

MASB Standards Project

Brand Evaluation Standards (BES)

David Stewart, LMU
Founding Chair of MASB

August 2017
Boston

10 Year Anniversary



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

BES Project

Project	Brand Evaluation Standards (BES) (Stewart & Willard)	
Issue Addressed	ISO has a Brand Evaluation Standards Project in the works	Strategy Get BIV Standards recognized globally by participating in ISO development of Brand Evaluation Standards
Project Objective	Collaborate w/ANSI & ISO to Influence the BEval Standards	
Expected Outcome	MASB BIV Standards recognized by ISO and applied across the world	
When	2018-2019	

ISO Background



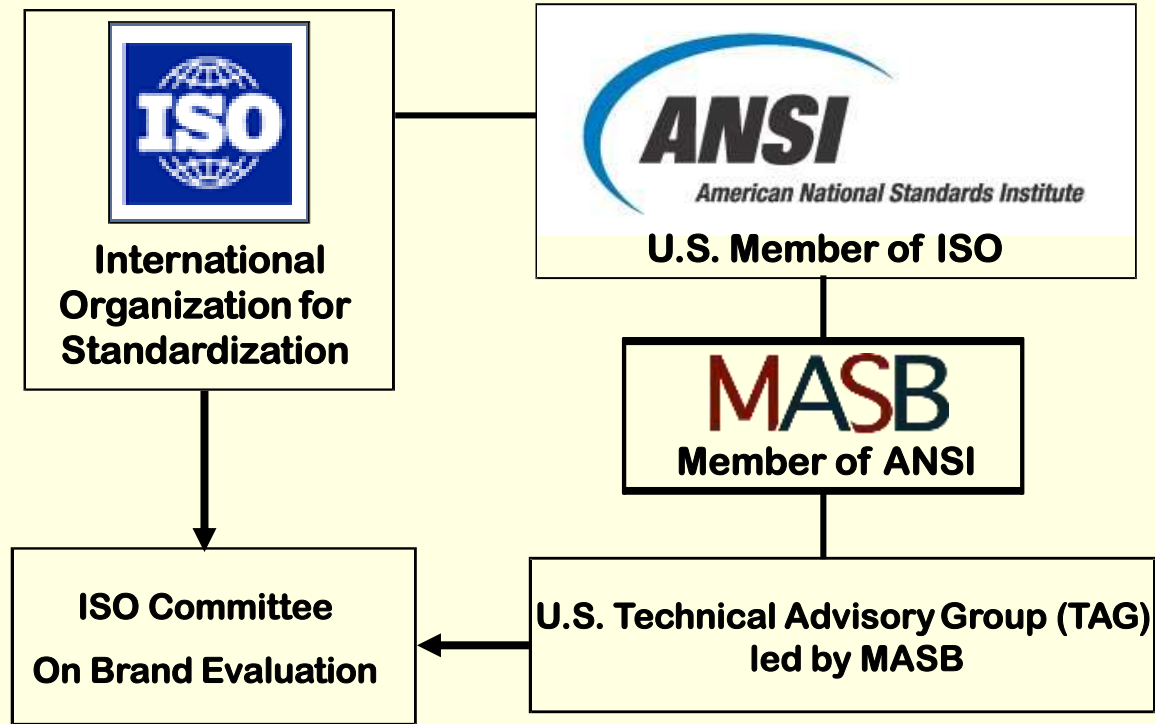
International Organization for Standardization

Founded in 1947, ISO's scope covers any and all possible standardization subjects not addressed by IEC or ITU.

The ISO is a non-government organization and network of the national standards institutes of countries, one member per country, with the ISO Central Secretariat located in Geneva, Switzerland.

ISO has 164 member countries. The ISO member organization from each country is the organization that best represents that country's national standards system. In many cases, especially with developing countries, the ISO member is a government agency.

Summary of Organizational Relationships



BES Milestones (2016 & 2017)



El Frame-Up 3/16

Join ANSI 4/16

Join ISO 289 4/16

Team Leaders 5/16

Team Plan 10/16

Cancun Meeting 5/16

Respond to WG-1 doc 9/16

Vienna Meeting 4/17

Part. Country Approval 7/17

ANSI Campaign 7/17

Summer Summit 8/17

BES Highlight – participating country vote

Answers to Q.1: "Do you approve the circulation of the draft as a DIS?"

2 x	Approval	Austria (ASI) Italy (UNI)
7 x	Approval with comments	Canada (SCC) China (SAC) France (AFNOR) Iran, Islamic Republic of (ISIRI) Mexico (DGN) Russian Federation (GOST R) United States (ANSI)
1 x	Disapproval	United Kingdom (BSI)
2 x	Abstention	Barbados (BNSI) Finland (SFS)

Positive vote circulates work to countries as a

Draft International Standard.

This begins the final step before approval...expect six to nine months for final vote.

Stage code	Stage	Associated document name	Abbreviations
00	Preliminary	Preliminary work item	PWI
10	Proposal	New work item proposal	NP or NWIP · NP Amd/TR/TS/IWA
20	Preparatory	Working draft or drafts	AWI · AWI Amd/TR/TS · WD · WD Amd/TR/TS
30	Committee	Committee draft or drafts	CD · CD Amd/Cor/TR/TS · PDAMd (PDAM) · PDTR · PDTS
40	Enquiry	Enquiry draft	DIS · FCD · FPDAMd · DAMd (DAM) · FPDISP · DTR · DTS
50	Approval	Final draft	FDIS · FDAMd (FDAM) · PRF · PRF Amd/TTA/TR/TS/Suppl · FDTR
60	Publication	International Standard	ISO · TR · TS · IWA · Amd · Cor
90	Review		
95	Withdrawal		

BES Highlight – ANSI Campaign



ANSI  @ansidotorg · Jul 24

Get Involved: U.S. TAG Participants Sought for ISO Technical Committee on Brand Evaluation bit.ly/2tEb0LI @theMASB1 @isostandards



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BES Next Steps

- Nurture broad standard through final ISO global approval
 - Comment review by participating countries August 12
- Continue Email & blog campaign to educate ANSI membership on MASB involvement and encourage them to become active with us
- Get specific BIV model with “How to Apply” approved as the American National Standard

BES Team Members

Team Leaders



Dave Stewart
LMU



John Willard
Interim TAG Admin

Team Heroes



Edgar Baum
Strata Insights



Bobby Calder
Northwestern



Greg Silverman
Concentric

Staff



Frank Findley
MASB ED
Sponsor



Tony Pace
MAF/MASB



Erich Decker-Hoppen
Communication



Karen Crusco
Executive Assistant
Admin

Thank-you!



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