

Blair Award for Marketing Accountability

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Marketing Accountability Standards Board
of the Marketing Accountability Foundation



Blair Award for Marketing Accountability

Throughout her long and stellar career, MASB co-founder **Meg Henderson Blair** was a pioneer of both marketing measurement and marketing accountability, linking marketing actions to financial performance to improve return.



The **Blair Award for Marketing Accountability** is presented annually by MASB to a marketing executive or academic that has implemented the principles of marketing accountability to:

- 1) drive business growth through continuous improvement in Marketing ROI
- 2) prove the contribution of Marketing to enterprise value

The inaugural Blair Award will be presented during MASB Summer Summit 2019, August 8-9 in Chicago.

themasb.org/blair-award

Deadline: March 30, 2019

Thank-you!



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