

January 3, 2018

Director of Research
2017 Public Comment Period
Sustainability Accounting Standards Board
1045 Sansome St., Suite 450
San Francisco, California 94111

Public comment regarding: Advertising & Marketing (SICS #SV0301)

We support the spirit of the proposed standard for *Advertising & Marketing* (SICS #SV0301). As noted in the proposed standard, the ability to reach customers and prospective customers is a key activity for the health of the entire marketing sphere. Therefore, it is vital for those involved in the purchase and management of advertising and marketing to measure the quantity and effectiveness of this activity. However, we believe that this use of marketing accountability metrics should be applied more broadly.

Marketing plays a key role in the sustainability of most corporate entities. Therefore, we would encourage, and be happy to collaborate on, a broadening of standards to include this information in the sustainability reporting of marketers themselves. This could even take the form of a brand valuation standard. Currently there is work within the International Organization for Standardization on both brand valuation and brand evaluation. Brand valuation is an existing standard: *Brand valuation -- Requirements for monetary brand valuation*, ISO 10668:2010. Brand evaluation is in draft currently: *Brand evaluation -- Principles and fundamentals* ISO/DIS 20671. These two documents could act as the basis for determining the metrics to include within a SASB standard for Marketers.

In addition, MASB has developed practical guidelines for the measurement of marketing outcomes over the past decade which we are willing to share. Collectively, this body of knowledge should be sufficient for rapid adoption and implementation of such a standard.

Marketing Accountability Standards Board (MASB)
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