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Google, Turner Broadcasting, Estée Lauder, Bayer Consumer Care, TNS, Mars, & the Advertising Research Foundation work with UniSA's Ehrenberg-Bass Institute & an Ivy League University to tackle the ever changing advertising landscape

The Ehrenberg-Bass Institute for Marketing Science, at the University of South Australia, has collaborated with the prestigious Wharton School, at the University of Pennsylvania for the Empirical Generalisations in Advertising Conference.

This conference started the long road to offering a definitive guide to the new landscape of advertising, identifying the best strategies for specific challenges, as well as critical insights on the transformation of the field.

Held at the Wharton School on Dec 4-5 the invitation only conference included both academic and industry leaders, from companies such as Google, Estée Lauder, TNS and Mars. Professor Byron Sharp, Director of the Ehrenberg-Bass Institute and Professor Jerry Wind of the Wharton School co-hosted the event.

With the advertising landscape being radically changed by the digital revolution, choosing media and deciding how best to advertise is more complicated than ever. The aim of the conference was to take stock of what we do, and don't, know about advertising, and use this as a base to try to understand how advertising might work in the future. The empirical generalizations submitted at the conference will enable the industry to better predict the future through a deeper understanding of what has been proven about advertising.

More information about the Conference & Advertising Research can be found at: www.MarketingScience.info & <http://futureofadvertising.wordpress.com/> or by contacting Alissa.Nightingale@MarketingScience.info