

# MASB Board Meeting & Summit

## Marketing Accountability Has Its Moment

Tony Pace  
MASB President/CEO

August 2018  
Boston



Marketing Accountability Standards Board  
of the Marketing Accountability Foundation

# Milestones

- ISO 20671 – The Marketer’s Golden Ticket
- Public reporting on CIR Financial Benefit
- Broader awareness via Forbes.MASB collaboration
- Collaboratively addressing sponsorship metrics with ANA
-  sought after
- Pending launch of digital accountability team
- Over the Transom Inquiries
- Membership growth

# TC 289 Milan Meeting



# Coordinated Global Media



Courtesy of MASB1

## #Brand #Evaluation is the Golden Ticket

Published on June 12, 2018



**Patricia McQuillan, MBA** + Follow  
President & Founder of Brand Matters, Global Branding Expert, Thought Leader, Keynote Speaker.  
15 articles



The new #ISO standard for Brand Evaluation is the golden ticket for organizations as it provides an integrated reporting process for the measurement of brand value. It represents a commitment to recognize brands as valued economic assets. Learn more with the preview of Brand Valuation ISO 20671 now available on the [ISO platform](#).

@BrandMattersInc @ISOStandards @theMASB1.

<https://bit.ly/2JLcYSu>

# MASB



**European Brand Institute** @EBrandInstitute · May 9

Gerhard Hrebicek, President European Brand Institute giving a speech on the occasion of #ChinaBrandEvaluation press conference in Shanghai today together with Minister Chen Gang und Liu Pingjun, President CCBD. #ChinaBrandDay



**Brand Finance** @BrandFinance · Jun 14

Delighted to have helped craft the new #ISO20671 standard for Brand Evaluation, a robust new international standard that provides framework for regular evaluation of #brand value. Thanks @theMASB1 @NorthwesternU @Stratalsights @cerebrlgraffiti @BrandMattersInc & TC289 members!



**MASB** @theMASB1 · Jun 11

MASB members Bobby Calder & David Haigh with Gerhard Hrebicek @EBrandInstitute & other TC289 members present unanimously approved ISO 20671 Brand Evaluation standard at plenary meeting in Milan Italy. [themasb.org/new-iso-brand-...](https://themasb.org/new-iso-brand-...) @isostandards @ansidotorg #marketing



David Haigh and Claudio Barella



# Sponsorship Report Press Coverage

## Marketing sponsorships—measurement, impact assessment need improving

by Bulldog Reporter | Jul 19, 2018 | Marketing, Public Relations



**MarketingDaily**


RESEARCH

### Sponsorship Accountability Needs Improvement, But FIFA World Cup Sponsorships Dominate

by Tanya Gazdik @TanyaGazdik, July 11, 2018



MASB



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## Sponsorship Measurement Needs Improvement: ANA/MASB Study

New Report Says Assessment of Business Impact Also Lacking

Wire Contributor · Jul 10, 2018



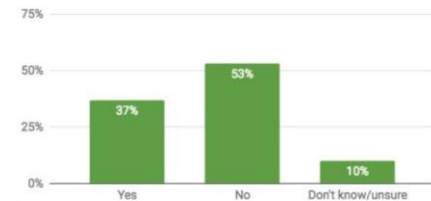
NEW YORK (July 10, 2018)  
considerably over the past  
sponsorship's business imp

ResearchIntelligencer

## Most Marketers Have No Standard For Measuring 'Return' On Sponsorships

by Joe Mandese @mp.joemandese, July 11, 2018

Do you have a standardized process for measuring returns?



Source: Association of National Advertisers' & Marketing Accountability Standards Board's "Improving Sponsorship Accountability Metrics" report, July 2018. Derived from a survey of 182 member respondents in February 2018.

# Forbes.MASB events are drawing crowds

December 2017: ~70



May 2018: 123



# 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?

# Exhortations

**MASB Version of Publish or Perish  
(white papers, beige papers, social media)**

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

**We need your help prospecting and ‘selling’  
MASB and its many benefits to new members**



# Examples of Social Media Interaction

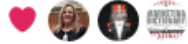
## TWITTER



**Melissa B** and **Pamela Forbus** Retweeted your Tweet · Aug 1

**MASB** @theMASB1

MASB is proud to be adding this valuable metric to the MMAP Metric Catalog!



**Pamela Forbus**, **Tony Pace** and **Marketing Dictionary** liked your Tweet · Jul 31

**MASB** @theMASB1

MASB is proud to be adding this valuable metric to the MMAP Metric Catalog!

## LINKEDIN



Charles Cantu **liked your group post**



1w

Kantar Millward Brown's Equity Engine - the Meaningfully Different Framework- Completes MASB Metric Audit

**KANTAR MILLWARD BROWN**

'Meaningfully Different Framework' Equity Engine Completes MASB Metric

2 Likes



Tony Pace and 2 others **liked your group post**



1w

Brand Valuation vs. Brand Evaluation – What's the Difference?

Brand Valuation vs. Brand Evaluation – What's the Difference?

4 Likes

**Thank-you!**



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