

# Spotlight: Kevin Lane Keller

**August 2019**  
**Chicago**



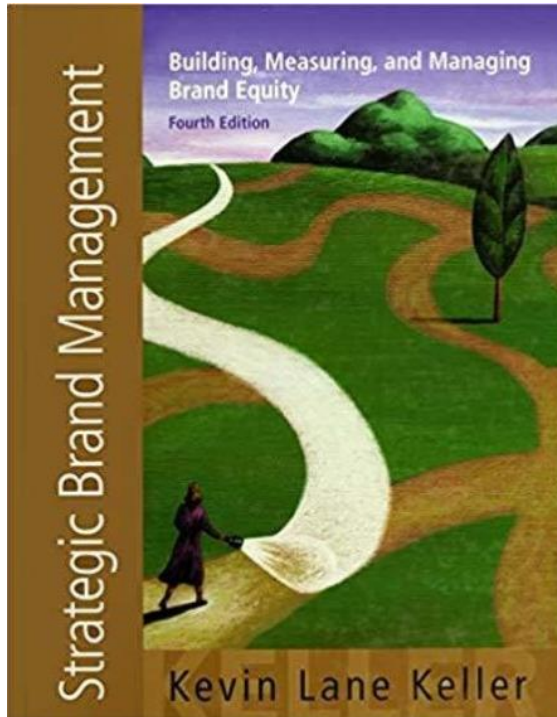
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# About Kevin Lane Keller



- **Senior Associate Dean for Innovation and Growth and E.B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College**
- **Previously head of marketing group at the Graduate School of Business at Stanford University**
- **Acknowledged as international leader in the study of brands, branding and strategic brand management**
- **Marketing Consultant for Bank of America**
- **Other academic positions at UC Berkeley, U of NC - Chapel Hill, Duke University and Australian GSM**
- **Degrees: Cornell, Carnegie-Mellon, and Duke universities**

# Keller's Brand Equity Model - Building a Powerful Brand



Keller's Brand Equity Model – CBBE Model

# Background MASB Involvement



FINANCE in MARKETING: Accounting for Brands

## Original Article

# Brand value, accounting standards, and mergers and acquisitions: “The Moribund Effect”

Received (in revised form): 28th January 2017

**Roger Sinclair, Ph.D., Kevin Lane Keller, Ph.D.,** examine ‘The Moribund Effect’ by which the value of an acquired brand added to the balance sheet remains unchanged no matter how well the brand might perform for the company over time. (2017)



# Discussion

- **What attracted you to brand marketing and marketing accountability?**
- **You are especially well known for a Customer-Based Brand Equity model. How did you conceive of this and why has it found such a large audience?**
- **In a number of your published works you emphasize the concept of “salience”. What do you mean by this and why is it important?**
- **Could you please tell us about your work with Roger Sinclair and your thoughts on financial reporting of brands?**

# Thank-you!



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