

to members and friends of **MASB**

June 2012

ANA/MASB ROUNDTABLE DEFINES “STRONG BRANDS”

On May 24 in New York City, a select group of marketers were invited to participate in an ANA/MASB Brand Valuation roundtable. The purpose of the meeting was to bring together marketers who are making progress in measuring and predicting short- and long-term marketing ROI in terms of sales volume, profit, cash flow, and Brand Value, as well as to share insights, best practices, and measuring methods.

An important outcome of the meeting was agreement on what makes a “strong brand”, from which the following definition was drafted:

Strong Brands are those preferred over other brands (in hearts & minds of customers) such that they generate revenues (growth) at a premium price (margin) and provide options for profitably entering (leveraging into) other categories & markets. In this manner, Strong Brands drive shareholder value.

This draft will be central at the upcoming MASB Summer Board Meeting and Summit on August 16–17 in Chicago, leading into the sessions covering the Brand Investment & Valuation (BIV) and Improving Financial Reporting (IFR) game-changing projects.

The Roundtable was initiated by MASB’s BIV MarCom Team, led by ANA’s Michael Palmer and Columbia University’s Don Sexton.

The Marketing Accountability Standards Board (MASB) is the independent, private sector, self-governing body 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.

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