
MASB Standards Project

Common Language Status Report

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TBD



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Common Language Status (Carl & TBD)

I. Frame-Up (Emerging Issue Project Abstract)*

II. Research



A. What is Known/not Known/need to Know

B. New Learning

C. Preliminary Summary & Conclusions

III. Review

A. Open Debate by MASB (revisions/approval)

B. Open Debate by MASAC (revisions/approval)

C. Posting for Industry Feedback (revisions)

IV. Adoption or Acceptance by MASB

V. Publication

VI. Education

VII. Systematic review over time (revisions)

Background

Issue

One of the hurdles to the effective practice of Marketing Accountability is lack of agreed upon common language & definitions in the marketing industry. Ambiguity in marketing terminology hinders the integration of processes and data **between functions within an organization and across organizational partners.**

Pervasiveness of the Issue

Strategic goals, executional tactics & supporting data are typically conveyed via MS PowerPoint, MS Word, and MS Excel. While MS Office tools empower individual productivity, their lack of referential integrity with a set of agreed upon common definitions inhibits cross-organizational efficiency.

Previous attempts by individual organizations to address this issue w/technology (i.e., ERP, MDM) and top-down mandated processes have been expensive to build & maintain and only partially successful. Efforts by industry associations have been largely stymied by inertia, with some exceptions.

Background cont

Alternative Solutions

Wikipedia is an online encyclopedia based on User Generated Content (UGC) in which the quality and consistency of the definitional entries is primarily maintained by users (with some editorial oversight). Wikipedia has proven itself to be a self-correcting repository for common language.

The first step in a new approach is using a Wikipedia [Wiki](#)project with editorial participation by MASB board members to help establish commonly accepted marketing language and definitions throughout the industry.

Convergence Possibilities

Using Wikipedia generates convergence to a common set of definitions by design. Once “established” via the Wikipedia user community’s acceptance, MASB endorsed language and definitions can be referenced and utilized as norms for the industry.

Common Language Wikipedia Project

Objective

Eliminate ambiguity in marketing terminology which has hindered the effective practice of Marketing Accountability, including the integration of processes and data between functions within an organization and across organizational partners.

Hypothesis

This on-going project will create cross-organizational and cross-industry efficiencies by providing referential integrity for the setting, communicating and understanding of marketing strategic goals, executional tactics and supporting data.

Next Steps (Language.Wikipedia)

- This project will be a collaborative project between MASB and the AMA, as they have begun the process by defining Marketing and Marketing Research
- **Reframe project combining Catalogue & Language Projects (before Feb)**
- Recruit MASB Academic partner to co-lead the project after presentations at AMA Winter Educators' Conference (Feb)
- Contact Wiki management (wikiproject council) to find out about starting an agnostic marketing language wikiproject (TBD)
- Complete Project Frame-Up/Plan including budget (TBD)
- Recruit Project Team members (TBD)
- Take a crack at defining terms used in MMAP (TBD)
- MASB review of terms (MASB Board)
- Post for feedback on Web-Site & Wikipedia (TBD)
- Continue to execute to Plan (Team)

Common Language Project Team

Leads: Carl Spaulding (Nielsen)
David Stewart (UCR)

Advisor: V Kumar (AMA, GSU)

Heroes: Kate Sirkin (Starcom)

Admin: Allan Kuse (MMAP Center)
Meg Blair (MAF/MASB)

Meet:



Thank-you!



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