

MASB 2022 Fall Summit

Tony Pace Tribute

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Marketing Accountability Standards Board
of the Marketing Accountability Foundation



Tony Pace Remembered



MASB President & CEO L. Anthony “Tony” Pace passed away unexpectedly in February. His exemplary life and career in marketing were celebrated by many friends and colleagues.

A forceful advocate for marketing accountability throughout his forty-year career, Tony made numerous contributions to media planning, creative strategy, digital media, sports marketing, and the financial value of brands.

An Early Love of Sports

L. Anthony Pace was born Aug. 3, 1957, and grew up in Cranford and Summit, N.J. He started reading a daily newspaper while in elementary school so he could look at sports pages, scores and statistics.

Pace attended the University of Notre Dame where he worked at the school's radio station, WSND, and was editor-in-chief of the Observer, where he started as a sports journalist. He earned his MBA in Finance at the Wharton School, where he decided a career in advertising would allow him to stay close to writing and sports.

variety.com/2022/tv/news/tony-pace-dead-dies-subway-ad-executive-1235179303

8 the observer Friday, January 28, 1977

Tony Pace

Pace's Picks

Looking for another outlet for my prognosticative powers, I am continuing PACE'S PICKS by entering the realm of collegiate basketball. No exact science is being employed in this endeavor, just this writer's intuition and more than casual observation of the collegiate hoop environment. Since these games are not limited to any one day of the week, as is the case with football, I will attempt to forecast the important or interesting matches for the upcoming week. Here are my initial choices:

FRIDAY

UCLA over USC by 15 points - This game used to be one of the better matches on the collegiate hardwood, but the USC squad has fallen in stature. The Bruins seem to be moving towards another Pac-8 title.

SATURDAY

Kentucky over ALABAMA by 6 points - Though the game is in Tuscaloosa, the Wildcats' superior size should turn the Tide. Seriously, Kentucky has one of the largest teams and they should wear down the smaller, yet quicker, 'Bama squad.

North Carolina over CLEMSON by 2 points - This should be another ACC barnburner with the Tigers holding the home floor advantage. The Tar Heels should rebound from Wednesday night's loss to Wake Forest.

Marquette over DEPAUL by 4 points - Blue Demon coach Ray Meyer says that his charges need this game if they are to have any shot at an NCAA tournament bid. That may keep it close, but the Warriors are too much for DePaul to handle.

NOTRE DAME over Fordham by 20 points - The Rams have changed since Digger was there and it has been for the worse. Many of the older players have walked out on first year coach Dick Stewart, leaving him with many unproven underclassmen. The SWAT squad should see double duty in this game.

PRINCETON over Penn by 7 points - This rematch is in the Tigers' lair, Jadwin Gym. For that reason and also because of Penn's inconsistency, Princeton gets the nod in this one.

SUNDAY

TENNESSEE over UCLA by 1 point - This game will be televised from the Omni in Atlanta. The Bruins have a long cross-country trip following the USC game and they may be a bit down. Watching the Vols' Ernie Grunfeld and Bernard King face the UCLA duo of Marques Johnson and David Greenwood should be most interesting.

MONDAY

A Stellar Career in Marketing

In his early days, Tony worked on the media and creative agency side of the business with clients including Kentucky Fried Chicken, Coca-Cola and Capital One.

He co-founded the global experiential firm Momentum, the first of its kind.

The KFC logo is displayed in a bold, red, italicized sans-serif font. A registered trademark symbol (®) is located at the top right of the letters.The Coca-Cola logo is shown in its classic red script font, featuring a white outline and a white drop shadow.The Capital One logo consists of the words "Capital One" in a blue, italicized sans-serif font. A red swoosh graphic is positioned above the word "One", starting from the right and curving under the "C" of "Capital".

Growing A Brand

After Tony assumed the CMO position of Subway Restaurants, he grew the brand to #2 in market share in the U.S. and #1 in locations worldwide.

During his tenure, Subway's brand value – as tracked by Kantar's annual Brand Z assessment – rose from unranked to #40 with an estimated brand value of over \$22B.



Caring About the Business

“Pace always cared about THE business as much as he cared about HIS business.

“Consequently, he was as animated when discussing the quest for that elusive sponsorship ROI metric as he was when exhibiting his fandom for Notre Dame, his favorite New York teams, or the many Subway ‘Famous Fan’ endorsers he signed, like Michael Phelps, Mike Trout or Justin Tuck.

“Tony cared about the business and the people in it,” said Tuck, now working at Goldman Sachs, post NFL, after earning a Wharton MBA. “Years after I worked for Subway, I was still calling him for advice. He always responded like he was my paid consultant.” sportsbusinessjournal.com/Journal/Issues/2022/02/21/Insiders/Marketing-and-Sponsorship



Justin Tuck and Tony Pace attend the NY Giants Justin Tuck VIP charity reception at the Beekman Beer Garden on May 30, 2012 in New York City

Caring About Society

Enthusiastic about the role marketing plays in advancing societal causes, Tony was active in not-for-profit organizations.

He was a member of the board of directors of Mothers Against Drunk Driving (MADD), serving as its treasurer during the great recession.

He also served as a business advisor to the American Heart Association both domestically and internationally.



American
Heart
Association®

Leading MASB

As President & CEO of MASB, Tony launched the Sponsorship Accountability Metrics Project in collaboration with the ANA and contributed greatly to the Sponsorship Accountability blog series.

He was instrumental in the publication of the Financial Value of Brands Imperative, and through ANSI served as a branding and valuation expert on ISO Technical Committee 289, playing a key role in the creation of ISO 20671, the first international standard for brand evaluation.



Sponsorship Panel • MASB Winter Summit 2018



Tony on Marketing Accountability

“If there is good marketing accountability, economic growth on a macro level will be greater. A lot more needs to be done to make sure that money goes to the things that marketers know will drive their individual enterprise and the economy as a whole. That’s the reason we’re doing this.”

Tony Pace, MASB Fall Summit 2021

Remembering Tony



Our remembrance of Tony as well as the Marketing industry's tributes are available at themasb.org/tony-pace-tributes/.

Thank You!



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