

## **MASB Overview**

### **The Landscape**

Over the past several years, dominance of the finance function relative to other functional disciplines within the firm has come into question as it has become clear that underlying assumptions do not always hold, that risk cannot be so readily “hedged” away with financial instruments, and that financial returns ultimately must be driven by operational efficiencies and buyer behavior in markets short-term and over time.

### **The Opportunity**

This has created a unique opening for marketing to partner with the finance function, reassert itself at the strategic planning table, and more clearly articulate the value of marketing actions and outcomes by bringing credible metrics and processes to investment decisions, managing risk and more realistically recognizing the value of firm intangible assets (including brands).

### **The Premise**

Marketing will move from discretionary business expense to board-level strategic investment through accountability and a standards setting “authority” for measuring (forecasting & improving) the financial return from marketing activities.

### **The Analogies**

As is true for manufacturing and product quality (w/ANSI & ISO) and for accounting and financial reporting (w/FASB & IASB), so it will be true for marketing and profitable growth (w/MASB).

### **The Vision**

Laying the measurement foundations for marketing professionals to realize full accountability and strategic status in the Boardroom as reliable forecasters and achievers of consistent growth in customer revenues, earnings and cash flows quarter-to-quarter and year-to-year.

### **The 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.

### **The Proposition**

MASB is the forum where marketing and finance align on measurement...for reporting, forecasting and improving financial returns from buyers in markets... short-term and over time.

### **The Promise**

The development of generally accepted and common standards for measurement and measurement processes will significantly enhance the credibility of the marketing discipline, improve the effectiveness and efficiency of marketing activities, and enable continuous improvement over time.



## Charter Membership

Membership in MASB is organization based, open to all engaged in the practice or education of marketing (including service to the marketing community).

Membership development efforts have been targeted and focused on filling the body's Founding and Charter Director, Advisor and Trustee seats (from Top Tier organizations). The "Charter Membership" opportunity is in effect for all members joining the MASB until these leadership positions are filled.

### Benefits Short-Term

Understand, select & refine best dashboard metrics

Apply learning to current efforts ahead of competitors

Gain inside track on measurement-based accountability (not behind)

Engage w/smart, visionary and likeminded peers

Maintain access to top marketing & finance practitioners & scholars

Influence the MASB Project agenda to meet needs

Hold "key" to Members Only Website Content:

White Papers (eg "What is Known about the Long-Term Impact of Advertising")

Summary/Status of Projects Underway (eg "Brand Investment & Valuation")

Specific Marketing Metrics Profiled (According to MMAP Standards)

Decks from all MASB Summits (eg CMO Panel "Why Brand Value Matters")

3-year membership for a 2 year contribution (33% off rate card)

20% discount for summits, conferences and advisory services

Demonstrate wisdom, vision & leadership in the business community

### Benefits Longer-Term

Finance will believe marketing's numbers & financial forecasts

Organic growth targets will be met more often,

inspired by creative strategy & guided by reliably predictive metrics

Marketing will rise to Board Level C-Suite,

advising on comparable & non-comparable allocations/investment

Sustained competitive advantage will be realized (ala Japanese w/Deming & TQM)

Charter/Founding designations are permanent for Member Orgs & Reps (Legacy)

MASB is the independent, private sector, self-governing body where marketing and finance align on measurement for reporting, forecasting and improving financial returns from buyers in markets short-term and over time. It is authorized by its membership constituency to 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...incorporated in Delaware & operating exclusively for charitable, educational, scientific, and literary purposes – a 501(c)(3) Not-For-Profit.