



Marketing Accountability Standards Board
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.

2022 NOMINATION

NOMINEE: _____ TITLE: _____

ORGANIZATION: _____ EMAIL: _____

HOW HAS THE NOMINEE DEMONSTRATED A COMMITMENT TO MARKETING ACCOUNTABILITY?

EXPLAIN HOW THE NOMINEE HAS APPLIED PRINCIPLES OF ACCOUNTABLE MARKETING AND THE RESULTS:

[Please attach case studies and/or other supporting materials the judges may find helpful.]

OTHER COMMENTS: _____

Nominated By: _____ Email: _____