

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

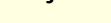


THE FORBES MARKETING ACCOUNTABILITY INITIATIVE - Towered by MASB



The power of consensus

Creates spotlight on Marketing Accountability issues © 2017 MASB



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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...





MASB Marketing Accountability Standards Board of the Marketing Accountability Foundation