

MASB

Standards Project

Breakout Session Summary

Greg Banks
Jim Meier

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New Orleans



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Table Division (**Bold** = Table Lead)

Table 1

- **Frank Findley**
- Dave Stewart
- Christian Goy
- Ray Katz
- Karin Kricorian

Table 2

- **Greg Banks**
- Tim Gohmann
- Bill Duggan
- Joanna Seddon
- Pam Forbus

Table 3

- **Jim Meier**
- Kathleen Hunter
- Neil Bendle
- Chris Murphy
- Paul Donato

Table 4

- **Steve Diorio**
- Jim Gregory
- Paul Farris
- Henrik Christensen
- Doug Crang
- Kåre Sandvik

Table 5

- **Erich Decker-Hoppen**
- Purush Papatla
- Charles Cantu
- Tracy Wilson
- Karen Ebben
- Ted McConnell

Table 6

- **Art Klein**
- Kelly Johnson
- Sunny Garga
- Bobby Calder
- Laurence Newell
- Courtney Williams

Questions

- How do we best leverage CIR?
- How do we create a pool of CIR mentors?
- How will we best differentiate CIR from cost-cutting e.g. ZBB?
- Will CIR be useful for you and/or your organization?
- Where would you like to see us take it next?

What are people paying for?

Various Asset and Market Cap Values (\$B) *

Company	Market Cap	Current Assets	Working Capital	PP&E
Procter & Gamble	\$222	\$26	(\$4)	\$20
Coca Cola	\$206	\$34	\$7	\$11
Nike	\$111	\$16	\$11	\$4
VF Corp	\$32	\$4	\$2	\$1

* Sources: Yahoo Finance and Annual Reports.

Information as of as of January 26, 2018.

And, now for a couple of us in the room...

Various Asset and Market Cap Values (\$B) *

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Coca Cola	\$206	\$34	\$7	\$11
Nike	\$111	\$16	\$11	\$4
VF Corp	\$32	\$4	\$2	\$1
Molson Coors	\$18	\$2	(\$1)	\$4
Disney	\$158	\$16	(\$4)	\$28

What you said...

- **Make this feel more relevant and approachable; we have the product, but not the “sales/marketing” plan.**
 - **How do we target CIR? To whom in a company, or to what industry(ies)?**
 - **More benefit orientation.**
 - **Talking points, elevator speech.**
- **Better positioning needed than “CIR?”**
- **From first assessment, how are priorities determined?**
- **Need case studies.**
- **Counter option to ZBB.**
- **We need to expand our footprint with more experts.**
- **Training and certification.**
- **Hook this into natural business cycles and/or processes, and make CIR feel positive.**
- **Tie in with enterprise HR items – career progression, next generation of CMOs; de-risk for CMOs.**
- **Enterprise mindset, scalable, sustainable, growth orientation, create traction.**

Help us pick 1 or 2 of these to move with NOW

1. No Phase II.
2. Rename CIR and “reposition.”
3. Develop a sales and marketing plan, including targeting.
4. Find 2 willing companies to engage in CIR.
5. Recruit/develop more mentors.
6. Develop training regimen.
7. Pursue certification.
8. Crack code on short-term and long-term marketing benefits.

Three Votes – Any Mix You Want

1. No Phase II 0
2. Rename CIR and “reposition” iiiiii - 6
3. Develop a sales and marketing plan, including targeting iiiiiiiiiiiiiiiiii - 20
4. Find 2 willing companies to engage in CIR. iiiiiiiiiiiiii - 15
5. Recruit/develop more mentors. iiiii - 4
6. Develop training regimen. i - 1
7. Pursue certification. iiiiii - 6
8. Crack code on short-term and long-term marketing benefits. iiiiiiiiiiiiiiiiii - 17

Thank-you!



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