

MASB Board Meeting & 2019 Summer Summit

Margaret H. Blair Award for Marketing Accountability

Neil Bendle, MASB Advisory Council Chair

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Chicago



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

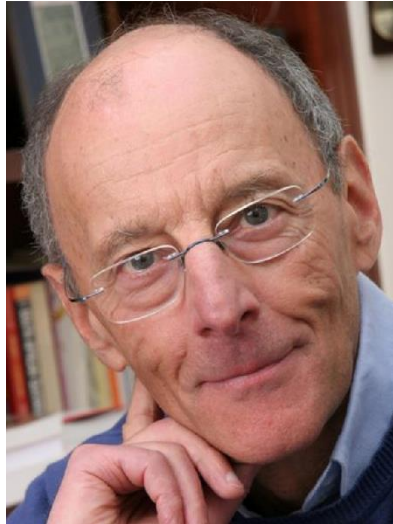
Meg Blair – Marketing Science Pioneer



Dr. Margaret (Meg) Henderson Blair made many contributions to the realm of marketing measurement and accountability. Her numerous achievements include:

- **Founding president of the ARS Group**
- **Founding President/CEO of MASB, Chair of MA Foundation**
- **Prolific author of marketing research articles, including one of only 18 designated “classic” by the Journal of Advertising Research**
- **Awarded two U.S. patents for innovations in marketing measurement and management, fields where patents are rare**
- **Distinguished Practitioner Award from the Academy of Marketing Science, 2005**
- **Lifetime Achievement Award from the Advertising Research Foundation, 2012**
- **MASB Trailblazer Award, 2017 – *for embodying the spirit of marketing accountability***
- **Mentor to many marketing professionals and academics**

2019 Margaret H. Blair Award



Roger Sinclair



Kevin Lane Keller

Co-Authors of *Brand value, accounting standards, and mergers and acquisitions: “The Moribund Effect”*

2019 Margaret H. Blair Award – Roger Sinclair



Professor of Marketing at the University of the Witwatersrand in Johannesburg, South Africa, Roger Sinclair was a greatly admired and respected specialist in brand valuation and accounting for brands.

He was the designer of the globally recognized Brandmetrics valuation tool, which was bought in 2009 by Prophet Brand Strategy. In 2011, he was commissioned by the ANA to draft a set of principles for brand valuation.

In May 2015, Roger, a MASB Advisor, was appointed the Inaugural MASB Fellow, assigned to the IFR Project Team with the objective of aligning marketing more closely with financial reporting, initially as it relates to acquired brands.

Roger passed away unexpectedly in January 2016.

“There is very little clarity as to how the difference between identified brands with finite or indefinite lives should be defined. Since this affects the way brands are treated in the balance sheet (amortized or carried as acquired assets and tested annually for impairment), this is a crucial area for study.”

2019 Margaret H. Blair Award – Kevin Lane Keller

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. His textbook, *Strategic Brand Management*, in its 4th edition, has been adopted at top business schools and leading firms around the world and has been heralded as the “bible of branding.”



Kevin is featured in MASB’s FINANCE in MARKETING Video Library, discussing "The Moribund Effect," a financial accounting issue that makes it difficult to evaluate acquired brands.

Congratulations!



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