

# Margaret H. Blair Award for Marketing Accountability

Presented by Dr. David Stewart

**Summer Summit 2023**  
**August 9, 2023**



**Marketing  
Accountability**  
Standards  
Board

# 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 Advertising Research Foundation, 2012**
- **MASB Trailblazer Award, 2017 – *for embodying the spirit of marketing accountability***
- **Mentor to many marketing professionals and academics**

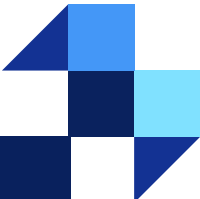
# 2023 Blair Award for Marketing Accountability



**Kate Sirkin**  
**EVP, Global Data Partnerships**  
**Publicis Epsilon**

**Kate spearheaded and nurtured many initiatives which put in place what are now considered fundamental creative and media optimization techniques, tools, and processes:**

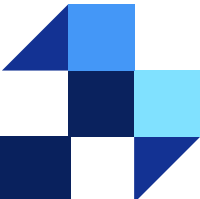
- **Science-based Advertising Planning**
- **Word of Mouth (Online & Offline) Measurement**
- **Cross-media/Cross-Screen Campaign Strategy**
- **Biometrics/Neuroscience Applied to Marketing**
- **Social Media and Television Interaction**
- **Privacy-Compliant Targeting**
- **Marketing Accountability**



# Member of The Boardroom Project and Founding Director of MASB

*“This is a seminal opportunity to approach the measurement foundation of accountability and improvement at the highest level: across industries, disciplines and domains; with common language, purpose and financial denominators; and with collaboration and coordinated efforts over time.”*

- Sirkin's statement on 2006 release of the *Objectives of Marketing Standards*



# Message from Kate



***Thank You!***

