

to members and friends of **MASB**

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KIMBERLY-CLARK FIRST IN FOR GAME-CHANGING BRAND INVESTMENT AND VALUATION PROJECT

Kimberly-Clark is the first marketer to join MASB's Brand Investment and Valuation Project. The study's objective is to provide consistent, comparable, credible and actionable brand valuations through establishment of "generally accepted brand investment and valuation standards." As reported in *Advertising Age*, "The intent of the study, to be concluded by 2014, is to develop a widely accepted methodology that marketers can use to value their brands and guide their investment decisions."

MASB director Jamie Richardson (Kimberly-Clark's Associate Director of Advanced Global Capabilities for Global Marketing Research & Analytics) announced the company's participation in the project at MASB's 2012 Winter Board Meeting and Summit 2012 in St. Pete, FL. "We are looking for two to four non-competing brands to join us and share in the work and the learning," reported Richardson.

Nielsen's Mike Hess and Dr David Stewart, chair of the MASB, are co-leading this important project.

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