

MEDIA RELEASE**EHRENBERG-BASS THE ONLY SCIENCE IN MARKETING**

2ND February 2015 – Kellogg’s Marketing Director, ANZ, John Broome delivers a compelling insight into the science of marketing drawing on the Ehrenberg-Bass Institute [in this week’s episode of Marketing Dividends presented by the AANA.](#)

Broome explains how the mathematical evidence that Ehrenberg-Bass provides helps to drive growth for Kellogg’s and believes that it applies equally to most FMCG businesses.

“I have to divert 80% of my marketing effort into reaching as many people as I possibly can for them to purchase my brand. At the end of the day, breakfast cereal and indeed snacks are repertoire categories. We have to reach as many of our light users as we can. There are many, many more light users out there than there are loyal users. We have to reach all of them in order to sustain the business,” Broome said.

Although not widely known, Ehrenberg-Bass is considered by some to be the only science in marketing and one that Broome believes helps him communicate the value and contribution marketing makes to the Board. Broome explains that you have “to become an advocate and think through the lens of economic thinking.” He outlines how Ehrenberg-Bass complements his use of econometrics, which, when combined, provide proof points that give marketing more credibility in the boardroom.

“Ehrenberg-Bass actually is the language of the C-suite. It does lean more towards the scientific, empirical, economic language that lends more credibility in the boardroom, we need to speak through that lens,” Broome said.

The interview in long format can be found on the [AANA website](#). *Marketing Dividends* is a joint initiative between the Australian Association of National Advertisers (AANA) and MEC Global. The series has been produced in partnership with MCN and Sky News.

The series on Sky News Business features three minute episodes, which can be viewed on the [AANA YouTube channel](#). Extended versions are also available for viewing on the AANA YouTube Channel.

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About the AANA: For over 85 years the AANA has represented Australia’s largest and well-known brands across FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses who contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members the AANA’s mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia; and safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.