



*“Finance needs Marketing to create & grow brands. Marketing needs Finance to help speak the language of business.”*

Jim Meier, Senior Director  
Marketing Finance, MillerCoors

*“The time has come for getting more serious about the value of brands as intangible assets. MASB has taken the lead for this in the U.S. and through ISO is working to build an international consensus... The marketing accountability movement has achieved an important milestone with the unanimous passage of ISO 20671.”*

Bobby Calder, Professor of Marketing  
Northwestern University-Kellogg School

*“Beyond all the project work that comes out of MASB, the connections that you make and the learning that you get by being in the room and talking to folks is beyond compare.”*

Kelly Johnson  
VP Advertising & Marketing Intelligence  
ESPN

*“One group is exclusively devoted to marketing measurement, predictive of financial return. All marketers serious about the accountability mandate should get involved.”*

Bob Liodice, CEO  
Association of National Advertisers

# Marketing Accountability Standards Board

## THE MARKETING SPHERE UNITED FOR GROWTH

Marketing accountability drives business growth and empowers CMOs by demonstrating Marketing’s contribution to enterprise value.

MASB brings top-tier marketers, measurement providers and business academics together to establish and advance accountable marketing practices that drive business growth.

### Active Assessment and Development Teams:

#### SPONSORSHIP ACCOUNTABILITY METRICS

designing a roadmap for brand sponsorship investment and activation

#### DIGITAL ACCOUNTABILITY RESEARCH

identifying/ removing obstacles to effective, brand-safe digital marketing

#### BRAND INVESTMENT & VALUATION

valuing brands and guiding investment decisions

#### MARKETING METRIC AUDIT PROTOCOL / MMAP METRIC CATALOG

certifying specific metrics that tie marketing to financial performance

#### ISO TECHNICAL COMMITTEE 289



By working with ISO, the International Organization for Standardization, MASB is playing an increasingly influential role in the development of global brand standards. As a member of the American National Standards Institute (ANSI), MASB represented the U.S. on ISO Technical Committee 289, which recently launched new brand evaluation standard **ISO 20671**. Developing a standard for geographical indications is the committee’s next priority.

### MASB MEMBERSHIP

MASB members belong to an accomplished, forward-thinking community of top tier marketers, measurement providers, industry associations and business academics committed to linking marketing actions to financial return

#### As MASB members, your team will:

- help shape our work with a seat on the Board or Advisory Council
- influence project agenda and participate in projects of interest
- demonstrate vision & leadership in the business community
- network with colleagues committed to accountability & collaboration
- attend Summits to hear project updates and thought-provoking presentations
- apply lessons learned in your organization
- gain access to the knowledge and expertise of top business academics
- access **MEMBERS-ONLY** content including the **MMAP Metric Catalog**



*To join this transformational collaboration contact:*

Frank Findley, Executive Director    frankfindley@themasb.org

[themasb.org](http://themasb.org)