

MASB Board Meeting & 2021 Fall Summit

Margaret H. Blair Award for Marketing Accountability

Presented by Neil Bendle
Associate Professor

Terry College of Business, University of Georgia
and MASB Advisory Council Chair

November 11, 2021

Marketing Accountability Standards Board
of the Marketing Accountability Foundation



Margaret H. Blair Award for Marketing Accountability

- **Named in honor of marketing science pioneer Meg Blair**

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 MAF Foundation**
- **Prolific author of marketing research articles, including one of only 18 designated “classic” by 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**

Margaret H. Blair Award for Marketing Accountability

- **Named in honor of marketing science pioneer Meg Blair**
- **Presented annually by MASB to a marketing executive or academic who 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**

Previous Blair Award Recipients



2020 Joanna Seddon

Managing Partner, Presciant

Former Principal/Global Managing Partner of Brand Consulting at Ogilvy
Founding CEO of global brand consulting practice at Kantar Millward Brown
Founding partner and EVP for Worldwide Strategy at FutureBrand
Reinvented and chaired Marketing Hall of Fame

2019 Keller & Sinclair

Kevin Lane Keller, Ph.D., E. B. Osborn Professor of Marketing at Tuck School of Business, Dartmouth College

Roger Sinclair, Ph.D., former Professor of Marketing at the University of the Witwatersrand in Johannesburg, South Africa.



Co-authored in Journal of Brand Management: [*A Case for Brands as Assets*](#) (2014) and [*Brand value, accounting standards, and mergers and acquisitions: “The Moribund Effect”*](#) (2017)

2021 Blair Award Recipient – David W. Stewart



Copious Contributions to Accountability Literature

- Authored or co-authored more than 300 publications and 20 books
- Helped lay the foundation for the modern thinking on the collection and use of marketing metrics:
 - Analysis of the Impact of Executional Factors on Advertising Performance (JAR 1985) established scientific approach to validated advertising content analysis
 - Focus Group Theory and Practice (Sage 1990-2015) became and remains the definitive guide to the organization and handling of focus groups
 - Marketing Accountability: Linking Marketing Actions to Financial Results (JBR 2009) was among the earliest to call on the marketing discipline to be accountable, link its contributions to financial performance, and assert the value it contributes to the firm
 - Effectiveness and Efficiency of TV's Brand-Building Power: A Historical Review (JAR 2020) proved the effectiveness of a major advertising channel over more than thirty years and suggests practical actions to sustain this into the future

Generously Supported Others Working in the Field

- Helped raise the quality of industry research as an article reviewer, editorial board member, and Editor of several major journals including the Journal of Marketing, the Journal of the Academy of Marketing Science, and the Journal of Public Policy and Marketing
- Represented the United States in the development of the first international standard for brand evaluation
- Created avenues for marketing professionals to effectively collaborate as President of the Academic Council of the American Marketing Association, Chairman of the Section on Statistics in Marketing of the American Statistical Association, and Founding Chair of the Marketing Accountability Standards Board
- Maintained direct consultancy for numerous brands seeking improvement in marketing returns

David W. Stewart

Professor of Marketing Emeritus
Loyola Marymount University
MASB Chair & MAF Trustee

"For a company to be successful... it must adhere to strict standards that are based not on opinions, hunches, nostalgia or history, but rather on statistics that pave the way for a control process. Only then can marketing departments guarantee their results, confidently build brand, protect market share and propel the companies they represent into the future."



MASB 2021 MARGARET H. BLAIR AWARD FOR MARKETING ACCOUNTABILITY

Congratulations and Thank You Dave!



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