

MASB

Standards Project

Common Language Marketing Dictionary (CMD)

**John Gaski, Mendoza College of Business
University of Notre Dame**

**Erich Decker-Hoppen
MASB**

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Boston**



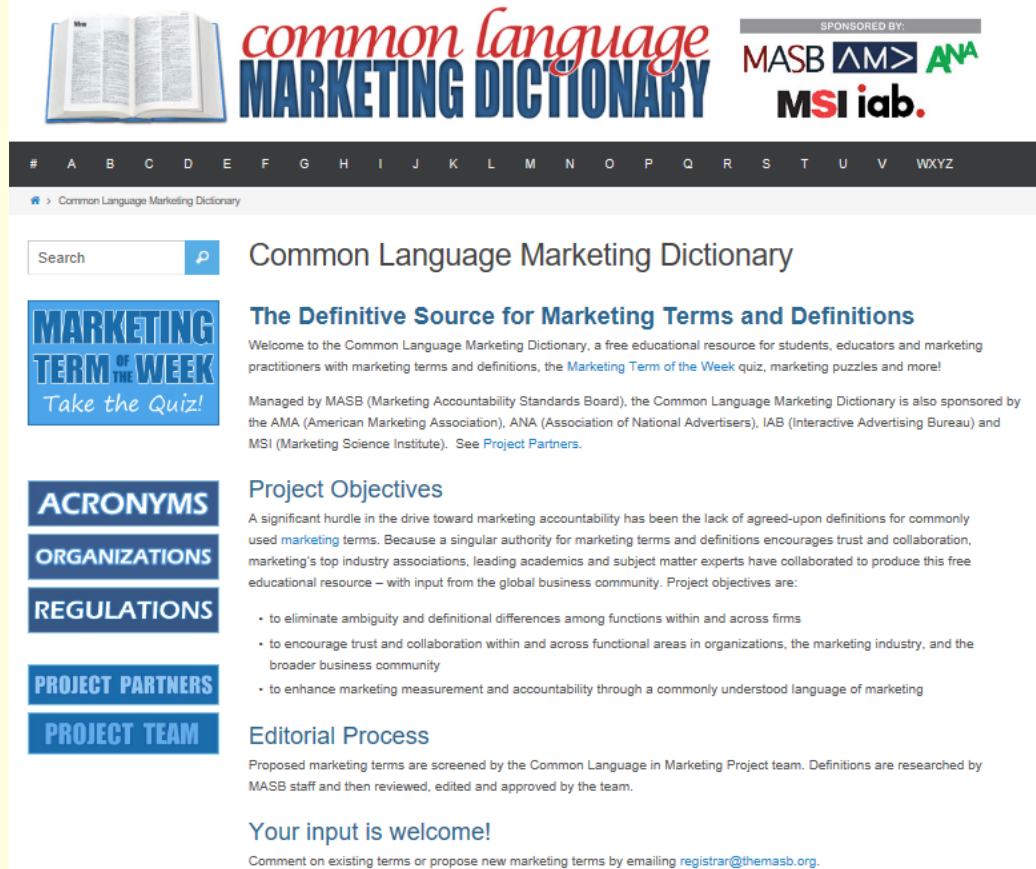
**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

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	Industry Association endorsed definitions to encourage trust and collaboration
When	Ongoing

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

Demo New marketing-dictionary.org Website



The screenshot shows the homepage of the Common Language Marketing Dictionary. At the top, there is a navigation bar with letters A through Z and a search bar. Below the navigation bar, the main heading reads "Common Language Marketing Dictionary". To the left of the heading is an image of an open book. To the right are logos for sponsors: MASB, AMA, ANA, and MSI iab. Below the heading is a search bar with the text "Search" and a magnifying glass icon. The main content area features a section titled "The Definitive Source for Marketing Terms and Definitions" with a sub-heading "Marketing Term of the Week" and a button "Take the Quiz!". Below this are several sections: "ACRONYMS", "ORGANIZATIONS", "REGULATIONS", "PROJECT PARTNERS", and "PROJECT TEAM". The "Project Objectives" section lists three bullet points: to eliminate ambiguity, to encourage trust and collaboration, and to enhance marketing measurement. The "Editorial Process" section describes how marketing terms are screened and approved. The "Your input is welcome!" section provides an email address for submitting terms.

common language MARKETING DICTIONARY

SPONSORED BY: MASB AMA ANA MSI iab.

A B C D E F G H I J K L M N O P Q R S T U V WXYZ

> Common Language Marketing Dictionary

Search

Common Language Marketing Dictionary

The Definitive Source for Marketing Terms and Definitions

Welcome to the Common Language Marketing Dictionary, a free educational resource for students, educators and marketing practitioners with marketing terms and definitions, the [Marketing Term of the Week](#) quiz, marketing puzzles and more!

Managed by MASB (Marketing Accountability Standards Board), the Common Language Marketing Dictionary is also sponsored by the AMA (American Marketing Association), ANA (Association of National Advertisers), IAB (Interactive Advertising Bureau) and MSI (Marketing Science Institute). See [Project Partners](#).

ACRONYMS

ORGANIZATIONS

REGULATIONS

PROJECT PARTNERS

PROJECT TEAM

Project Objectives

A significant hurdle in the drive toward marketing accountability has been the lack of agreed-upon definitions for commonly used [marketing](#) terms. Because a singular authority for marketing terms and definitions encourages trust and collaboration, marketing's top industry associations, leading academics and subject matter experts have collaborated to produce this free educational resource – with input from the global business community. Project objectives are:

- 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

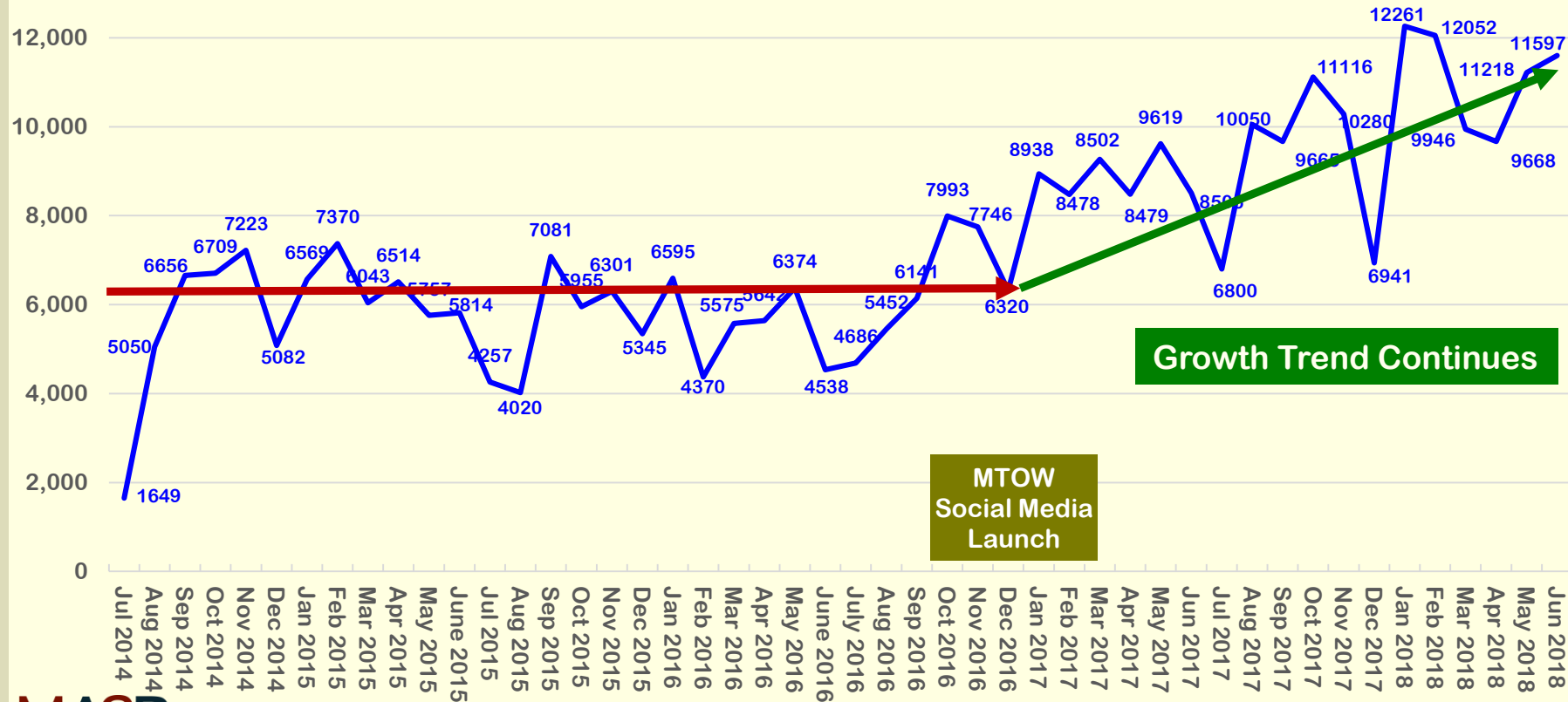
Editorial Process

Proposed marketing terms are screened by the Common Language in Marketing Project team. Definitions are researched by MASB staff and then reviewed, edited and approved by the team.

Your input is welcome!

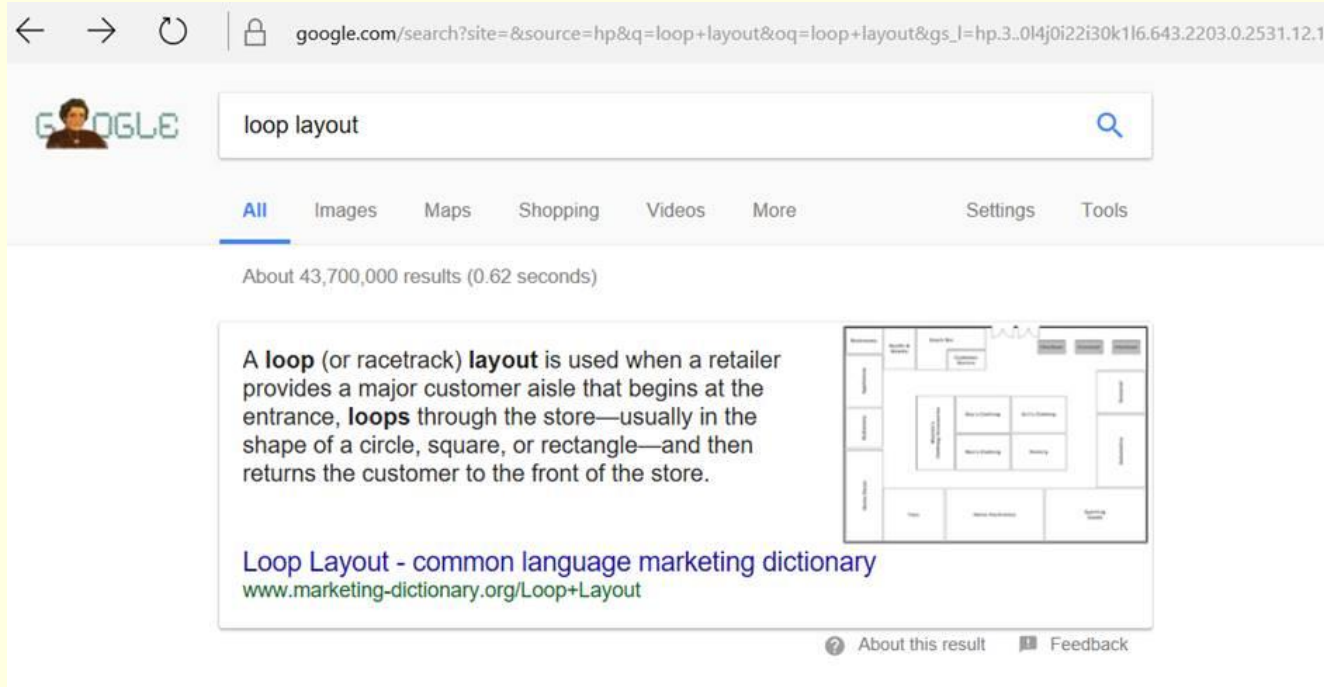
Comment on existing terms or propose new marketing terms by emailing registrar@themasb.org.

CMD Pageviews (Over 3+ Years)



Pageviews Underestimate True Reach

Some definitions featured directly as Google 'featured snippets':



The image shows a screenshot of a Google search page. 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, there are links for "About this result" and "Feedback".

The CMD Endorsers

The logo for MASB, with 'M' in red and 'ASB' in dark blue.A stylized logo consisting of a caret (^), the letter 'M', and a greater-than sign (>).The logo for ANA, with the letters 'A', 'N', and 'A' in green.The logo for MSI, with 'M' and 'I' in dark grey and 'S' in red.The logo for iab., with 'iab.' in black and two red dots.

How are you leveraging?

Definition Expansion Continues

- >1250 definitions from ~1800 terms
- We are actively revising the definitions and expanding
- Rise in digital, social, and mobile marketing is fostering expansion of marketing lexicon
- Existing definitions are evolving new connotations (e.g. 'display advertising' now has two meanings)
- Other MASB Projects identifying definitions in need of standardization
- **The CMD must keep pace with these changes to remain relevant**

Definition Review - BES Example

Brand Valuation

Brand valuation refers to the estimation of the monetary value of a brand in a transaction whether it is internal or a purchase, sale or licensing agreement. It is the financial equity the company has in the brand as a transferrable asset.

Brand valuation and brand evaluation are related concepts and synergistic with each other. Brand evaluation is broader and includes non-monetary considerations. And while brand valuation is defined from the brand owning entity's point of view, brand evaluation is defined from the point-of-view of all stakeholders.

Source: International Organization for Standardization [ISO 20671:2018](#)

Definition Review – SAM Example

Experiential marketing

Experiential marketing is a marketing approach that directly engages consumers and invites and encourages them to participate in a branded experience.

Trade Show

A trade show is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, meet with industry partners and customers, study activities of rivals, and examine recent market trends and opportunities.

Invitation for participation

**We welcome additional definition curators for
the review board with experience in all fields of
marketing, finance, and analytics**

Marketing Term of the Week (MTOW)

INFORMATIONAL FORMAT

- Oct 16: Brand Fair Market Value
- Oct 23: Customer Lifetime Value
- Oct 30: Distribution Metrics
- Nov 6: Effective Frequency
- Nov 13: Effective Reach
- Dec 4: Black Friday
- Dec 11: Impression (internet)
- Dec 18: Advertising Impression

2016

- Jan 1: Rating point
- Jan 8: Gross rating points
- Jan 15: Margin
- Jan 22: Mark-up
- Apr 4: Keystone mark-up (Todd)
- Apr 11: Law of diminishing marginal utility
- Apr 18: Law of diminishing returns (Allan)
- Apr 25: GMROI (Paul)
- May 3: Just-in-Time Inventory (Earl)
- May 9: SERP (Chris)
- May 19: Keyword (Karen)
- May 23: Latent semantic indexing (Allan)
- Jun 2: Click-through rate (Paul)
- Jun 6: Cost per Click (John)
- Jun 14: Price (Karen)
- Jun 20: Price tailoring (Todd)
- Jun 28: Everyday low price (Earl)
- Jul 4: HI-LO pricing (Chris)
- Jul 11: Price premium (Dave/Karen C)
- Jul 18: Average price per unit (Paul)
- Jul 26: MMAP (Allan)
- Aug 5: Governance (John)
- Aug 14: Cross-functional team (Karen)

- Aug 22: Continuous Improvement (Earl)
- Aug 29: Marketing (AMA) – Chris
- Sep 7: Marketing Research (AMA) – Karen
- Sep 12: Programmatic marketing (Kevin)
- Sep 20: Category Development Index (Todd)
- Sep 27: Brand preference (Allan)
- Oct 6: Marketing Return on Investment (Paul)
- Oct 13: Search Engine Optimization (Karen)
- Oct 20: Marketing Accountability (Meg)
- Oct 27: Customer Lifetime Value (Karen)
- Nov 7: Retention rate (Karen)
- Nov 14: Brand Personality (Kevin)
- Nov 22: Cyber Monday (Karen)
- Dec 3: Advertising (Allan)
- Dec 10: Ad-ID (Todd)
- Dec 17: Share of Requirements (Paul)

2017

- Jan 16: Heavy Usage Index (Karen for Dave)
- Jan 26: Marketing Mix (Karen for Earl)
- Feb 3: Brand (Karen for Chris)
- Feb 9: Landing Page (Kevin)
- Feb 15: Share of Shelf (Karen for Allan)
- Feb 26: “Moribund Effect”—Sinclair/Keller (Karen)
- Mar 5: Loop layout (Allan)
- Mar 10: All Commodity Volume (Paul)
- Mar 20: Below-the-Line Cost (Todd)
- Apr 3: Competition (Karen)
- May 2: Sales Force Effectiveness (Frank)
- May 12: One Price Policy (Allan)
- May 18: Market Penetration (Erich)
- May 25: Channel member—AMA (Erich)
- Jun 01: Decentralized sales organization-AMA
- Jun 06: Dealer loader—AMA
- Jun 13: Consumer off-take—MM
- Jun 20: Public relations—AMA
- Jun 29: Integrated marketing coms—Govoni

- Jul 06: Cost per impression—MM
- Jul 13: New product development
- Jul 20: All-you-can-afford budgeting—AMA
- Jul 27: Sales management—AMA
- Aug 01: Advertising Wearout – AMA
- Aug 24: Adaptive Control Budgeting - AMA
- Sep 07: Supply-Pushed Innovation – AMA
- Sep 14: Admin Vertical Marketing System
- Sep 19: Advertising Strategy – AMA
- Sep 26: Factorial Design – AMA
- Oct 03: Monopsony - AMA
- Oct 10: Test Market – AMA
- Oct 17: Face Validity - Laird
- Oct 26: Brand Equity – Farris etc.
- Nov 02: Sponsorship – AMA
- Nov 07: Screenagers – CMD

QUIZ FORMAT

- Nov 14 : Generation X – CMD
- Nov 21: Millennials – CMD
- Nov 28: Retailer – AMA
- Dec 07: Marketing Accountability
- Dec 12: AI
- Nov 14 : Generation X – CMD
- Nov 21: Millennials – CMD
- Nov 28: Retailer – AMA
- Dec 07: Marketing Accountability
- Dec 12: AI
- Dec 19: Pay-Per-Click

2018

- Jan 02: Advertising Substantiation – AMA
- Jan 09: Guerilla Marketing – AMA
- Jan 16: Clicks-and-Mortar – Govoni
- Jan 23: Balanced Scorecard – AMA
- Jan 30: Attribution – CMD
- Feb 06: Digital Display Advertising – CMD

- Feb 13: POP Display Advertising – CMD
- Feb 20: Above the Line Marketing
- Feb 27: Marketing Metric
- Mar 06: Marketing Mix
- Mar 13: Value Propositions
- Mar 20: Data Mining
- Mar 27: Gross Rating Point
- Apr 03: Incrementality
- Apr 10: Deep Linking
- Apr 17: Data Cleansing
- Apr 24: GDPR
- May 01: Sampling
- May 08: Sampling Control
- May 23: Representative Sample
- May 30: Sampling Error
- Jun 05: Brand Positioning
- Jun 13: Marketing Return on Investment
- Jun 19: Brand Value
- Jun 27: ISO 10668
- Jul 05: ISO 20671
- Jul 11: Experiential Marketing
- Jul 18: Trade Shows

Marketing Term of the Week



LinkedIn post from MASB Marketing Accountability Standards Board (93 members). The post asks: "Do You Know the MARKETING TERM OF THE WEEK?" and provides a link to the answer: <http://bit.ly/2EpM5vO>. It also offers to get the term by email via <https://www.linkedin.com/groups/8482786>. The image shows a book titled "common language MARKETING DICTIONARY" with "MARKETING TERM OF THE WEEK" on the cover and "marketing-dictionary.org" at the bottom.



Twitter post from Marketing Dictionary (@clmarketingdict). The profile bio states: "The Common Language Marketing Dictionary, the definitive source for marketing definitions, is an ongoing collaboration of MASB, AMA, ANA, and MSI." The post asks: "What do you call a comprehensive, top-down view of organizational performance across the entire enterprise, with a strong focus on vision, strategy and return on investment? #marketing #dictionary #quizbiz" and provides a link to the answer: bit.ly/2Gb5SAL. The image shows a book titled "common language MARKETING DICTIONARY" with "MARKETING TERM OF THE WEEK" on the cover and "marketing-dictionary.org" at the bottom.

Please Follow,
Share on LinkedIn,
and
Retweet on Twitter
@clmarketingdict

Marketing Academics Appeal

To: [Marketing Academic]

In 2010, a diverse group of marketing professors and corporate executives started the online Common Language Marketing Dictionary (marketing-dictionary.org) to eliminate ambiguity, encourage trust and collaboration, and enhance marketing measurement and accountability through a commonly understood language of marketing.

With support from the AMA, ANA, MSI, IAB and MASB, which manages the project, this free educational resource has grown to 1,800 edited marketing terms.

Today, with more than 11,000 monthly users from both academia and business, the Common Language Marketing Dictionary has become the definitive source for marketing definitions.

You are encouraged to take advantage of, and support the project, by:

- Promoting the Marketing Term of the Week quiz on LinkedIn and Twitter
- Incorporating use of the CLMD as a reference into your lessons
- Sharing a CLMD link with your lessons
- Sharing a CLMD link with all of your business/marketing student organizations
- Adding a CLMD link to your business school's website
- Urging your business school to join MASB

Let us know what you think of the dictionary and how you are able to use it. This is a collaboration across industry and academia and your participation is welcome.

CMD Next Steps

- **Launch New Website**
- **Continue MTOW and other promotions**
- **Continue to expand dictionary with emphasis on digital, social, and mobile terms**
- **Add additional team heroes for review board (academics and marketers)**
- **Recruit academics to include CMD in Syllabi**
- **Recruit new representatives from associations (for input into next generation of dictionary)**

Discussion

- What other type of content should be included in the CMD?
- Any ideas for other types of promotion?

CMD Team Members

Team Leaders



**Paul Farris
Darden**



**John Gaski
ND Mendoza**

Team Heroes



**Dave Reibstein
Wharton**



**Todd Kaiser
Fuel Cycle**



**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!



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