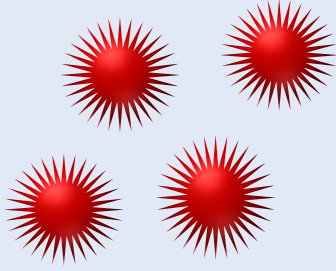
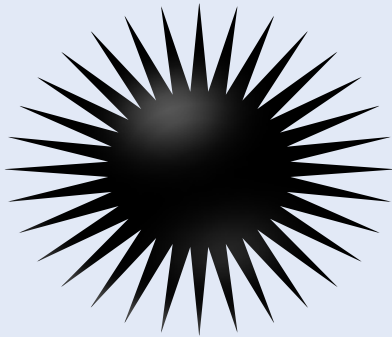


Failures and Small Brands



Expensive Failures



Familiar



Technology

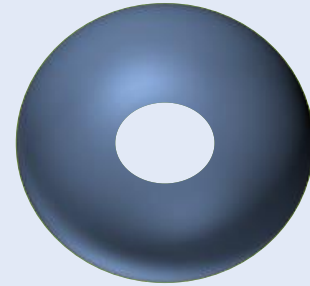


Unfamiliar

Category Leaders



High Investment Successes



No novel benefit in a competitive category

Novel benefit in a non-competitive category

**Marketing Insights Tools
to Support New Product Innovation**

**April 8 - 11, 2025
The Greenbrier, WV
(& Virtually)**

Marketing Insights Tools to Support New Product Innovation

Generational products that spawn new categories often originate in technical changes that provide new consumer-perceived benefits. These benefits are then skillfully expressed through excellence in branding and marketing. There are some brands that simply originate from a winning concept that identified an unmet need or were based on new applications previously not known for an existing brand.

Truthfully communicating the benefit of a product to consumers is the role of advertising claim substantiation. This area requires technical, marketing and legal sophistication to be successful. The methodologies used to collect and analyze data for claims support are often different from those involved in a typical market research study.

In this course, you will participate in a discussion of the methods typically used in marketing science and you will be introduced to alternative, sometimes better, methods that provide insights that can be used to build great brands.

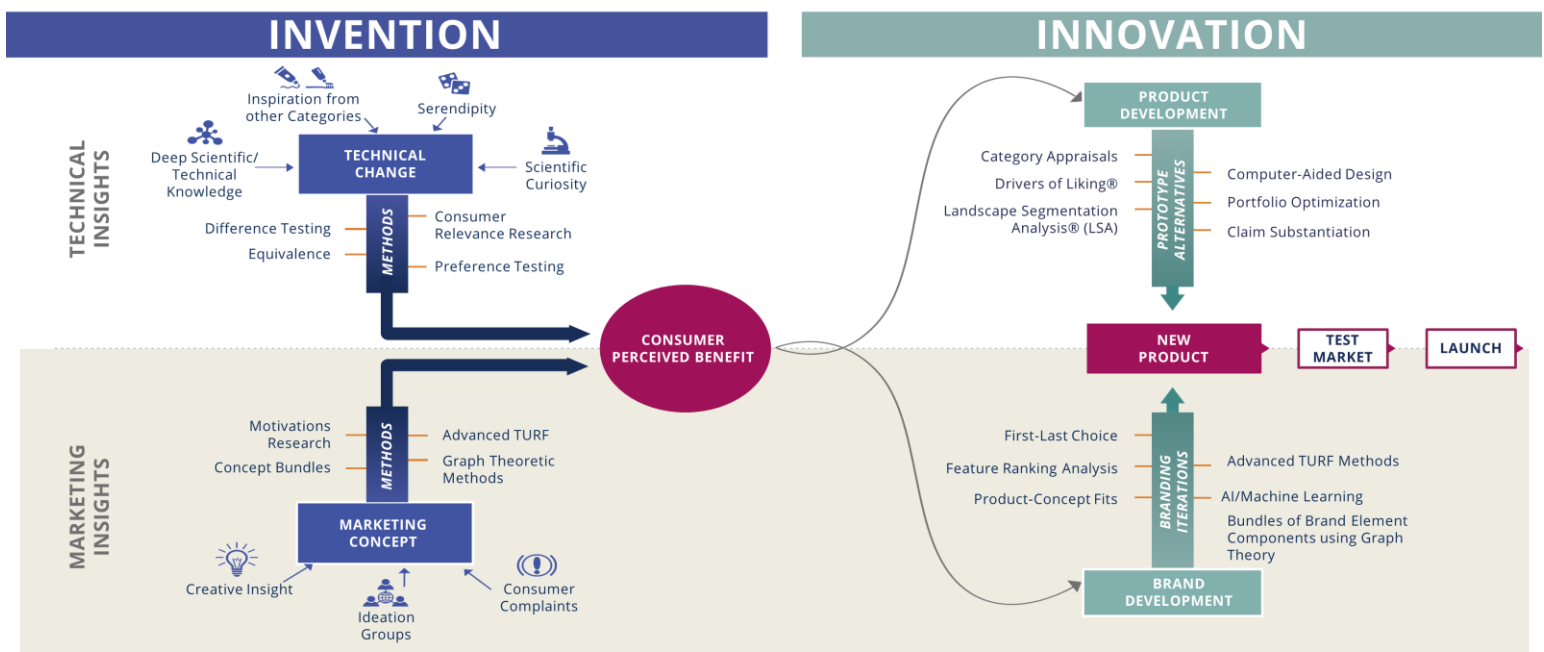
Learning Objectives

The purpose of this course is to introduce the invention-innovation blueprint below while identifying the actions needed to implement it. This blueprint has two major components, each with its own objectives and corresponding methodologies:

- a) Technical changes and product development; and
- b) Marketing insights and brand development.

This course is focused on b), the shaded section of the blueprint. We will review and provide a critique of the assumptions behind methodologies commonly used in marketing science such as conjoint analysis, MaxDiff, and discrete choice. We will explain why an unfolding model, such as Landscape Segmentation Analysis® (LSA), provides a basis for replacing many of these methods and models with greater insights. We also devote a section on Claims Support to show how to communicate brand benefits to consumers in a defensible manner.

TUESDAY, April 8 (8:00 AM - 3:00 PM ET)



Invention and Innovation

- ◆ The Invention-Innovation Paradigm
- ◆ Consumer-perceived benefits
- ◆ Innovation in the beer industry: Historical perspectives
- ◆ Sources of new ideas



Review and Critique of Common Marketing Insights Models

- ◆ Why Maximum Difference Scaling, which originated in Richardson's (1938) method of triads, is different from First-Last Choice
- ◆ Conjoint Analysis – Design limitations due to its unrealistic process assumptions
- ◆ Discrete Choice using the logit when there are irrelevant alternatives. The “red bus-blue bus” problem
- ◆ Degeneracies in deterministic unfolding and how to solve them

New Approaches to Improve Marketing Insights

- ◆ The Thurstonian framework for marketing science
- ◆ Unfolding – what it means and how to do it
- ◆ Principles underlying Landscape Segmentation Analysis®, an unfolding model
- ◆ How LSA can replace conjoint analysis with fewer design limitations
- ◆ Why MaxDiff and First-Last choice are partial ranking tasks that can be scaled using a new Thurstonian ranking model
- ◆ Machine Learning: What it means and how it can be used to understand segmentation

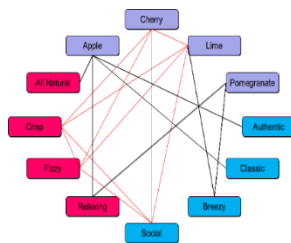
Synergistic Analytics

- ◆ Synergistic Analytics: Connecting advanced and emerging methods to achieve new marketing insights
- ◆ Combining graph theory and linear programming to select an optimal sample set for a category appraisal
- ◆ Project 1: Menu optimization for a pizza franchise
- ◆ Introduction to Graph Theory: Combinations and the concept of cliques
- ◆ Application of Graph Theory to the pizza menu project
- ◆ eTURF 2.0: An advanced version of Total Unduplicated Reach and Frequency Analysis (TURF) with virtually unlimited capability

THURSDAY, April 10 (8:00 AM - 3:00 PM ET)

Projects

- ◆ **Project 2:** A conjoint study of a sour cream product
- ◆ Applying LSA to individual utilities from the conjoint study to develop new insights
- ◆ **Project 3:** Baked goods optimization. Applying Decision Trees to the output of an LSA analysis to better understand segmentation
- ◆ **Project 4:** Fruit beverage brand development: Using graph theory to design a brand with compatible combinations of flavor, benefits and imagery



Claims Substantiation to Communicate Brand Benefits

- ◆ Ways in which an ad can communicate a false message
- ◆ From benign to consequential: Puffery, falsity and injury
- ◆ Overview of the NAD and the NARB in self-regulation
- ◆ Review of the ASTM Claims guide

FRIDAY, April 11 (8:00 AM - 12:00 PM ET)

Claims Testing Principles and Examples

- ◆ Febreze®: How an odor elimination claim was successfully challenged at the NAD and the NARB: Ecological validity, consumer relevance, pre- and post-hoc bias, wrong metric
- ◆ Miller Lite® claim over Bud Light® challenged at the NAD: Comparative tests, color and taste, taste vs. preference, palate cleansing, hypothesis testing
- ◆ Clinical vs. statistical significance
- ◆ Test power and what it means



- ◆ Test method, design, location and participants
- ◆ Sample sizes for claims support tests
- ◆ How to handle no difference/no preference responses
- ◆ Testing for equivalence
- ◆ Multiplicative claims: “Twice as good as” and “4 out of 5”
- ◆ Samsung vs. LG 3-D TVs
- ◆ Design of consumer perception (ad takeaway) surveys

Febreze, Lite and Bud Light are registered trademarks of P&G, MolsonCoors and Anheuser Busch, respectively

REGISTRATION

In-person or live-stream attendance

In-Person or Live Stream Attendance.....	\$1,950
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Registration includes a course manual, and on-line downloads of our latest books. For those attending in-person, also included are food/beverage break refreshments during the course, and buffet lunches and group dinners on Tuesday, Wednesday and Thursday.



Register online at www.ifpress.com/courses

Fee payment can be made online by credit card or by invoice. To request a free registration, to see if you qualify for a fee discount, or would like to be invoiced, please contact Shannon Denton-Brown before registering at mail@ifpress.com or call 804-675-2980 x101.



LOCATION

The course will be held at The Greenbrier® in White Sulphur Springs, West Virginia. Nestled in the Allegheny Mountains, this gracious hotel is renowned for its hospitality and service.

LODGING

Lodging is not included in the course fee and participants must make their own hotel reservations. A block of rooms is being held at The Greenbrier at a special rate of \$275 (plus resort fees & taxes). To make a reservation, please call 844-218-6145 and mention you are attending the *Institute for Perception* course (*note: the special rate is not available through online reservations.*) To learn more about The Greenbrier, visit their website at www.greenbrier.com.

Alternative accommodation is available at the new Schoolhouse Hotel within a mile of The Greenbrier. Rates are from \$135-175.

TRANSPORTATION

The Greenbrier Valley Airport (LWB) in Lewisburg is a 15m shuttle ride to the hotel. There are direct flights to LWB from Charlotte (CLT). Other airports include Roanoke, VA (ROA, 1:15h), Charleston, WV (CRW, 2:00h.), and Charlottesville, VA (CHO, 2:15h).

CANCELLATION POLICY

Registrants who have not cancelled two working days prior to the course will be charged the entire fee. Substitutions are allowed for any reason.

Speakers

For biographical information, please visit www.ifpress.com



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NAD

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