

MASB Board Meeting & 2021 Fall Summit

President Update on Marketing Accountability

Tony Pace
MASB CEO & President

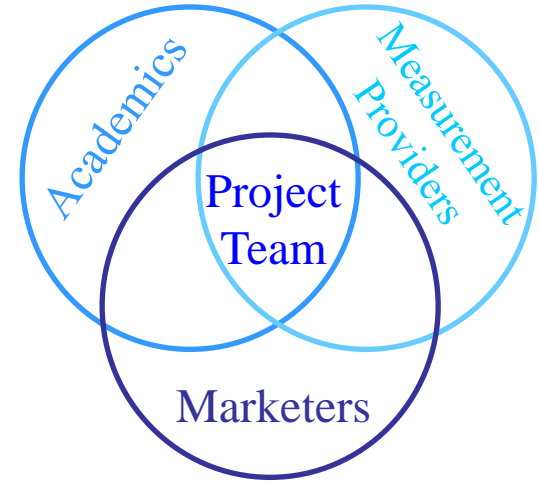
November 11, 2021



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

What is MASB?

- Independent and objective standards setting body
- Goal: accelerate the acceptance and application of accountable marketing practices to promote both individual enterprise and overall economic growth
- Brings together leading academics, measurement providers, and marketers
- Issues are brought forward, assessed and, if broadly supported, adopted as active projects
- Project teams are formed to represent multiple perspectives on any given issue
- Project charters are developed, and goals, objectives and milestones are established and pursued



Active MASB Projects

- **Financial Value of Brands (FVB)**
valuing brands, guiding investment decisions, treating brands as material assets
- **Continuous Improvement in Return/Best Practices Benchmarking (CIR)**
assessing progress and benchmarking with others over time
- **Finance in Marketing Education (FME)**
complete college and professional courses linking marketing and finance including a corresponding [video library](#)
- **Sponsorship Accountability Metrics (SAM)**
creating roadmap for the financial assessment of brand sponsorship & activation and illuminating [emerging sponsorship opportunities](#)
- **Digital Marketing Accountability (DMA)**
removing obstacles to accountability of digital marketing investments

Active MASB Projects (cont.)

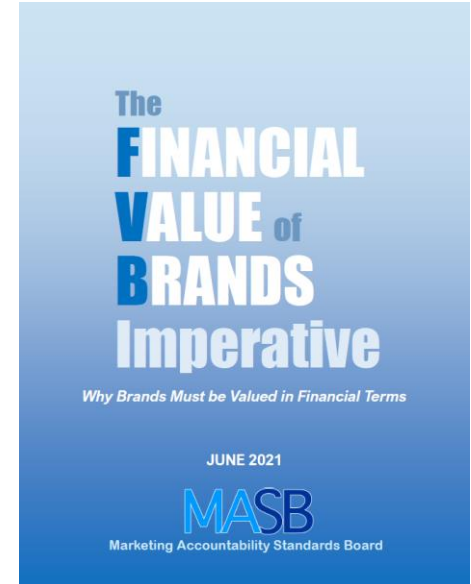
- **Marketing Metric Audit Protocol (MMA)**
determining how specific marketing metrics tie to financial performance
- **Brand Evaluation Standards (BES)**
[collaborating with ANSI & ISO](#) to establish international brand evaluation and valuation standards
- **Common-Language Marketing Dictionary (CMD)**
curating the [definitive industry dictionary](#)

Pending

- **CMO Role (CMO)**
addressing the ‘fuzzy’ deliverables and resulting short tenure
- **Media and Brand Engagement (BME)**
bring focus to the critical role ‘creative’ plays in marketing effectiveness

Are We Making a Difference?

- *The Financial Value of Brands Imperative* Paper Complete
- 4 authors, 5 providers, 24 thanked
- Wharton *Theory and Practice of Marketing* summary presentation 6/10/21
- WSJ, Ad Age seeking a news angle to publish
- Distributed to FVB Team, Directors, Advisers; available to members and summit requesters (\$0) and non-members (\$995)
- Pilot participants sought - infographic publicly available to everyone



Are We Making a Difference?

2021 ARF
Great
Mind
AWARDS

BEST PRACTITIONER PAPER

Effectiveness and Efficiency of TV's Brand-Building Power: A Historical Review

Why the Persuasion RatingPoint (PRP) Is a More Accurate Metric than the GRP

(JAR Dec. 2020)

Authors:



Frank Findley

Executive Director Of The
Marketing Accountability
Standards Board



Kelly Johnson

Vp Ad Sales Measurement
And Performance At Disney
Media & Entertainment
Distribution



Douglas Crang

Senior Director - Research
MSW Research



David Stewart

President's Professor of
Marketing and Business Law
Loyola Marymount
University, Los Angeles,
College of Business
Administration

“This extraordinary work has it all: importance/salience; quantification, conclusions and powerful recommendations re: the GRP and now PRP. The Industry has long known there’s more to ad effectiveness than a simple GRP; this paper shows a meaningful, and already-operationalized replacement/improvement, based on a vast empirical foundation.”

Are We Making a Difference?



Yannick Brummer

SAP Global Sponsorships Team | Marketing and Sports
Enthusiast | Impulse Network

TODAY



Yannick Brummer · 7:47 am

Dear Mr. Pace,

I am currently writing my thesis on the topic of
sponsoring measurement. During my research
I came across your very helpful article
"Sponsorship Accountability Part 5 :
Measurement" on [sponsor.com](https://www.sponsor.com). Thank you for
your great help with that.

I would be very happy to connect with you.

Yes, and Thank-you!



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