

Carpe Brand! Brand Value is Material

Tony Pace, MASB President/CEO

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Marketing Accountability Standards Board
of the Marketing Accountability Foundation

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PROVING THE VALUE OF THE BRAND



MASB

CMO Forbes
CMO PRACTICE

How Should Brand Values be Reported?

Example Company
Balance Sheet
December 31, 2018

<u>ASSETS</u>		<u>LIABILITIES</u>	
Current assets		Current liabilities	
Cash	\$ 2,100	Notes payable	\$ 5,000
Petty cash	100	Accounts payable	35,900
Temporary investments	10,000	Wages payable	8,500
Accounts receivable - net	40,500	Interest payable	2,900
Inventory	31,000	Taxes payable	6,100
Supplies	3,800	Warranty liability	1,100
Prepaid insurance	3,500	Unearned revenues	1,500
Total current assets	89,000	Total current liabilities	61,000
Investments	36,000	Long-term liabilities	
Property, plant & equipment		Notes payable	20,000
Land	5,500	Bonds payable	400,000
Land improvements	8,500	Total long-term liabilities	420,000
Buildings	180,000		
Equipment	201,000	Total liabilities	481,000
Less: accum depreciation	(56,000)		
Prop. plant & equip - net	337,000		
Intangible assets		STOCKHOLDERS' EQUITY	
Goodwill	105,000	Common stock	110,000
Trade names	200,000	Retained earnings	220,000
Total intangible assets	305,000	Accum other comprehensive income	9,000
Other assets	3,000	Less: Treasury stock	(50,000)
Total assets	\$ 770,000	Total stockholders' equity	289,000
		Total liabilities & stockholders' equity	\$ 770,000



Tony Pace @cerebrlgraffiti · Jul 31

Some have mischaracterized Gillette as a brand problem. It is actually a pricing problem, both real and perceived. Why would consumers pay \$20 for a few replacement cartridges when 'dollar' shaving is available? @theMASB1 #Marketing

Reuters Top News @Reuters · Jul 30

P&G posts strong sales, takes \$8 billion Gillette writedown
reuters.com/article/us-pro...



MASB in Forbes 8/06/2019

Victoria's Secret CMO Departs Amid Controversy—Here's What Went Wrong



Peter Horst Senior Contributor @
CMO Network

I write and consult on CMO leadership challenges in modern marketing



“Too few CEOs, and even fewer boards, have a clear and quantified view of the value of their brands. According to research conducted by the [Marketing Accountability Standards Board](#), brand value on average represents a whopping 19% of enterprise value.

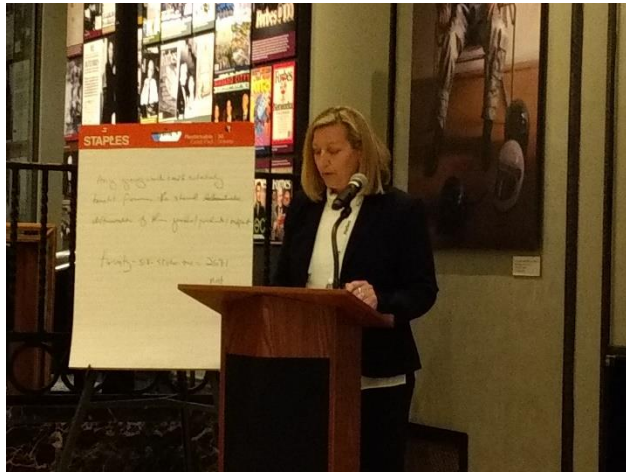
...

For a consumer-driven company—like Victoria's Secret—the brand can represent as much as 50% of enterprise value. ‘Businesses that don't measure brand value do so at their own peril,’ according to [MASB CEO Tony Pace](#). “The long-term value of the enterprise is tied to the value of its brands.’

...

(MASB stewarded the new ISO Brand Evaluation Standard (20671) through the development, review and approval process. Unanimously approved and adopted, the standard requires organizations to value their brands at least annually to be in compliance.)”

Sara Desautels – Director, ANSI



ISO TC 289 Plenary Meeting

New York – June 25, 2019

Opening remarks

“I’m particularly honored to open this meeting in light of the great productivity and success TC 289 has had with the publication ISO 20671, a global standard for brand evaluation, earlier this year.

...

At the technical level, we accredit U.S. Technical Advisory Groups, or TAGS, to serve as U.S. mirror committees to ISO TCs. The Marketing Accountability Standards Board (MASB) represents the U.S. as the ANSI-accredited U.S. TAG to TC 289.”

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SHOULD BE REPORTED***

Thank-you!



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