



“Finance needs Marketing to create & grow brands. Marketing needs Finance to help speak the language of business.”

Jim Meier, VP Commercial Finance (ret.)
MillerCoors

“The time has come for getting more serious about the value of brands as intangible assets. MASB has taken the lead for this in the U.S. and through ISO is working to build an international consensus... The marketing accountability movement has achieved an important milestone with the unanimous passage of ISO 20671.”

Bobby Calder, Professor of Marketing
Northwestern University-Kellogg School

“Beyond all the project work that comes out of MASB, the connections that you make and the learning that you get by being in the room and talking to folks is beyond compare.”

Kelly Johnson
VP Ad Sales Measurement & Performance
DTCI (unit of The Walt Disney Company)

“One group is exclusively devoted to marketing measurement, predictive of financial return. All marketers serious about the accountability mandate should get involved.”

Bob Liodice, CEO
Association of National Advertisers

Marketing Accountability Standards Board

Where Marketing Activities Meet Financial Return

Marketing accountability drives business growth and empowers CMOs by demonstrating Marketing’s contribution to enterprise value. MASB brings top-tier marketers, measurement providers and academics together to establish and advance accountable marketing practices that drive business growth.

Active Assessment and Development Teams

SPONSORSHIP ACCOUNTABILITY METRICS

designing a roadmap for brand sponsorship investment and activation

FINANCIAL VALUATION OF BRANDS

valuing brands monetarily to guide marketing investment decisions

DIGITAL ACCOUNTABILITY RESEARCH

identifying/removing obstacles to effective, brand-safe digital marketing

MARKETING METRIC AUDIT PROTOCOL / MMAP METRIC CATALOG

certifying specific metrics that tie marketing to financial performance

MEDIA AND BRAND ENGAGEMENT

elucidating how emotional commitment amplifies financial return

Educational Resources

COMMON LANGUAGE MARKETING DICTIONARY marketing-dictionary.org

eliminating ambiguity with more than 1,800 marketing terms defined

FINANCE IN MARKETING LIBRARY on the MASB YouTube Channel

topical videos by some of today’s top minds in marketing measurement

ISO TECHNICAL COMMITTEE 289



Through participation in ISO (International Organization for Standardization), MASB develops global brand standards. As a member of ANSI (American National Standards Institute), MASB represents the U.S. on ISO Technical Committee 289, which released standards for brand evaluation (ISO 20671) and brand valuation (ISO 10688). A standard for geographical indications is the committee’s next priority.

MASB MEMBERSHIP

MASB members belong to an accomplished, forward-thinking community of top tier marketers, measurement providers, industry associations and business academics committed to linking marketing actions to financial return.

As MASB members, your team will:

- help shape our work with a seat on the Board or Advisory Council
- influence project agenda and participate in projects of interest
- demonstrate vision & leadership in the business community
- network with colleagues committed to accountability & collaboration
- participate in Summits with key project updates and valuable presentations
- apply lessons learned in your organization
- gain access to the knowledge and expertise of top business academics
- access MEMBERS-ONLY content including the **MMAP Metric Catalog**

To join this transformational collaboration contact:

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themasb.org