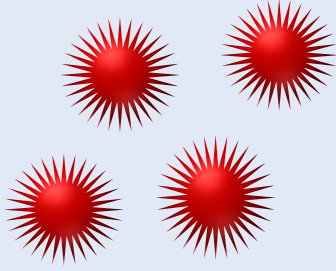
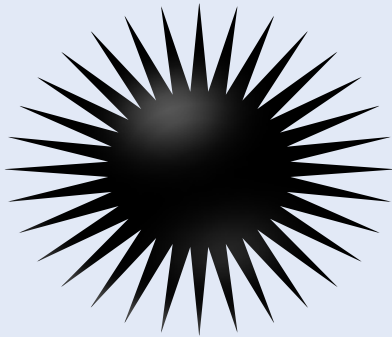


**Failures and Small Brands**



**Expensive Failures**



*Familiar*

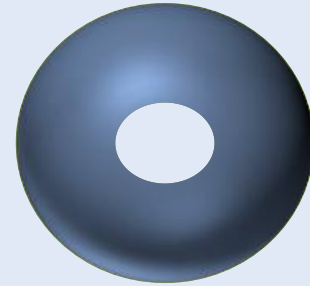


*Unfamiliar*

**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 | Learning Objectives



## Objective

## Example

### Clarify the distinction between Invention & Innovation

Gain a foundational understanding of these core concepts

A technical change or marketing concept vs. commercial exploitation

### Contextualize your work

See how your individual tasks contribute to your organization's broader innovation goals

Link what you are doing to one or more of the innovation blueprint components

### Understand consumer decision-making

Explore models of behavior and learn why people choose certain brands

Consider the process involved in scoring a liking rating or making a discrete preference choice vs. using a convenient analytic tool developed outside your field

### Focus on user benefits

Identify and articulate the core benefits of new offerings

How does a technical change make a difference to a consumer that drives their purchase? e.g., lower calorie beer with full flavor vs. full calorie beer

### Critically evaluate model assumptions

Question and refine your understanding of consumer behavior models

Prespecified variables - Conjoint Analysis and External Preference Mapping vs. assuming nothing about what the drivers are and unfold hedonic data to find them - Landscape Segmentation Analysis (LSA). Limitations of the multinomial logit for discrete choice

### Segment customer needs

Learn how to analyze diverse customer preferences within your market

Graph theory and TURF; LSA segments based on ideal locations vs. segments based on ideal directions with Internal Preference Mapping

### Craft defensible messaging

Develop truthful advertising messages that clearly communicate product benefits

Surveys and product tests for Claims Substantiation

### Inform launch decisions

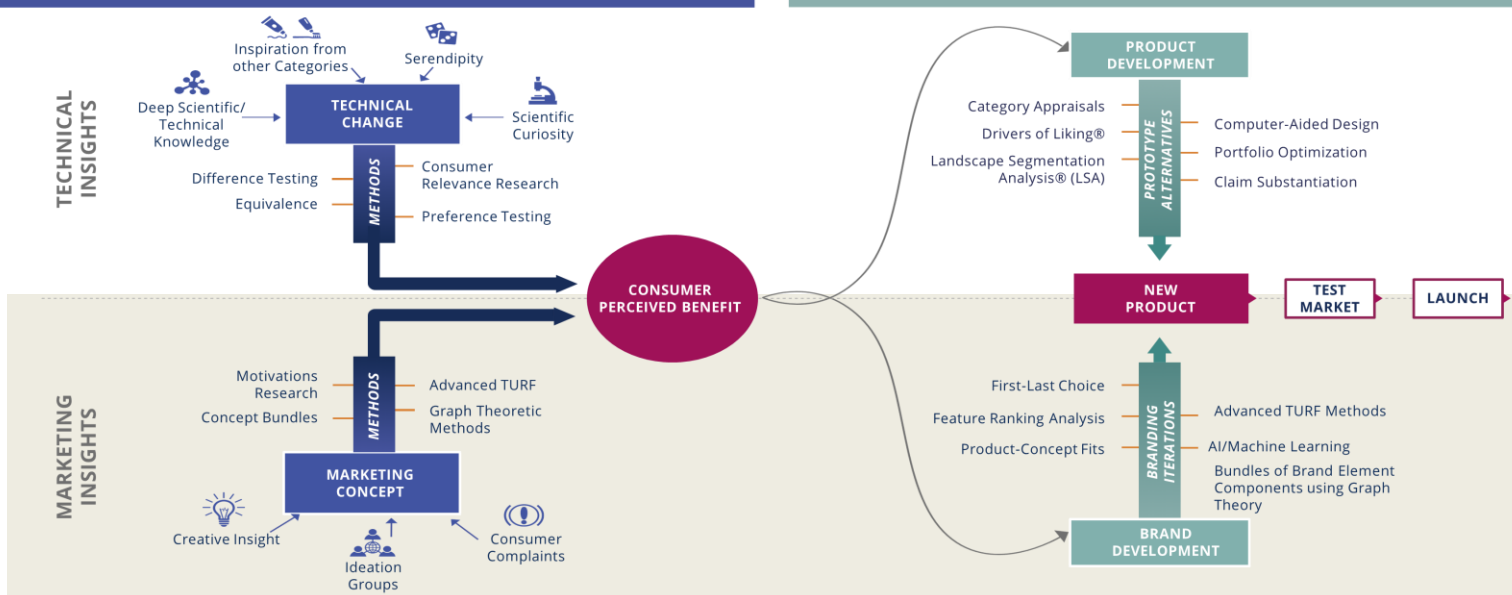
Provide robust justifications for go/no-go decisions

Combine the previous learning into a component of a recommendation to launch or not

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

## INVENTION

## INNOVATION



## 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 is different from First-Last Choice
- ◆ Conjoint Analysis – Limitations due to its process assumptions
- ◆ Discrete Choice using the logit when there are irrelevant alternatives. The “red bus-blue bus” problem
- ◆ The broad applications for unfolding in Marketing Insights and how Landscape Segmentation Analysis® (LSA) solves the degeneracy problem

### 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 analyzed using a new Thurstonian ranking model
- ◆ Machine Learning: What it means and how it can be used to understand segmentation

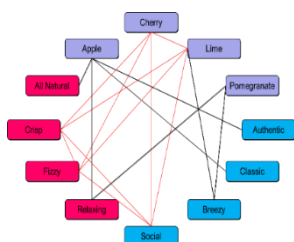
### Combining Analytic Methods

- ◆ Connecting advanced and emerging machine learning 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 a 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 scale values 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: Issues: Ecological validity, consumer relevance, pre- and post-hoc bias, wrong metric
- ◆ Miller Lite® claim over Bud Light® challenged at the NAD: Issues: 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

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### 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](http://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](http://www.ifpress.com)



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NAD



**Annie Ugurlayan**  
Assistant Director  
NAD

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