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# **MASB** **Standards Project**

## **Common Language in Marketing Activities and Metrics**

**Chris Bartone**  
**AMA**

**MASB Advisor**  
**Language Project Co-lead**  
**August 2015**  
**Chicago**



**Marketing Accountability Standards Board**  
**of the Marketing Accountability Foundation**

# Common Language

Project	Common Language Wikispaces Platform (Farris & Bartone)	
Issue Addressed	Lack of agreed upon terminology hinders accountability	
Project Objective	Eliminate ambiguity in terminology between functions within & across firms	
Expected Outcome	MASB-endorsed definitions to encourage trust and collaboration	
When	On-Going	<b>Strategy</b> Make the IA member shared/closed platform the industry standard marketing definition reference. Add new IA's along the way.

# Common Language Team

## Team Leaders



Paul Farris  
Darden



Chris Bartone  
AMA

## Team Heroes



Dave Reibstein  
Wharton



Karen Scheller  
Staff



Todd Kaiser  
ANA



Earl Taylor  
MSI

## Admin



Allan Kuse  
MMAP Center



Meg Blair  
MAF/MASB

Team Meets: 1<sup>st</sup> Monday at 1:00 ET

# Common Language Milestones (2011 – 2013)



El Frame-Up 4/11

Leaders & Plan 4/11

Action Plan 5/11 +

*Marketing Metrics* 6/11

AMA Dictionary 9/12

Initial Defs/Wiki 2/11

50 Entries 8/12

100 Entries 2/13

500+ Entries 8/15

NEW PLAN For IAs 8/13

# CL Milestones (2014 & Since February Meeting)



IA Proposal Written 1/14

To MASB IAs 2/14

AMA Partner 2/14

ANA Partner 3/14

MSI Partner 5/14

Add AMA Dict. 4/15

IA Site Launch 8/14

Tracking Usage 10/14

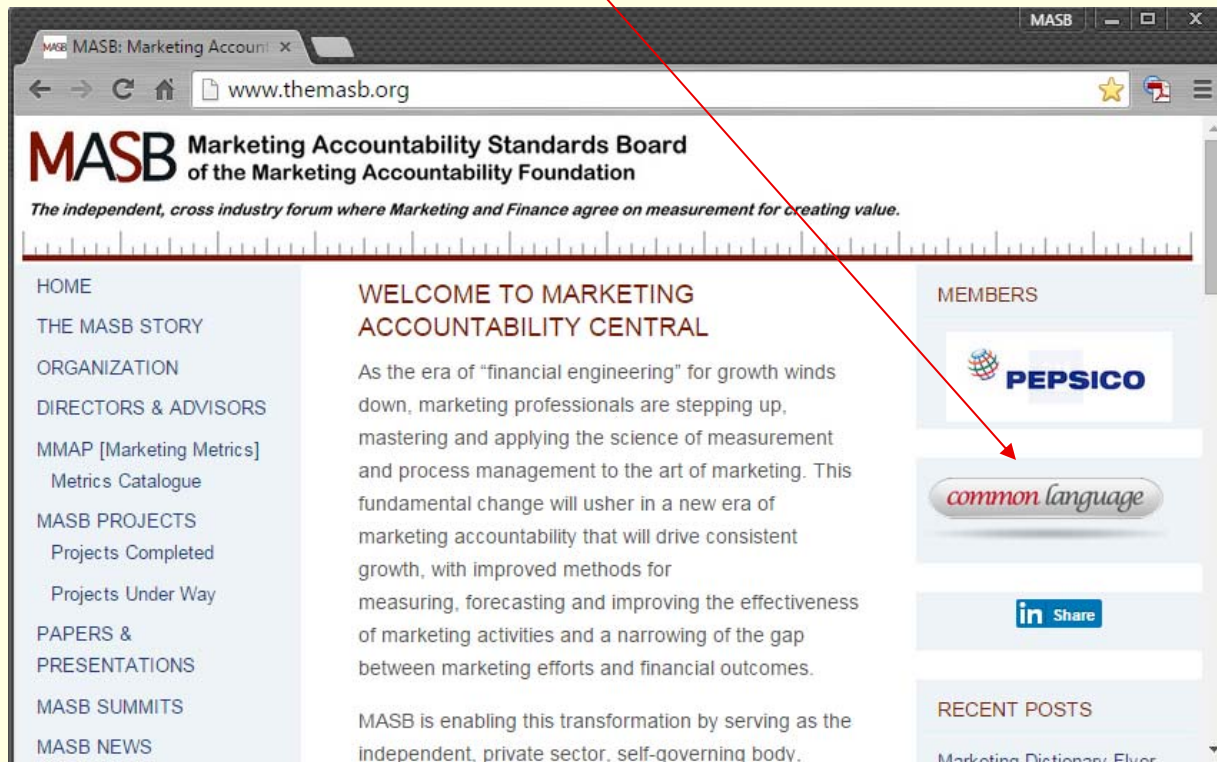
Emerging Terms 1/15

Add BIV Terms 7/15

500+ Entries 8/15

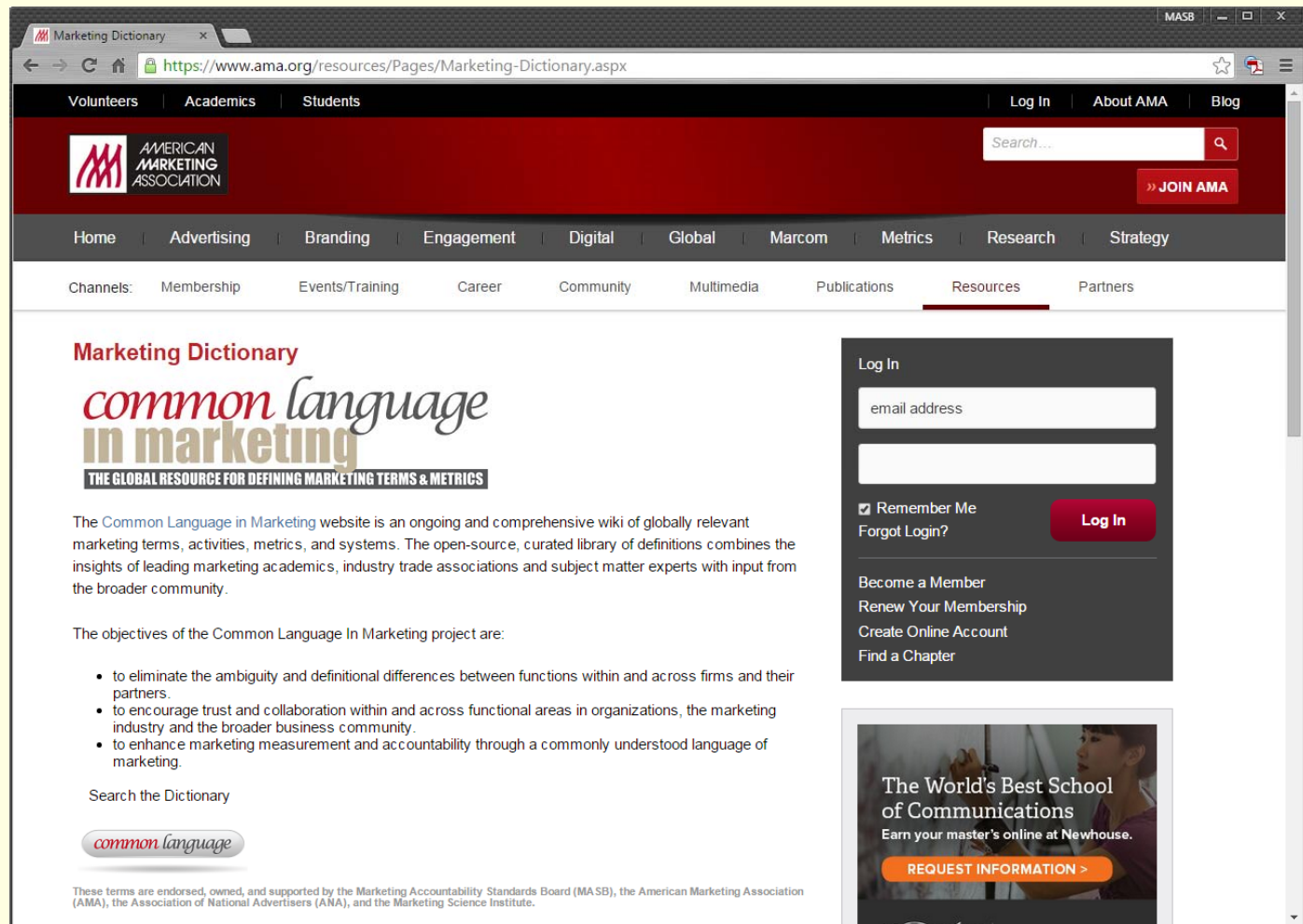
# How to get to the site?

- [www.theMASB.org](http://www.theMASB.org)



# How to get to the site?

■ [www.AMA.org](http://www.AMA.org)



The screenshot shows the AMA Marketing Dictionary website. The browser address bar displays <https://www.ama.org/resources/Pages/Marketing-Dictionary.aspx>. The website features a dark red header with the AMA logo and a search bar. Below the header is a navigation menu with links to Home, Advertising, Branding, Engagement, Digital, Global, Marcom, Metrics, Research, and Strategy. A secondary navigation bar includes links to Channels, Membership, Events/Training, Career, Community, Multimedia, Publications, Resources (highlighted), and Partners. The main content area is titled "Marketing Dictionary" and "common language in marketing". It describes the website as a comprehensive wiki of globally relevant marketing terms, activities, metrics, and systems. The objectives of the project are listed: to eliminate ambiguity, to encourage trust and collaboration, and to enhance marketing measurement and accountability. A search bar is provided for the dictionary. On the right side, there is a "Log In" section with fields for email address and password, a "Remember Me" checkbox, and a "Log In" button. Below this is a "Become a Member" section with links to "Renew Your Membership", "Create Online Account", and "Find a Chapter". At the bottom right, there is a promotional banner for "The World's Best School of Communications" with a "REQUEST INFORMATION" button.

Marketing Dictionary

*common language in marketing*

THE GLOBAL RESOURCE FOR DEFINING MARKETING TERMS & METRICS

The Common Language in Marketing website is an ongoing and comprehensive wiki of globally relevant marketing terms, activities, metrics, and systems. The open-source, curated library of definitions combines the insights of leading marketing academics, industry trade associations and subject matter experts with input from the broader community.

The objectives of the Common Language In Marketing project are:

- to eliminate the ambiguity and definitional differences between functions within and across firms and their partners.
- to encourage trust and collaboration within and across functional areas in organizations, the marketing industry and the broader business community.
- to enhance marketing measurement and accountability through a commonly understood language of marketing.

Search the Dictionary

*common language*

These terms are endorsed, owned, and supported by the Marketing Accountability Standards Board (MASB), the American Marketing Association (AMA), the Association of National Advertisers (ANA), and the Marketing Science Institute.

Log In

email address

☒ Remember Me

Forgot Login?

Log In

Become a Member

Renew Your Membership

Create Online Account

Find a Chapter

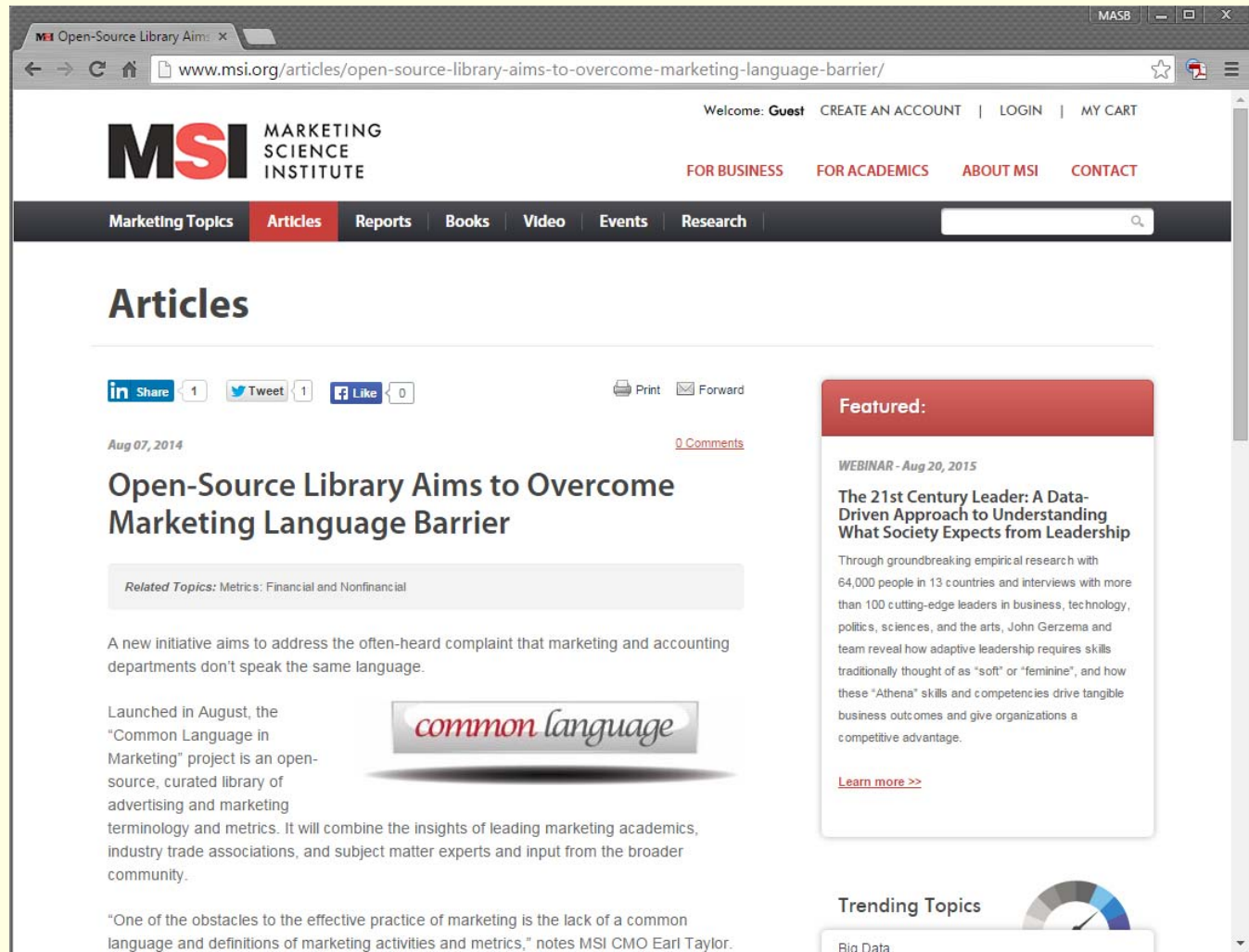
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Earn your master's online at Newhouse.

REQUEST INFORMATION >

# How to get to the site?

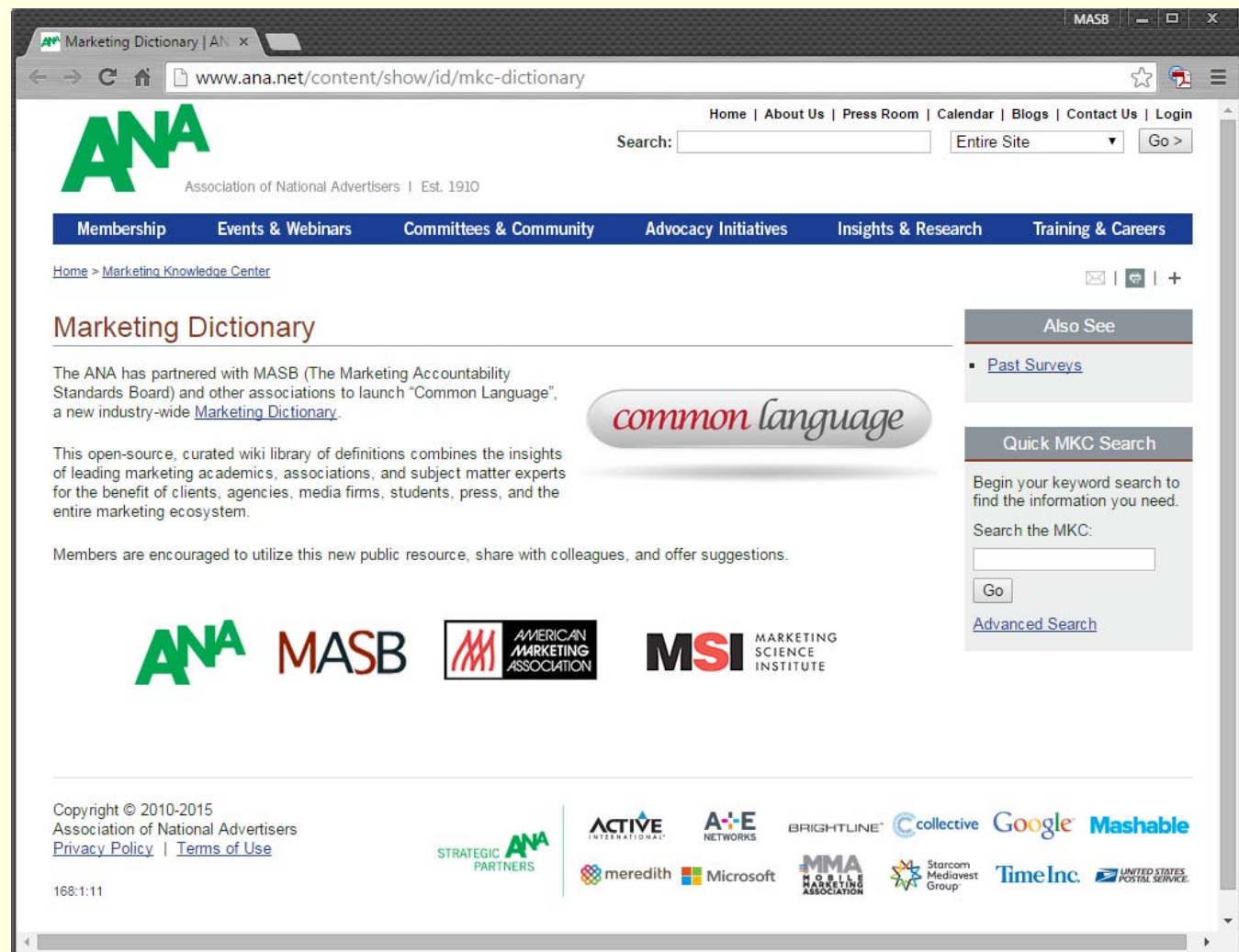
- [www.MSI.org](http://www.MSI.org)





# How to get to the site?

- [www.ANA.net](http://www.ANA.net)



# How else to get to the site?

- [www.Marketing-Dictionary.org](http://www.Marketing-Dictionary.org)
- [www.MarketingLanguage.org](http://www.MarketingLanguage.org)
- [www.Marketing-Metrics.org](http://www.Marketing-Metrics.org)
- [www.CommonMarketingLanguage.org](http://www.CommonMarketingLanguage.org)
- [www.CommonLanguage.WikiSpaces.net](http://www.CommonLanguage.WikiSpaces.net)

# Common Language Next Steps

- Continue populating dictionary with entries from AMA dictionary
- Add CIR Project definitions
- Implement “marketing term of the week” blog post
- Get the industry to use the dictionary
- Other MASB IAs: IAB, ARF, 4As, MRC



# Thank-you!



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