

Continuous Improvement In Return Lite

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MASB Trustee

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San Diego

Marketing Accountability Standards Board
of the Marketing Accountability Foundation



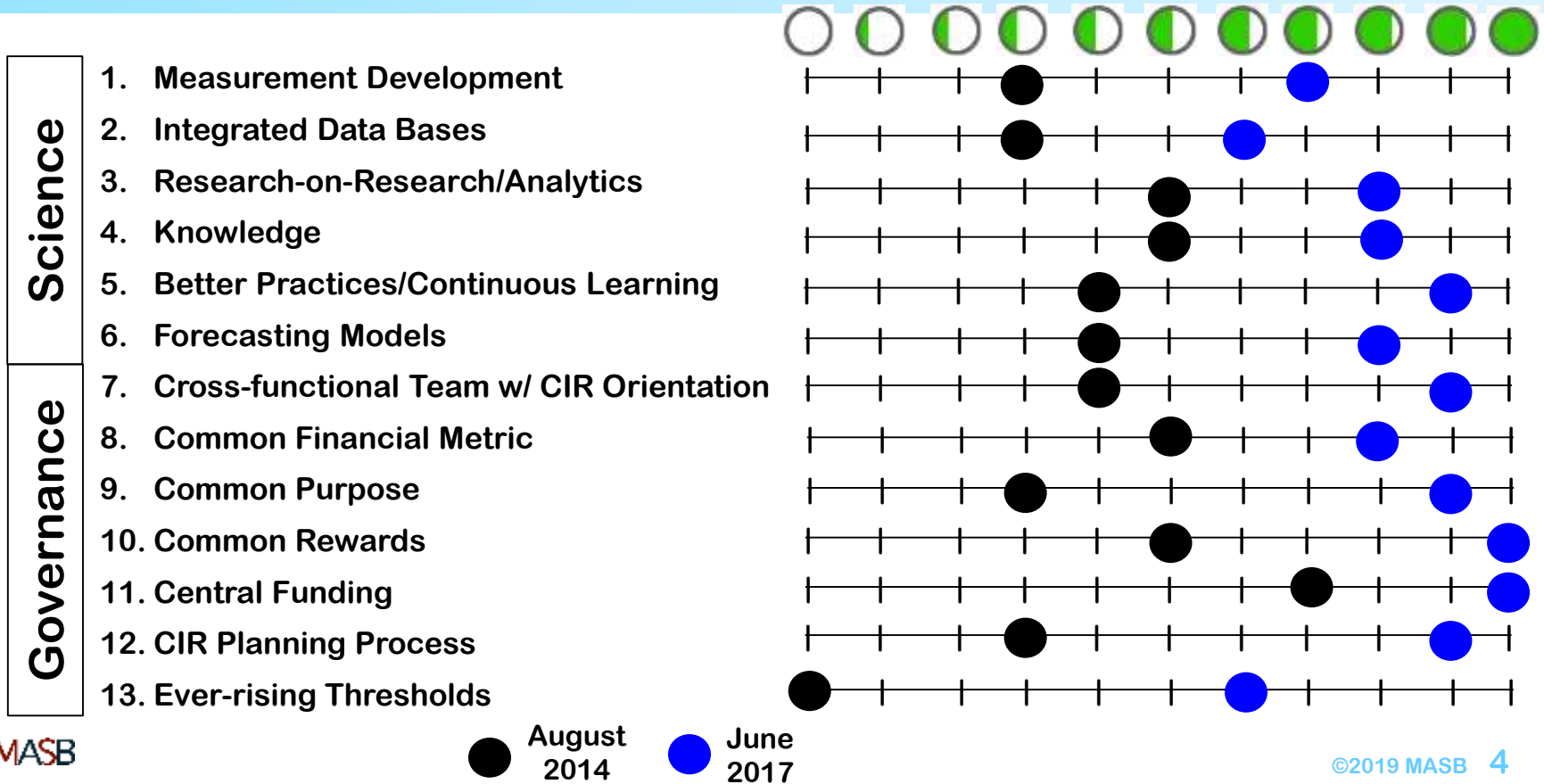
CIR Project

Project	Continuous Improvement in Return (CIR) (Meier, Banks)	Strategy Document “what is known” about the Science and the Governance required for <u>continuous</u> improvement in return, then create roadmap and measure/track success (revising map over time)
Issue Addressed	Continuous Improvement requires more than Science	
Project Objective	Document elements of Science & Governance for CIR, then measure success & revise Roadmap	
Expected Outcome	Roadmap for all involved in Marketing Accountability Journey	
When	2014 & Ongoing	

Announcing CIR Lite

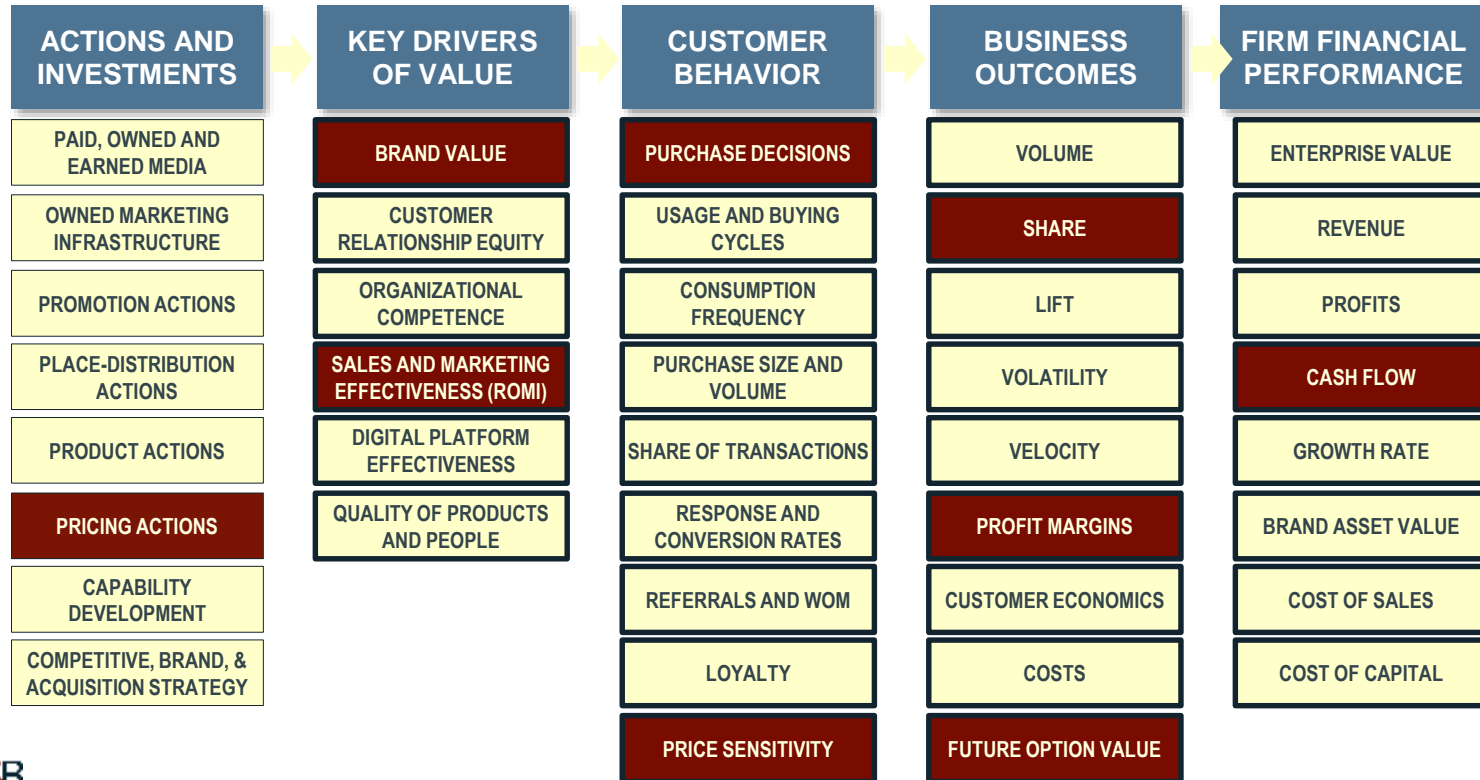
- Consulting protocol conducted by small team of MASB experts
- Addresses half of the elements from full CIR Assessment and ‘key questions’ from the Marketing Value Chain
- Three meetings
 - Kickoff: one hour on-site or remote
 - Q&A Meeting: half-day on-site
 - Read-out: one-hour onsite or remote
- Report

Here's how CIR works at



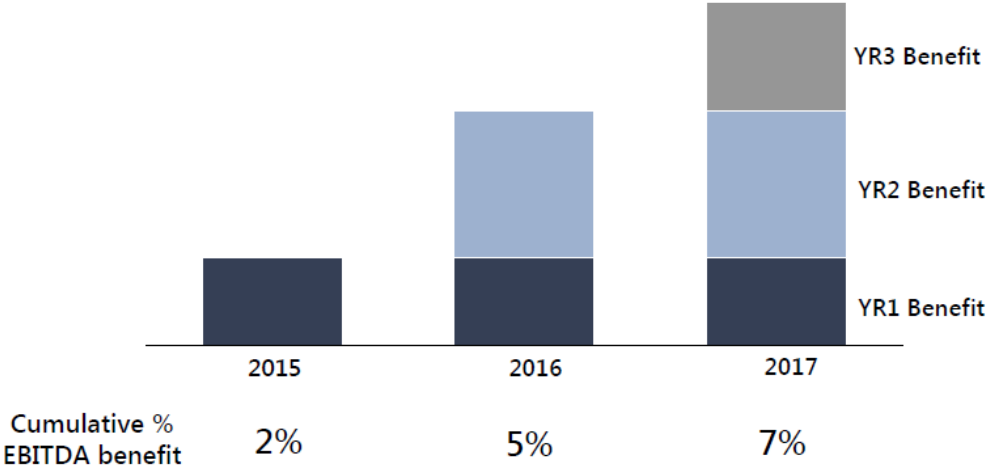
MILLER COORS EXAMPLE

THE MASB MARKETING VALUE CHAINSM



Here are the improving returns

MAINTAINING MARKETPLACE PRESSURE WITH
SMARTER, MORE EFFICIENT MARKETING INVESTMENT

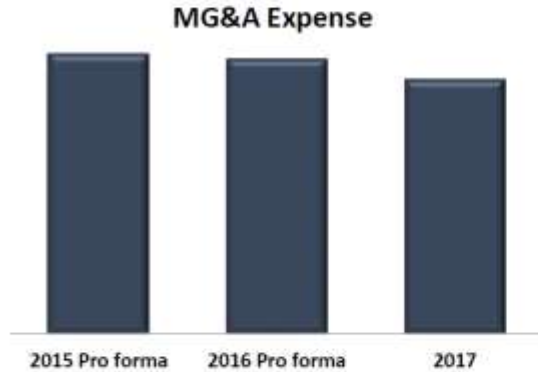


Note: these were not through cost reduction

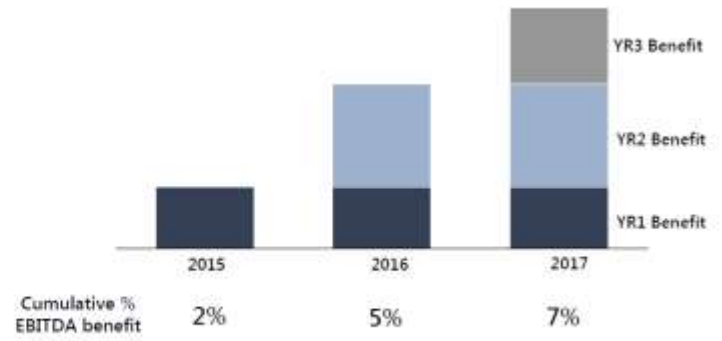
USE LESS, INVEST WISELY
REDUCING COSTS WHILE MAINTAINING MARKETPLACE PRESSURE

MOLSON COORS

REDUCING MG&A



MAINTAINING MARKETPLACE PRESSURE WITH SMARTER, MORE EFFICIENT MARKETING INVESTMENT



Kickoff

- A one-hour meeting, which can be conducted remotely
- MASB experts brief executives from the marketer, and tighten the scope of the project including:
 - which business unit(s)
 - understand business model
 - confirm key cross-functional participants
- We also provide a set of questions for company executives to consider before the next (Q&A) meeting.

Q&A Meeting

- A half-day meeting
- Ideally held in-person on premises
- MASB experts facilitate company executives as they answer the previously provided questions
- Interactive session for full staff:
 - Conversation
 - Hand-outs, reports, etc.
 - White boards & projection

Read-out

- **A one-hour meeting**
- **Conducted remotely or in-person**
- **MASB experts provide:**
 - **Scoring of progress against the CIR capabilities**
 - **Comparison against anonymized others**
 - **Guidance from MASB marketer, academic, & measurement experts**
 - **A point-of-view on the highest-potential improvement areas**
 - **A written report to share with your colleagues**

Marketer Commitment

- Executive participation from Marketing, Finance, and Analytics functions in all three meetings
- Candor in providing information and answering questions

CIR Team Members

Team Leaders



Greg Banks
At Large



Jim Meier*
MillerCoors(ret)

Team Heroes



Kelly Johnson
ESPN



Rick Abens
Foresight ROI



Art Klein
MSW.ARS

Staff



Frank Findley
MASB ED
Sponsor



Tony Pace
MAF/MASB



Erich Decker-Hoppen
Communication

*Interim Co-Lead

Thank-you!



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