



# Novel Brand Development Tools in New Product Innovation

All highly successful new brands have a reason for their success. A central element is that they often communicate a new benefit linked to a technical change. These brands resonate with a consumer need and provide a reason for consumer choice. They often build relationships and trust. They anticipate unmet needs and meet unanticipated preferences.

All these successful endpoints can be arrived at through skillful research and this skill requires the application of creative methods. We will first illustrate with examples what we mean by a consumer-perceived benefit in a variety of product categories and show how the claimed advertised benefit(s) should be supported. Then we will examine how methods and models used in brand development play a role in converting a technical change or a marketing concept into a successful, innovative brand.

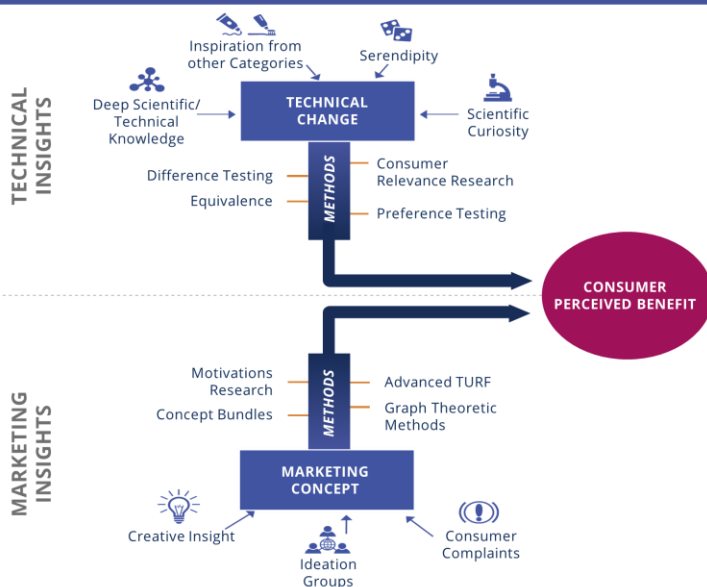
## Graph Theory

This winning vignette, describing a consumer's concept of a high-quality beer, emerged from over one hundred quality cues and their combinations. There were  $2.5 \times 10^{30}$  possible vignettes which is more than the number of stars in the universe. The finalist was chosen using graph theory.

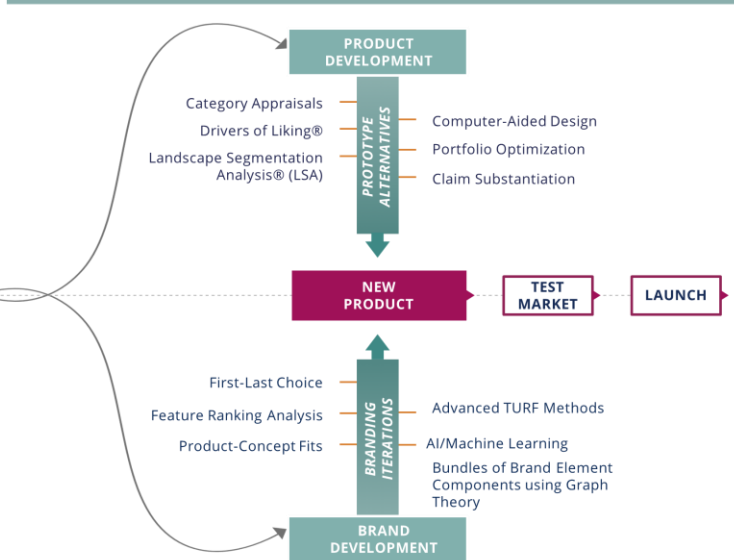
*"When I pried off the cap of this USA craft beer, I knew I would be treated to the great wheat flavor and premium barley taste of the best of beers. In a standard size it was not ostentatious in its thick amber glass bottle with a note of familiarity. With interesting artwork, it spoke of the detailed craft infused in the beer by its creator. It was recommended to me by a friend, and I found it on the top shelf of a liquor store, as she suggested. At home, with my closest friends, it needs no food to enhance it and instead it enhances me in the eyes of those I care most about."*

TUESDAY, April 9 (8:00 AM – 12 Noon ET)  
Invention and Innovation: Principles and Cases

## INVENTION



## INNOVATION



The four managerial areas

### Invention

1. Sources of technical and scientific discoveries
2. Sources of new marketing concepts

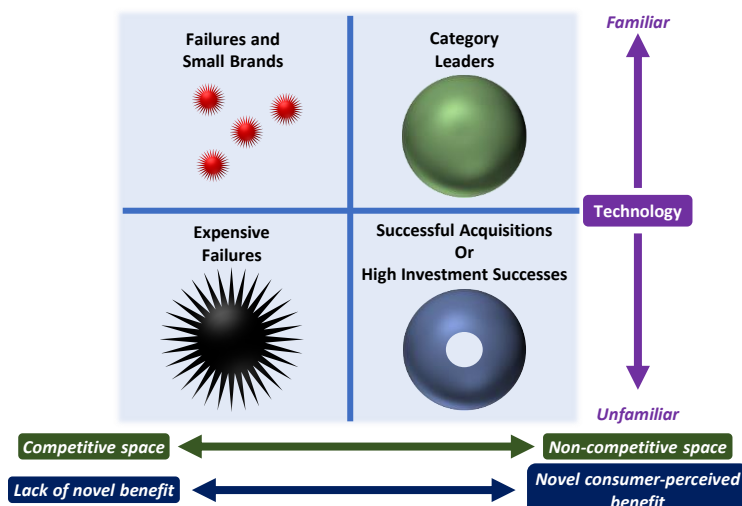
### Innovation

3. Product development and claim substantiation
4. Brand development and identification of target markets

The four typical types of brand outcomes

1. Category leaders
2. Successful acquisitions and high investment successes
3. Expensive failures
4. Small struggling brands and market failures

Cases to illustrate the four outcomes in consumer product categories



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**TUESDAY, April 9 (1:00 PM – 4:00 PM ET)**  
**Claims Substantiation of Claimed Benefits**

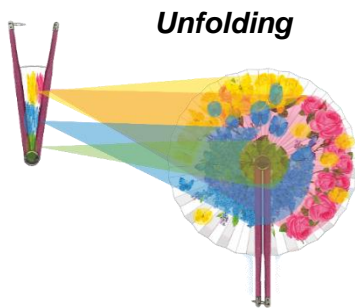
**Claims Substantiation**

- ❖ Overview of the NAD and the NARB in self regulation
- ❖ Designs for claims support
- ❖ Febreze®: How an odor elimination claim was successfully challenged at the NAD and the NARB
- ❖ Support for the “more taste” Miller Lite® claim over Bud Light® when challenged by Anheuser Busch at the NAD
- ❖ Multiplicative claims: “Twice as good as” and “4 out of 5” Samsung vs LG 3-D TVs
- ❖ Preference and equivalence claims
- ❖ Design of consumer perception (ad takeaway) surveys



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

**WEDNESDAY, April 10 (8:00 AM - 4:00 PM ET)**  
**Tools to Guide Implementation of the Innovation Blueprint**

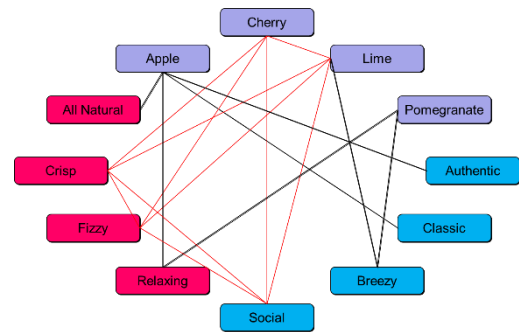


**New Alternatives to Traditional Methods and Models**

- ❖ Machine Learning Methodologies
- ❖ Graph Theory: Connections and Combinations
- ❖ Combining Graph Theory and Linear Programming
- ❖ Unfolding using Landscape Segmentation Analysis® (LSA)
- ❖ The Drivers of Liking® space and consumer ideal points
- ❖ Additive liking or utility drivers vs. unfolding (LSA)
- ❖ The Independence from Irrelevant Alternatives (IIA) problem in discrete choice: The logit vs. an ideal point model

**Cases**

- ❖ Characterizing consumer segmentation using machine learning
- ❖ Selection of optimal sample sets for a category appraisal in a Baked Goods Project
- ❖ Pizza topping compatibility and menu optimization
- ❖ Graph theory application to bundle flavors, benefits, and marketing concepts for a sparkling fruit juice line
- ❖ LSA of Conjoint Analysis derived individual utilities: Application to a sour cream project
- ❖ Analysis of consumer benefit statements in beer and motivations for tobacco consumption among teens



**THURSDAY, April 11 (8:00 AM – 12:00 Noon ET)**  
**Tools to Guide Implementation of the Innovation Blueprint**

**Methods**

- ❖ First-last choice (MaxDiff) vs. a Thurstonian ranking model
- ❖ Traditional TURF (Total Unduplicated Reach and Frequency Analysis) vs. advanced TURF with virtually no limitations using linear programming
- ❖ Uncovering the Drivers of Liking® space and consumer ideal points
- ❖ Identifying consumer-relevant sensory drivers using LSA

**Cases**

- ❖ Generate product portfolios and their optimal sensory profiles
- ❖ Writing a marketing vignette for high beer quality using graph theory



## REGISTRATION

### In-person or live-stream attendance

In-Person or Live Stream Attendance.....	<b>\$950</b>
First 10 In-person Registrants .....	<b>Free</b>
Current Licensees of IFPrograms.....	<b>Free</b>

A 10% discount will be applied to each additional registration when registered at the same time, from the same company.

We offer reduced fees (50%) for non-profit entities, academics, and government employees. Contact us to register with reduced fees.

Fee includes a course manual, and on-line downloads of our latest books. For those attending in-person, also included are food/beverage break refreshments, buffet lunches on Tuesday - Thursday and a group dinner on Tuesday and Wednesday.



Register online at [www.ifpress.com/courses](http://www.ifpress.com/courses)

Fee payment can be made online by credit card or by invoice. If you qualify for a fee discount or would like to be invoiced, please contact Shannon Denton-Brown before registering at [mail@ifpress.com](mailto: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 1-877-661-0839 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 only a 15 min. shuttle ride from the hotel. Direct flights to LWB are available from Charlotte (CLT). Other airports include Roanoke, VA (ROA, 1:15), Charleston, WV (CRW, 2:00.), and Charlottesville, VA (CHO, 2:15).

### 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)



**Dr. Daniel M. Ennis**  
President  
The Institute for Perception



**Dr. Benoît Rousseau**  
Sr. Vice President  
The Institute for Perception



**William Russ**  
Principal Data Scientist and Lead Programmer  
The Institute for Perception



**Anthony Manuele**  
Vice President of Global Brewing,  
Quality, Innovation, & Technical  
Governance (Retired)  
Molson Coors Beverage Company



**Annie Ugurlayan**  
Assistant Director  
National Advertising Division



**David Mallen**  
Advertising Disputes, and Retail and  
Consumer Brands  
Loeb & Loeb

### IFPrograms®

The course instruction includes software to perform analyses and exercises. Prior to the course, we will send you information by email to install IFPrograms. To introduce you to the capabilities of IFPrograms, you will also receive a complimentary 3-month trial of the Professional version used for LSA and other sensory and consumer data related analyses ([www.ifpress.com/software](http://www.ifpress.com/software)).

*Note: IFPrograms is not required to apply course principles*