

MASB Standards Project

Common Language Marketing Dictionary (CMD)

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MASB Advisor

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Boston

10 Year Anniversary



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

CMD Project

Project

**Common Language
Marketing Dictionary
(Farris & Gaski)**

**Issue
Addressed**

**Lack of agreed upon
terminology hinders
accountability**

**Project
Objective**

**Eliminate ambiguity in
terminology between
functions within and
across firms**

**Expected
Outcome**

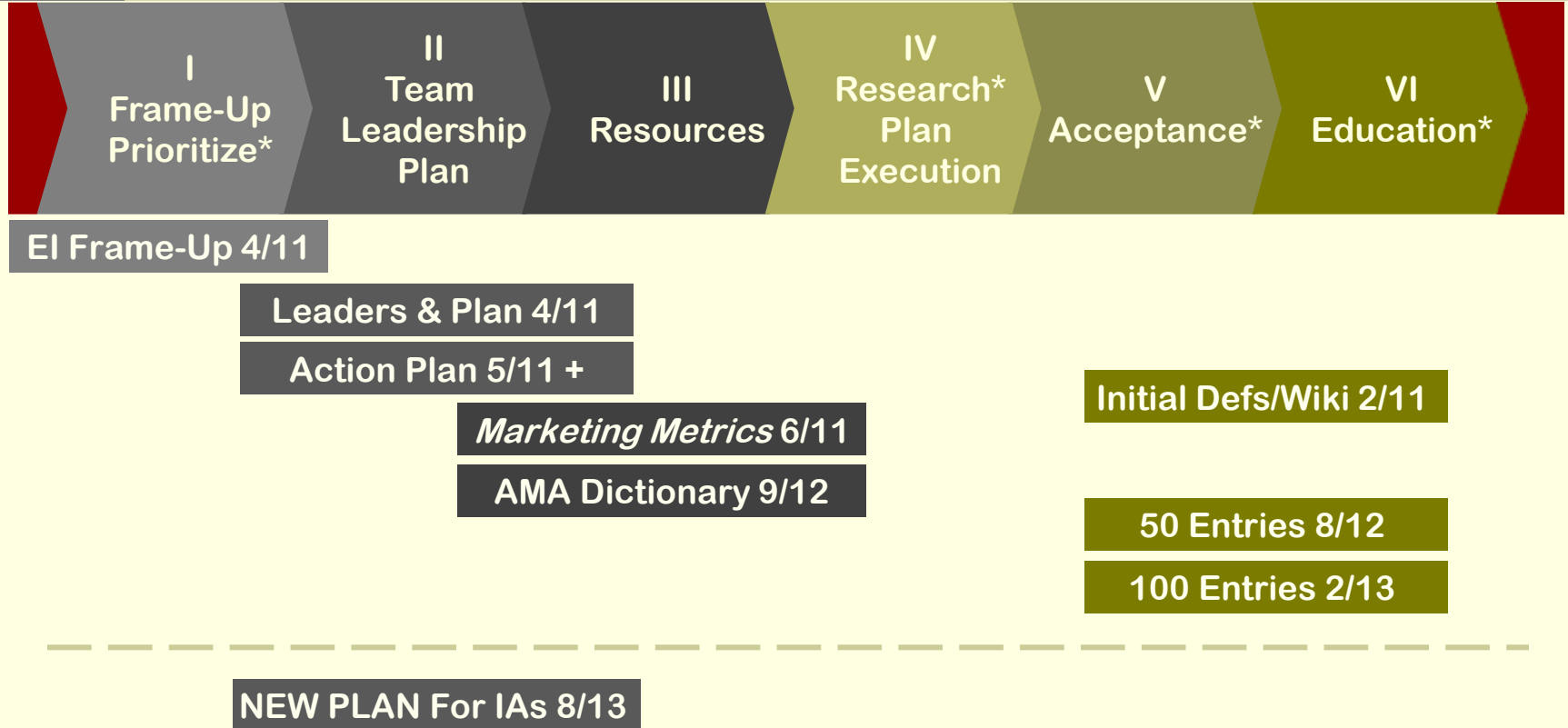
**IA endorsed definitions to
encourage trust and
collaboration**

When

Ongoing

Strategy
**Industry Association
MASB members
sponsor as part of
membership, endorse
& direct constituencies
to CMD. Academic
members to include
CMD in syllabi.**

CMD Milestones (2011 - 2013)



CMD Milestones (2014 & 2015)



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

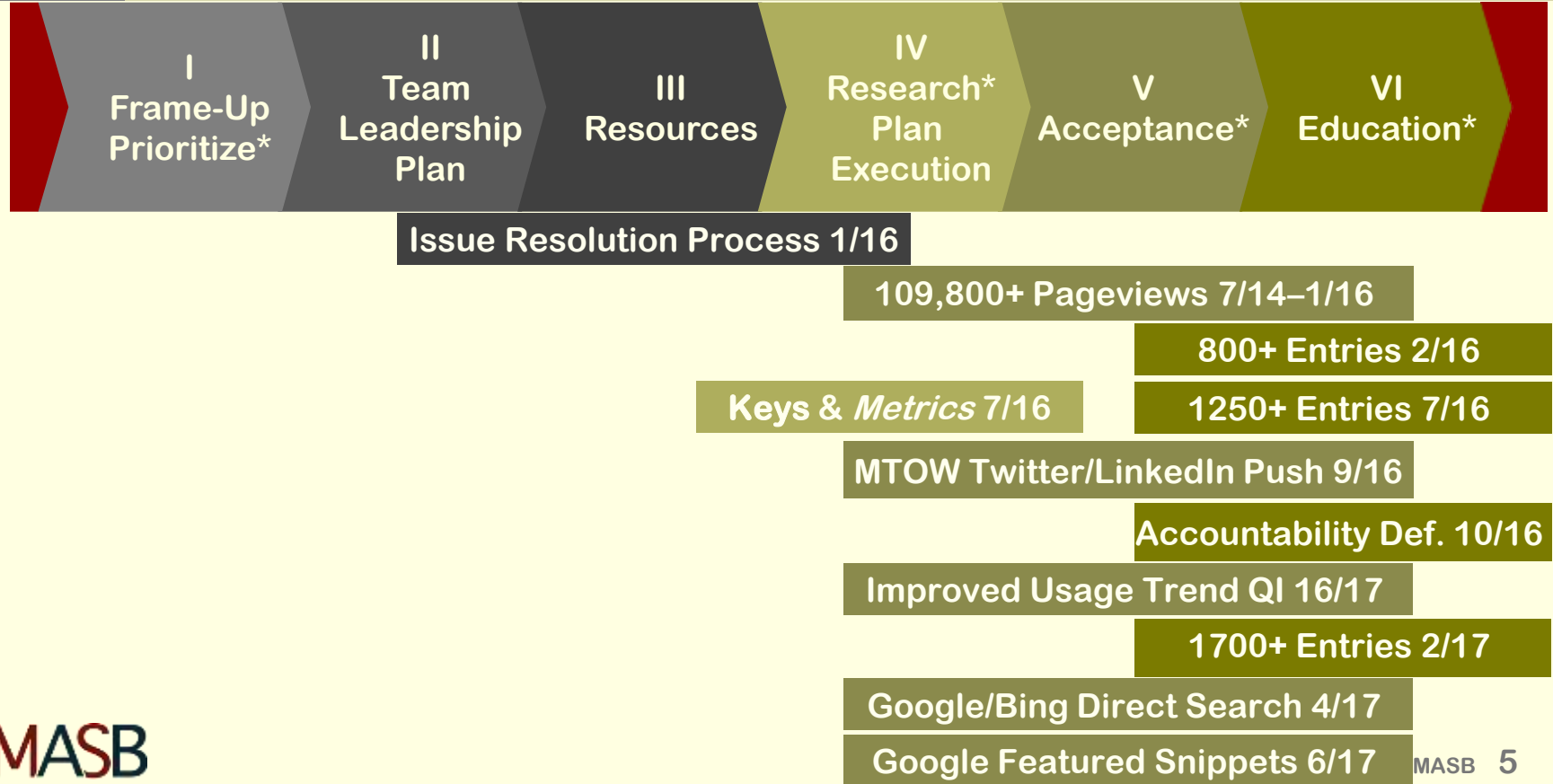
Tracking Usage 10/14

Emerging Terms 1/15

Add BIV Terms 7/15

500+ Entries 8/15

CMD Milestones (2016 & 2017)



common language MARKETING DICTIONARY

THE GLOBAL RESOURCE FOR DEFINING MARKETING TERMS



Search

HOME

Marketing Terms (A-Z)

Click on the letters below to browse the content alphabetically.

a b c
d e f g
h i j k
l m n o
p q r s
t u v w

Marketing Terms (A-Z)

Click on the letters below to browse the content alphabetically.

a b c d e f g h i j k l m n o p q r s t u v w
x y z

Feedback

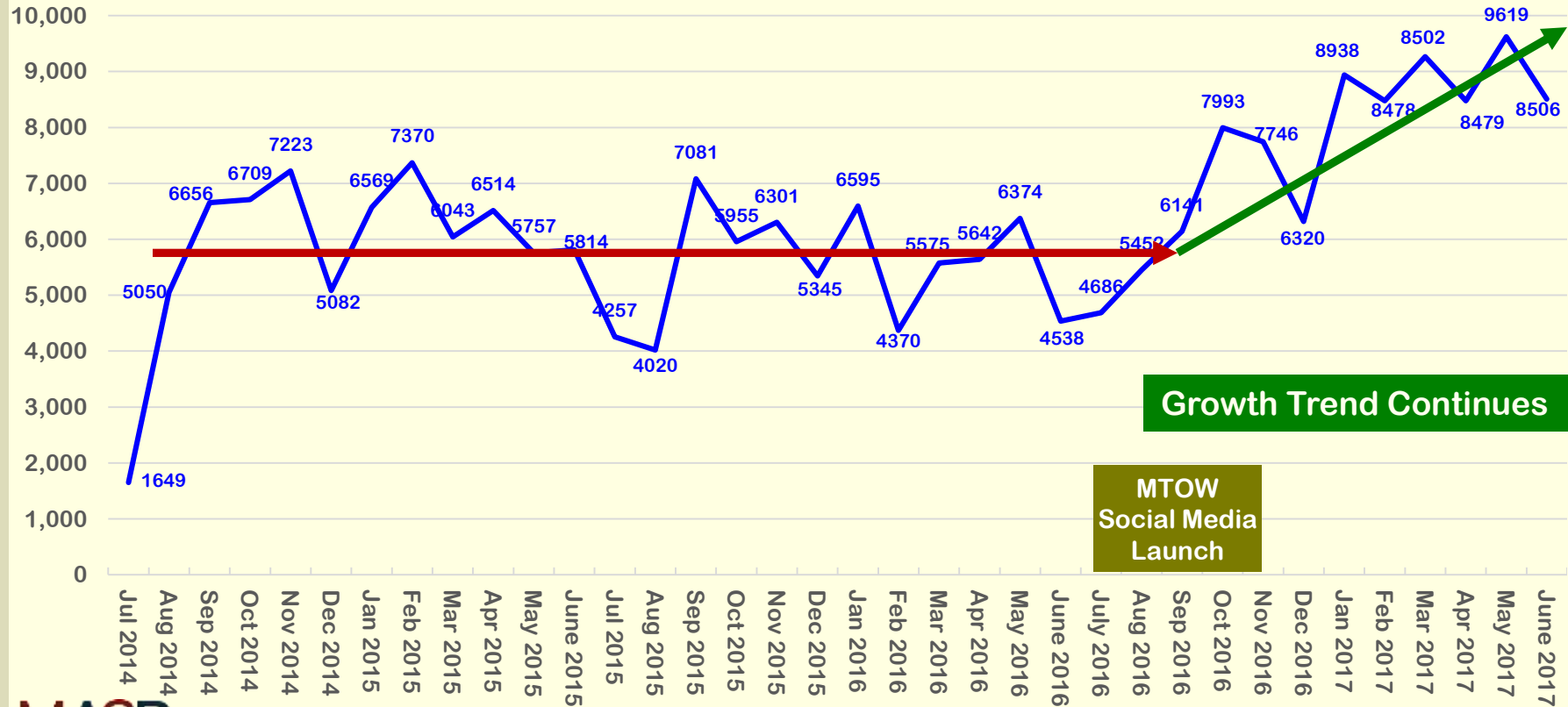
A significant hurdle in the drive toward marketing accountability has been the lack of agreed-upon [marketing](#) definitions as well as associated [metrics](#) and [measures](#) for evaluating outcomes from marketing activities. A singular authority for marketing terms and definitions encourages trust and collaboration.

Managed by MASB (Marketing Accountability Standards Board), the Common Language Marketing Dictionary is an ongoing collaboration of marketing's top industry associations, combining the insights of leading academics and subject matter experts with input from the global business community.

Project Objectives

- to eliminate ambiguity and definitional differences among functions within and across firms
- 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

Pageviews (Over 2+ Years)

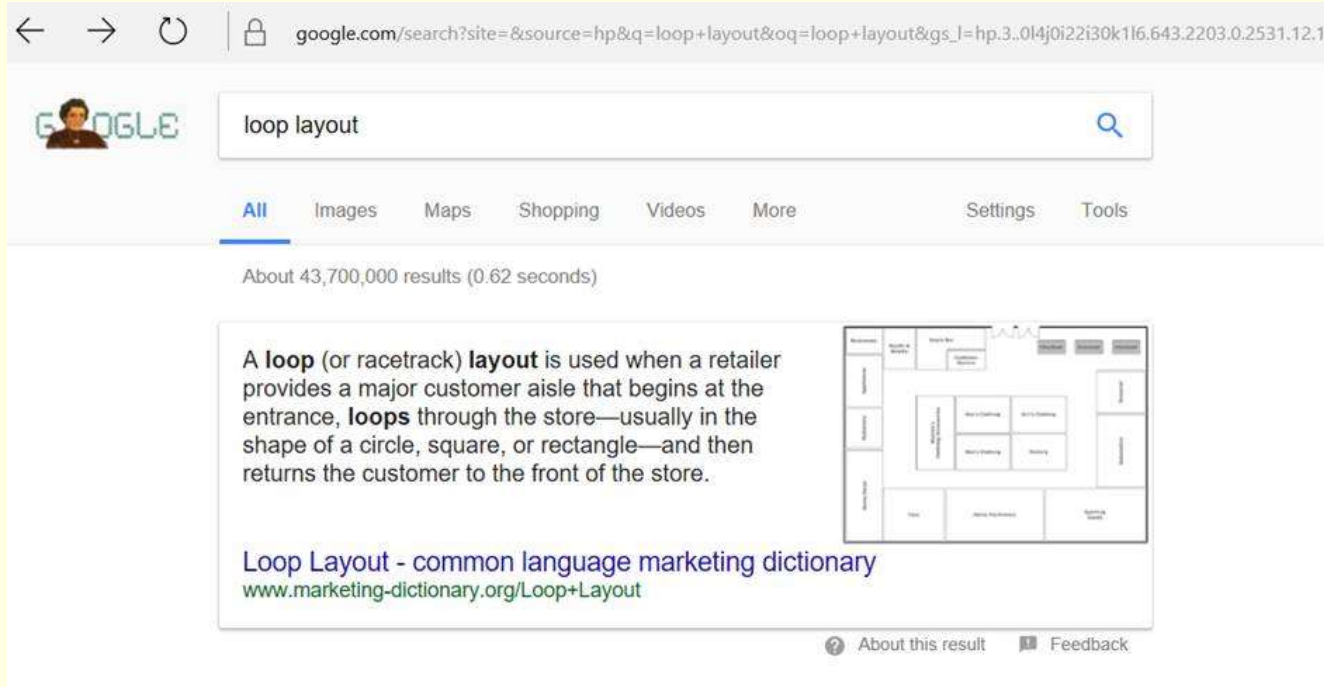


Growth Trend Continues

MTOW
Social Media
Launch

CMD Highlight: Google Featured Snippets

Some definitions featured directly as Google ‘featured snippets’:



The screenshot shows a Google search interface. The search bar contains the text "loop layout". Below the search bar, the "All" tab is selected. The search results show "About 43,700,000 results (0.62 seconds)". A featured snippet is displayed, containing the following text: "A **loop** (or racetrack) **layout** is used when a retailer provides a major customer aisle that begins at the entrance, **loops** through the store—usually in the shape of a circle, square, or rectangle—and then returns the customer to the front of the store." To the right of the text is a diagram of a store layout showing a central aisle that loops through the store. Below the text is a link to "Loop Layout - common language marketing dictionary" with the URL "www.marketing-dictionary.org/Loop+Layout". At the bottom of the snippet are links for "About this result" and "Feedback".

CMD Next Steps

- Continue MTOW and other promotions
- Display all industry association MASB members as sponsors
- Add additional team heroes for review board
- Recruit academics to include CMD in Syllabi

CMD Team Members

Team Leaders



Paul Farris
Darden



John Gaski
ND Mendoza

Team Heroes



Dave Reibstein
Wharton



Todd Kaiser
ANA



Earl Taylor
MSI



Allan Kuse
MMAP Center

Staff



Frank Findley
MASB ED
Sponsor



Tony Pace
MAF/MASB



Erich Decker-Hoppen
Communication



Karen Crusco
Executive Assistant
Admin

Thank-you!



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