

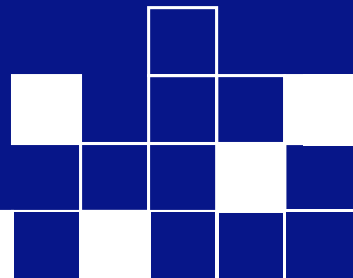


University of
South Australia

Ehrenberg-Bass
Institute for Marketing Science

2018

Annual Report



#1

IN THE WORLD

FOR

BRAND MANAGEMENT RESEARCH

An independent citation analysis by the League of Scholars found that the Ehrenberg-Bass Institute was ranked number one in the world for Brand Management Research.

This achievement is a testament to the world-class research being produced by our dedicated team of Marketing Scientists.

22 new research reports

New, ground-breaking research, exclusive to Corporate Sponsors covering end-of-aisle displays, luxury brands, digital targeting, disrupter brands and much more. Collaborations with global academics included: Professor Catherine Tucker (MIT Sloan School of Management), Dr Dag Bennett and Dr Charles Graham (London South Bank University), Dr Duane Varan, Dr Shruthi Arismendez and Dr Brooke Wooley (MediaScience) and Dr Nico Neumann (Melbourne Business School).



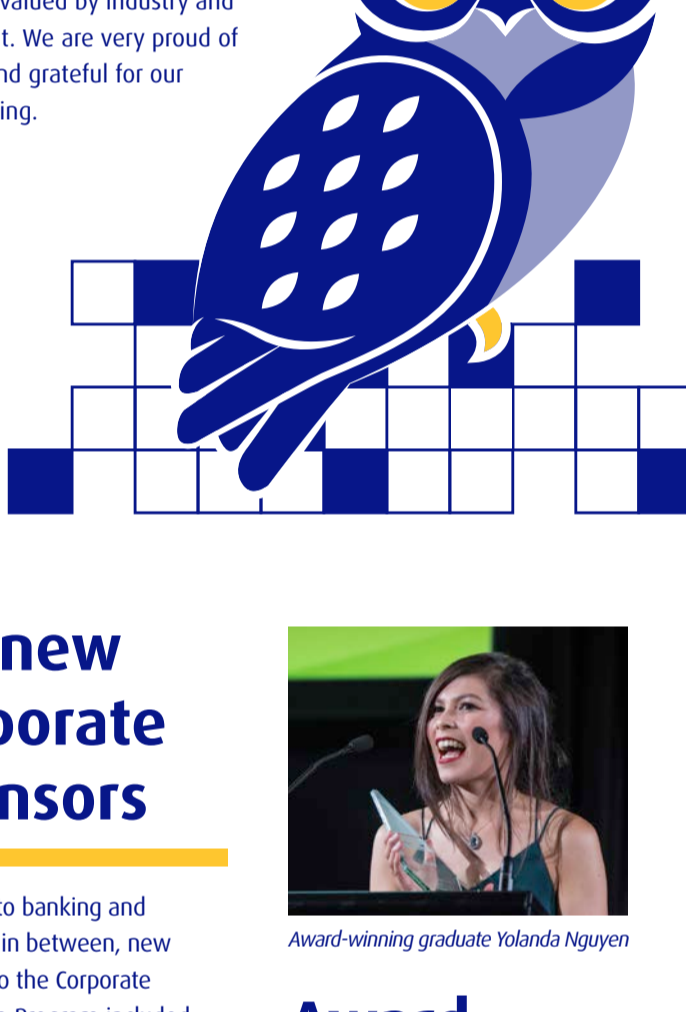
Prof. Byron Sharp presenting at a Corporate Sponsor seminar in Singapore

122 seminars

This year, Senior Marketing Scientists delivered a record number of 122 in-house presentations to our Sponsors all over the world. The most popular topics for 2018 were our two flagship presentations: *Laws of Growth* and *Mental Availability*.

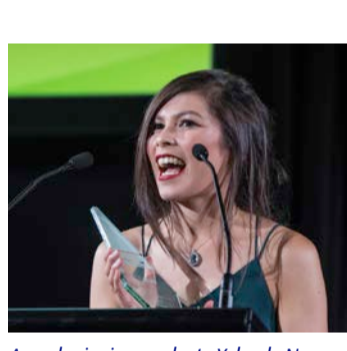
Government recognition of research achievement and excellence

The latest *Excellence in Research for Australia* report from the Australian Research Council shows that the Institute won two-thirds of Australian research income for the discipline of marketing. This outstanding result reflects the quality of the Institute's discoveries, and is evidence that our research is valued by industry and government. We are very proud of our team and grateful for our global funding.



21 new Corporate Sponsors

From beer to banking and everything in between, new members to the Corporate Sponsorship Program included Kraft Heinz, Foxtel, Raiffeisen Bank, Nestlé, United Spirits, MediaCom and Suntory. Other Sponsors expanded their membership to include additional regions.



Award-winning graduate Yolanda Nguyen

Award-winning graduates

Marketing Scientists Aaron Michelson and Yolanda Nguyen won graduate awards in recognition of their leadership excellence. Aaron was awarded *Best Player* at the *International Graduate Competition*, and Yolanda took out the *Nestlé Marketing Future Leaders Award* at the *GradConnection Top100 Awards*.

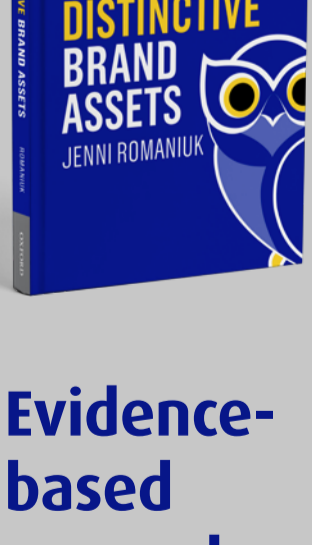
Building Distinctive Brand Assets

Following the success of *How Brands Grow* and *How Brands Grow Part 2* we launched our third book: *Building Distinctive Brand Assets*. Professor Jenni Romaniuk's insights can help readers set up a long-term strategy to build and protect Distinctive Assets for a future-proof brand identity.



6 PhDs, 4 masters

We congratulated Marketing Scientists who completed a masters or PhD. Their theses contributed new knowledge on physical availability, price promotions, consumer behaviour, retailing, brand health, advertising, media decision making, wine marketing, packaging and more.



Evidence-based research services

Brand managers all over the world are engaging our team of experts to perform in-depth investigations into their brands and markets. Our research services are underpinned by robust evidence, especially related to what is necessary for profitable brand growth.

Our core products are:

Distinctive Assets Measurement

Laws of Growth Analysis

Identifying & Measuring Category Entry Points

53 articles in 38 journals

As well as publishing in top marketing journals, our research into the psychological targeting of Facebook advertising was published in one of the world's leading science journals - *The Proceedings of the National Academy of Sciences (PNAS)*.

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