

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 (over 10 Years! now)

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

CMD Team Members

Team Leaders



**Paul Farris
Darden
(Emeritus)**



**John Gaski
ND Mendoza**

Team Heroes



**Dave Reibstein
Wharton**



**Todd Kaiser
Marketing Research
Solutions**



**Allan Kuse
MMAP Center**



**Brian Hamilton
DoubleCheck
Advertising**

Staff



**Frank Findley
MASB Executive Director
and Team Sponsor**



**Erich Decker-Hoppen
MASB Director of
Communication**

The CMD Endorsers



ANA logo consisting of the letters 'A', 'N', and 'A' in a stylized, black, sans-serif font.



ANA logo consisting of the letters 'ANA' in a bold, green, sans-serif font.



MSI logo consisting of the letters 'MSI' in a bold, sans-serif font, with 'M' and 'S' in black and 'I' in red.

Dictionary Walk Through: Homepage

The screenshot shows the homepage of the Common Language Marketing Dictionary. At the top left is the MASB Marketing Accountability Standards Board logo. To its right is the title 'common language MARKETING DICTIONARY' in a mix of red and blue fonts. Further right is a logo for 'THE 2011 COMMON LANGUAGE MARKETING DICTIONARY' with 'AM', 'A', and 'MSI' sub-logos. Below the title is a blue navigation bar with letters A through Z and 'WXYZ'. A breadcrumb trail reads 'Home > Common Language Marketing Dictionary'. On the left sidebar, there is a search box, buttons for 'ABBREVIATIONS', 'ORGANIZATIONS', 'REGULATIONS', 'TOP 10 TERMS of the MONTH', and 'PROJECT TEAM', and a '3-Minute Site Tour' video player. The main content area features the title 'Common Language Marketing Dictionary' and a sub-header 'Marketing Terms Defined by the Authorities – since 2011'. Below this is a paragraph describing the dictionary's purpose and update frequency. A highlighted box features the 'Marketing Term of the Week' as 'COMMON CUSTOMER CONTACT' with a definition and a link to 'ANSWER'. Below this is a 'Your input is welcome!' section with a paragraph about the dictionary's collaborative nature and an email address 'dictionary@themasb.org'. At the bottom, there is a 'Common Language in Marketing' section with a paragraph about the importance of common definitions and a 'C I M D' logo.

MASB
MARKETING
ACCOUNTABILITY
STANDARDS BOARD

common language
MARKETING DICTIONARY

THE 2011 COMMON LANGUAGE MARKETING DICTIONARY
AM A MSI

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

Home > Common Language Marketing Dictionary

Search

ABBREVIATIONS

ORGANIZATIONS

REGULATIONS

TOP 10 TERMS
of the MONTH

PROJECT TEAM

3-Minute Site Tour

Marketing
Term of the Week
MASB COMMON CUSTOMER CONTACT
MARKETING DICTIONARY
marketing-dictionary.org

The strategic integration of all possible points of contact between customers/prospects and the marketer and/or marketer's products is known as **WHAT?** **ANSWER**

[GET MARKETING TERM OF THE WEEK BY EMAIL](#)

Your input is welcome!

What makes this resource special is a dedicated team of marketing academics and practitioners actively working to expand and improve it by regularly adding new marketing definitions based on what's happening in Marketing today. The [Common Language in Marketing Project Team](#) meets monthly to consider and select proposed new terms. Definitions are researched and drafted by MASB staff and then reviewed, edited and approved by the Team – and your input is welcome!

To comment on existing terms or propose new ones, email: dictionary@themasb.org

Common Language in Marketing

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.

C I M D

CL Marketing Dictionary on the Web

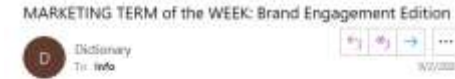
marketing-dictionary.org



LinkedIn



MTOW by email



Is brand engagement the process of forming emotional associations OR rational associations between a consumer and a brand?

[ANSWER](#)

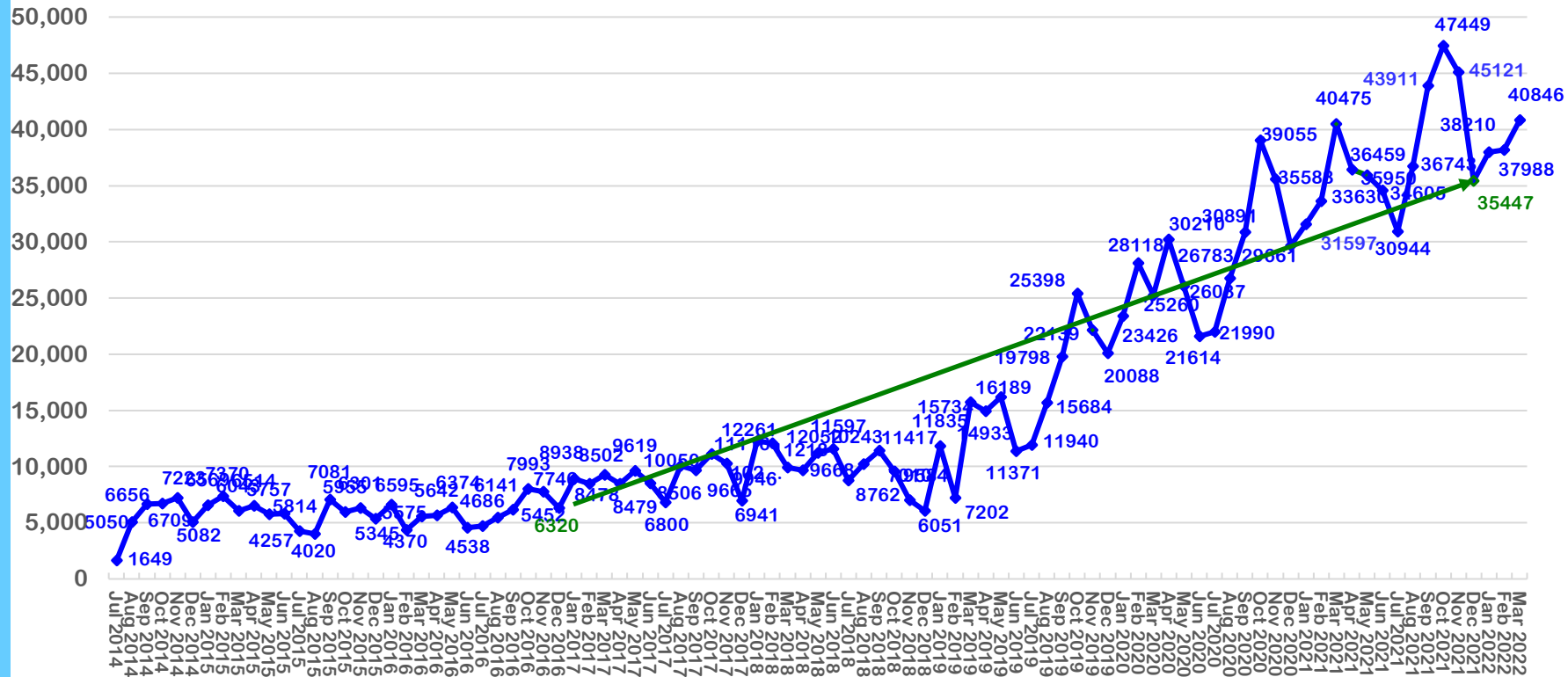
Help promote this free educational resource!



Twitter



Marketing Dictionary – 6X Pageview Growth in 5 Years

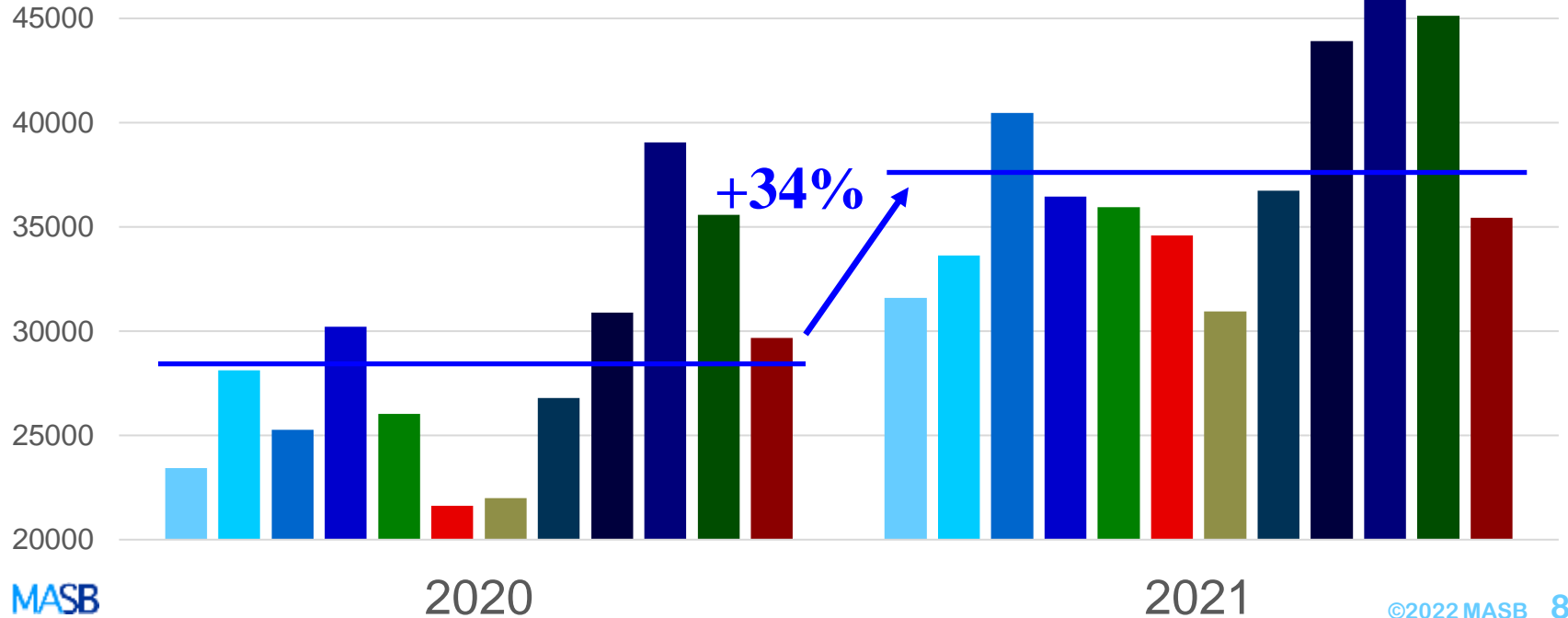


MASB This only includes those who visit marketing-dictionary.org

Hit 47K and sustained 30K+ each month in 2022

Marketing Dictionary Trend

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

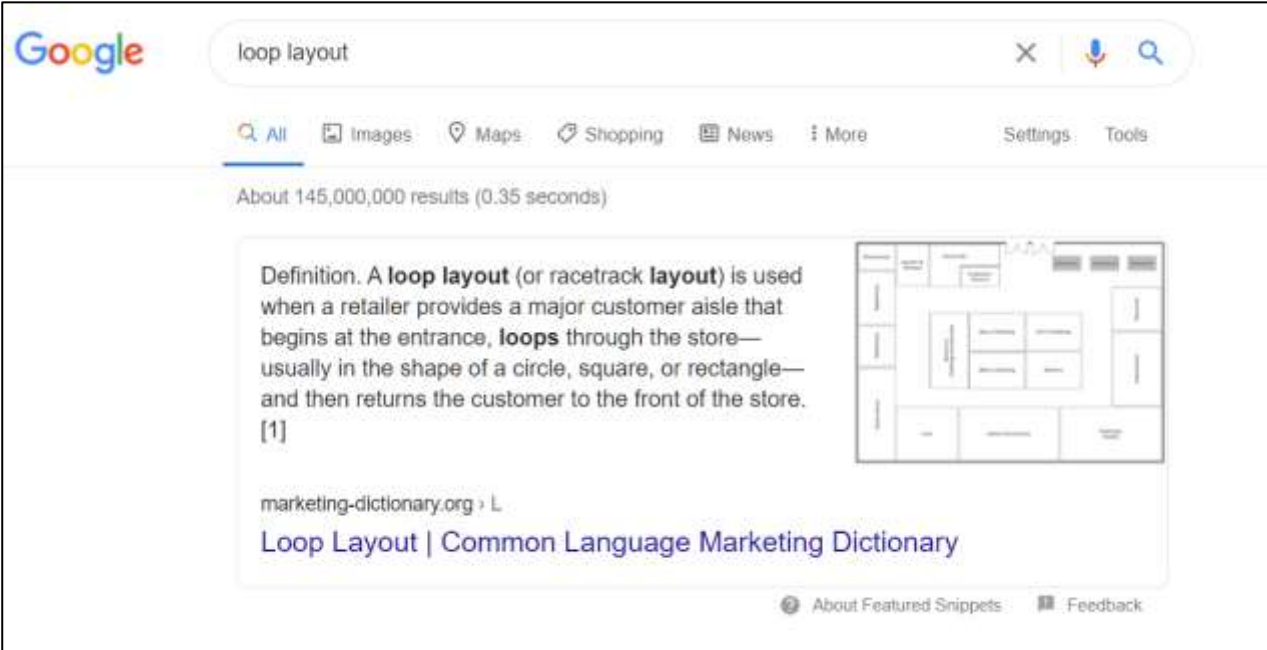


But Site Pageviews are Just Tip of the Iceberg



Featured on Google, Bing, Wikipedia and others

Featured Snippet Example

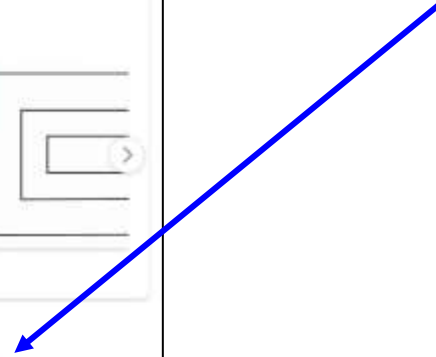


The image shows a Google search interface for the query "loop layout". The search bar contains the text "loop layout" and includes a clear button (X), a voice search icon, and a search icon. Below the search bar are navigation links for "All", "Images", "Maps", "Shopping", "News", and "More", along with "Settings" and "Tools". The search results indicate "About 145,000,000 results (0.35 seconds)". A featured snippet is displayed, containing a definition: "Definition. A **loop layout** (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. [1]". To the right of the text is a diagram of a store floor plan illustrating a loop layout, with a central aisle that starts at the entrance, loops through the store, and returns to the front. Below the definition is the source "marketing-dictionary.org" and a link "Loop Layout | Common Language Marketing Dictionary". At the bottom of the snippet are links for "About Featured Snippets" and "Feedback".

Featured on Google, Bing, Wikipedia and others

The screenshot shows a Bing search results page for the query "loop layout". At the top, the search bar contains "loop layout" and there are icons for voice search, image search, and a magnifying glass. Below the search bar are tabs for "ALL", "WORK", "IMAGES", "VIDEOS", "MAPS", "NEWS", and "SHOPPING". The "ALL" tab is selected. The results show "51,000,000 Results" and "Any time" filter. The first result is "Radiant Loop Layout Patterns - HPAC Magazine" with a URL and a snippet. Below this is an "Images of Loop Layout" section with three image thumbnails: a floor plan, a physical model, and a schematic diagram. A "See all Images" button is below the thumbnails. The second result is "Loop Layout | Common Language Marketing Dictionary" with a URL and a definition snippet.

First Page Organic Example



Featured on Google, Bing, Wikipedia and others



External links [edit]

- [MASB Official Website](#)



Sourced MASB/CLMD Example

Over 15 Million Impressions Jan. to Dec 2021 on Google Search Alone

Web



SEO Optimization: Gaining 1st Page Positions (and 1st Positions!) for Common Marketing terms

The screenshot shows a Google search for "gross rating point". The search bar contains the text "gross rating point" and a "Sign in" button is visible in the top right. Below the search bar, navigation tabs for "All", "News", "Images", "Videos", "Shopping", and "More" are present. A red box highlights the text "About 232,000,000 results (0.49 seconds)".

The search results include a featured snippet with the following text: "Gross rating point (GRP) is a term used in advertising to measure the size of an audience (or total amount of exposures) reached by a specific media vehicle or schedule during a specific period of time." Below this is a link to "https://marketing-dictionary.org · G" and the title "Gross Rating Point (GRP) - Common Language Marketing ...".

To the right of the featured snippet is a knowledge panel titled "Gross Rating Po" which includes the formula: $\text{Reach (\% of people reach)} \times \text{Frequency (number of impress)}$. Below the formula is a diagram showing three circles on the left (one purple, one blue, one green) with arrows pointing to a central blue circle labeled "Gross Rating Points (GRP)".

Below the search results is a "People also ask" section with four questions, each with a dropdown arrow: "What is a good gross rating point?", "How do you calculate gross rating points?", "What does it mean to buy 100 gross rating points?", and "How do you explain a rating point?".

On the right side of the page is a "Gross rating point" knowledge panel with the text: "In advertising, a gross rating point measures impact. GRPs help answer how often 'must someone see it before they can readily recall it' and 'how many times' does it take before the desired outcome occurs." Below this text is a "Wikipedia" link and a "Feedback" button.

Addition of Images and Videos Helping Trends



The screenshot shows the MASB Marketing Dictionary website. At the top left is the MASB logo (Marketing Accountability Standards Board). To its right is the title 'common language MARKETING DICTIONARY' in a mix of blue and red fonts. Further right is a logo for an open book with the text 'established 2011' and 'IN COLLABORATION WITH AM> ANA MSI'. Below the title is a blue navigation bar with letters F, A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z. Below the navigation bar is a breadcrumb trail: # > B > Brand. The main heading is 'Brand'. Underneath is the 'Definition' section, which includes a paragraph: '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]'. Below that is another paragraph: '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]'. A video player is embedded in the text, showing a man speaking. The video title is 'MASB FINANCE in MARKETING: What is a Brand?'. At the bottom left of the video player is a 'Watch on YouTube' button.

See Also
[Brand image](#)
[Brand knowledge](#)
[Brand personality](#)

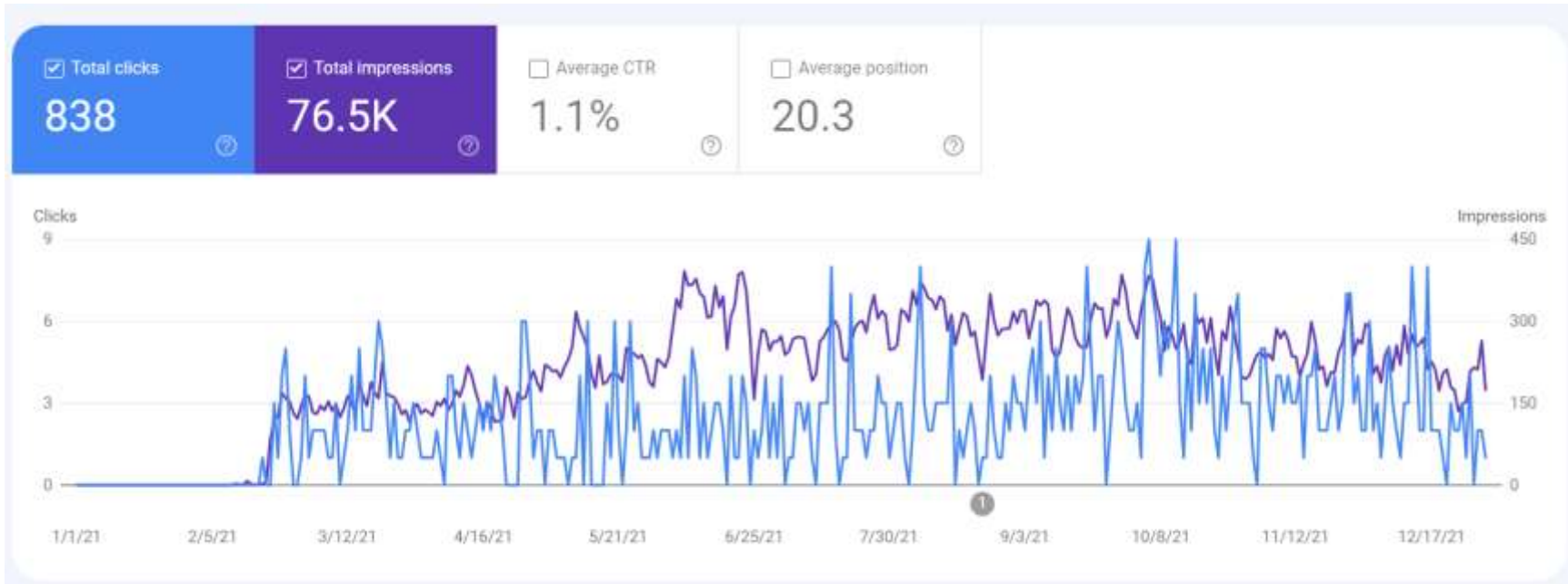
Google Search Analytics: Images (Jan to Dec 2021)

Image



Google Search Analytics: Videos (Feb to Dec 2021)

Video



Top Terms (January 1, 2022 – March 30, 2022)

TOP 24 TERMS (unique page views)

■ Buying roles	6344	■ Government Market	847
■ Idea Screening	2118	■ Marketing	779
■ Gross Rating Point	1815	■ All commodity Volume	757
■ Demographic Environment	1684	■ ATR (Aware-Trial-Repeat)	742
■ Media Vehicle	1313	■ General Merchandise Store	710
■ Market Penetration	1309	■ Cost Per 1K Impressions	683
■ Advertising Media	1219	■ Buy One Get One	654
■ Industrial Products	1151	■ Average Price Per Unit	628
■ Target Rating Points	1110	■ Advertising Message	622
■ Media Channel	966	■ Share of Requirements	610
■ Ad Title	953	■ Cat. Development Index	606
■ Advertising Effectiveness	899	■ Local Brand	592

Some of the Latest Terms

- [Financial Value of Brand](#)
- [Inclusive/Diversity Marketing](#)
- [Media Equivalency](#)
- Return on Objective (ROO)
- Return on Asset (ROA)
- Willingness to Recommend
- Willingness to Pay More
- [eSports Marketing](#)
- OOH – Out-of-Home
- Brand Safety
- [Omnichannel Marketing](#)
- Foot Traffic
- Scroll-stopping
- Click-baiting
- Out-of-Stocks
- OTS
- Representative
- Optionality
- Demand Curve
- Cannibalization
- White Goods
- Account Based Marketing
- Marketer
- Marketing
- Demand
- Straight Rebuy
- Modified Rebuy
- Return on Ad Spend
- Return on Sales
- Brand Safety
- Purchase Intent

Hot Terms on Review Docket!



- **Brand/Product Positioning**
- **Sustainability (and related terms)**
- **Performance Marketing**
- **Quant & Qual**
- **Co-Creation/Value Co-Creation**
- **Goods/Service-Dominant**
- **Brand Activism**

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

Trust us, this team is engaging,
dynamic, and fun!

Thank-you!



Marketing Accountability Standards Board
of the Marketing Accountability Foundation