

# Summary



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Boston

10 Year Anniversary



Marketing Accountability Standards Board  
of the Marketing Accountability Foundation

# 10 Years of Good Foundational Work

- **Stephen Diorio's discovery of MASB**
  - Why replicate this?
  - “Authority” of leading sources
- **CIR/BIV/IFR**
- **Further push on CMD**

# Forbes/MASB Collaboration Project



- The power of consensus
- Creates spotlight on Marketing Accountability issues

# Bringing FASB to the Table

- Invite, Invite & Invite again
- Propose how we get there?
  - e.g. test period for brand value inclusion
  - Don't be afraid of “soft” numbers
  - Mark-to-market parallel?

# Marketing Communications

- **Build off marketing and brand news**
  - Amazon / Whole Foods
  - Coach / Kate Spade
  - Michael Kors / Jimmy Choo
- **Snackable content**
  - Influentials & thought leaders

# Call to Action

**We have several Game Changing Projects that  
are poised to be adopted...**

**It's time to Scale MASB to the broader  
Marketing, Analytics, and Finance  
communities...**

**Thank-you!**



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