



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.

2024 NOMINATION

NOMINEE: _____ TITLE: _____

Nominee's Organization: _____ Nominee's 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: _____ Your Email: _____