

# Abstract

## **Understanding Regional Differences in Marketing Mix Modeling**

**Track:** Business, Banking, and Insurance

**Author(s):** Weina Jiang, Larry Anderson

We examine a national brand that varies in market share from 3% to 15%. As a result of the patterns identified using ArcView we replaced the single model that was used to predict the effect of the brand's marketing mix (price / promotion). Because the data is longitudinal (three years) the regional differences in how the brand reacts to marketing tactics in its thirty-eight sales regions went undetected until we started using GIS maps.

### **Weina Jiang**

Ipsos

100 Charles Lindbergh Blvd

Uniondale , NY 11553

USA

**Phone:** 516-507-3245

**Fax:** 516-507-3334

**E-mail:** [weina\\_jiang@ipsos-npd.com](mailto:weina_jiang@ipsos-npd.com)

### **Larry Anderson**

Ipsos

100 Charles Lindbergh Blvd

Uniondale 11553

USA

**Phone:** 516-507-3307

**E-mail:** [larry\\_anderson@ipsos-npd.com](mailto:larry_anderson@ipsos-npd.com)