University of South Australia | Ehrenberg-Bass Institute for Marketing Science

2022 Annual Report

From the Director

In 2022 we dipped our toes back into international travel, meeting with our sponsors, seeing our Board Members and having that long-awaited drink with our friends and colleagues for the first time since 2019. We released evidence-based research exclusives to our sponsors including nine new sponsor reports and held a comprehensive Deep Dive event into Category Growth.

I'm thrilled to say in 2023 the Institute will return to its pre-pandemic travel calendar which is already brimming with exciting trips and events. We will hold Advisory Board meetings in Australia, Europe and the United States. Across May and June 2023 we will finally host our Mental & Physical Availability Summits (announced some three years ago!). Exclusive to our Ehrenberg-Bass Sponsor family, the Summits will be full-day, interactive events designed to showcase brand new research, allow the sharing of results and discoveries and, perhaps most importantly, they will facilitate the pioneering, empirically grounded (and sometimes provocative) discussion we're so well known for.

We look forward to hearing about your evidence-based journey over a coffee at your corner café soon!

Professor Byron Sharp
Director, Ehrenberg-Bass Institute

2022 Awards and Accolades

Congratulations to our amazing team who contributed to this year's successes:

Our university textbook ***Marketing: Theory, Evidence, Practice*** topped the 100 Best B2B Marketing Books of All Time - BookAuthority.

The Institute was ranked as the #1 top academic contributor to the ***Journal of Advertising Research*** from 1996 to 2019.

The top cited article in Psychology & Marketing was ***A dual-process model of how incorporating audio-visual sensory cues in video advertising promotes active attention.*** Authored by Dr Lucy Simmonds, Prof. Svetlana Bogomolova, Prof. Rachel Kennedy, Prof. Magda Nenycz-Thiel and Prof. Steven Bellman.

Measuring advertising's effect on mental availability was among the four finalists for best paper in the ***International Journal of Market Research***, authors Dr Kelly Vaughan, Assoc. Prof Armando Maria Corsi, Dr Virginia Beal and Prof Byron Sharp.

Senior Marketing Scientist Alicia Barker's article ***Small But Mighty: Tiny Brand Advertising Strategies*** was listed in ***B&T's*** top 3 most read articles of 2022.

For citations and full list of achievements visit: ***www.MarketingScience.info/award-winning-research***

New to your bookshelf

In February this year, Professor Jenni Romaniuk released another book, ***Better Brand Health: Measures and Metrics for a How Brands Grow World***. It is packed with insights and evidence-based recommendations to improve (or even overhaul) your brand health tracker. And three more book translations were released: Korean for *How Brands Grow*, Japanese for *Building Distinctive Brand Assets* and Polish for *How Brands Grow Part 2*.

BETTER BRAND HEALTH
Measures and Metrics for a How Brands Grow World
JENNI ROMANIUK

Award-winning Industry Relevance

The Institute's research, ***Ageism Kills Brands***, published in the *Australasian Marketing Journal*, was awarded the **Australasian Marketing Academy Industry Relevance Award** for being the academic article that made the most significant contribution to advance marketing practice. This award is sponsored by the Australian Marketing Institute.

anzmac AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY

AMI AUSTRALIAN MARKETING INSTITUTE

Deep Dive into Category Growth

In 2022 we held our second successful Deep Dive, this time into Category Growth. Hundreds of people tuned in from around the globe to hear Professor Magda Nenycz-Thiel speak, followed by a live Q&A discussion facilitated by Professor John Dawes. Deep Dives are exclusive for sponsors. We hope to see you for our next one!

Sponsors can watch the recording of this by visiting the Category Growth section of the sponsor website.

Prof. Magda Nenycz-Thiel in a Q&A after our Deep Dive into Category Growth.

TESTIMONIAL

Husqvarna: Distinctive Brand Assets in action

> *I'm excited to have finalised the most insightful, meaningful and rewarding six month project of my career together with the Ehrenberg-Bass Institute in measuring Husqvarna's Brand Distinctiveness. I can't encourage people enough to spend more time on your brand distinctiveness. Standing out from competition works.*
>
> Karl Kajbjer, Husqvarna (2021)

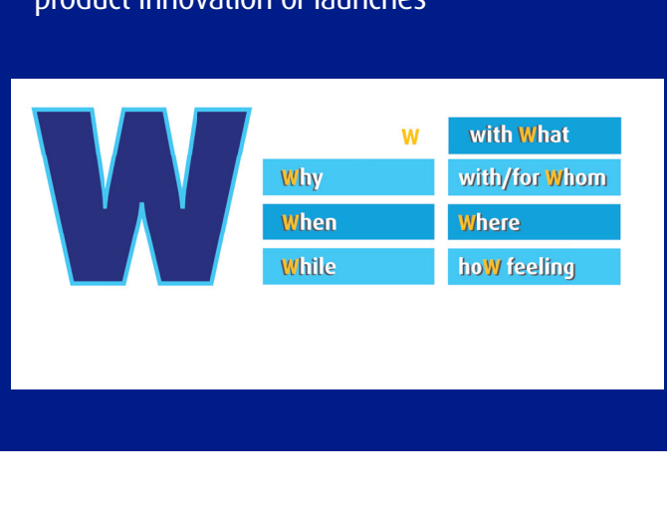
In 2021 multi-national organisation Husqvarna needed evidence to either confirm or allay their concerns about their distinctive assets. The research identified that their assets were too similar to competitors. It was liberating for the Swedish manufacturer to finally have the data to support a belief many held about the brand.

Karl Kajbjer was formerly Global Brand Director Husqvarna, and is currently Chief Strategy Officer for Publicis Groupe, Sweden.

Research product spotlight: Category Entry Points

Category Entry Points (CEPs) are the cues that category buyers use to access their memories when faced with a buying situation. Insights from our CEP analysis helps guide building Mental Availability for your brand. Our CEP analysis will:

- Identify CEPs for buyers of your categories, for specific countries or customer sub-sets (e.g. younger buyers)
- Assess your brand's performance for category CEPs, as well as key competitors
- Determine which CEPs are particularly useful for your brand to be mentally competitive
- Map CEPs across the company portfolio and identify gaps
- Identify CEPs the brand has mental advantage upon, and any gaps that could inform new product innovation or launches



17 new sponsors, and 2 membership expansions

We welcomed new sponsors from Australia, Europe, India, Southeast Asia, and the United States, including Mondelēz, Therabody Inc, Horticulture Innovation Australia, TV4 Sweden, Johnson & Johnson Consumer Health, Anheuser-Busch InBev, Ekaterra, Kinrise and Nestlé. Other sponsors expanded their membership to cover multiple regions.

149 seminars

In 2022 our team of Marketing Scientists delivered three virtual How Brands Grow - *Live!* executive workshops and a whopping 149 seminars to sponsors, with 30 of these back in-person with a hybrid option to accommodate those working remotely. The *Laws of Growth* seminar continues to be our most popular topic, both for new sponsors to learn the foundations of evidence-based marketing and for existing sponsors wanting to refresh their knowledge. Other popular topics for 2022 were *Mental Availability, Making Media Work for Brand Growth,* and *Smart Targeting: Sophisticated Mass Marketing*

1 PhD, 5 masters

We congratulate the Marketing Scientists who completed a PhD or masters this year. Their theses contributed to new knowledge on what happens to brand share, penetration, and loyalty when advertising stops, understanding channel usage behaviours, deviations in brand image data, offline and online brand presence measures, the choice of low-carbon wine packaging, and documenting patterns in advertising post-testing measurement.

35 articles in 15 journals

Institute research is highly regarded by our peers within academic industry and continues to be published in A and A* journals. Our leadership and excellence in the industry are evident with many of our top-tier Marketing Scientists awarded the prestigious honour of serving on some of these editorial boards.

Advisory Boards

The Institute is privileged to have three outstanding advisory boards, in Australasia, Europe and North America. Our boards provide strategic guidance and help us set a research agenda that matches industry needs.

Australasian Advisory Board

Professor Larry Lockshin (Chair) - Emeritus Professor, University of South Australia
Angela Burr - General Manager Marketing & Commercial Shared Services, Lactalis Australia
Leanne Cutts - President & COO, Saputo
Christine Fung - Portfolio & Marketing Director, Goodman Fielder
Nick Hickford - General Manager - Strategic Program Delivery, Bulla Dairy Foods
Professor Bruce McColl - Industry Professor, Ehrenberg-Bass Institute
Nicole McMillan - General Manager of Marketing, Carlton & United Breweries
Nicole Sparshott - CEO, Unilever

European Advisory Board

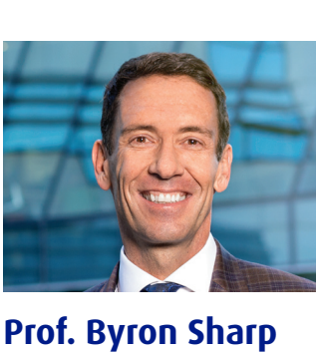
Professor Philip Stern (Chair) - Emeritus Professor of Marketing, University of Exeter Business School
Conny Braams - Chief Digital & Commercial Officer, Unilever
Andrew Curran - Global Head of Marketing, Lindt & Sprüngli
Matthew Graham - Chief Marketing Officer, Mars Global Food & Nutrition
Merete Høberg - VP of Marketing, Ringnes
Fiona Hughes - Chief Marketing Officer, Jacobs Douwe Egberts
Ani Kusurkar - Global Commercial & Innovation Director, Food & Beverages, FrieslandCampina
Pierre Laubies - Managing Director, Elmfort Capital BV
Nigyar Makhmudova - Chief Growth Officer, Danone
Andrii Stepanenko - Member of the Management Board Retail, Raiffeisen Bank International
Dr Gabi Trinkfass - Global Head of Brand Marketing, Red Bull

North American Advisory Board

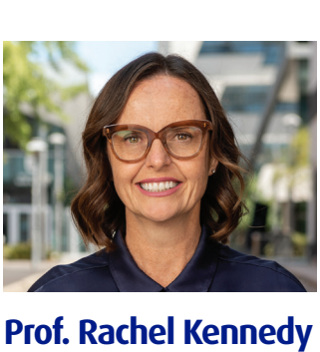
Jim Koch (Chair) - Founder and Chairman, The Boston Beer Company
Matias Bentel - Chief Brands Officer, Brown-Forman
Katie Decker - President, Global Essential Health, Johnson & Johnson Consumer Health
Norman de Greve - Chief Marketing Officer, CVS Health
Jami Guthrie - Vice President, Consumer Insights, McDonald's
Kelly Johnson - Vice President, Disney Advertising Sales
Lesya Lysyj - Chief Marketing Officer, The Boston Beer Company
Beth Rockwood - Senior VP, Turner Portfolio Research, Turner Broadcasting
Jorn Socquet - Chief Marketing Officer, Upfield
Susan Sweeney - Senior Vice President, Global Marketing, Amgen Inc

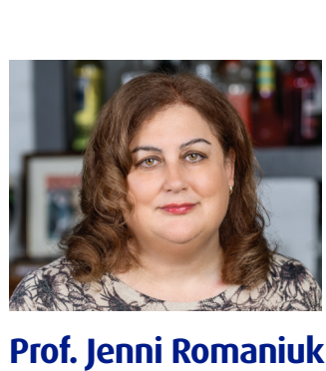
The home of evidence-based marketing.

Director & Associate Directors


Prof. Byron Sharp
Institute Director

Prof. John Dawes
Associate Director (Operations)


Prof. Rachel Kennedy
Associate Director (Product Development)

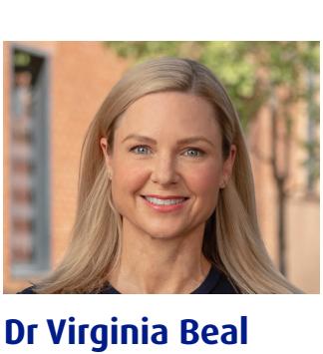

Prof. Jenni Romaniuk
Associate Director (International)

Elké Seretis
Deputy Director (Commercial)

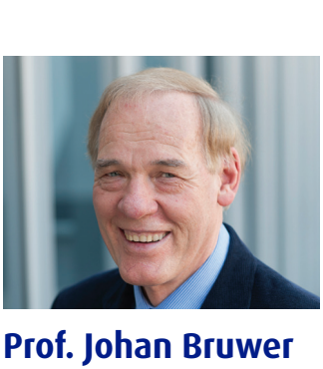
Senior Marketing Scientists

Dr Zachary Anesbury
Describing consumers' buying and media consumption behaviour.

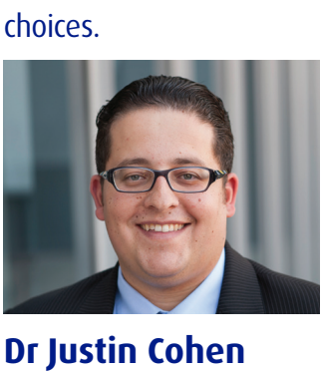
Alicia Barker
Investigating Category Entry Points and category growth.

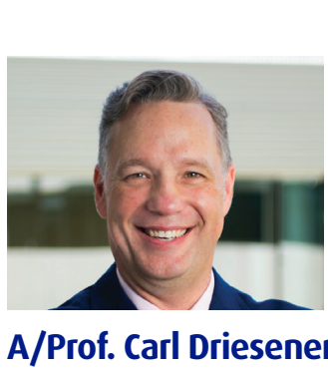

Dr Virginia Beal
Heightening effectiveness of advertising planning, execution and media choices.

Prof. Steve Bellman
Using biometrics to test video advertising and programs.


Prof. Johan Bruwer
Cellar door: cornerstone of direct-to-consumer (DTC) marketing.

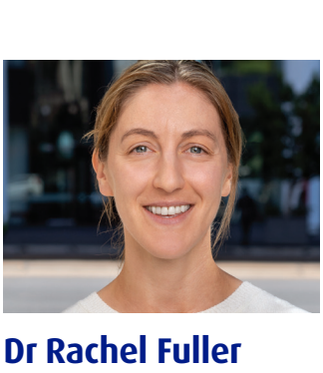
Dr Will Caruso
Evaluating redesigns of consumer packaged goods.

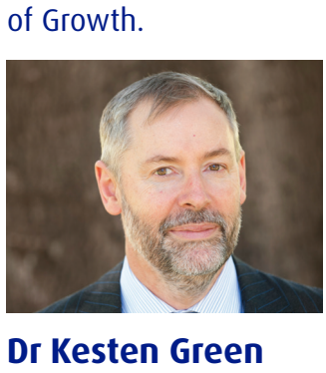

Dr Justin Cohen
Helping brands grow using Mental and Physical Availability.

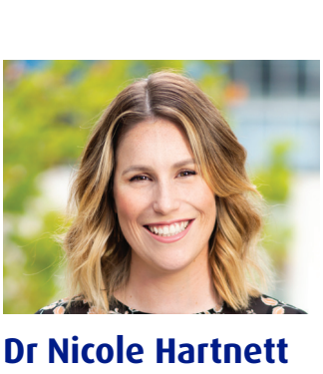

A/Prof. Carl Driesener
Understanding buying behaviour and embedding Laws of Growth.

Dr Steven Dunn
Understanding how product categories grow and decline.

Dr Margaret Faulkner
Understanding brand management and marketing effectiveness, primarily for nonprofits.

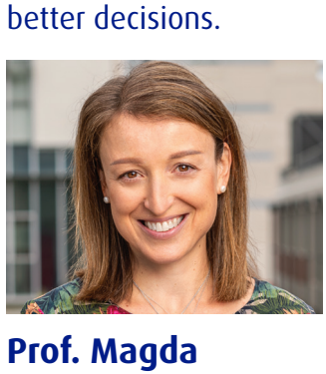

Dr Rachel Fuller
Understanding and measuring Mental Availability across product categories.

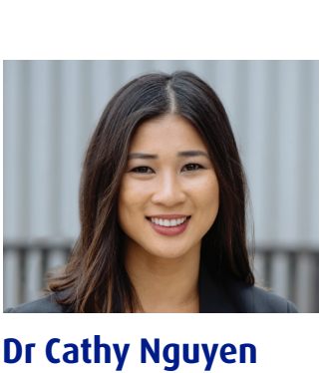

Dr Kesten Green
Scientific forecasting methods to help managers make better decisions.


Dr Nicole Hartnett
How advertising creative execution affects sales.

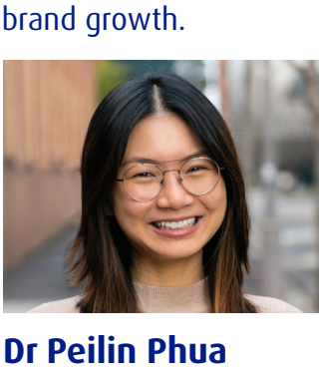
Prof. Richard Lee
Ethnic and international marketing within an Asian context.

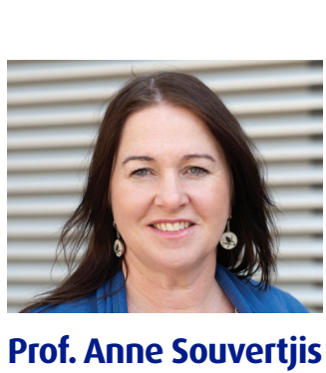
Aaron Michelon
Investigating how advertising combined with distribution affects brand growth.

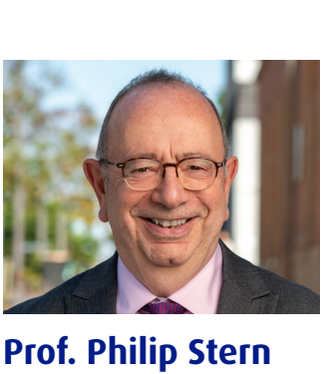

Prof. Magda Nenycz-Thiel
Industry Growth Professor.


Dr Cathy Nguyen
Dual-branding and co-advertising effectiveness.

Dr Bill Page
Shopper behaviour and inter-generational influence.

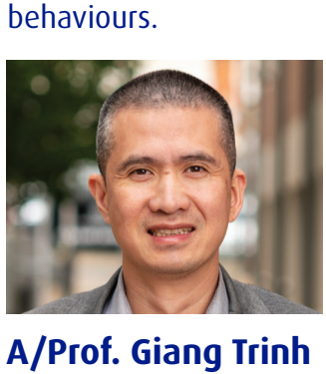

Dr Peilin Phua
Understanding sales and consumer behaviour when advertising stops.

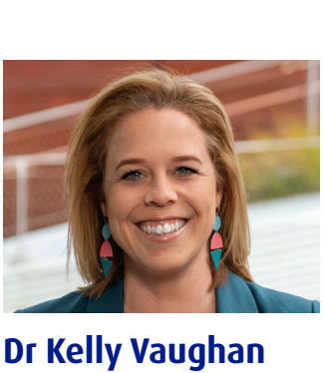

Prof. Anne Souvertjis
Sustainable marketing and initiatives for improved environmental behaviours.

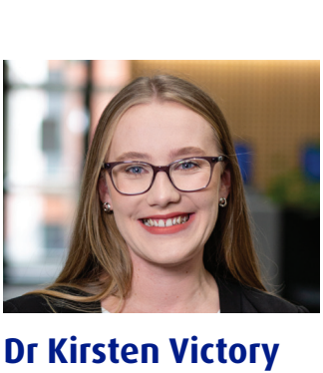

Prof. Philip Stern
Exploring physician prescribing and innovative behaviour.

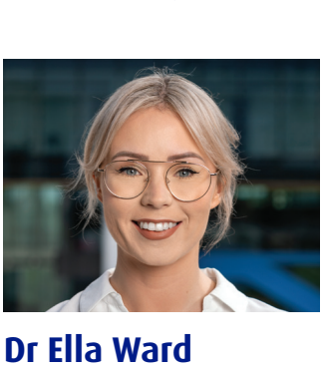
Dr Lara Stocchi
Laws of Growth analysis in digital domains (e.g. mobile, social).

Dr Arry Tanusondjaja
Market competition and portfolio management for business growth.

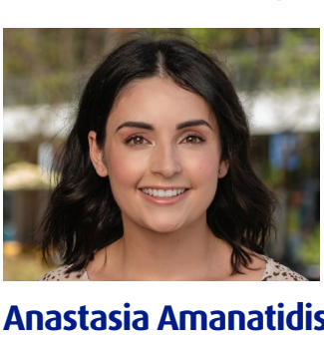

A/Prof. Giang Trinh
Using marketing analytics to understand changes in buyer behaviour.

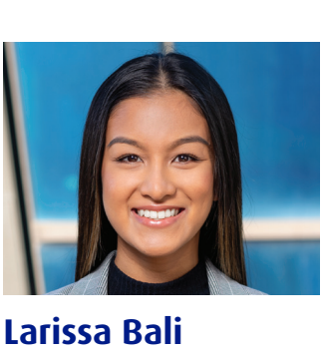

Dr Kelly Vaughan
Advertising and media planning for brand growth.

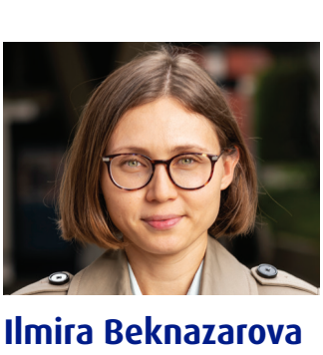

Dr Kirsten Victory
Understanding and predicting new product success.

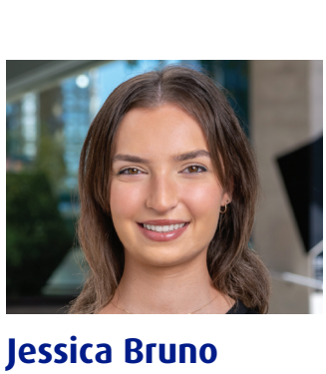

Dr Ella Ward
Enhancing visual brand identity across a product portfolio.

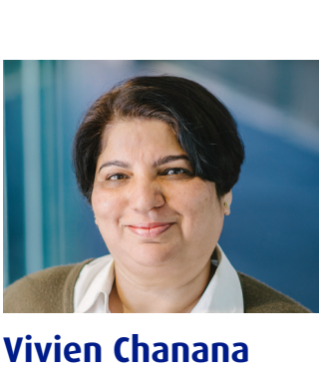
Marketing Scientists & Academics


Anastasia Amanatidis
Investigating channel revenue and buyer contribution to the brand.

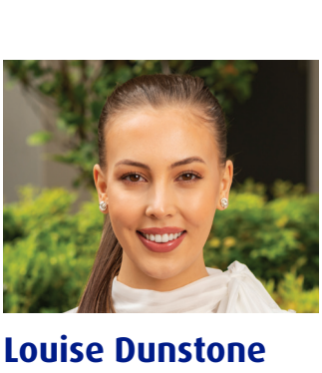

Larissa Bali
How to choose a brand name.

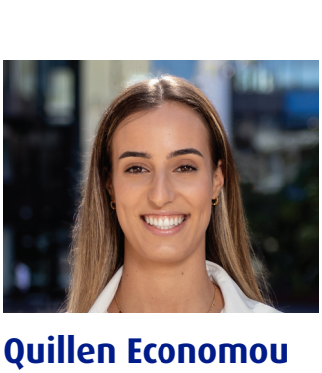

Ilmira Beknazarova
Understanding the effectiveness of paid search advertising.

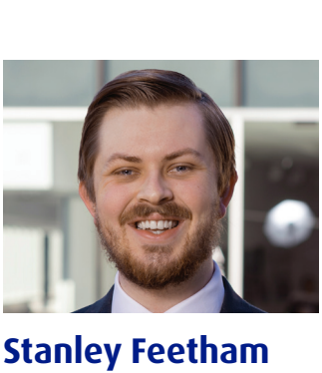

Jessica Bruno
Investigating advertising avoidance across different media.

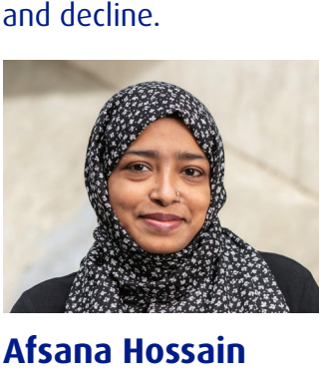

Vivien Chanana
Program Director; Marketing, UniSA Business.

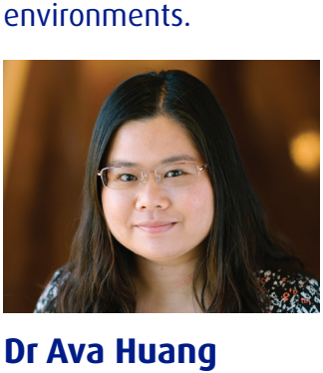
Shamim Chowdhury
How consumer behaviour influences brand growth and decline.

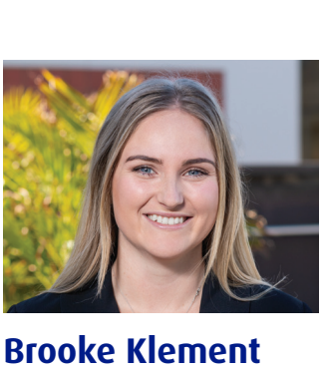

Louise Dunstone
Effectiveness of Distinctive Assets in e-commerce environments.

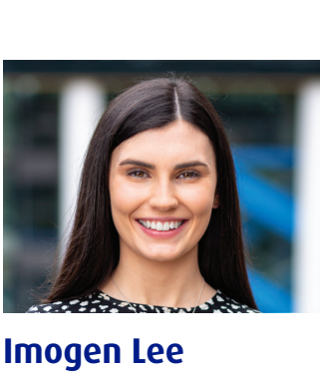

Quillen Economou
Investigating logo redesigns.

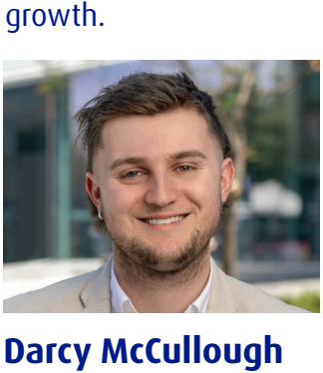

Stanley Feetham
Analysing the effect of footfall on key retail metrics.

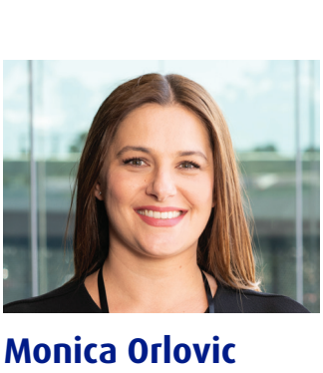

Afsana Hossain
Investigating how new category buyers contribute to brand growth.

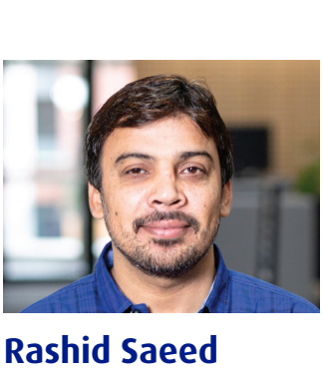

Dr Ava Huang
Understanding Physical Availability in the luxury category.


Brooke Klement
Building Distinctive Assets for service brands.


Imogen Lee
Exploring the effectiveness of targeted advertising.

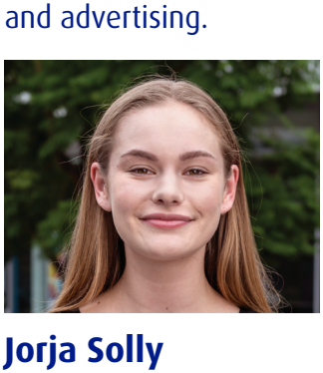

Darcy McCullough
How advertisers rate media buys.

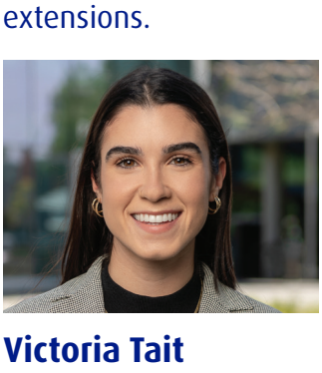

Monica Orlovic
Understanding buyer behaviour and advertising.


Rashid Saeed
Improving techniques for evaluating brand extensions.

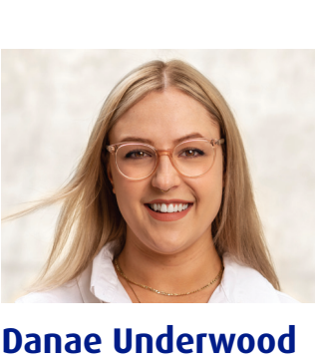
Millie Smith
Can consumers' intentions predict a brand's future?

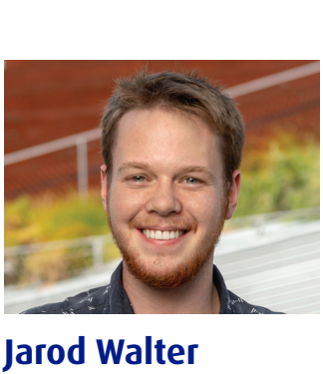
Ned Smith
Understanding repeat purchase erosion over time.


Jorja Solly
Investigating product innovation strategies in the wine industry.


Victoria Tait
Investigating the effect of brand purpose.

Quin Tran
Lecturer: Professional Development in Marketing; Marketing Analytics; Integrated Marketing.

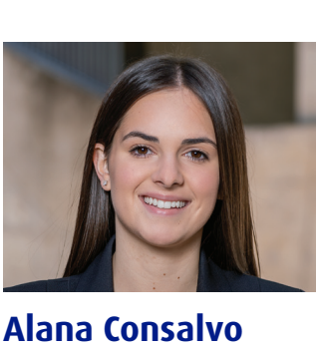

Danae Underwood
Examining the impact of advertising on Mental Availability.


Jarod Walter
Understanding how Distinctive Assets improve noticeability on social media.

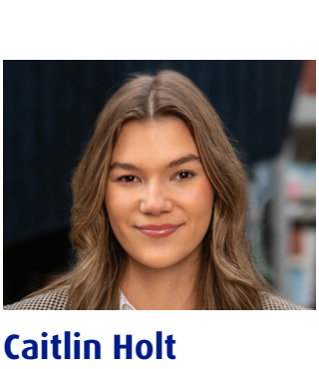
Ryan Williams
Noticeability of advertisements in a naturalistic environment.

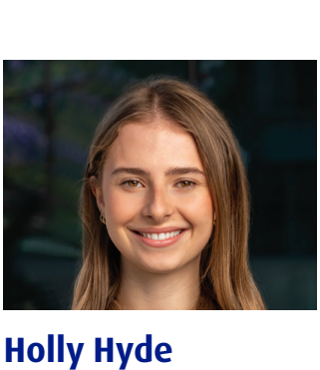
Dr Song Yang
Dynamics of consumer values in Asia.

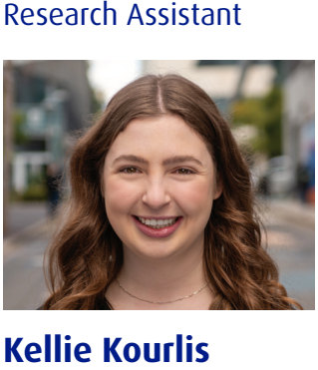
Research Assistants


Alana Consalvo
Research Assistant

Riley Francis
Research Assistant


Caitlin Holt
Research Assistant

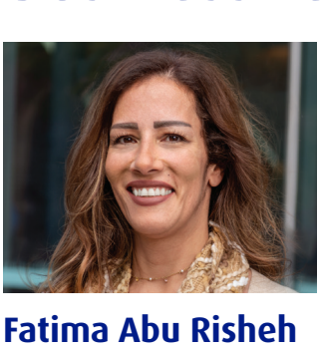

Holly Hyde
Research Assistant


Kellie Kourlis
Research Assistant

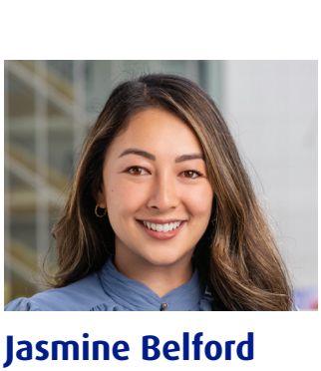
Lucy White
Research Assistant

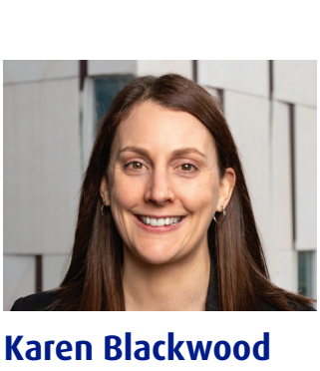
Mason Whitmore
Research Assistant

Business Team


Fatima Abu Risheh
Sponsor Officer

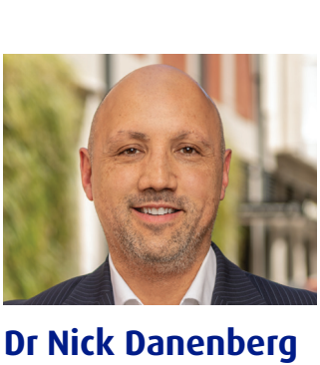
Emilia Averis
Sponsorship Administrator

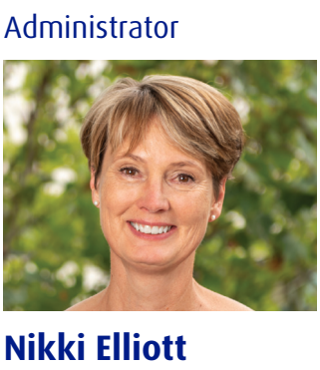

Jasmine Belford
Marketing Officer

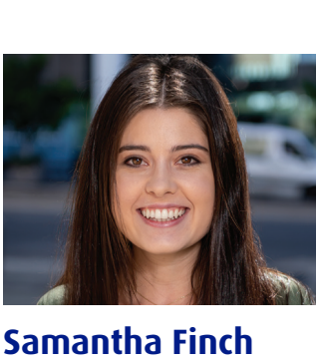

Karen Blackwood
Finance and Office Administrator

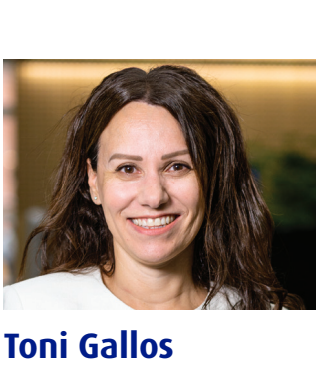
Mandy Corrie
Special Projects Officer

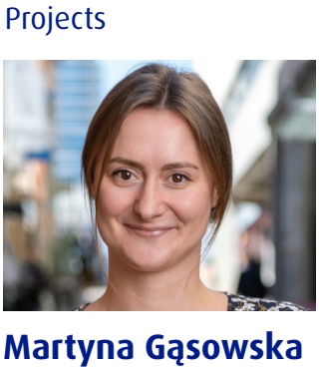
Kasia Crowley
Marketing Officer


Dr Nick Danenberg
Manager: Special Projects

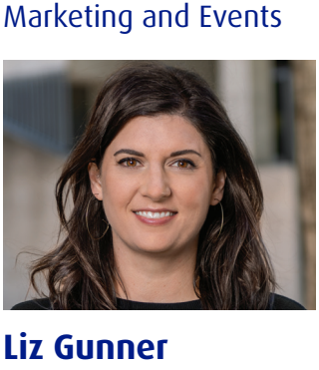

Nikki Elliott
Sponsor Officer


Samantha Finch
Project Officer: Marketing and Events

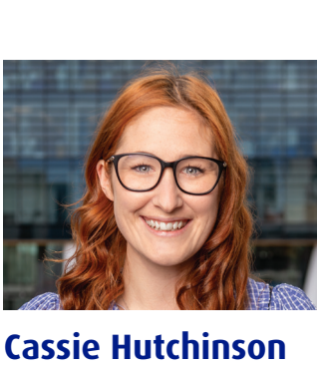

Toni Gallos
Manager: Ehrenberg-Bass Sponsorship


Martyna Gąsowska
Project Officer

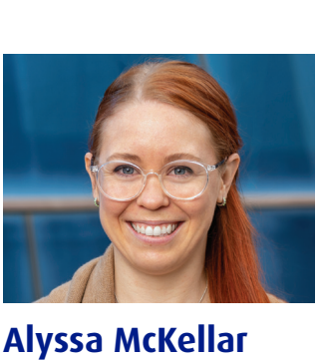
Alicia Grasby
Commercial Research Associate

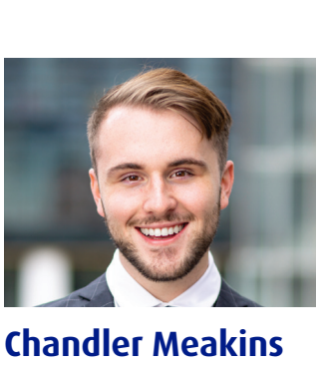

Liz Gunner
Commercial Manager

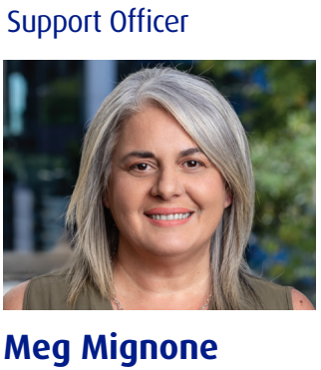
Maddy Healey
Sponsor Officer

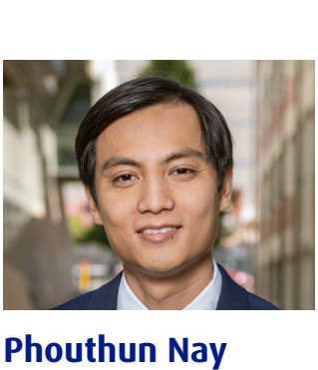

Cassie Hutchinson
Business and Administration Support Officer

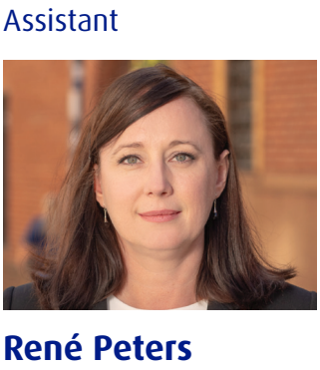
Rhys Johnson
Technical Officer


Alyssa McKellar
Executive Commercial Assistant

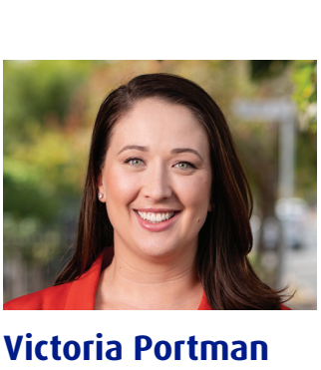

Chandler Meakins
Commercial Research Associate


Meg Mignone
Finance Administrator

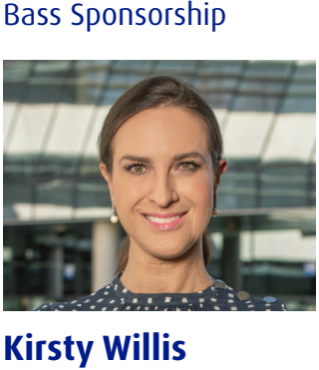

Phouthun Nay
Data Science Research Analyst


René Peters
Coordinator: Ehrenberg-Bass Sponsorship

Tien Pham
Data Science Research Assistant


Victoria Portman
Project Officer: Marketing and Events

Dominika Schifferova
Sponsor Officer


Kirsty Willis
Manager: Market Research

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