

MASB Board Meeting & Summit Call To Action

Tony Pace
MASB President/CEO

February 2018
New Orleans



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Charge

- **Shape, and advance, the marketing accountability agenda**
- **Demonstrate the linkage between marketing activity and financial outcomes**
- **Focus on difference-maker projects**
- **Network with other marketing accountability disciples and practitioners**

Forbes Collaboration Live



The banner features a background image of an airplane wing against a blue sky. In the top left corner, there is a blue circular logo with 'CMO' in white, followed by the text 'Forbes CMO PRACTICE'. In the top right corner, the word 'Home' is written in white. The main text reads 'THE MARKETING ACCOUNTABILITY INITIATIVE' in large, bold, black letters. To the right of this, it says 'Powered by MASB' where 'MASB' is in a larger, bold, red font. Below the main title, there is a paragraph of text: 'Best practices to help marketing executives measure, communicate and maximize the contribution of marketing to shareholder value and growth'.

CMO Forbes CMO PRACTICE

Home

THE MARKETING ACCOUNTABILITY INITIATIVE

Powered by MASB

Best practices to help marketing executives measure, communicate and maximize the contribution of marketing to shareholder value and growth

Forbes/MASB Collaboration

- Launched as planned Q4 2017
 - Forbes published Marketing Accountability study
 - Initiative announced at Forbes CMO Conference
 - Social Media and other communications commenced
- Forbes/MASB event in New York on 12/6
 - ~ 70 attendees including marketers, academics, measurement professionals and investment analysts
 - Marketing Accountability priorities for 2018 highlighted
- Forbes Marketing Team briefed on 12/19
 - Communications Rollout pending

Early indications are that we are generating more attention and interest in MASB



Forbes
CMO PRACTICE

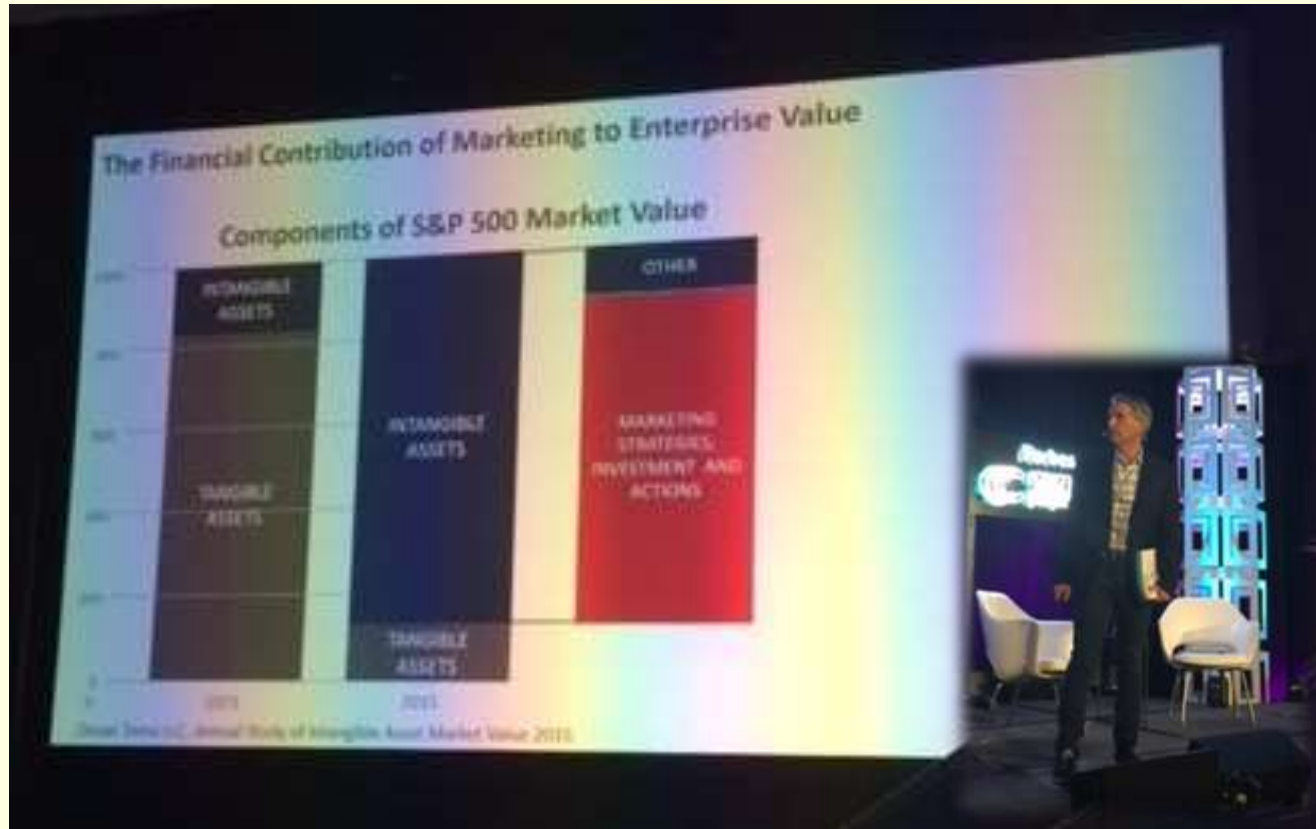
THE FORBES MARKETING ACCOUNTABILITY INITIATIVE

powered by **MASB**

Forbes CMO Workshop



Bruce Rogers Explains Importance of Brands



 **Seth Leeds** to me 9:47 AM [View details](#) ...

 Tony Pace 

Hi Tony,
I've followed your career for years and am overdue to reach out. Congrats on all of your success. I would truly appreciate the opportunity to connect and exchange on sponsorship evaluation methodologies and learn more about your latest project. All the best and thank you!
Seth Leeds



Seth Leeds

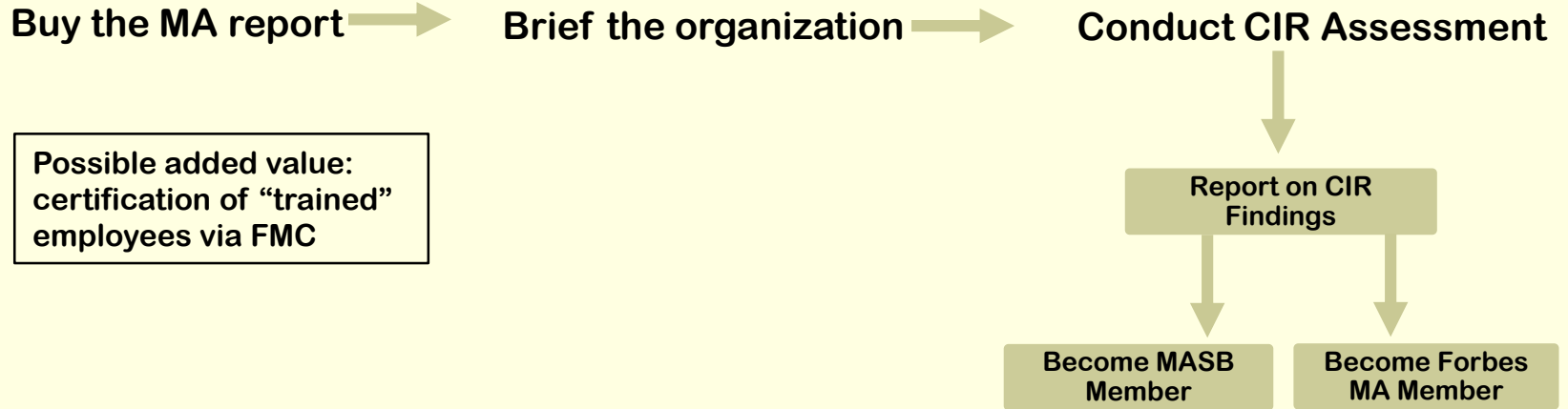
Head of Marketing and Support, Americas at SPONSORIUM
Greater New York City Area

Forbes exposure creates interest in MASB

Marketing Communications

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

Creating a path to purchase



MASB Tools for Business Growth



Better Marketing Starts with MASB!

Member Mentors are a great resource/sales aid



Bringing FASB to the Table

- Invite, Invite & Invite again
- Emerging standards paving the way - MASB, ANSI, ISO, SASB
- Propose how we get there?
 - e.g. test period for brand value inclusion
 - Don't be afraid of "soft" numbers
 - Mark-to-market parallel?

Call to Action

**We are building awareness
(prospect comment this week).**

**We need your help with word-of-mouth and
social media.**

**We need your help prospecting and ‘selling’
MASB.**

Thank-you!



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