

Session One of the MASB Board Meeting & 2021 Winter Summit

Welcome and Charge

David W. Stewart

President's Professor of Marketing and Law
Loyola Marymount University
& Chair of MASB

Marketing Accountability Standards Board
of the Marketing Accountability Foundation

February 25, 2021



Welcome All!

- **Foundation Trustees**
- **MASB Directors**
- **MASB Advisors**
- **MASB Member Representatives**
- **MASB Fellow**
- **Guests**

Special Welcome to Newest MASB Director



Satya Menon

- **MASB Member representative since 2015**
- **Kantar Managing Partner, ROI Practice**
- **Over 25 years of quantitative market research, consulting, academic research and teaching**
- **Held faculty positions at University of Chicago and University of Illinois**
- **Academic research on consumer behavior and decision-making in JCR, JoA, JoR, and JoIM**
- **Active presenter at the ARF, AMA, MSI**
- **PhD in marketing from Wharton, MBA from the Indian Institute of Management, Calcutta**

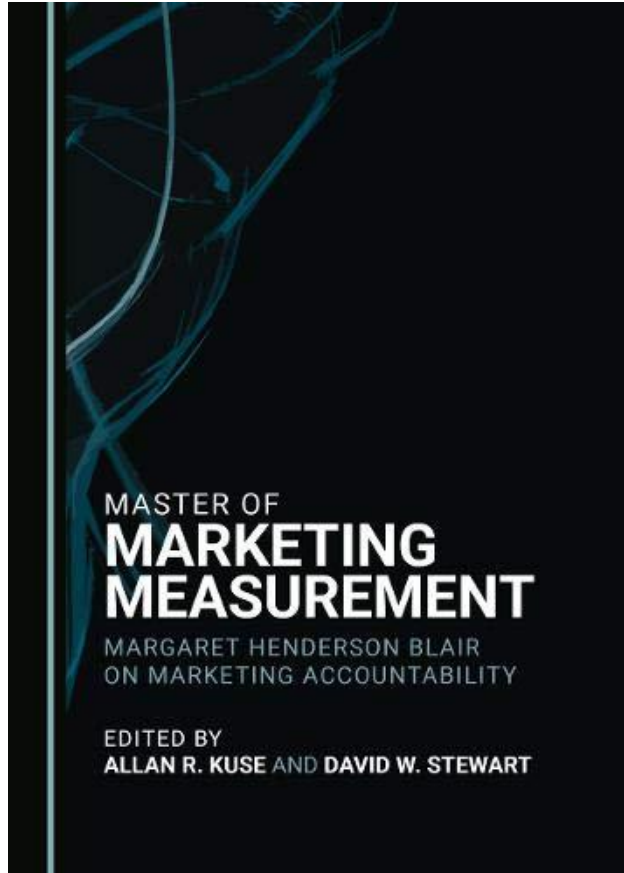
MASB: The Finance & Marketing Interface

MASB was founded in 2007 to bring the measurement rigor and process discipline of Finance into the world of Marketing, *bridging the historic gap between the two functions... fostering new levels of collaboration...both focused on growth and value creation.*

The MASB Mission

**Establish marketing measurement
and accountability standards
across industry and domain
for continuous improvement in financial performance
and for the guidance and education
of business decision makers
and users of performance and financial information.**

Announcement: MASB Founder Bibliography Released



“This collection of papers focusing on the contributions of Margaret Henderson Blair, a pioneer in advertising and marketing practice and a champion of high quality, managerially relevant marketing research, provides insights into effective advertising.”

Agenda

- **The Financial Value of Brands Imperative**
 - Summary comments about the FVB project
 - Spotlight Interview w/ David Haigh, CEO and Founder of Brand Finance plc
 - The Financial Value of Brands Imperative: *Why Brands must be valued in financial terms*
- **Sponsorship & Mega Events in the Evolving Pandemic**
 - Panel #1: 2021 Learning So Far - Super Bowl LV & Daytona 500
 - Panel #2: Endless Olympics 2021 to 2022 Plus Paralympics
- **Digital Marketing Accountability: The continuing evolution of digital marketing**
- **Media and Brand Engagement: New MASB Project Launch**

Thank-you!



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