

COMMON LANGUAGE MARKETING DICTIONARY

TOP TOPICS FROM LAST SIX MONTHS

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February 2019

San Diego



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

CMD Project

Project	Common Language Marketing Dictionary (Farris & Gaski)	Strategy Industry Association MASB members to sponsor as part of membership, endorse & direct constituencies to CMD. Academic members to include CMD in syllabi.
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	

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 MASB, AMA, ANA, and MSI iab. Below the heading, there is a search bar and a section titled "The Definitive Source for Marketing Terms and Definitions". This section includes a welcome message, a list of sponsors (MASB, AMA, ANA, IAB, MSI), and a list of project objectives. The 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; and to enhance marketing measurement and accountability through a commonly understood language of marketing. Below the objectives, there is a section titled "Editorial Process" which states that 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.

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MARKETING DICTIONARY

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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](#).

Project Objectives

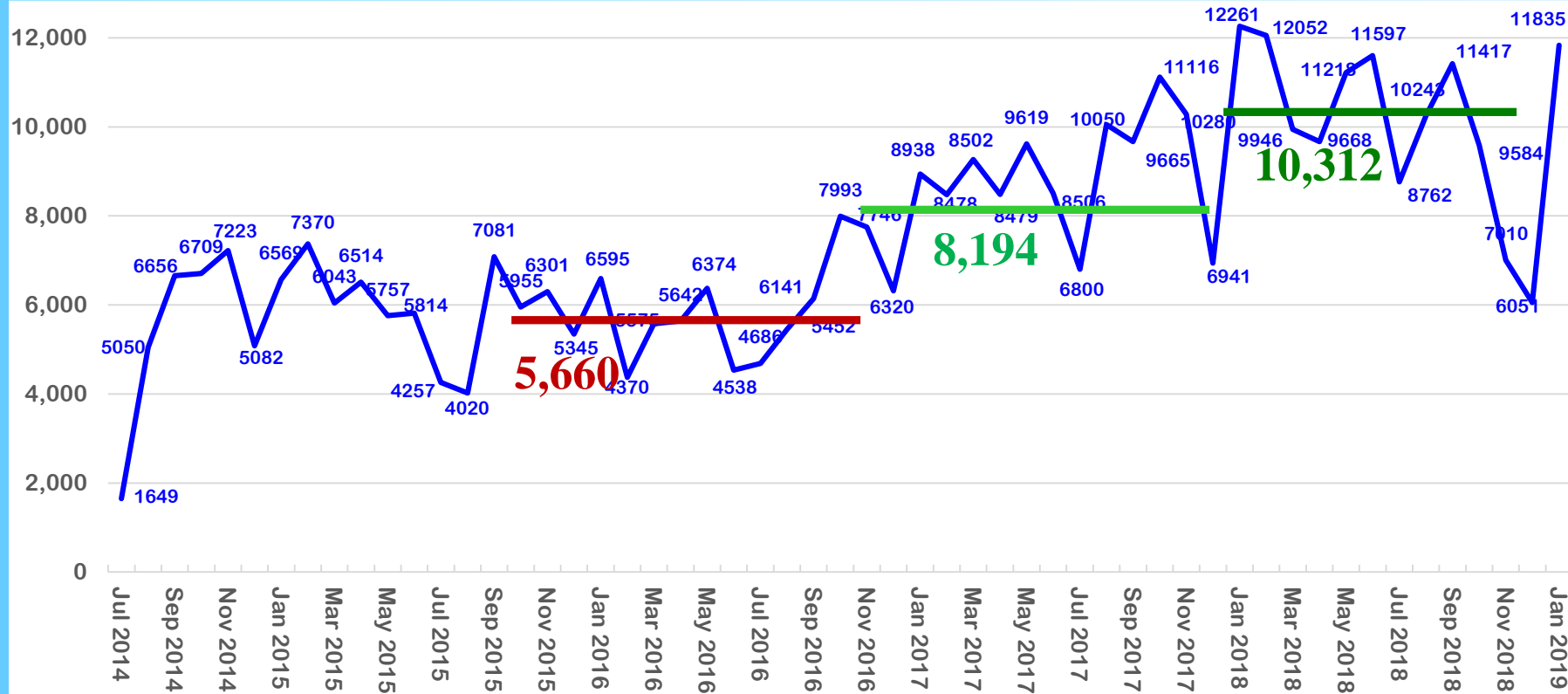
A significant hurdle in the drive toward marketing accountability has been the lack of agreed-upon definitions for commonly used [marketing](#) terms. Because a singular authority for marketing terms and definitions encourages trust and collaboration, marketing's top industry associations, leading academics 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.

CMD Pageviews (Over 4+ Years): +26% YOY



The CMD Endorsers

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iab.

Marketing Term of the Week



Available at
marketing-dictionary.org,
LinkedIn,
Twitter
(@clmarketingdict), and
now by email.

GDPR

Congress oversight body recommends GDPR-style privacy laws

GAO cites new privacy concerns that have popped up over the past years.



Mariella Moon, @mariella_moon
02.17.19 in Politics

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COMMENTARY

GDPR Did Not Hold Back The Digital Marketing Tide

by Sean Margrave, Staff Writer, January 26, 2019

A lot was said about GDPR before it became law. Amid all the calls of catastrophe or "business as usual" from commentators, there was almost an unspoken agreement that the law on processing personal information would be great for above-the-line channels.

However, it's interesting to see that with the latest figures from AA/Warc for third-quarter 2018 – the first full quarter of GDPR applying – the prediction seems way off the mark, other than in radio and outdoor.

As ever, the big winner is online advertising, which grew 12% compared to the third quarter of the year before. Mobile in particular and yet again is the big star, leaping 23%.

What the US data protection law will mean for ad tech and marketers

It's not just about GDPR and the California Consumer Privacy Act, marketers must be proactive about data privacy because a federal framework could be next.

Tim Sheehy on February 16, 2019 at 8:00 am

We're at a pivotal time in the marketing industry. It has been nearly a year since GDPR arrived in the EU, but the repercussions are still being digested in Europe and beyond. Meanwhile, on the other side of the Atlantic, a [data protection ripple effect](#) has been felt far and wide. It is now more vital than ever for marketers to pay due diligence on matters of their data, as well as the data of their partners. But how did we get to this point and what can marketers do to ensure they are in step with the recently proposed regulation? [Go to Blog > Partner](#)

Beyond GDPR

On the heels of GDPR arriving in Europe, data protection was proposed in California. In such cases, the privately-brokered industry we now know as the California Privacy Act will take effect in January 2020. To quickly put the [process](#) of being ironed out



Partner

How GDPR Can Lead to Better Personalized Marketing



Michele Chiarini
July 5, 2018 - 4 Comments

As marketers, we've come a long way in becoming data-driven experts when it comes to creating more engaging personalized marketing experiences. GDPR is making us think more critically about how we leverage data, maintain customers' trust, ensure compliance, all while still being able to effectively market and reach customers in relevant ways.

According to [Forbes Insights](#), when it comes to GDPR compliance, 60% of organizations indicated they are challenged with shifting marketing and sales tactics in accordance with GDPR guidelines.

This shows that GDPR's impact has been a wake-up call for companies across the board and how they leverage data, but I feel it's a refreshing and much needed one. Data has been foundational to everything we do for the past few years, but GDPR is a good reminder that customers are more than targets and data sets, they are people who value trust and partnerships.

So how can GDPR make us better at personalized marketing?



General Data Protection Regulation (GDPR)

Definition

The **General Data Protection Regulation (GDPR)** is a law concerning data protection and privacy for all individuals within the European Union. It states that “[t]he protection of natural persons in relation to the processing of personal data is a fundamental right” and sets out to unify regulations across EU members.

While the stated intentions are to protect individual rights and provide simplified laws for conducting business, there is concern of unintended consequences regarding [marketing accountability](#). In particular the required consent and legal basis disclosure could make it more difficult for companies to collect and process data needed for measuring the returns from digital marketing investments. [1]

GDPR was adopted in April 2016 and became enforceable within the EU in May 2018.

References

1. [^]Regulation(EU) 2016/679 of the European Parliament and of the Council of 27 April 2016

Screenagers

'Screenagers' showing to tackle dangers of, strategies for device use

By NANCY MADSEN nmadsen@stpeterherald.com · 44 min ago



St. Peter High School will host a screening of "Screenagers," a documentary about parents and schools can set reasonable boundaries. (Herald file photo)

St. Peter High School will host a screening and discussion of a film

Consumer

SCREENagers: How growing up has changed in the digital age

By: Kate Winkle

Posted: Sep 13, 2017 12:58 AM CDT

Lastest: Sep 13, 2017 12:58 AM CDT



Make way for Generation Z

Lo Brun

Published:
July 2, 2017

Updated:



Tech-savvy, highly competitive and way bigger than you: Make way for Generation Z.

The large population bump coming up behind millennials, Gen-Z were born between 1995 and 2012 — or thereabouts — and go by many names: Plurals, Centennials, Founders, iGen, Screenagers or the



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> S > Screenagers:

Screenagers

Definition

Screenagers has multiple, related meanings:

1. People in their teens or early twenties who have an aptitude for digital devices and spend a substantial amount of their time on the [Internet](#) and interacting with [social media](#).^[1]
2. An emerging term used to describe the generation born between approximately 1995 and 2015 who have grown up with handheld screens (e.g. smartphones and tablets) as their primary content viewing and communication devices. Other terms used include "Centennials" and "Generation Z." ^[1]
3. The title of a 2016 documentary exploring the impact that time spent using technology has on the development of children and young adults.^[2]

References

1. Common Language in Marketing Project, 2017.
2. www.screenagersmovie.com/

[Privacy & Cookies Policy](#)

ISO 20671

Apple slips into second place in 2018 'Most Valuable U.S. Brands' list

By Roger Fingas
Tuesday, June 26, 2018, 07:50 am PT (10:00 am ET)

Apple clung on to second place in Brand Finance's "U.S. 500 2018," ranking the most valuable U.S. brands, but saw itself eclipsed by a new leader — Amazon.



While Apple's "brand value" rose 37 percent to \$146.3 billion, that was only enough to keep it in place versus Amazon, which grew 42 percent to \$150.8 billion. 2017's leader, Google, slipped to third as its brand value increased only 10 percent to \$120.9 billion.

Brand Finance uses its own custom metrics to determine brand value. Although the company says its work meets ISO 10668 and 20671 standards established for a common comparison framework across studies.

In the long term Apple's performance represents a rebound. The company maintained absolute dominance between 2012 and 2016, but dipped sharply in 2017, allowing Google to win that year. In fact Apple, Amazon, and Google were all neck-and-neck, if still handily beating out fourth- and fifth-place rivals AT&T and Facebook.

刘平均：中国品牌评价取得国际突破

2018年09月20日 17:57 来源：经济日报-中国经济网

[手机看新闻] [字号 大 中 小] [打印/收藏]



经济日报-中国经济网北京9月20日讯 2018年全国“质量月”期间，以“加快集群品牌建设、推动国际品牌共同发展”为主题的“首届中国集群品牌论坛”于9月20日在京举行。中国品牌建设促进会理事长、原国家质检总局副局长，国际标准化组织品牌评价技术委员会(ISO/TC 289)主席顾问组主席刘平均发表主旨演讲时表示，中国品牌评价取得了国际突破，初步形成了“科学、公正、公开、公认”的品牌评价发布机制。

刘平均表示，2016年，中国、美国、英国签署了合作协议，确定将建立科学公正的国际品牌评价发布机制。一是品牌价值评价将按照ISO 20671新标准，形成“五要素”和“五维度”的评价模型，评价指标更加科学。二是集团品牌和品牌集群共同发





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» Marketing Acts, Regulations & Standards » ISO 20671 Brand Evaluation

ISO 20671 Brand Evaluation

Definition

ISO 20671 is an international meta-standard which puts forth a rigorous framework and set of principles for conducting systematic [brand evaluations](#).

ISO 20671 is sometimes referred to as marketing's 'Golden Ticket' as it is used by marketing professionals to explain the contribution of branding to enterprise value thereby opening dialog with corporate leadership.

See also

[International Organization for Standardization \(ISO\)](#)

[ISO 20671: Brand Evaluation – The Golden Ticket for Marketers](#)

References

1. International Organization for Standardization, [ISO 20671:2018](#).

[Privacy & Cookies Policy](#)

Artificial Intelligence

Artificial Intelligence Is Transforming Digital Marketing And For Good Reason!

Evan Brown - February 15, 2019

508 views

Tweet Share

Artificial intelligence has, irrefutably, revolutionized our lifestyle as well as business processes, including digital marketing, in ways once impossible to imagine.

Artificial Intelligence... This long, wordy term may sound perplexing to you, but what's more perplexing is the fact that we are using AI technology every day and

Surprised? Let's just take a reality check.

Think of all those times when Gmail suggests releases and old favorites as per your music algorithms that determine our online activities

AI has overshadowed the app industry to get traffic conditions on the roads and propose identifies the images and provides similar im

How AI Is Driving Marketing Automation

AI is consolidating the many tools we use to create and manage customer experiences

294



Alliza Garcia
SASCT WRITER
Co-Founder and CEO of Veeva

f w in

January 22, 2019 1 min read

Forbes

Billionaires Innovation Leadership

894 views | Jan 27, 2019, 10:08am

AI Marketing Misconceptions And Minefields

Paul Talbot Contributor
CMO Network
I write about how marketing strategy can stray from business strategy.

Getty Images

Artificial Intelligence for marketing is not unlike CBD oil. It comes with a hodgepodge of unrealistic expectations, misapplications, misunderstandings, and mysteries.

"The hype around artificial intelligence and machine learning is overwhelming," says Jim Sterne, founder eMetrics Summit/Marketing Analytics Summit at Rising Media, Inc. "If cars can drive themselves and robots can open doors and run through the snow, then surely, machines will be able to do everything a marketer



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<#> > [A](#) > Artificial Intelligence (AI)

Artificial Intelligence (AI)

Definition

Artificial intelligence (AI) is an area of computer science concerned with designing smart computer systems. AI systems exhibit the characteristics generally associated with intelligence in human learning, reasoning, and solving problems.^[1]

See also

- [Expert systems](#)

References

- ¹ American Marketing Association. *AMA Dictionary*.

Brand

0

What is the Difference Between Branding and Marketing?

Last Edited Jan 16, 2019 10:08 AM CST

So, you're a business owner. You sell a product, provide a service, and generally love what you do. You've heard the terms "branding" and "marketing" thrown around before, but never have you stopped to truly consider what they really mean, how they overlap, and what value they generate for your business. You probably haven't considered the difference between branding and marketing because, quite possibly you might not know what it is.



Well, you're in luck! Clearbridge Branding Agency, in Glassboro, NJ, knows that any business owner would benefit by first understanding the difference between branding and marketing and nurturing the unique relationship each has with growing your business.

Clearbridge Branding Agency explores the differences between branding and marketing below.

Defining a brand

Defining a brand is complex. It isn't exclusive to logos or packaging—not even the product or service you sell. A brand is a patchwork of many moving parts that work co-dependently to define the character and embodiment of your business.

In short, your brand is your identity. And yes—logos, products, and packaging are important components of a brand's identity, but where many business owners get their wires crossed is defining branding as exclusive to those three components, when a brand [is so much more](#).

Every aspect of your business plays into your brand. Every person you hire, every interaction with customers, every ad you employ, every post on social media—even the color of the walls in your office or store. Everything.

The sooner you start to adopt this way of thinking about your brand, the sooner you can cultivate your business' full potential in the market.

Forbes Billionaires Innovation Leadership

2:57 views | Apr 26, 2016, 10:28am

What In The World Is A Brand And Why You Should Care

 Pia Sitka Contributor

TWEET THIS

 Don't hide what makes your business different: flaunt it.



“..and that's how branding works, any questions?”

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3 Steps to Build Your Personal Brand

February 1, 2019



Joe Cote
Staff Writer



What is Personal Branding?

Establishing your personal brand is about more than your reputation among your co-workers or impressing your boss. It's about purposefully and carefully crafting the narrative of your professional life, so the world knows what you have to offer.

Rich Grant, a career advisor at Southern New Hampshire University (SNHU), described a personal brand as:

- An image created by your actions
- What makes you unique and distinguishable to others
- How other people respond to you emotionally



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Home > B > Brand

Brand

Definition

A **brand** is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.[1]

ISO brand standards add that a brand "is an intangible asset" that is intended to create "distinctive images and associations in the minds of stakeholders, thereby generating economic benefit/values." [2]

References

1. ^ American Marketing Association, *AMA Dictionary*.
2. ^ International Organization for Standardization, *Brand Evaluation — Principles and Fundamentals*.

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Home > M > Marketing

Marketing

Definition

Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for [customers](#), clients, partners, and society at large.[1]

References

1. ^ American Marketing Association, *About AMA: Definition of Marketing*. (approved by AMA Board of Directors, July 2013)

Invitation for participation

1. We welcome additional definition curators for the review board with experience in all fields of marketing, finance, and analytics
2. Provide input on terms – What's missing? What's outdated?
3. Promote the dictionary/Marketing Term of the Week on social media

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Darden



John Gaski
ND Mendoza

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Thank-you!



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