Once again, Lenny Murphy generously invited the MMR class to Atlanta June 13-15 for the 2016 Insight Innovation Exchange (IIeX) Conference. With over 800 attending, it was a great opportunity for the students to hear from leading industry speakers, browse the exhibitors, and meet with many in the industry — including MMR alums. Alumni who were speakers included Roberto Cymrot (Coca-Cola), Randy Adis (Olson Zaltman Associates), Caroline Smiley (Delta Air Lines) and Lisa Courtade (Merck). Special thanks to Mike Courtney (MMR ’86) for hosting a Monday night get-together for students and alums!

From the Director

I have enjoyed a busy spring semester beginning with a trip to Dallas for the 2016 Professor’s Institute, a program of the Marketing EDGE (which I serve on the Board of Trustees). Sponsored by Brierley+Partners, the changing face of consumer insights was a theme. This was followed by a trip to South Beach, FL for the 2016 MRA CEO Summit where Merrill Dubrow kindly invited me to speak on “Molding the Next Generation of Researchers.” And I have just returned from the 2016 AMA Advanced Research Techniques (ART) Forum where I was on the program committee. All have been opportunities to promote the MMR program which I am happy to do.

Placement for the Class of 2016

The class of 2016 have all moved on to jobs. Eleven students signed on with supplier firms with graduates going to Added Value, 84.51°, Bellomy Research, Burke Inc, C3 Research, Directions Research, IPSOS (2 students), M/A/R/C Research, SKIM, and TNS. The other eight students have joined the following client firms: Altria, Eli Lilly, HanesBrands, Imerys Ceramics North America, Johnson & Johnson Vision Care, and Lowe’s Home Improvement (3 students).

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MMR Class of 2016 Corporate Projects

**HANES Brands Inc**

Hanesbrands Inc.
Team Members: Mayuri Jobi, Sarah Neadle, and Katie Sullivan
Faculty Advisor: Rich Gooner

Hanesbrands has in-depth knowledge about the overall motivations and purchase process of men’s underwear in-store; however, its knowledge regarding the shopping process online was not as extensive. Currently, 17% of all apparel is sold online and this percentage is predicted to grow rapidly within the next few years. Hanesbrands wants to capitalize on this trend and, in order to do so, needed to gather insights regarding the purchase drivers and processes when consumers purchase men’s underwear and men’s athletic clothing online. Our team conducted quantitative survey research to provide robust and specific insights about online men’s underwear and athletic clothing purchase behaviors. A primary objective of the survey research was to create online shopper segments to set the stage for understanding online purchase patterns of other Hanesbrands apparel categories.

**Eli Lilly**

Eli Lilly
Team Members: Sam Baerenwald and Izzie Malota
Faculty Advisor: Guiyang Xiong

The MMR Eli Lilly corporate project focused on evaluating drivers of customer preference by exploring different relationships and the impacts of customer needs, expectations, and interactions or preferences. The team began by conducting a literature review using academic journal databases regarding drivers of customer preference across different industries in addition to the pharmaceutical industry. Furthermore, the team applied multivariate analyses (e.g., structural equation modeling and factor analysis) to a large-scale survey data set provided by Eli Lilly and interpreted the results. The team began with an existing model and was asked to improve Eli Lilly’s understanding of what drives customer preference. As a result, the team uncovered some additional learning about how the quality of sales reps and products impact preference.

**The Coca-Cola Company**

Team Members: Elizabeth Gettys, Ali Obradorovich, and Brett Finlay
Faculty Advisor: Candice Hollenbeck and Julio Servilla

Millenials’ brand adoption habits are a hot topic in business today and an important research focus for practitioners, particularly within the CPG industry. Many academic papers focus on identifying the factors that contribute to a consumer’s awareness of brands and brand associations. This awareness level is commonly known as brand salience. Understanding how brands become salient among millennial consumers is an area yet to be fully explored. Both primary and secondary research were used to explore this topic in the ready-to-drink iced tea category. Academic research was utilized to identify a brand salience framework. Survey responses from millennials were then analyzed using SPSS to evaluate if particular model constructs were effective at measuring brand salience. The team produced a report deck that included key insights and recommendations specific to Coca-Cola brands within the ready-to-drink iced tea category.

**84.51°**

84.51°
Team Members: Allison Griffin, Jonathan Benson, and Quynh Le
Faculty Advisors: Rich Fox
84.51° is a Kroger subsidiary that analyzes Kroger shopper data. The project team was charged with investigating grocery shopping behavior among college students. The team compared customer purchase patterns between Kroger stores that serve large college student populations and comparable Kroger stores (same city) serving more typical customer bases. They identified differences in shopping behavior as well as purchases in particular product categories. The team also conducted a survey among UGA students regarding grocery store preferences, drivers of preference, and perceptions of local store options. Team members shopped at various local stores, including Kroger, for a typical basket of goods a college student might buy on a trip to the grocery store. Basket prices were compared across stores to investigate how well student price perceptions derived from the survey matched reality. Leah Root, an MMR graduate now at 84.51°, served as the corporate representative to the team and provided ongoing support and direction for the project. The team presented their findings to 84.51° using the university’s video conferencing facilities.

**Newell Rubbermaid**

Team Members: Kara Fant, Elle Santley, and Nikki Strenek
Faculty Advisors: John Hulland

The Newell Rubbermaid project focused on gaining a deeper understanding of college students’ handling of their food and beverages on-the-go and their eating and drinking habits throughout a typical day. Secondary research was utilized to uncover macro and micro trends among millennials, while both qualitative and quantitative primary research was used to gather insights pertaining to the on-the-go food and beverage category. Focus groups among college students were used in the early stages of research to explore prevalent themes among the college demographic in relation to eating and drinking.

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on-the-go. A quantitative follow-up study was also conducted to validate and quantify these findings and themes. The team gained valuable experience in moderating focus groups, designing a questionnaire, as well as analyzing data and reporting key insights and findings.

Walton EMC
Customer-Owned Electric Power

Walton EMC Natural Gas
Team Members: Andrea Stevie and Scott Schmaltz
Faculty Advisors: Piyush Kumar
Walton EMC Natural Gas is a subsidiary of Walton EMC electric cooperative that markets natural gas services to customers on Georgia’s Atlanta Gas Light pipelines. Walton EMC entered the natural gas market in 2002 with no customers, and was interested in exploring ways that they can retain and continue to grow their current customer base in the highly competitive market. The challenge in achieving this is that natural gas is a product that customers rarely think about, meaning it is primarily differentiated by price, leading to price wars and frequent switching between companies. The specific objectives of the study were to help Walton determine the relative impact of various factors on customer satisfaction and switching behavior, and also the level of price sensitivity in the market. To accomplish this, the team collected data from both Walton customers and competitors’ customers using an online survey through the Qualtrics platform. Data collected were used to examine several aspects of the behavior of natural gas customers, including switching behaviors price sensitivity and satisfaction with companies. Media habits were also analyzed in an attempt to inform Walton of the best channels to target potential customers. In addition to top line analysis, the data were used to build regression models that help Walton understand how to effectively retain current customers and attract new customers. At the end of the project the team presented the final results to several key decision makers at Walton.

Lowe’s Home Improvement
Team Members: Anna Heape, Carol Lee, and Farah Siam
Faculty Advisors: Marcus Cunha Jr.
The Lowe’s project was divided into two phases. The first phase focused on understanding how to measure programmatic (real-time automated bidding for digital ad space) advertising effectiveness, specifically with respect to brand awareness campaign objectives. The team carried out several in-depth interviews with industry experts on programmatic advertising and suppliers of programmatic advertising, complemented with an extensive literature review. The second phase focused on analyzing characteristics of Lowe’s ads to determine what resonates with the emerging customer, millennials, and multiculturals. The team coded ads using established advertising frameworks which were then analyzed using various statistical tools to identify what characteristics appeal to the emerging customer segment. A predictive model was built classifying Lowe’s ads into four key categories: better for Caucasian Millennials, better for Minority Millennials, good for both and bad for both.

WELCOME TO THE CLASS OF 2017

The Class of 2017 at orientation

The Class of 2017 at Team Building Day
Selected Recent and Forthcoming Publications include:


CLASS OF 2017
The class of 2017 is well into the summer curriculum. The incoming class of 23 boasts strong academic credentials with an average undergraduate GPA of 3.7, average GMAT of 646 and average GRE of 310. Eleven earned undergraduate degrees from Georgia schools, with others coming from South Carolina, Florida, California, Illinois, Texas, Indiana, Illinois, and Kentucky. We also welcome two international students – one from India and one originally from Vietnam (but now a Georgian).

GRADUATION
The class of 2016, family and faculty enjoyed a graduation dinner at the Athens Country Club where Sam Baerenwald received the MMR Teacher of the Year Award. Sam has joined IPSOS Healthcare in Chicago, and John is already back in the classroom with the Class of 2017. Congratulations to both of you - very well deserved!

Another highlight was the presentation of the MMR Class Gift - totaling $16,000 which will help fund student assistantships, software, expenses for students to attend IIEX and other program events. Thanks to all of the class - and especially Ali Obradovich and Nikki Stuenkel who were the co-captains for this very generous class gift.
The seminar series is a key component of the MMR curriculum which brings industry leaders to the UGA campus to share their insights and experiences with MMR students. The series is a valuable supplement to the traditional coursework and provides a medium for introducing MMR students to the latest industry trends and practices.

The seminar series is constantly evolving. New seminars and speakers in the past year include The Consumer Unconsciousness (Lowe’s Home Improvement), Segmentation: Building Rich Profiles and Targeting the Right Audience (Qualtrics), and Generational Theory and Inter-generational Dynamics (Ypulse). If you are interested in participating in the Seminar Series or would like to recommend someone, please contact Marcus Cunha (cunhamv@uga.edu).

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<td>Jill Eberle &amp; Chris Miller, Lynx Research Consulting</td>
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Snapshots from the Class of 2016

1. MMRs at the Terry Graduation Convocation
2. Student of the Year Sam Baerenwald with Teacher of the Year John Wurst
3. Marcus Cunha, John Wurst and Ali Obradovich at the Graduation Dinner
4. The Class of 2016 Graduation Dinner
5. Friends and Family join the Class of 2016 for a Graduation Dinner at the Athens Country Club
ADVISORY BOARD

The Advisory Board is comprised of recognized leaders in marketing research from a broad cross-section of client and supplier firms. Board members provide strategic and curricular guidance to the program, share their experiences including new methodologies and practices via the Altria Executive Seminar Series, and provide placement opportunities for students.

- Altria
- Arby’s
- AstraZeneca
- BBDO
- Bellomy Research
- Burke, Inc.
- CASRO
- Consumer Insights
- Directions Research, Inc.
- Eli Lilly and Company
- InSites Consulting
- Johnson & Johnson Vision Care
- JPMorgan Chase
- Kimberly-Clark
- Lowe’s Home Improvement
- Lynx Research Consulting
- M/A/R/C
- Merck & Co., Inc.
- Millward Brown
- MMR Research Associates, Inc.
- The Coca-Cola Company
- True North Companies

ADVISORY BOARD STEERING COMMITTEE

Board Chair: Rob Arnett
Past Chair: Jeff Miller
Chair-elect: pending
Co-Chairs of Corporate Outreach Committee: Niels Schillewaert and Betsy Sutherland
Co-Chairs of Student Skills Committee: David Sackin and Leslie Schall
Chair of Alumni Engagement Committee: Mike Courtney
MMR Director: Charlotte Mason
MMR Graduate Coordinator: Marcus Cunha Jr.

MMR Students of the Year (ex officio):
- Cori Deutsch (MMR ’15)
- Sam Baerenwald (MMR ’16)

Alumni Corner

2012
Anna Bryant will be getting married to her fiancé, Landon Wray on Oct 8th of this year.

2011
Jori Simmons celebrated her 5 year work anniversary and was promoted to Senior Market Research Analyst at Amway in June 2016. She was certified in 2015 by LUMA Institute to teach Human-Centered Design to Amway employees. On the personal front, she and boyfriend Kevin, celebrated their three year anniversary in their home, along with their shiloh shepherd dog, Odin, in Grand Rapids, MI.

1986
Western Michigan University professor and MMR alum Ann Veeck has joined Burns and Bush as a co-author on the eighth edition of their popular Marketing Research textbook. Chapter 2 on The Marketing Research Industry leads off with a profile of the UGA MMR program – thank you Ann!

Terry College of Business
Master of Marketing Research

Benjamin C. Ayers, Dean
Charlotte Mason, Director, MMR
Marcus Cunha, Jr., Graduate Coordinator, MMR
Jameese Meyer, Program Coordinator, MMR

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