

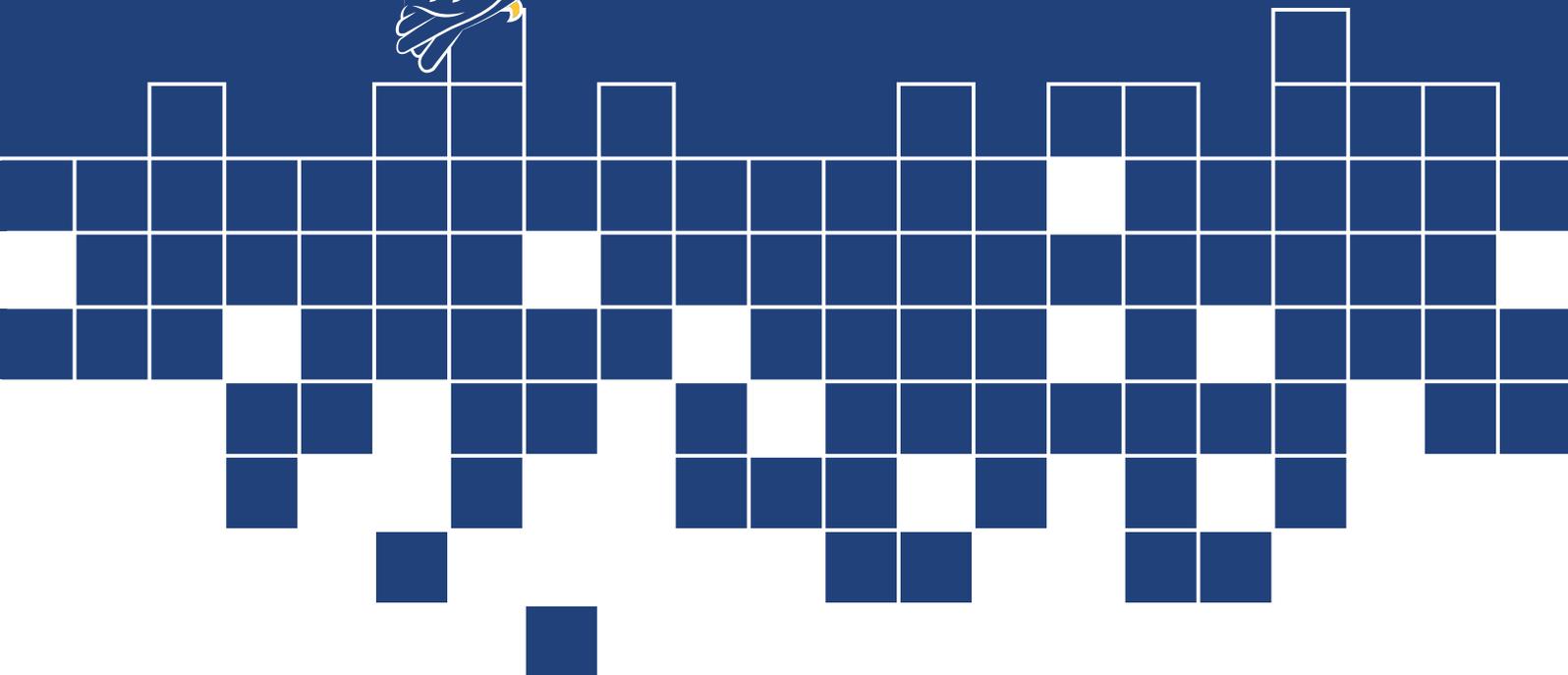


University of
South Australia

Ehrenberg-Bass
Institute for Marketing Science

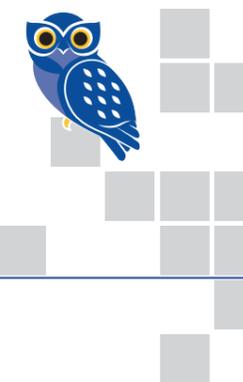
THE WORLD'S LARGEST CENTRE FOR RESEARCH INTO MARKETING

2014 Annual Report



“If you don’t understand evidence-based marketing principles, then you are probably spending a lot of money on brand activities that don’t work. The Ehrenberg-Bass Institute teaches marketers to make smart decisions.”

Bruce McColl, Mars
Global Chief Marketing Officer



CONTENTS

Pro Vice Chancellor’s Report	2
Director’s Report	3
About the Institute	4
The Corporate Sponsorship Program	6
New Research Services for Corporate Sponsors	9
Market Research	11
Meet the Team	12
Institute Advisory Boards	18
How Brands Grow eBook	22
Global Reach	24
The Future	26
From the Deputy Vice Chancellor	27
Appendix	28
Corporate Sponsors	28
Institute Staff	29
Academic Outcomes	30
Industry Conferences	31
2014 Publications	32

PRO VICE CHANCELLOR'S REPORT



Professor
Marie Wilson
UniSA
Business
School

DIRECTOR'S REPORT



Professor
Byron Sharp

The Ehrenberg-Bass Institute is part of a vibrant University of South Australia Business School.

In South Australia, year after year, the business community and general public rank UniSA as the best place to study business, management and marketing. Our MBA is rated 5-stars by the Graduate Management Association, a rating we have received for seven consecutive years. While the Australian Financial Review BOSS magazine ranks our MBA as the best in South Australia and 4th in Australia.

Each year, approximately 8000 students from around the world choose to study at the UniSA Business School, either at our Adelaide city campus, online, or in Hong Kong or Singapore – through our collaborative partnerships with local providers. Our commitment to enterprise and our student employability record provide our graduates with a globally competitive degree.

Leading-edge research informs our teaching, and that is especially true of the ground-breaking insights of the Ehrenberg-Bass Institute. A marketing degree from the University of South Australia is like no other. This was recognised in 2014 by the Wolf Blass Foundation providing \$350,000 in scholarships for postgraduate research degrees – to help bring this knowledge and new marketing capability into the Australian wine industry.

In 2014 Ehrenberg-Bass Institute research was profiled by leading global media, including The Economist, and Bloomberg TV, while Chief Marketing Officers from around the world publicly spoke of the value of the Institute's work.

Complementing our extensive global corporate links are the collaborative research partnerships we foster with world-class institutions, such as The Wharton School of the University of Pennsylvania, University College London, and Oxford University.

The Ehrenberg-Bass Institute is a very important part of the UniSA Business School. It is gratifying to see it going from strength to strength. I must thank every one of the Institute's staff, adjuncts, and the members of the Institute's Advisory Boards for their advocacy, their insight, and their strategic contribution to the Institute's governance.

Marketing will always be a creative discipline but that needn't be an excuse for sloppy thinking, nor for decisions based on long-disproven theories.

Our Corporate Sponsors are each on a journey to move step-by-step to evidence-based marketing. Each takes a different path, depending on their corporate culture and motivation.

Some are further down the road than others, while some are moving faster than others. I met two sponsors this year who confessed that things had stalled, or even went backwards. Both had been through company restructures, and a number of senior people had left. They lost their way for a while, and were now keen to get back on track.

We still have a few sponsors where the knowledge is kept within a secluded part of the organisation (usually the insights department) and infrequently and selectively shared with marketing decision makers - and never beyond the marketing department. It's become clear to me that this strategy, of ultra careful dissemination, does not work. These sponsors are struggling with growth challenges and some are losing share, year after year.

In contrast others are celebrating lower marketing costs, greater marketing effectiveness, and most importantly revenue growth. These organisations typically: disseminate evidence-based marketing broadly (e.g. include finance and general management in the journey); ensure their metrics are consistent with the science; and invest in a test & learn culture, documenting the impact of applying the science. They typically engage with the Institute on a more frequent basis (from audits of practice, to tracking and training). Consequently we are being asked to do more, for and with our sponsors. Last year the Ehrenberg-Bass Institute grew much faster than Apple, Google, or Facebook. And that was on top of similar growth the year before.

The term "evidence-based" comes from medicine. Personally, I'd always thought/hoped that modern medical practice was based on scientific evidence. But it turns out that the term was introduced in 1987. The "evidence-based" movement emerged over several decades as evidence mounted that the "art of clinical judgement" was inconsistent, subject to bias, patchy knowledge, and even beliefs that were utterly wrong (and dangerous). Needless to say it was also discovered that the teaching of medicine featured many of the same problems.

Even today in 2015 the "art of clinical judgement" and even quackery is still alive in medical disciplines that we'd hope were seriously evidence-based. It takes much work to embed knowledge and discipline. Toxic behaviours do not disappear overnight. With this considered, some of our sponsors are doing very well indeed. They are changing the hearts, minds and actions of their (in some cases many thousands of) marketers.

This year we'll be seeking the advice from our Advisory Boards on how to be more helpful, without taking researchers away from their research efforts. Meanwhile...

- every month now we will issue one (just one) email either releasing a new report, or a fast summary of a discovery and what it means
- every new report now has a video summary
- we've added 'online learning modules' to the sponsor login section of the website
- and we plan to give much easier online access to much more evidence (see Future section, page 26).

Also see page 9 for new services we've been providing to assist sponsors seeking to fast-track their journey.



“Having data-driven marketing principles is like turning on a light in a darkened room. A lot of the furniture isn’t where you imagined it, but now the arrangement makes considerably more sense.”

Kathryn McArthur, Colgate-Palmolive
Consumer & Shopper Insights Manager



ABOUT THE INSTITUTE

The Ehrenberg-Bass Institute is a catalyst, helping marketing organisations bring science and art together.

Based at the University of South Australia Business School, the Ehrenberg-Bass Institute is the world’s largest concentration of marketing scientists.

We are named after two world-famous marketing academics who dedicated their professional lives to the discovery of scientific laws about marketing and buyer behaviour. In this tradition, our 50+ marketing scientists bust pseudo-science and marketing myths. More importantly, research findings are translated into practical actionable guidelines for clients.

For several years the Institute has been on a growth trajectory, attracting high calibre researchers and clients from around the globe.

HOW WE CAN HELP YOU

We are considered an authority on marketing by many of the world’s biggest brands. We can help you make smarter marketing decisions and grow your brands.

Engage our specialists to run your next market research project, or join the Corporate Sponsorship Program to access a multimillion-dollar program of marketing R&D and the expert advice of a large research team.

FOUNDERS

Professor Andrew Ehrenberg
(1926 - 2010)

Professor Andrew Ehrenberg made countless contributions to marketing science. His fundamental belief was that the methods of physical science are also applicable to the social sciences.

Notable contribution: the Negative Binomial Distribution (NBD) model

Professor Frank Bass
(1926 - 2006)

Professor Frank Bass pioneered the establishment of marketing as a science in which well-tested mathematical models could be used to predict the behaviour of future markets.

Notable contribution: the Bass diffusion model



For further information contact:

Elké Seretis, Associate Director (Commercial)
Elke.Seretis@MarketingScience.info

THE CORPORATE SPONSORSHIP PROGRAM



No single company has the funds to adequately explore all areas affecting marketing practice; but when they pool their funds, the sum of knowledge is worth much, much more.

The Ehrenberg-Bass Institute's Corporate Sponsorship Program offers access to a multimillion-dollar R&D program for an annual financial contribution.

Over 60 Corporate Sponsors from around the world contribute to this unique initiative including big names like Coca-Cola, Unilever and Procter & Gamble. Corporate Sponsors benefit from access to groundbreaking market research that tackles some of the biggest questions in marketing:

- How can advertising's full effects be measured?
- What is the best way to allocate investment across brands?
- When to advertise?
- When to price discount?

When the Institute answers these questions it combines the latest in research discovery with specialist industry experience. The program builds fundamental knowledge about buyer behaviour and brand performance and how that can direct marketing strategy and help marketers to spend their budget confidently.

Corporate Sponsors have access to all of our important research, our latest findings, as well as the support they need to apply it to their business.

CORPORATE SPONSORSHIP INCLUDES ACCESS TO:

Expert advice

Ask us questions about your marketing projects and plans.

New marketing knowledge

We send regular updates to keep you in the know about current thinking.

In-house marketing seminars

We come to you and run an interactive masterclass with your team.

60+ Sponsor reports

We regularly publish easy-to-read reports to explain new findings.

Online learning modules

Designed to help your team understand basic research principles.

COST OF PARTICIPATION

Financial contributions start from \$55,000 p.a. (+ relevant local taxes)*. Please contact us to discuss. The sponsorship level will vary according to the number of offices/countries that you want to give access to and any additional training or services that you require.

*fees are at date of print and can change at any time.

For further information about becoming a Corporate Sponsor please contact:

Elké Seretis, Associate Director (Commercial)
Elke.Seretis@MarketingScience.info

"The Ehrenberg-Bass Institute 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."

John Broome, Kellogg's
Marketing Director ANZ



“The evidence that has emerged from the Ehrenberg-Bass Institute’s research into consumer behaviour and how marketing really works has been central to the development of a common approach to growing our brands.”

Philip Mackie, The Edrington Group
Research & Planning Manager



NEW RESEARCH SERVICES

FOR CORPORATE SPONSORS



Understanding marketing science principles is important, but actually seeing the laws and patterns in your own data shifts hearts and minds.

We have developed a suite of new research services as optional add-ons for Corporate Sponsors.

OUR NEW RESEARCH SERVICES ARE:

‘Laws of Growth’ analysis

Using your data we can demonstrate the Laws of Growth in your categories and markets. This can be useful for training and highlighting laws like Double Jeopardy, Duplication of Purchase, NBD and that brand user profiles seldom differ.

Let researchers who understand these patterns identify any meaningful deviations and guide your strategy by explaining what this knowledge means if you want to grow in your market.

Best Practice media planning review

Are you targeting the right audience for growth? Do you know who you should be targeting? Is your media plan evidence-based to get the most from your media spend for the whole year?

Ensure you are applying the latest media principles to your planning through a systematic review that tests competing schedules against each other and highlights the metrics that really matter.

Evidence-based advertising budgeting

While there is no single formula for determining how much to spend on advertising your brand, there are a number of evidence-based approaches that can help determine how much you should be spending. Evidence-based budgeting helps you know how much to spend and also to justify such expenditure to senior management.

Have software tailored for your business or an adhoc report prepared for your next budget period.

Distinctive asset measurement

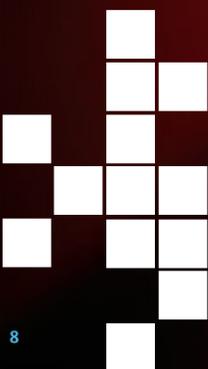
We offer an empirically validated approach to assessing the strength of potential distinctive assets. This involves a three-stage approach.

- Stage 1:** Audit of brand elements – we work with you to compile a list of potential elements to be tested.
- Stage 2:** Data collection – we ask category users, to assess the strength of the link between the element and each brand without prompting.
- Stage 3:** Metrics and recommendations – we plot Fame and Uniqueness scores on our Distinctive Asset Grid (a research tool designed by our International Director, Professor Jenni Romaniuk) and provide recommendation for a Distinctive Asset pallet for the brand, discover any low hanging fruit to develop a strong brand identity and tactical advice to build specific assets.

Receive a comprehensive report outlining the relative merits of brand elements across the category and tailored advice depending on your objectives.

For more information or to discuss specific costing for these research services contact:

Elké Seretis, Associate Director (Commercial)
Elke.Seretis@MarketingScience.info





MARKET RESEARCH

Our goal is to conduct meaningful and reliable market research that will help you grow your brand.

The Ehrenberg-Bass Institute offers academically rigorous, world-class market research services to clients all over the world. We perform in-depth analysis and offer crucial insights into marketing practice. We communicate our findings in terms that are useful and practical to business and marketing planning.

Setting the Ehrenberg-Bass Institute apart, is Australia's largest team of full-time marketing scientists. Expert data interpretation combined with extensive industry knowledge ensures that we develop unique marketing insights. This is why our clients come back to us again and again.

Research reports are written with meaningful and straightforward language, keeping the client's needs at the forefront. Highlighting the important findings, we include recommendations explaining how this new information can be used in marketing strategy.

CLIENTS

The Institute works with a wide range of organisations including consumer goods companies, services, retail, not-for-profit organisations, government bodies and multinational corporations.

RESEARCH SERVICES

The Institute offers a wide range of research services, which include but are not limited to:

- Advertising pre-testing
- Advertising effectiveness tracking
- Single source data analysis
- Brand equity tracking
- Brand attribute assessment
- Distinctive asset measurement
- Customer base modelling
- HH panel data modelling
- Market structure analysis
- Forecasting
- Loyalty program effectiveness
- Price sensitivity/reactions to price changes

AREAS OF EXPERTISE

- Advertising
- Branding & brand equity
- Buyer behaviour
- Loyalty
- Marketing metrics and accountability
- New and traditional media
- Pricing
- Service quality
- Shopper research
- Sustainable marketing
- Wine marketing

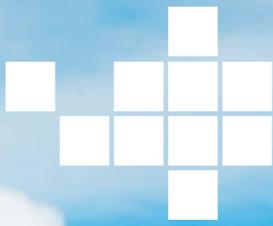
"The insights that we get from the Ehrenberg-Bass Institute are changing completely how we think about marketing."

Tex Gunning, TNT Express
Chief Executive Officer



For more information about our market research services, or to discuss a no obligation quote, contact:

Elké Seretis, Associate Director (Commercial)
Elke.Seretis@MarketingScience.info



“At first the discoveries were controversial, but we’ve now seen them in our data too.”

Annabel Hamilton, People’s Choice Credit Union
General Manager, Marketing and Product Management

people’s choice CREDIT UNION

ATM



MEET THE ASSOCIATE DIRECTORS



- Institute key achievements for 2014 include:**
- 18 new companies joined the Corporate Sponsorship Program
 - 50% research revenue growth
 - 105 mentions in media, globally

The Ehrenberg-Bass Institute’s senior management team led by Director, Professor Byron Sharp, is made up of five Associate Directors who are each responsible for a particular area of the business.

Assoc. Professor John Dawes
Associate Director (Operations)

John oversees the day-to-day operations of the Institute and coordinates training and development programs for staff. John is an expert in brand loyalty and pricing, with a particular interest in the effects of price promotions and price changes on demand.



Elké Seretis
Associate Director (Commercial)

Elké leads the Institute’s business and marketing team and oversees all business operations. This includes client relationship management, client procurement, marketing, finance, field operations and business development.



Assoc. Professor Rachel Kennedy
Associate Director (Special Projects)

Rachel focuses on Institute special projects, as well as initiatives that promote growing the Institute’s fame globally. Rachel has research expertise in advertising, media and in-store promotion.



Professor Larry Lockshin
Associate Director (Staff Development)

Larry is known internationally for his wine marketing knowledge. In addition to Larry’s wine research, his other interests are choice modelling, consumer goods packaging and retailing. Larry is responsible for the development and wellbeing of the Institute’s growing team.



Professor Jenni Romaniuk
Associate Director (International)

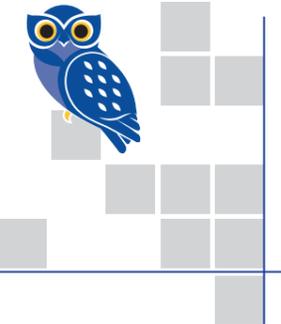
When Jenni isn’t visiting Sponsors and spreading the Institute’s knowledge internationally, she is based in Adelaide, leading the Institute as part of the senior management team. Jenni is a branding expert and is best known for her research on distinctive assets, brand equity, word-of-mouth and buyer behaviour.



INTERNATIONAL HIGHLIGHTS

- Achieved impressive growth, doubling our international research income.
- Expanded the Corporate Sponsorship Program into new countries - The Netherlands, Austria and Norway.
- Widened our global academic presence with Professor Jenni Romaniuk becoming Executive Editor (International) for the Journal of Advertising Research, and Assoc. Professor John Dawes becoming Associate Editor (Modelling) for the European Journal of Marketing.
- Strengthened relationships with renowned marketing academics including John Deighton (Harvard Business School), Don Schultz (Northwestern University) and Carl Mela (Duke University).
- Forged links with international institutions, including Assoc. Professor Anne Sharp’s collaboration with researchers at the Oxford University’s Change Institute and Dr Magda Nenycz-Thiel’s time at Kings College London.

MEET THE RESEARCH TEAM



Skye Akbar
Researching the marketing of remote Aboriginal tourism.



Katherine Anderson
Validating virtual reality simulations for shopper research.



Taylah Andrews
Brand equity metrics ability to predict brand growth.



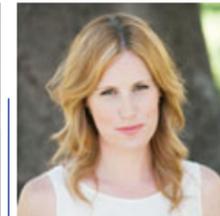
Zac Anesbury
Laws of growth analysis and how online shoppers behave.



Dr Kesten Green
Better forecasting for better decisions.



Dr Luke Greenacre
Examining new methods for understanding consumer decisions.



Nicole Hartnett
How advertising creative execution affects sales.



Dr Abou Bakar
Buyer behaviour and consumer responses to symbols on packaging.



Dr Virginia Beal
Heightening effectiveness of advertising planning, execution and media choices.



Dr Svetlana Bogomolova
Health marketing and consumer choices at the point-of-purchase.



Professor Johan Bruwer
Cellar door: catalyst for consumption changes and sales multiplier.



Dr Elizabeth Hemphill
Business-to-business social marketing.



Martin Hirche
Physical availability: the relationship between distribution and market share.



Samantha Hogan
Understanding the brand equity of light brand buyers.



Ava Huang
Brand price elasticity with a focus on premium brands.



William Caruso
Effectiveness of in-store promotional spaces.



Dr Justin Cohen
Special projects in wine business and retail.



Professor David Corkindale
Determining the marketing influences on consumer behaviour online.



Dr Armando Maria Corsi
Understanding wine and food choices in various shopping contexts.



Natasha Kapulski
Understanding brand trial and consumer behaviour.



Huda Khan
Effectiveness of product packaging for foreign and local brands.



Dr Richard Lee
Consumer behaviour particularly within an Asian context.



Gosia Ludwiewska-Alluigi
Understanding the value of measuring brand's mental availability.



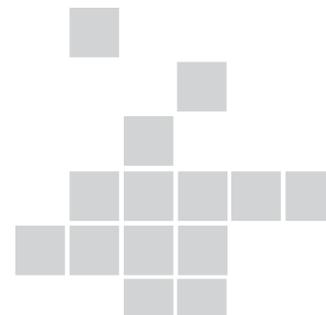
Steven Dunn
Understanding consumer responses to price changes and price framing.



Dr Carl Driesener
Understanding online buyer behaviour and advertising.



Dr Margaret Faulkner
Understanding brand health, charity support and marketing effectiveness.



Dr Magda Nenycz-Thiel
Consumer perceptions and buying behaviour of private label brands.



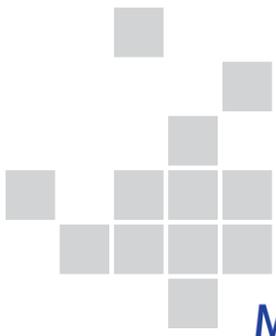
Anh Nguyen
The impact of shelf space on brand choice.



Cathy Nguyen
Impact of brand partnerships and dual-branding on advertising effectiveness.



Monica Orlovic
Understanding buyer behaviour and advertising.



MEET THE RESEARCH TEAM CONTINUED



Bill Page
Patterns of in-store shopper behaviour, with and without children.



Sarah Patrick
Online video advertising: attention in the first five seconds.



Pippi Redden
Comparing attention and impact across media platforms in advertising.



John Robinson
How supermarkets compete for share in different product categories.



Assoc. Professor Anne Sharp
Sustainable marketing and initiatives for improved environmental behaviours.



Marietta Szabo
Understanding retailers and manufacturer's price promotional planning practices.



PJ Tan
Understanding how the location of the endcaps in the supermarket influence sales uplift.



Arry Tanusondjaja
How portfolio size and composition relate to brand growth.



Dr Giang Trinh
Modelling changes in buyer purchasing behaviour.



Kelly Vaughan
Mental availability metrics and advertising.



Kirsten Victory
Describing patterns in the diffusion of new SKUs.



Ella Ward
The impact of competitive interference on building unique Distinctive Assets.



Assoc. Professor John Wilkinson
Industrial marketing and sales management.



Amy Wilson
Social marketing strategies to empower consumers health behaviour change.



Dr Song Yang
Changes of consumer values in Asia.

BUSINESS & MARKETING TEAM



Mandy Corrie
Corporate Sponsor Officer



Toni Gallos
Corporate Sponsor Officer



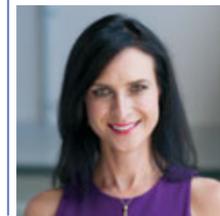
Elizabeth Gunner
International & Brand Manager



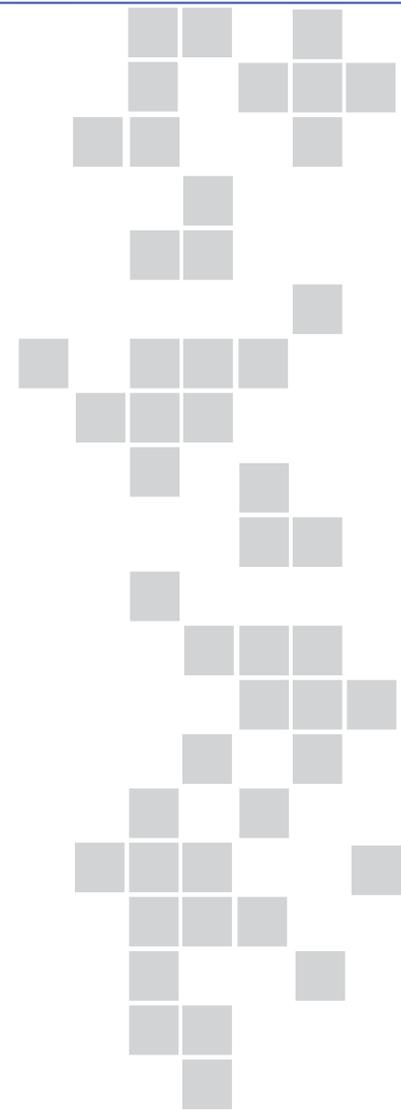
Lindsey Peshanoff
Domestic & Brand Officer



Frances Whyte
Institute Administrator



Kirsty Willis
Manager: Market Research



“The Ehrenberg-Bass Institute comes up with really profound fact-based insights that challenge the foundation of marketing beliefs. We find their reports and in-house presentations provocative and have always resulted in stirring actions within the business.”

Stan Sthanunathan, Unilever
Senior Vice President, Global
Consumer & Marketing Insights



INSTITUTE ADVISORY BOARDS

The Institute is privileged to have three outstanding Advisory Boards, in Australasia, Europe and North America led by two experienced and forward thinking chairs.

Each board comprises an enviable group of senior executives and high-ranking academics that have shown an ongoing commitment to the Institute's growth.

Our boards provide strategic guidance and help us set a research agenda that matches industry needs.

ADVISORY BOARD CHAIRS

Dr Jack Wakshlag

North American (and Guest European)
Advisory Board Chair

Jack Wakshlag is a leading research analyst in media with over 25 years of industry experience. He previously held senior positions including Chief Research Officer at Turner Broadcasting System, Inc and Executive Vice President and Head of Research for The WB Television Network. Formerly Associate Professor of Telecommunications at Indiana University, Jack has published articles and textbook chapters.



Professor Malcolm Wright

Australasian Advisory Board Chair

Malcolm Wright has an extensive academic background in marketing science, new product development and brand loyalty, as well as valuable industry experience. Before his current role as Deputy Pro Vice-Chancellor at Massey University's College of Business he held a number of senior roles including Head of the School of Marketing at UniSA and Managing Director of a large property investment group. Malcolm is also an Associate Editor of the European Journal of Marketing.





“The Ehrenberg-Bass Institute has helped us to understand the principles underpinning brand growth.”

Malcolm D’Sa, Diageo
Next Generation Marketing
Implementation Director

INSTITUTE ADVISORY BOARDS CONTINUED



AUSTRALASIAN ADVISORY BOARD MEMBERS

- Professor Malcolm Wright – Chairman
- Professor Byron Sharp – Director, Ehrenberg-Bass Institute
- Professor Andre Bonfrer – Australian National University
- Annabel Hamilton – People’s Choice Credit Union
- Professor Larry Lockshin – University of South Australia
- Kathryn McArthur – Colgate-Palmolive
- Bruce McColl – Mars
- Professor Ross McKinnon – Flinders University

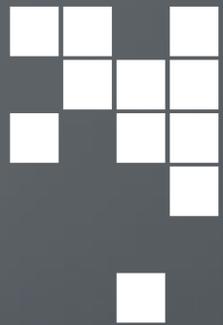
NORTH AMERICAN ADVISORY BOARD MEMBERS

- Dr Jack Wakshlag – Chairman
- Professor Byron Sharp – Director, Ehrenberg-Bass Institute
- Artie Bulgrin – ESPN
- Karen Ebben – General Motors
- Gayle Fuguitt – Advertising Research Foundation
- John Hackett – The Coca-Cola Company
- Elyse Kane – Colgate-Palmolive
- David Poltrack – CBS Corporation
- Dr Greg Rogers – Procter & Gamble
- Howard Shimmel – Turner Broadcasting
- Joe Stagaman – The Nielsen Company
- Professor Jerry Wind – The Wharton School, University of Pennsylvania

EUROPEAN ADVISORY BOARD MEMBERS

- Professor Byron Sharp – Director, Ehrenberg-Bass Institute
- Nicholas Chesterton – Unilever UK
- Jason Craig – The Edrington Group
- Jonathan Gatward – Britvic Soft Drinks
- Jane Ghosh – Kellogg Company UK
- Tex Gunning – TNT Express NV
- Professor Bruce Hardie – London Business School
- Giles Hedger – Leo Burnett
- Fiona Hughes – D.E Master Blenders
- Tim Kidd – Kantar Worldpanel
- Omar Mahmoud – UNICEF
- John Scriven – Ehrenberg-Bass Institute
- Silvia Davila – Mars

HOW BRANDS GROW eBOOK



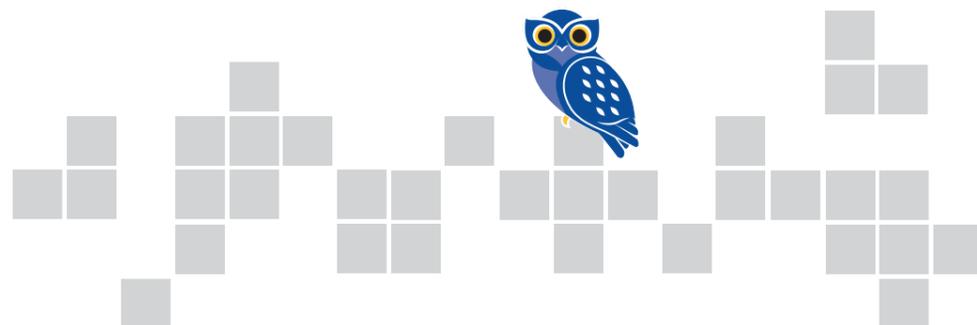
“Of all the external associations we have, the Ehrenberg-Bass Institute is unique. Academic, but practical.”

Dr Greg Rogers, Procter & Gamble
Associate Director of Marketing Research

How Brands Grow: what marketers don't know, was first published in 2010. Five years on, and in its 5th print run, *How Brands Grow* is still topping Amazon bestseller lists for research and brand identity.

In 2014 we released a new edition of *How Brands Grow* as an eBook exclusively available on the iTunes store. The new release features new material, examples and data, as well as hundreds of small improvements. Because of the amazing feedback we have received from *How Brands Grow*, we are now working on a follow-up book that will focus on emerging markets.

The Ehrenberg-Bass Institute has also published a textbook - *Marketing: theory, evidence, practice* which is available from Oxford University Press and all major online retailers.



GLOBAL REACH



OUT & ABOUT VISITING CLIENTS

Our international reach is expanding and we now have market research clients and Corporate Sponsors based all over the world.



Our presence in Australia, Europe and North America remains strong and we are now working across Asia, and other parts of Europe working with clients in China, India, Japan, Malaysia, Austria and Finland.

International growth has also seen us conducting more global research projects with countries as diverse as Argentina, Ireland, Indonesia, China and Brazil.

Luckily we have a large and international team on hand to work on these projects. Our aim is to continue reaching marketers in new markets to disseminate our knowledge further afield. We are making inroads into Eastern Europe and the Middle East, and also look forward to working with more companies based in South America.

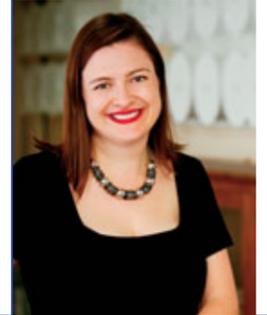


THE FUTURE



FROM THE DEPUTY VICE CHANCELLOR

RESEARCH &
INNOVATION



Professor
Tanya Monro

The Institute is in a fortunate position where demand for our services exceeds our ability to supply.

The challenge is to make it easier for our global Corporate Sponsors to access knowledge and understanding – without taking researchers away from making new discoveries.

We'll be seeking the advice and counsel of our Advisory Boards on how to do this.

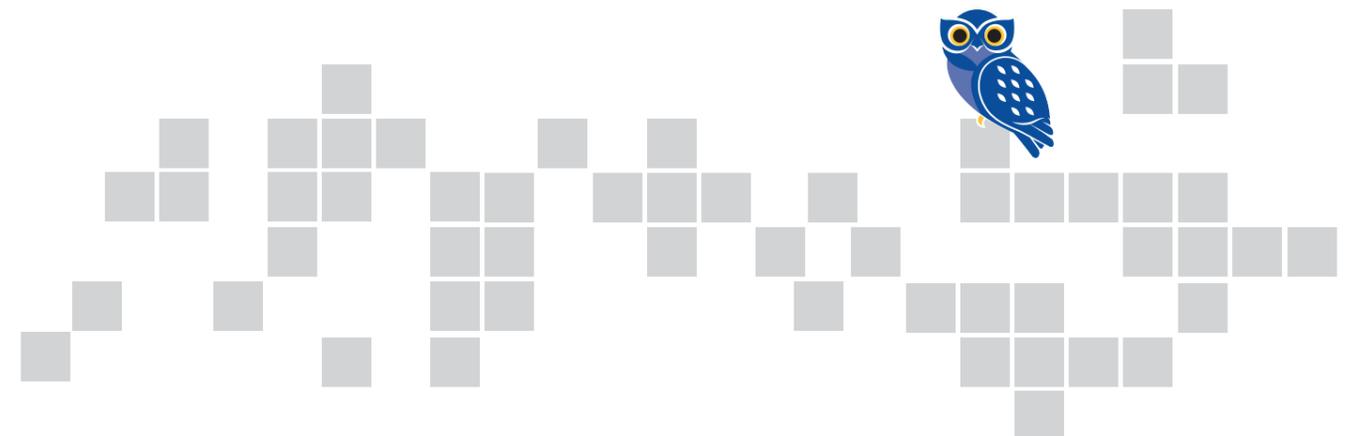
One thing we will be doing is to vastly enhance the online access to the Institute's large depository of content: reports, summaries, videos, and training modules. Stay tuned...

The University of South Australia is a dynamic university of enterprise, with outstanding levels of industry engagement, consistently ranked in the world's top 50 universities under 50 years old.

We take pride in doing research that matters to the world, and this is much appreciated by our students and graduates. Such research requires strong partnerships with industry, government and the professions, and our research institutes lead these research partnerships.

The Ehrenberg-Bass Institute has a global reputation and very active partnerships with corporations throughout America, Asia, Africa and Europe.

Research that institutes such as the Ehrenberg-Bass Institute are doing is helping to change practice and bring new knowledge into the classrooms of the university's Business School.



CORPORATE SPONSORS



GLOBAL

Coca-Cola
Colgate-Palmolive
Mars
Nielsen
Procter & Gamble
Unilever

EUROPE

Britvic
D.E Master Blenders 1753
Diageo Europe
Edrington
FrieslandCampina (Netherlands)
Gustav Paulig (Finland)
Kantar Worldpanel (Spain)
Kantar Worldpanel (UK)
Kellogg's (UK)
Leo Burnett
Mondelēz International
Mountainview Learning
Red Bull (Austria)
Ringnes AS Norway
TNT Express
ZenithOptimedia

ASIA PACIFIC

AMBA Communications
Barossa Co-op
Bulla Dairy Foods
Carlton & United Breweries
Department of Environment,
Water & Natural Resources
Foxtel
GlaxoSmithKline
Google (Singapore)
Kantar Worldpanel (Malaysia)
Kellogg's (Australia)
Kmart Australia
kwp! Advertising
Lion Dairy & Drinks
Masters Home Improvement
Mondelēz (Australia)
Mondelēz (Japan)
People's Choice Credit Union
PepsiCo Australia & New Zealand
PHD
Red Rooster Foods
Roy Morgan Research
Sanitarium Health &
Wellbeing (Australia)
Schweppes Australia
Subaru Australia
United Spirits
University of South Australia

NORTH AMERICA

Anheuser-Busch InBev
Bristol-Myers Squibb
CBS
ESPN
General Mills
General Motors
Kellogg's (USA)
Kraft Foods Group
MasterCard
SC Johnson
Turner Broadcasting System

AFRICA

Caxton Publishers & Printers
Distell
FirstRand

INSTITUTE STAFF

DIRECTOR

- Professor Byron Sharp

ASSOCIATE DIRECTORS

- Assoc. Professor John Dawes
- Assoc. Professor Rachel Kennedy
- Professor Larry Lockshin
- Professor Jenni Romaniuk
- Elké Seretis

SENIOR RESEARCH ASSOCIATES

- Katherine Anderson
- Zac Anesbury
- Dr Virginia Beal
- Dr Svetlana Bogomolova
- Dr Justin Cohen
- Professor David Corkindale
- Dr Armando Maria Corsi
- Dr Carl Driesener
- Dr Margaret Faulkner
- Dr Kesten Green
- Dr Luke Greenacre
- Nicole Hartnett
- Dr Magda Nenyycz-Thiel
- Cathy Nguyen
- Bill Page
- Assoc. Professor Anne Sharp
- Arry Tanusondjaja
- Dr Giang Trinh

RESEARCH ASSOCIATES

- Skye Akbar
- Taylah Andrews
- Dr Abou Bakar
- Professor Johan Bruwer
- William Caruso
- Steven Dunn
- Dr Elizabeth Hemphill
- Martin Hirche
- Samantha Hogan
- Ava Huang
- Natasha Kapulski
- Huda Khan
- Dr Richard Lee
- Gosia Ludwichowska-Alluigi
- Anh Nguyen
- Monica Orlovic

- Sarah Patrick
- Pippi Redden
- John Robinson
- Lucy Simmonds
- Marietta Szabo
- PJ Tan
- Kelly Vaughan
- Kirsten Victory
- Ella Ward
- Assoc. Professor John Wilkinson
- Amy Wilson
- Dr Song Yang

BUSINESS & MARKETING

- Mandy Corrie
- Toni Gallos
- Elizabeth Gunner
- Klaus Kilov
- Maureen McEvedy
- Lindsey Peshanoff
- Frances Whyte
- Kirsty Willis

RESEARCH ASSISTANTS

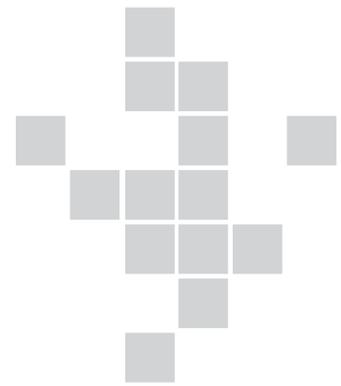
- Allison Bond
- Gemma Clancy
- Victoria Dickson
- Luke Harrison
- Ann-Marie Manno
- James Martin
- Jeremy Mooy
- Nicole Richards

ADJUNCT PROFESSORS & RESEARCH FELLOWS

- Professor Scott Armstrong
- Dr Dag Bennett
- Assoc. Professor Polymeros Chrysochou
- Assoc. Professor Eli Cohen
- Professor Robert East
- Professor Gerald Goodhardt
- Dr Charles Graham
- Dr Emma Macdonald
- Dr Simone Mueller Loose
- Assoc. Professor Jay Mulki
- Professor Ulrich Orth
- Professor Herve Remaud
- John Scriven
- Dr Herb Sorensen
- Professor Philip Stern
- Professor Malcolm Wright

ACADEMIC OUTCOMES

INDUSTRY CONFERENCES



RESEARCH DEGREE COMPLETIONS

PhD

[Dr Ulrich Veyhl](#)

The role and leadership of functional experts in cross-functional selling centres.

[Dr Christian Zippel](#)

Management of retail channel partners by FMCG manufacturers.

Masters by Research

[Zachary Anesbury](#)

How online shoppers behave: describing and comparing patterns in online supermarket shopper behaviour.

[Jessica Booth](#)

Understanding buyer behaviour in the primary market for Aboriginal and Torres Strait Islander art.

[Steven Dunn](#)

How do consumers respond to price changes? An examination of competitive context and prior purchase experience effects.

[Julian Major](#)

Drawing the spotlight? Examining the attention grabbing potential of distinctive assets.

[Kellie Newstead](#)

Branding element variation: a consumer and industry examination.

[Therese Sjostrom](#)

Are luxury/premium products different? Do they share attributes and purchase patterns with non-luxury/non-premium products?

[Marietta Szabo](#)

How do manufacturers and retailers make decisions about price promotions?

[Oanh Truong](#)

Do consumer behaviour empirical generalisations hold in emerging markets?

VISITORS TO THE INSTITUTE

[Dr Herb Meiselman](#)

Co-Editor, *Food Quality and Preference*, USA.

[Professor Ulrich Orth](#)

University of Bern, Switzerland.

[Professor Gerald Goodhardt](#)

Adjunct, Ehrenberg-Bass Institute, UK.

[Dr Herb Sorensen](#)

TNS Global Retail & Shopper Practice, USA.

[Professor John Deighton](#)

Harvard Business School, USA.

[Professor Edith Rueger-Muck](#)

Weincampus Neustadt, Germany.

[Professor Don Schultz](#)

Northwestern University, USA.

[Professor Duane Varan](#)

Murdoch University, Australia.

[Dr Steve Bellman](#)

Murdoch University, Australia.

[Dr Maxwell Winchester](#)

Victoria University, Australia.

[Professor Harmen Oppewal](#)

Monash University, Australia.

[Professor Carl Mela](#)

Duke University, USA.



AUSTRALIA

aglIdeas Research Conference, Melbourne

[Professor Jenni Romaniuk](#)

The strengths and weaknesses of celebrities as branding design elements in advertising.

Australian Wine and Grape Authority Breakfast Series, Adelaide

[Dr Armando Maria Corsi](#)

China insights.

Australian Wine and Grape Authority Thought Leaders, Innovators and Game Changers Symposium, Adelaide

[Dr Justin Cohen](#)

What every Australian winery needs to know about China.

City of Sydney – City Conversations, Sydney

[Dr Karen Nelson-Field](#)

Gigabytes and Giving Back: using technology for social good.

CMO Summit, Gold Coast

[Dr Karen Nelson-Field](#)

Viral Marketing: the science of sharing.

Marketing Health and Nutrition to our Children, Adelaide

[Bill Page](#)

Kids and Marketing: the effects of advertising and branding on children and their food choices.

Marketing Science Ideas Exchange, Sydney

[Dr Karen Nelson-Field](#)

The science of content sharing.

Mumbrella360, Sydney

[Dr Karen Nelson-Field](#)

The Viral Video Myth: why reach reigns over creative.

Mumbrella BEfest, Sydney

[Dr Karen Nelson-Field](#)

Content Sharing, and why going viral is (mostly) a myth.

Sustainability Drinks Australia, Adelaide

[Assoc. Professor Anne Sharp](#)

What sustainable marketing is and why it is important for both marketers and non-marketers.

Wine Communicators of Australia Webinar, Adelaide

[Dr Armando Maria Corsi](#)

Consumer perceptions: what's new in China.

INTERNATIONAL

Australian Wine Summit, China

[Dr Justin Cohen](#)

Wine preferences in China.

Best-marketing.com 'Password' Conference, Estonia, Latvia & Lithuania

[Professor Byron Sharp](#)

How Brands Grow.

Carlsberg Marketing Conference, Belgium

[Professor Byron Sharp](#)

The new science of loyalty & growth.

Hong Kong Wine & Spirits Fair, China

[Dr Justin Cohen](#)

The 'State of Play' of the China wine market.

Warc Webinar, UK

[Professor Jenni Romaniuk](#)

How to build your brand assets into a source of strength.

2014 PUBLICATIONS



JOURNAL ARTICLES

This year we had refereed articles published in the following journals:

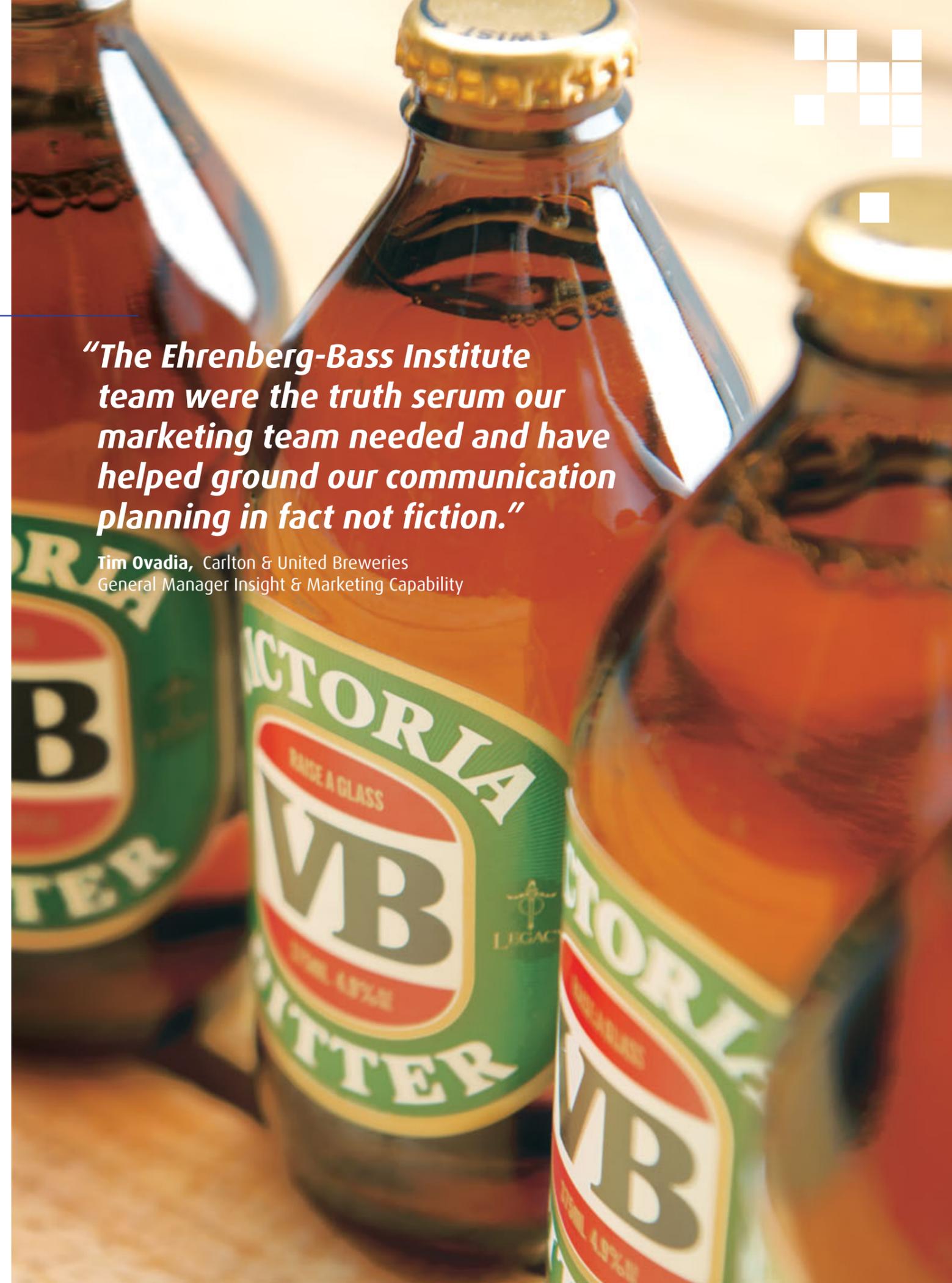
- Australasian Marketing Journal (x3)
- British Food Journal (x2)
- Building Research and Information
- Business Process Management Journal
- Current Issues in Tourism
- Environmental Management
- Environmental Science and Policy
- European Journal of Marketing (x2)
- Food Quality and Preference
- International Journal of Forecasting
- International Journal of Information Systems and Management
- International Journal of Market Research
- International Journal of Wine Business Research (x4)
- Journal of Advertising Research (x2)
- Journal of Brand Management
- Journal of Business Research (x3)
- Journal of Consumer Behaviour (x3)
- Journal of Engineering and Technology Management
- Journal of Interactive Advertising
- Journal of International Food and Agribusiness Marketing
- Journal of Marketing for Higher Education
- Journal of Personal Selling and Sales Management
- Journal of Product and Brand Management
- Journal of Retailing and Consumer Services
- Journal of Services Marketing
- Journal of Service Research
- Journal of Wine Research
- Nature Climate Change
- Nonprofit and Voluntary Sector Quarterly
- Political Science & Politics
- Psychology and Marketing
- Waste Management and Research

BOOK CHAPTER:

Major, J, Tanaka, A, Romaniuk, J (2014)
"The competitive battleground of colours, logos and taglines in brand identity",
Design for Business.

"The Ehrenberg-Bass Institute team were the truth serum our marketing team needed and have helped ground our communication planning in fact not fiction."

Tim Ovdia, Carlton & United Breweries
General Manager Insight & Marketing Capability





University of
South Australia

Ehrenberg-Bass
Institute for Marketing Science

University of South Australia
Adelaide, City West Campus
Yungondi Building, Level 4
GPO Box 2471 Adelaide
South Australia 5001 Australia
+61 8 8302 0111

info@MarketingScience.info

www.MarketingScience.info

 [@EhrenbergBass](https://twitter.com/EhrenbergBass)

