

HIGHLIGHTS YEAR I (07/08)**The Foundation**

August 2007: after a three-year study of current practices, needs, and marketing accountability initiatives underway, members of The Boardroom Project recommended the formation of an independent standards body, with a Vision of:

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.

Along with this recommendation came a 3-year plan and initial funding in the form of Charter Memberships from constituency organizations (Marketers, Business Schools, Industry Associations, Media Agencies, and Measurement Providers).

November 2007: the Marketing Accountability Foundation (MAF) was incorporated to operate exclusively for charitable, educational and scientific purposes within the meaning of Section 501 (C) 3 of the Internal Revenue Code.

Year I: Interim Trustees & Officers of the Foundation were appointed for governance, and an Interim President was recruited. Legal, accounting, & operating infrastructures were put into place, and more Charter Members joined.

The operating arm was formed (Marketing Accountability Standards Board-MASB) and began the standards setting mission and process.

The MASB

Mission: To establish, improve, issue and promote 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.

An initial Project Agenda was created based on member and C-Level feedback as to needs, and prioritized according to start-up resources:

Projects Completed/Posted www.theMASB.org
Need for Standards "The Bottom Line"
Fundamentals "about MASB"
Marketing Metric Audit Protocol (MMA)
An Example "Measuring & Improving TV"
C-Level Outreach "C-Level Views"

Projects Underway
Activities & Metrics Catalogue
Measuring Interactive
Long-Term Effects
Advisory Beta
Views from The Street
Common Language
MMA Process

Other Projects on the MASB Agenda
Ideal Practices
Technical Training
MMA Audit
Improvement Pyramid

MASB kicked off with 10 Board members working on Projects, and ended the calendar year 2008 with 19 members.

NEW BOARD MEMBERS

MASB Member representatives joining the Board in 2008 are Joel Rubinson and Ray Pettit (ARF), Carl Spaulding (Nielsen Media), Wes Nichols (Market Share Partners), Allan Kuse (MMA Center), Don Lehmann (Columbia University), Rick Abens (ConAgra Foods), Rajeev Batra (University of Michigan) and VK Kumar (representing the American Marketing Association, AMA).

UPCOMING EVENTS

MASB will hold its Spring Summit in Islamorada Florida, March 12 & 13, 2009. "Marketing Metrics: Current Needs, Current State, How We Got Here and MASB Role in Future State." Standards Projects up for review and discussion will include Measuring the Long-Term Effects of Marketing Activities and Measuring the Impact of Interactive Activities.