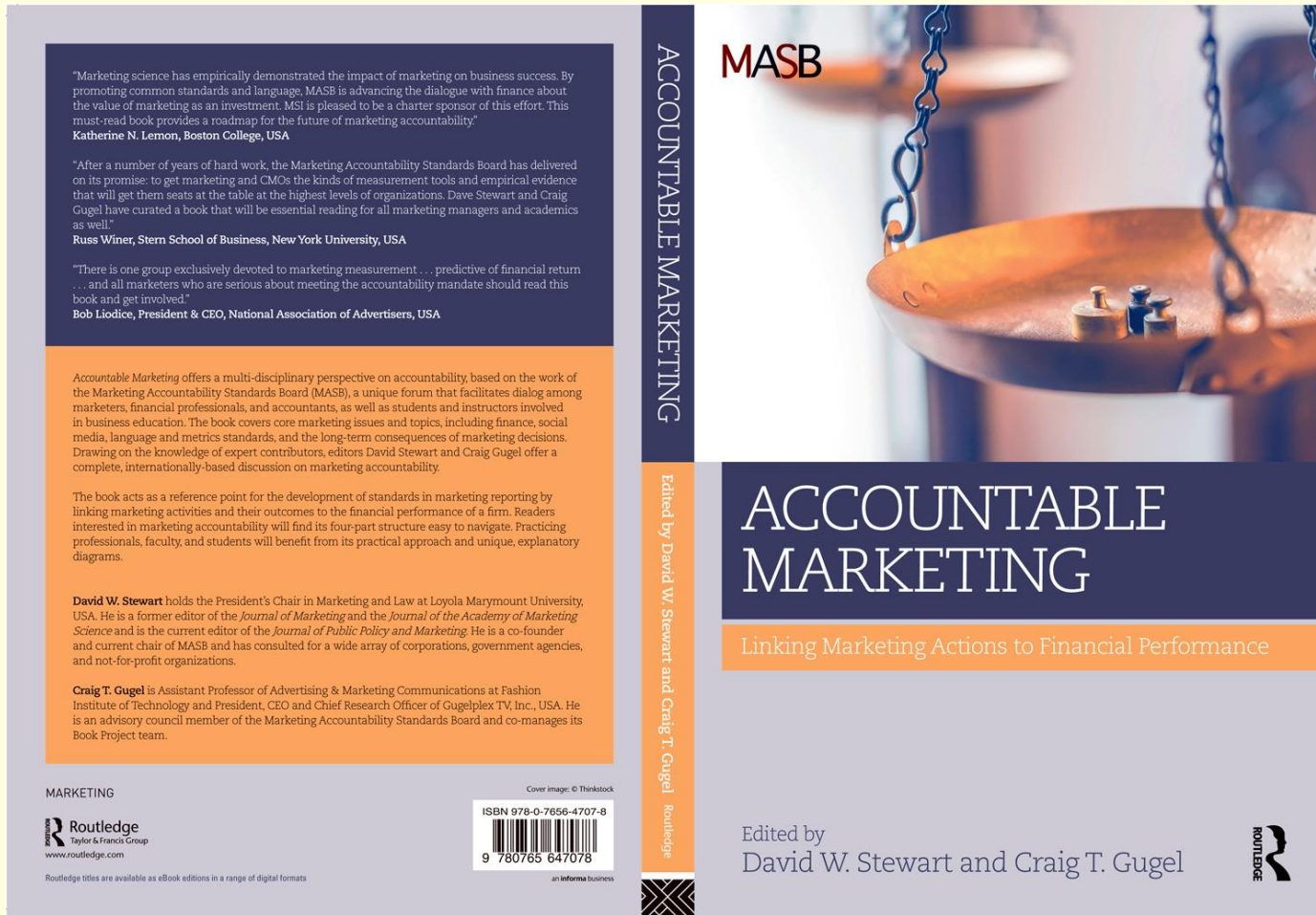
MASB is the independent, cross industry forum
where
Finance and Marketing partner on measurement for
establishing marketing accountability
and
creating value in the 21st Century

Finance is the primary role and Marketing is secondary because...
MASB will provide Finance with the tools to help make better
investment decisions.

Marketing Venues (1/16)



The MASB Book: Accountable Marketing



Publication Date: MARCH 1

<https://www.routledge.com/products/9780765647078>

MASB

Podiums & Papers (2015/16)*

Podiums

- AMA: *Analytics with Purpose*, Feb 2016 (MillerCoors/Meier)
- ARF: *ReThink/Insights Zone*, April 2016 (PepsiCo/
Findley & Venugopal)
- ANA: *Masters of Measurement*, Sept 2016 (???)

Papers

- Academic & Business Journals (eg JMR & HBR)
 - Stewart, Findley, Meier (Submissions Jan 2016+)

* Brand Investment & Valuation Standards/Model (BIV)

Social Media

MASB is doing great work, but we're not yet an influential voice in the business community. We need to build our SOCIAL MEDIA presence starting TODAY:

LinkedIn Followers: **77** Goal for Summer Summit: **250**

(20+ directors/advisors NOT following MASB)

(MSI – 2649, ANA – 3256)

Twitter Followers: **53** Goal for Summer Summit: **150**

Post Sharing:

Please visit themasb.org

weekly and share our fascinating posts!

What if CFOs and CMOs could rely on industry standards to measure marketing's contribution to financial performance?

Thanks to MASB, they can.

Finance and Marketing are working together like never before, using measurement to link marketing spend directly to financial return.

MASB is the independent, cross-industry forum ushering in a new era of marketing accountability

The logo for the Marketing Accountability Standards Board (MASB). The letters 'M', 'A', 'S', and 'B' are large and stylized. The 'M' and 'S' are red, while the 'A' and 'B' are dark blue. The letters have a white outline and a slight 3D effect. The background of the slide features a dark blue field with a grid of glowing yellow lines that recede into the distance, creating a sense of depth and perspective.

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Join the Finance and Marketing thought leaders.

Marketing Team Next Steps

- Continue communicating importance of MASB and its work to the advancement of the marketing discipline through all venues
- Analyze which Venues and Messages work best
- Leverage Product offerings
 - MASB Book(Book)
 - Common Language Marketing Dictionary (Language)
 - White Papers: Brand Investment & Valuation Standards/Model (BIV)
- Continue publishing papers & presenting on major Podiums
- Build Marketer Membership
 - Recruit new Marketer “pairs” to summits
 - Leverage MASB network to identify Marketer leads
 - Focus communications to generate membership inquiries from Marketers
 - Convert to membership
- Work with current MASB members to identify ways to reinforce and evolve value of membership



Thank-you!



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