

# MASB Board Meeting & 2022 Fall Summit

## Margaret H. Blair Award for Marketing Accountability

Presented by Joanna Seddon, MASB CEO

October 13, 2022

# 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 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**

# 2022 Blair Award for Marketing Accountability



**David Haigh**  
**CEO, Brand Finance**  
**Chair, ISO Technical Committee 289**

**David's pioneering work on techniques for measuring the Financial Value of Brands helped lay the foundation for brands to be treated as important corporate assets.**

# 2022 Blair Award – David Haigh



## ISO 10668:2010

### Brand valuation — Requirements for monetary brand valuation

This standard was last reviewed and confirmed in 2017. Therefore this version remains current.

#### Abstract

ISO 10668:2010 specifies requirements for procedures and methods of monetary brand value measurement.

ISO 10668:2010 specifies a framework for brand valuation, including objectives, bases of valuation, approaches to valuation, methods of valuation and sourcing of quality data and assumptions. It also specifies methods for reporting the results of such valuation.



**The publication of ISO 10668 *Brand valuation - Requirements for monetary brand valuation*, for which he was a lead contributor, was a milestone in marketing accountability.**

# 2022 Blair Award – David Haigh

Through his founding of **Brand Finance plc**, David has provided direct consultancy for numerous brands seeking improvement.

The publicly available Brand Finance global rankings have become one of the industry's most visible demonstrators of Marketing's contribution to enterprise value.

Brand Finance is an exemplar for measurement quality and transparency as shown by its completion of MASB Marketing Metric Audit Protocol (MMAP) certification.

MASB

## Brand Finance®



🏠 > MASB MARKETING METRIC CERTIFICATION > BRAND VALUE RANKINGS

### Brand Value Rankings

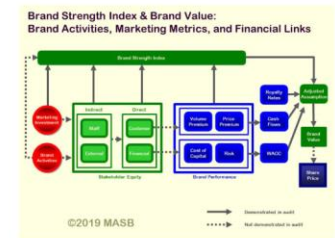
✎ EDIT

**Provider:** Brand Finance

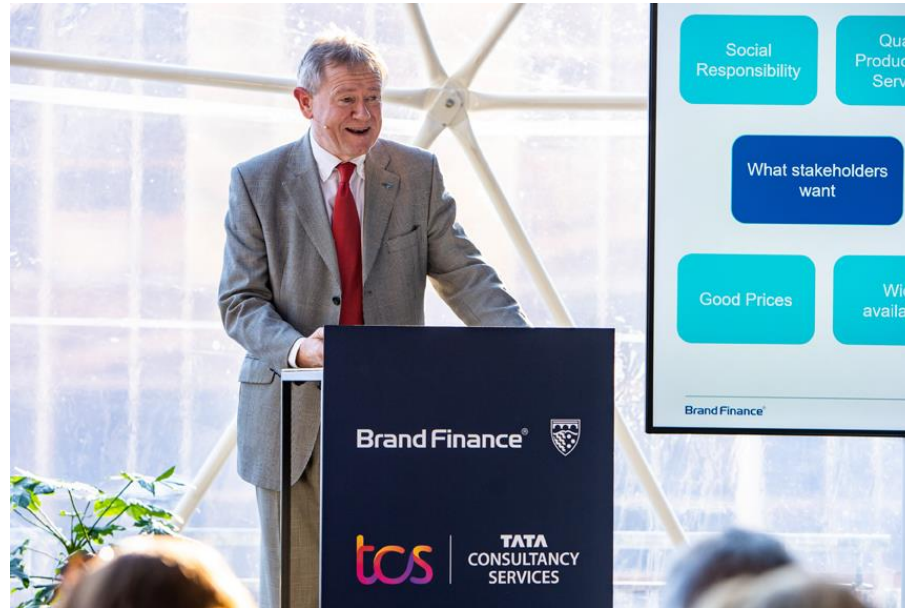
**Metrics:** Brand Value, Brand Strength Index

#### Definition

Brand Value Rankings are a global study of brand strength and value, across over 40 sectors, based on a transparent methodology and using publicly available data. The valuation methodology used is the Relief from Royalty method, which models the expected royalties that a business would have to pay to license the brands it uses. These brand royalties are forecast and discounted to give a net present value of the brand. [1]



# 2022 Blair Award – David Haigh



**The MASB Award Committee applauds these contributions and David’s continued dedication to evangelizing marketing accountability, including through the Brand Finance Institute and the chairing of ISO Technical Committee 289.**

*Congratulations!*