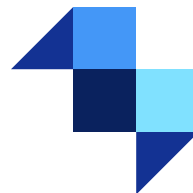


MASB SUMMER SUMMIT 2026

MASB CEO Address

Joanna Seddon

**Managing Partner of Presciant
& CEO of MASB**



**Marketing
Accountability**
Standards
Board

MASB's 2026 objectives—ensuring the future of marketing

- MASB's purpose is to get Marketing respected and elevated to its rightful place in the boardroom
- There is only one way to do this—to make Marketing **ACCOUNTABLE** by linking it to facts and figures
- This is urgent. Marketing is under pressure. Its role in organizations is shrinking. It is being pushed down.
- In our world of change, uncertainty and constant turbulence, it must evolve.
- This Summit focuses on one major change in marketing, the surge of **EXPERIENTIAL**, how to manage and how to measure it



Quick MASB update—lots going on!

Sponsorship—2ND edition

New edition almost ready for publication

- Major new chapter on *Naming Rights & Jersey Patches* by Ray Katz
- New section: *Sponsorship Measurement Provider Summaries*



AI Leadership

- MASB partnership with Mass-logic (Peter Fasano)
- Creating a data-sharing platform for MASB and other organizations
- Pilot underway
- Peter will share in a special session



From Marketing Dictionary
to Digital Twin

AMA sessions on MASB Topics Just Conducted by Dave Stewart, John Gaski, Neil Bendle, and Nobuyuki Fukawa

- Four sessions dedicated to showcasing MASB
- Dave: marketing accountability, best practices, regulations intro
- Neil: Sustainability
- Nobu: AI/Big Data
- John: Introduction to MASB & UMD (video will be shown today)



MASB Breakfast Club



- First breakfast club held at the ANA with **David Reich**, IBM's Chief Magic Officer
- Next is on September 22, at the 4As *Hold the date!*
- **More Breakfast Clubs Coming!**

What is experiential marketing?

Creating experiences that allow audiences to actively engage with your brand

People stop being *spectators* of your advertising

They become *participants*



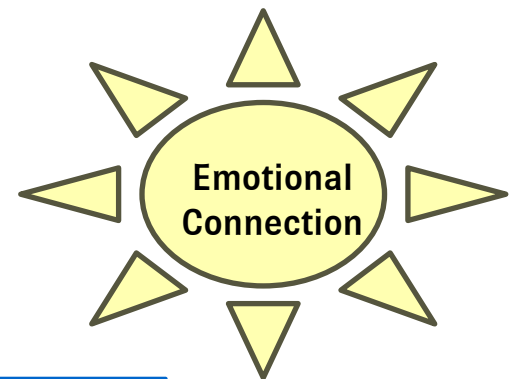
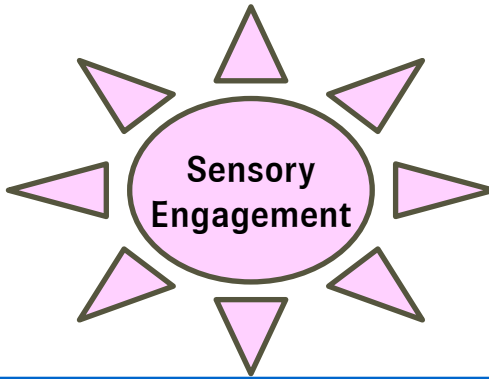
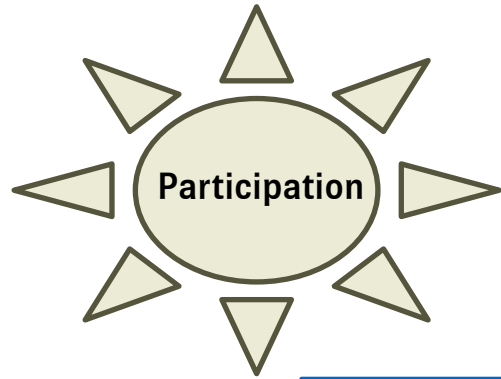
It starts with an actual in-person experience (limited in reach)

It builds by creating stronger emotional connections

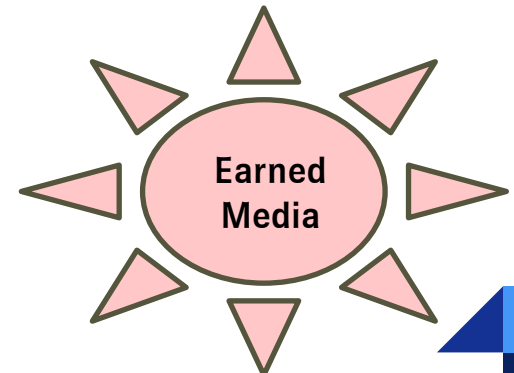
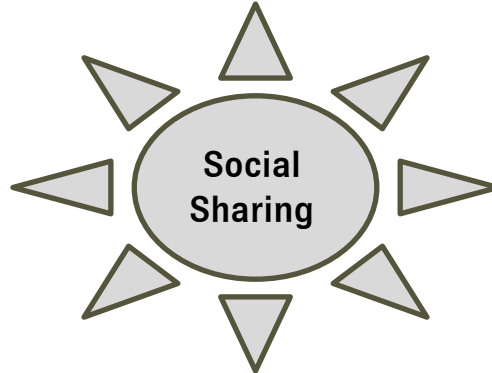
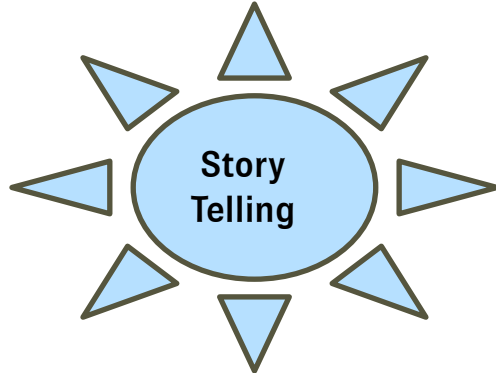
This leads people to share the experience with others, in person and online



Characteristics of successful experiential marketing



Linked back to brand purpose or product



Forms experiential marketing can take

POP-UP EXPERIENCES

- Product sampling
- Temporary retail store

LIVE EVENTS

- Sports
- Concerts
- Festivals

BRAND INSTALLATIONS

- Interactive exhibits
- Art installations

IMMERSIVE TECH

- Product sampling
- Temporary retail store

One of the most impactful is involvement in sports

COMMUNITY EXPERIENCES

- Workshops
- Fitness events
- Volunteering

MOBILE EXPERIENCES

- Traveling roadshows
- Branded vehicles

DIGITAL

- Interactive online experiences
- Gaming
- Virtual worlds

Experiential—Lululemon



Experiential—Ikea



Experiential—Lego



Experiential—Canada Goose Store Mall of America



The World Cup—a unique opportunity for experiential



Scale like this does not just multiply sales, it multiplies the speed at which brand value is won or lost. Different brands are trying to profit from the World Cup and build brand value in different ways.

- Billions of eyes glued on the same 104 matches over 39 days
- 3 host countries, 16 venues
- 48 national teams
- Almost 100% attendance at the stadiums
- 5.5 million attended Fan Festivals outside the stadiums

Profiting from the World Cup — Three Different Strategies

1. **Official World Cup partner sponsorship:**
 - Buy exclusivity and institutional legitimacy.
2. **Official country team sponsorships:**
 - Buy local relevance, fan allegiance and wider fame if the sponsored teams win.
3. **Guerilla marketing—unofficial sponsorship**
 - Dream up unofficial and unorthodox ways of creating brand presence without paying for it.



1. Building Brand Value through Official Partnership—Adidas

- Billions of eyes glued on the same 104 matches over 39 days
- 3 host countries, 16 venues
- 48 national teams
- Almost 100% attendance at the stadiums
- 5.5 million attended Fan Festivals outside the stadiums



2. Building Brand Value through Team Sponsorship—Nike

- Sponsors 12 national teams instead of an official FIFA sponsorship
- Nike makes foot ball central to celebrity culture, rather than Adidas' heritage to protect

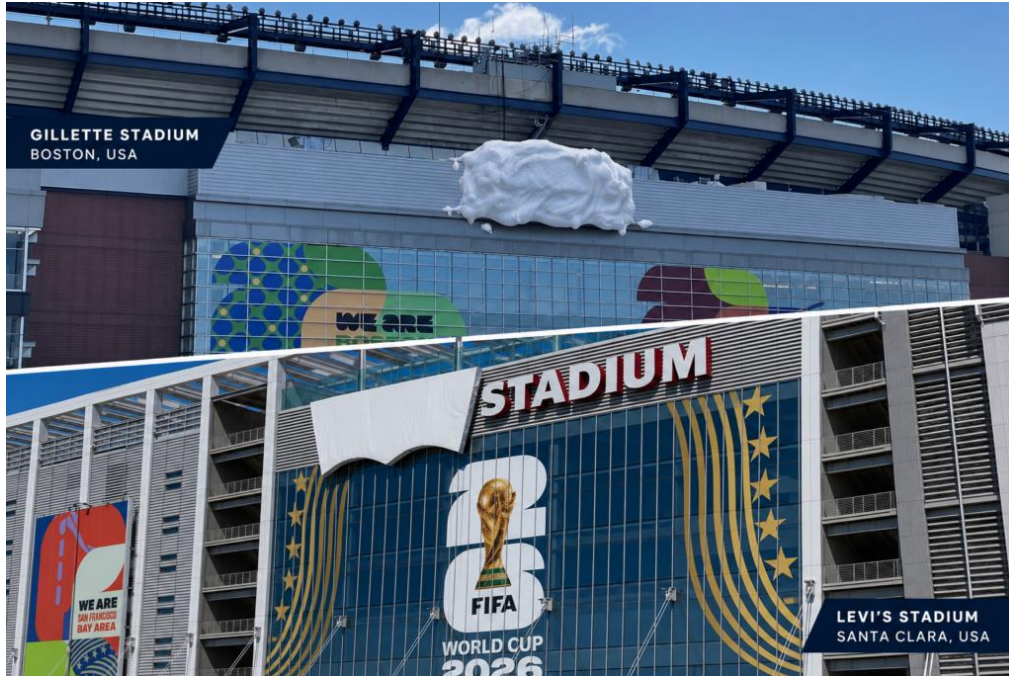


Kylilan Mbappe
kicks off a
Nike street
game



Kim
Kardashian
appears in
Rip the
Script,
Nike's
World Cup
film

3. Building Brand Value through Unofficial Sponsorship— Levi's, Gillette, Heinz



- FIFA forced stadiums to cover up their naming sponsors and rename
- Stadium Heinz bottles had to be covered in black tape
- The brands turned the restriction into guerilla marketing campaigns



How does association with FIFA build brand value?

In rough order of importance:

- 1. Mental Availability**
- 2. Emotional Relevance**
- 3. Brand Credibility**
- 4. Sales Growth**



How has each strategy worked to create brand value?

Mental Availability

Ambush campaigns were the winners

Brand	Estimated social reach	Earned media value
Levi's	15–30M	\$8–15M
Gillette	5–15M	\$3–7M
Heinz	8–20M	\$4–8M

Emotional Resonance



Football heritage & credibility



Defiance & cultural confidence



Greatness, confidence, energy, excitement



Cleverness & wit



Humor, absurdity, joy

Brand Credibility

Category Credibility



- Football gold standard

Cultural Credibility



- Defiance
- Cultural confidence



- Cleverness
- Wit



- Joy



- Winning innovation

Sales Growth

Nike so far

No data so far for Levi's, Gillette, Heinz

Metric	Adidas	Nike
Expected Revenue Growth	-1.7%	6.8%
Expected Earnings Growth	-6.1%	22.2%
Merchandise Sell-Out Rate	7%	28%
Average Jersey Price	\$95	\$125

Not about immediate sales, but driving preference and value

Building value—Nike is winning

Nike vs. Adidas Stock Performance

Jan 1 – Jul 7, 2026



- Major turnaround under a new CEO
- Stock has lost $\frac{3}{4}$ of its value since 2021
- World Cup sales are contributing to restoring the brand and bringing back innovation

**Thank you to all for your
your ideas, inputs and
strong participation !**



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