

# Marketing Accountability: The Year Ahead

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Marketing Accountability Standards Board  
of the Marketing Accountability Foundation



# Two Important Questions

- **Where do we stand with Marketing Accountability in Q1 of 2019?**
- **How can we broaden the conversation and have more impact?**

# Recent Milestones

**THE FORBES MARKETING  
ACCOUNTABILITY INITIATIVE**

Powered by **MASB**

# Recent Milestones (cont'd)



# Recent Milestones (cont'd)



# Recent Milestones (cont'd)





# Recent Milestones (cont'd)

## Stephen Diorio Appointed MASB Fellow



# Recent Milestones (cont'd)





# Recent Milestones (cont'd)

 <hr/> <h2 style="text-align: center;">IMPROVING SPONSORSHIP ACCOUNTABILITY METRICS</h2> <hr/> <p style="text-align: center;">JULY 2018</p>	
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# 2019 Opportunities

- Enhanced Direction on ISO 20671
- TC 289 WG 2 will convene in April



# 2019 Opportunities

- U.S. Will host annual Plenary of TC 289 in New York



Monday afternoon opportunity for interaction with interested parties with knowledge to share

# 2019 Opportunities

## ■ Forbes-MASB Collaboration

- Marketing Accountability Journal
- Editorial calendar of beige papers
- Forbes-MASB events
- NYC
- Multiple locations
- Range from small gatherings to full event agenda

# 2019 Opportunities

- Engage other stakeholders
- Accountant oversight groups have avoided engagement
- Private equity interest piqued but not yet engaged
- Analysts similarly interested but haven't asked the brand value question...can we seed it with further ISO 20671 communication

# 2019 Opportunities

- **Getting Brands On Board**
- **Fear of unknown (FOU)**
- **Fear of yet another scorecard (FOYAS)**
- **Fear of being discovered (FOBD)**



# 2019 Opportunities

- **Digital Marketing Accountability assessment and recommendations**
- **Identify other important topics and create teams to assess (Emerging Issues Team leads)**

# Thank-you!



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