



## MASB: MDF Audit

August 2018

# What is a brand?

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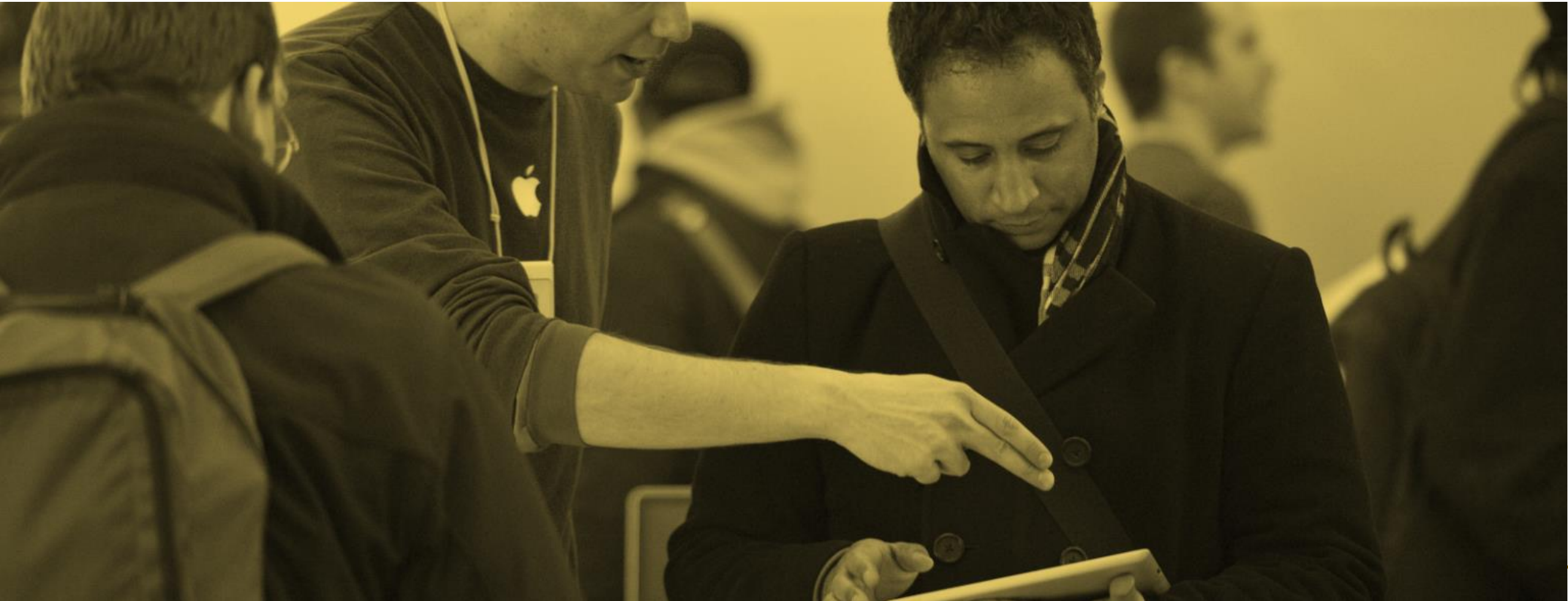
*A brand is the set of associations (ideas, memories and feelings) in the mind of a consumer.*

# What is Brand Equity?

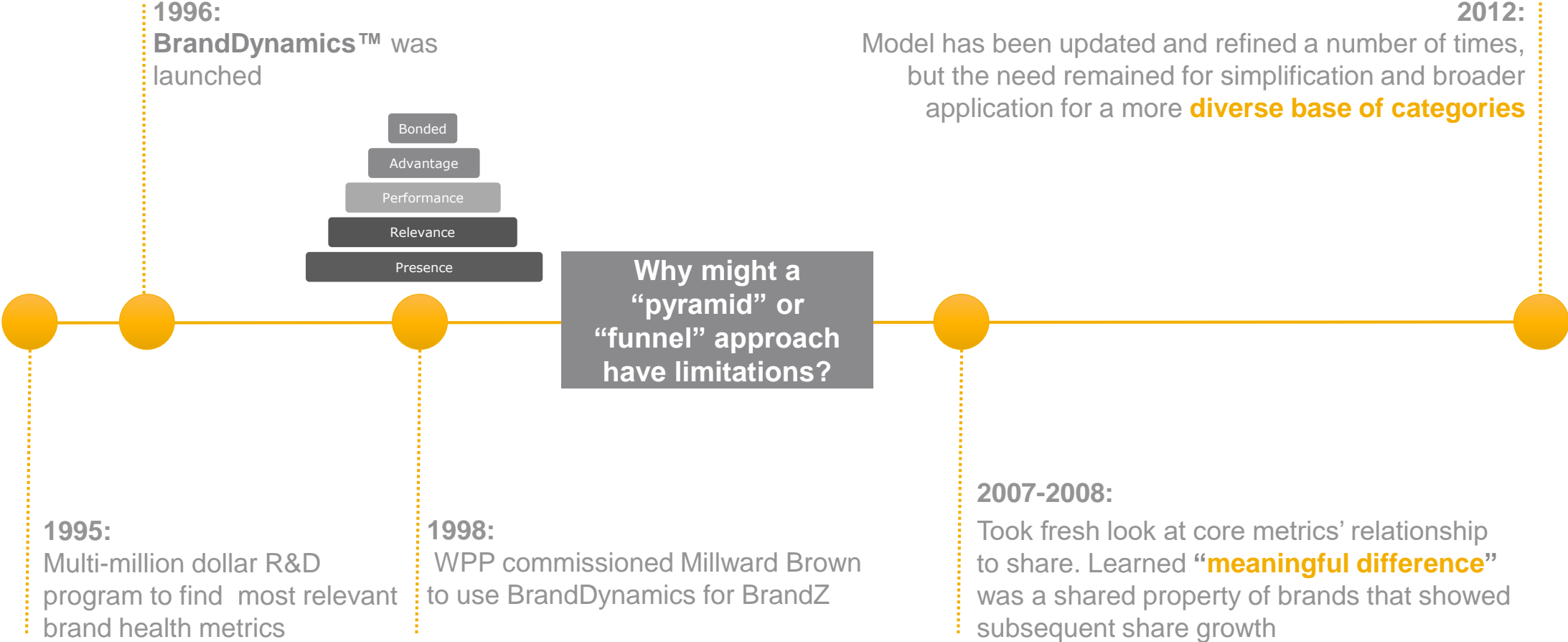
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Brand equity is an **intangible asset**. The value of this asset is determined by the ability of the brand associations to **predispose** consumers to choose the brand over others or pay more for it now and in the future.

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# Equity Measurement: Historical Review



# ...which led to the piloting of a new equity construct



## Three key summary metrics of brand equity

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**POWER** is a prediction of the brand's volume share based purely on perception, absent of activation factors.

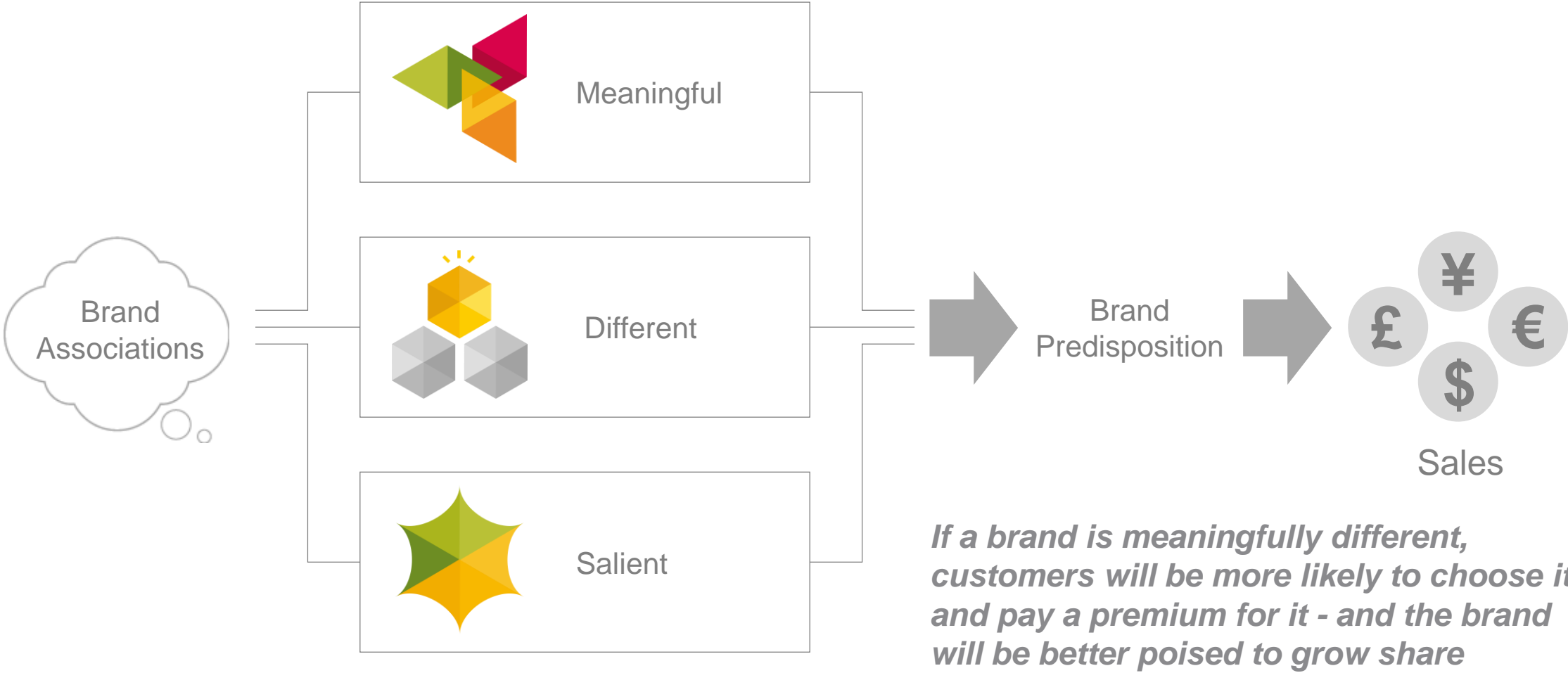


**PREMIUM** is the ability of a brand to command a price premium relative to the category average, based purely on perceptions,



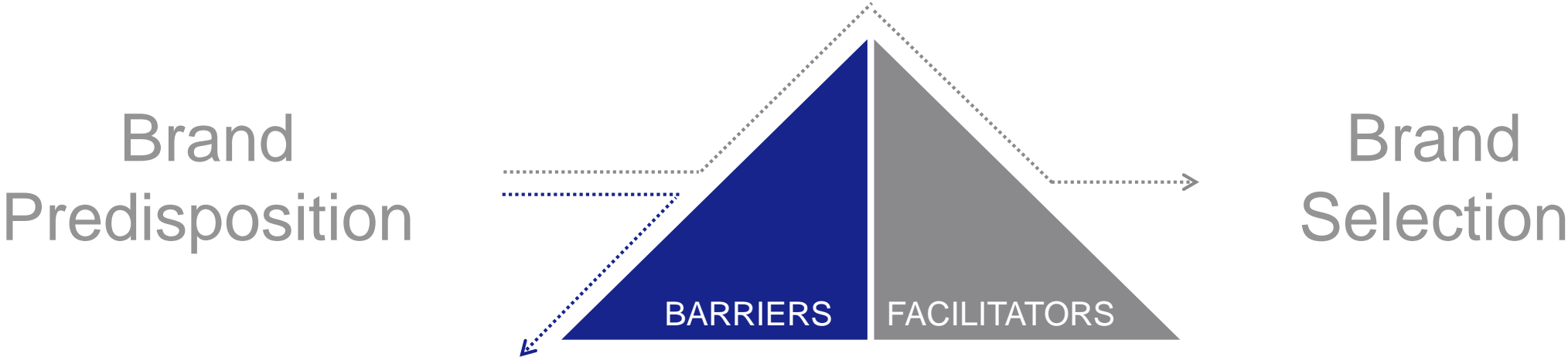
**POTENTIAL** is the probability that the brand will grow value share based purely on perceptions, absent of activation factors.

# How do brands build Power, Premium, and Potential? By being meaningfully different.



# But the story doesn't end there...

*Predisposition doesn't always translate to action. Distribution and pricing factors often intervene in the pragmatic forms of availability, visibility, affordability & inertia – these can be barriers or facilitators to purchase.*





# A New Way of Playing the Ask & Answer Game

How do you feel about each brand?  
Please drag each of the brands to the bottom of the screen and place them on the scale to indicate how you feel about them. You can place the brands anywhere on the scale, depending on how strongly you feel; you can place more than one brand in each box or leave a box empty.



*‘Associative Scale and Rank’ questions allow us to pick up a scaled response for each brand in competitive context*

# A Topical Example: Spring 2016

## Brand Meaning, Difference and Salience

*When profiled in Spring 2016 on Meaning, Difference and Salience, Sanders had a clear lead over Clinton on Meaning and Difference, but Clinton was almost twice as Salient. Meanwhile, the Cruz and Kasich brands were completely overshadowed by the Difference and Salience of the Trump brand*



Sanders



Trump



Clinton

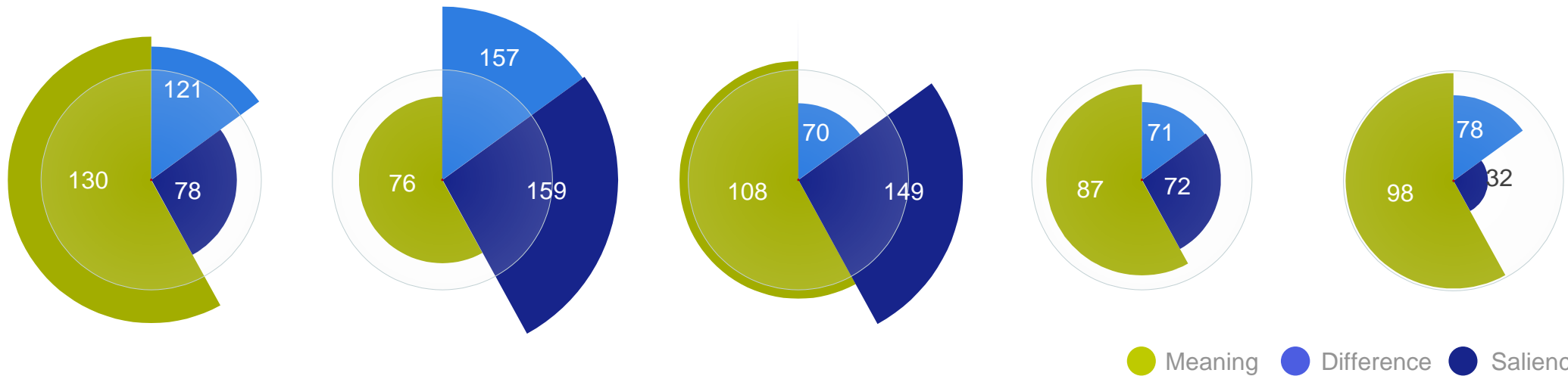


Cruz



Kasich

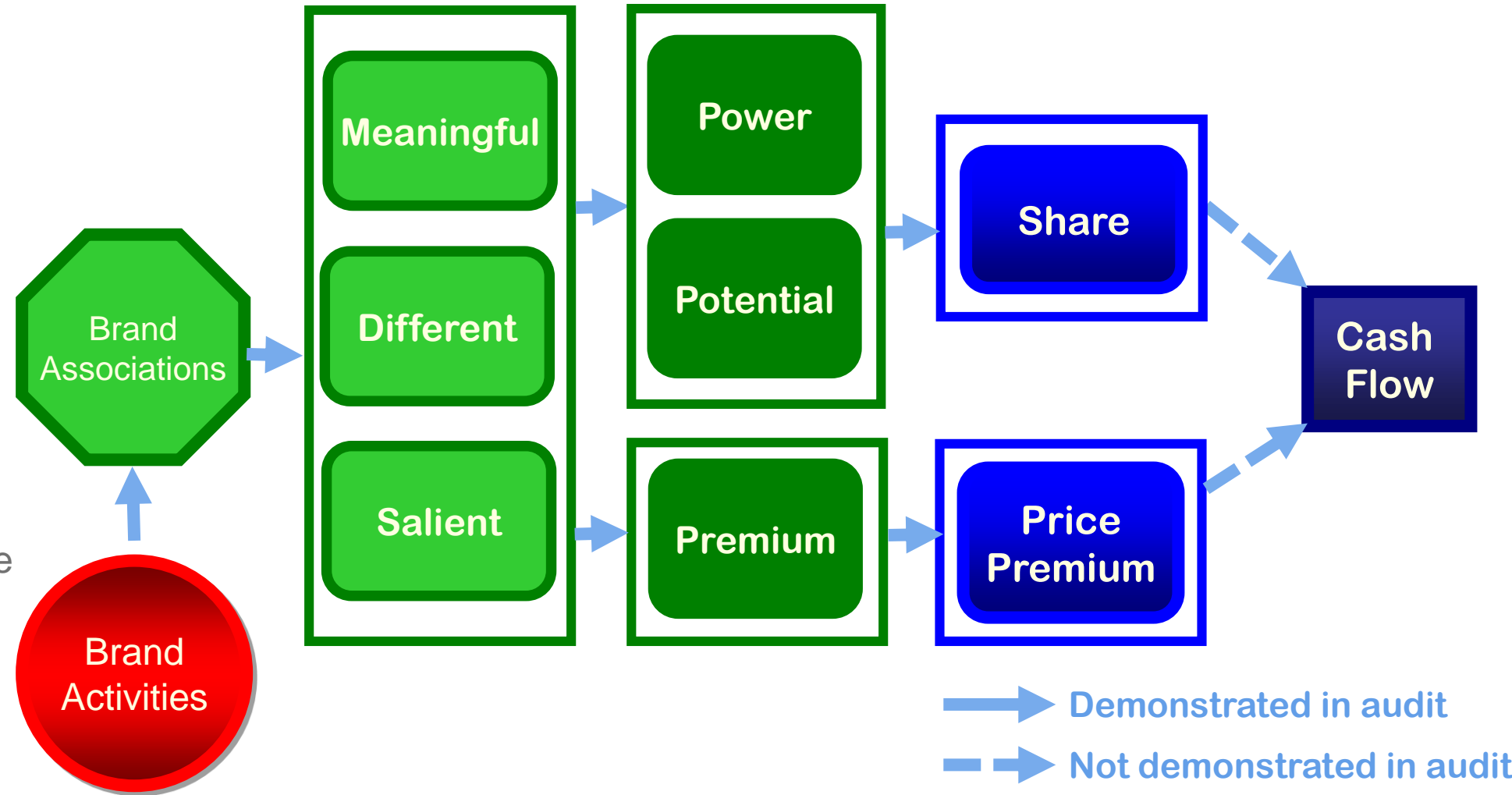
MDS Profile



# MASB Audit Overview: Brand Activities, Marketing Metrics & Financial Links

## Process

**July 2017:** Kick off  
**Nov:** initial submission  
**Nov:** follow up meeting  
**Dec:** MASB response  
**Feb:** further submission covering some MASB suggestions  
**March:** basic agreement w/ some minor changes  
**April:** final submission  
**May:** approval  
**July:** approved PR language





## Leveraging the MDF Audit

New York – July 31, 2018 – Kantar Millward Brown, the world’s leading expert in helping clients grow great brands, announced today that its brand equity assessment engine – the Meaningfully Different Framework – has completed the Marketing Accountability Standards Board (MASB) metric audit process. MASB’s process, the Marketing Metric Audit Protocol (MMAP), is a formal, industry-recognized process for assessing connections from marketing activities and metrics to financial performance.

*“By putting the Meaningfully Different Framework through the MMAP protocol, Kantar Millward Brown has shown its commitment to developing disciplined, validated tools that link to financial outcomes and help marketing leaders make confident investment decisions,” said Frank Findley, MASB Executive Director and Chief Advisor of the MMAP Center.*

The Meaningfully Different Framework is built upon the validated premise that thriving brands meaningfully connect with a target audience, differentiate themselves from competition, and readily come to mind.

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### **About MASB, the Marketing Accountability Standards Board**

MASB is an organization of top-tier marketers, measurement providers, industry associations and business academics devoted to establishing and advancing accountable marketing practices that drive business growth with tools like the new ISO brand evaluation standard, the MMAP Metric Catalog and the Continuous Improvement in Return Assessment. The MMAP assessment has been used over the past five years with a large number of marketers benefitting. For more information, visit [themasb.org](http://themasb.org) or email [info@themasb.org](mailto:info@themasb.org).

# The Meaningfully Different Framework Completes MASB Metric Audit

The Meaningfully Different Framework has completed the Marketing Accountability Standards Board (MASB) metric audit process. MASB's process, the Marketing Metric Audit Protocol (MMAP), is a formal, industry-recognized process for assessing connections from marketing activities and metrics to financial performance.

The process rigorously evaluated the Meaningfully Different Framework against 10 criteria for ideal marketing metrics, including relevance, predictive validity, sensitivity, simplicity and transparency.

**“IN THE PAST, WE’VE HAD DIFFERENT WAYS OF MEASURING BRAND HEALTH IN DIFFERENT COUNTRIES, BUT NOW WE HAVE ONE LANGUAGE – THE LANGUAGE OF MEANING, DIFFERENCE AND SALIENCE – WHICH WE ARE EMBRACING AS A COMPANY.”**

Miguel Patricio  
Anheuser-Busch InBev