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

2024 Annual Report

From the Director

2024 was another stellar year for the Institute… we welcomed more new sponsors than ever before.

Our sponsor churn follows the scientific laws we have documented (oh the irony if they didn't!).

1. "Even growing brands lose customers." Each year we lose about the same small number of sponsors. And (inline with research findings) pretty much entirely for reasons beyond our control such as corporate restructures, key staff turnover, and so on… This is why each year we see lapsed sponsors return.
2. In accordance with "Retention Double Jeopardy law" our growth in sponsor numbers then depends entirely on acquisition. This year 3+ new sponsors joined for every one that lapsed.

(See chapter 3 of *How Brands Grow*, page 30).

Of course we hope that all sponsors stay on their evidence-based marketing journey, and so we launch new initiatives to help. This year we held our first Deep Dive into B2B marketing. We'll be doing more of these global online events.

2024 started the merger to create the new Adelaide University. Staff from both universities came together under one (very large) roof to witness the new university's brand identity. What does this mean for the Ehrenberg-Bass Institute? In the coming 12 months you will notice that our branding will change to reflect and promote our new university – but don't worry, Owlbert will stay!

Professor Byron Sharp
Director, Ehrenberg-Bass Institute

Specialist Research Services

The Ehrenberg-Bass Institute offers research tools based on our fundamental R&D. Our research outcomes, recommendations and insights are immediately useful for developing your business strategy.

In 2024, we conducted research in all the usual places (**USA**, **UK**, **Europe** and **Australia**) as well as locations such as **Kazakhstan**, **Saudi Arabia**, **India**, **Vietnam**, **Taiwan**, **Pakistan**, **Philippines** and many others.

Reach out to our team to find out more.

- Being Better Investors
- Brand Health Review: The Workshop
- Distinctive Asset Measurement
- Evidence-based Knowledge Audit
- Evidence-based Transformation
- Identifying and Prioritising Category Entry Points
- Laws of Growth Analysis
- Media Planning Review

Deep Dive into B2B Marketing

In 2024, we held our third successful Deep Dive, this time into Business-to-Business (B2B) marketing. Hundreds of our sponsors around the globe tuned in to hear Professor Jenni Romaniuk and Professor John Dawes speak, followed by a live Q&A session. Deep Dives are exclusive for Ehrenberg-Bass sponsors.

Sponsors can view the recording of this session by visiting the Business-to-Business (B2B) section of the Sponsor website.

Global Reach

In 2024, we were invited to speak at conferences in exciting locations such as **Cyprus**, **Czech Republic**, **Croatia**, **Poland**, **Singapore**, **Australia**, and the **USA**.

Our Senior Marketing Scientists spoke on 19 podcasts this year, based out of **Argentina**, **Australia**, **Belgium**, **Canada**, **Czech Republic**, **Denmark**, **Germany**, **Ireland**, **UK**, and the **USA**.

The Institute and its research was mentioned in 258 articles throughout Asia, Africa, Europe, and North America. A local highlight for the Institute was the Australian Financial Review extolling our successes.

3 Advisory Board Meetings

The Institute benefits from the counsel of three outstanding Advisory Boards in Europe, Australasia, and North America. Our boards comprise senior executives who have shown an ongoing commitment to the Institute's success.

This year our three advisory boards respectively met at the iconic **Adelaide** Oval, **Amsterdam**, and **New York**.

During the meetings, board members received a 'peek into the lab' hearing about our latest research in the pipeline, and were asked to contribute their ideas and suggestions on key future focus areas for the Institute.

Australasian Advisory Board, Adelaide Oval

"Just do it. This fundamental masterclass will be the best return on investment you can do for yourself and for your organisation."

- Samit Mehrotra, Global Brand Director
Singapore 2024 Participant
Castrol

How Brands Grow *Live!*
FOR EXECUTIVES

Finally we launched How Brands Grow *Live!* public programs in Singapore, Bordeaux, and Boston. The four-day executive development events brought senior executives from different countries and industries together with Professor Byron Sharp, Professor Jenni Romaniuk, and Associate Professor Justin Cohen learning how to embed evidence-based strategies for sustainable growth.

The team are currently vetting enrolment applications for 2025: **Singapore** (April 7-10), **Bordeaux** (June 23-26) and **Boston** (Sept 8-11).

We promise that even those who have read *How Brands Grow* a dozen times will still learn new things.

www.MarketingScience.info/how-brands-grow-for-executives/

Research product spotlight: **Pricing**

Ehrenberg-Bass Institute research shows that a brand does not have one set price elasticity. How much volume you will gain or lose depends on real-world context.

In 2025, we will be releasing a new report showing how to predict the effects of price changes in light of context.

We will also be offering a new service if you'd like to find out how different price changes will affect sales for your product category or for your brand. Contact us.

Sponsors can view further insights on pricing by visiting Price Promotions & Discounting and Pricing Decisions sections of the sponsor website.

33 new sponsors, and 3 membership expansions

We welcomed new sponsors from **Australia**, **Europe**, **France**, **Ireland**, **North America**, **New Zealand**, **Saudi Arabia**, **Singapore**, **Switzerland**, **UK** and **USA**. Some of our new sponsors for 2024 include Allwyn, Essity, Flora, General Mills, Helen of Troy, Lipton Teas and Infusions, Pepsico and Waterwipes. Ehrenberg-Bass Sponsors also expanded the coverage of their sponsorship across **New Zealand** and **Europe**.

175 Seminars

Ehrenberg-Bass Marketing Scientists conducted a record-breaking 175 seminars for sponsors. These included 42 sessions on the Laws of Growth, 32 Q&A sessions, and 18 on Mental Availability.

We also travelled to **Vietnam**, **USA**, **Norway**, **Thailand**, **India**, and **Australia** to conduct How Brands Grow *Live!* in-house for sponsors to fast track their implementation of evidence-based marketing.

3 Masters Theses

We congratulate the Marketing Scientists who completed their Masters of Research. Their theses contributed new knowledge including:

- Are Consumers Aware to Care? An Investigation into Consumer Awareness of Brand Purpose
- Stand Out or Get Lost: An Analysis of Social Media Advertising Effectiveness
- Is Suggestive Branding Suggested?

You can read the research on the Ehrenberg-Bass Sponsor website.

41 Articles in 26 journals

The Institute's research is highly regarded within the academic and industry communities, consistently published in prestigious journals. Our leadership and excellence are further demonstrated by the appointment of many top-tier Marketing Scientists to editorial boards of renowned publications.

Associate Professor Giang Trinh
Journal of Marketing Analytics – Member of the Editorial Board

Associate Professor Lara Stocchi
Australasian Marketing – Associate Editor
Journal of Product and Brand Management – Member of the Editorial Board
Journal of Consumer Behaviour – Member of the Editorial Board

Dr Zac Anesbury
Journal of Consumer Behaviour – Senior Associate Editor

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

Leanne Cutts (Chair) – Chief Commercial Officer – Saputo Inc
Angela Burr – General Manager, Communication and Corporate Responsibility – Lactalis Australia
Bruce McColl – former Chief Marketing Officer of Mars and Industry Professor UniSA
Christine Fung – Chief Marketing Officer and Grocery Business Unit Director – Goodman Fielder
Ian Burton – BU President APAC – Perfetti Van Melle
Mat Barbagallo – General Manager – Kinrise
Nicole McMillan – General Manager of Marketing – Carlton & United Breweries
Tamara Howe – Chief Marketing Officer – SunRice
Tomas Centeno – VP Strategy & Commercial Excellence – Mondelēz International

European Advisory Board

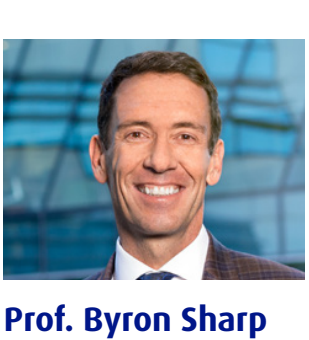
Philip Stern (Chair) – Emeritus Professor of Marketing – University of Exeter Business School
Andrii Stepanenko – Member of the Management Board Retail – Raiffeisen Bank International
Aniruddha Kusurkar – Managing Director, Consumer Dairy Netherlands – FrieslandCampina
Brian Robbins – Head of Integrated Insights (Oncology International) – Novartis Pharma
Gabi Trinkfass – Global Head of Brand Marketing – Red Bull
Fiona Hughes – Chief Marketing Officer – Jacobs Douwe Egberts
Jorn Socquet – Chief Marketing Officer – Flora Food Group
Matthew Graham – Chief Marketing Officer – Mars Global Food & Nutrition
Merete Høberg – Vice President, Marketing – Ringnes
Nigyar Makhmudova – Institute Board Member
Pierre Laubies – Managing Director – Elmfort Capital BV
Raffael Payer – Chief Marketing Officer – Emmi AG

North American Advisory Board

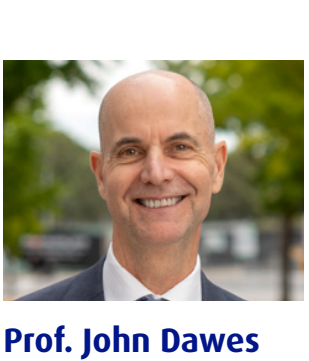
Jim Koch (Chair) – Founder & Chairman – The Boston Beer Company
Darren Serrao – Advisory Board Member
Edward Pilkington – Chief Marketing & Innovation Officer – Diageo North America
Jami Guthrie – Vice President, Consumer Insights – McDonald's
John Deighton – Harold M Brierley Professor of Business Administration, Emeritus – Harvard Business School
Katie Decker – Global Head, Essential Health & Customer Engagement and Managing Director – Kenvue
Kelly Johnson – Vice President, Advertising and Marketing Intelligence – Disney Advertising Sales, LLC
Lesya Lysyj – Chief Marketing Officer – The Boston Beer Company
Matias Bentel – Chief Brands Officer – Brown-Forman
Norman de Greve – Global Chief Marketing Officer – General Motors
Paige Corbett – Head of Global Marketing Capabilities – Amgen

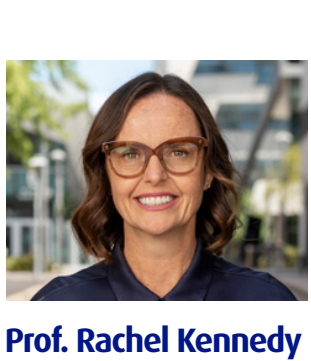
The home of evidence-based marketing.

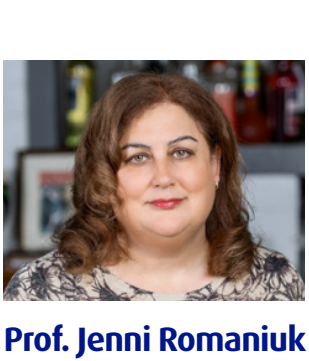
Directors


Prof. Byron Sharp
Institute Director

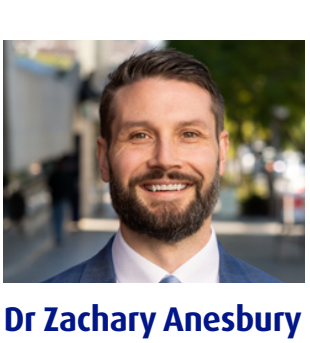
Elké Seretis
Associate Director (Operations)


Prof. John Dawes
Associate Director (Operations)

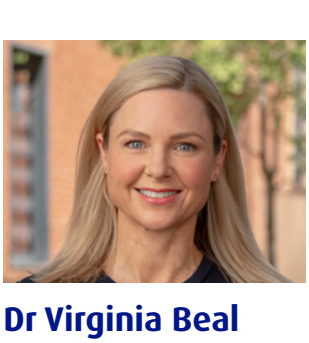

Prof. Rachel Kennedy
Associate Director (Product Development)


Prof. Jenni Romaniuk
Associate Director (International)

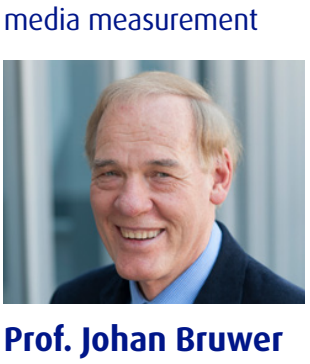
Senior Marketing Scientists


Dr Zachary Anesbury
Consumer behaviour and media measurement

Alicia Barker
Competition patterns

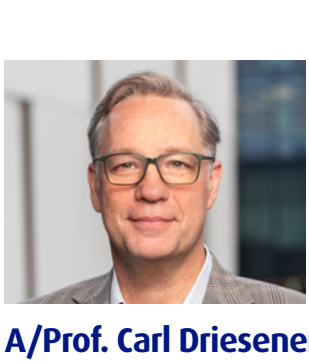

Dr Virginia Beal
Advertising

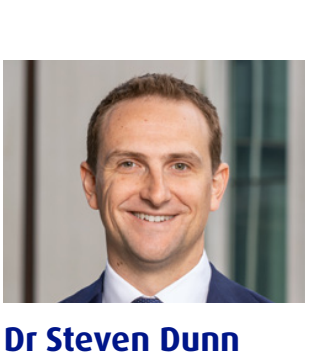
Prof. Steve Bellman
Advertising


Prof. Johan Bruwer
Wine marketing

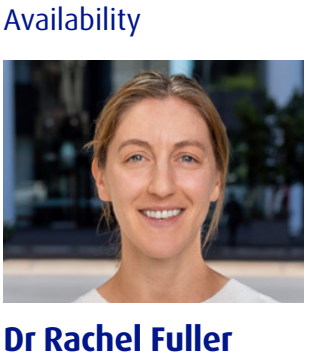
Dr Will Caruso
Packaging design

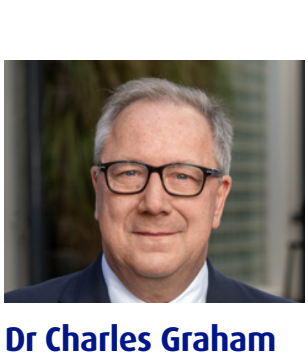
A/Prof. Justin Cohen
Mental and Physical Availability

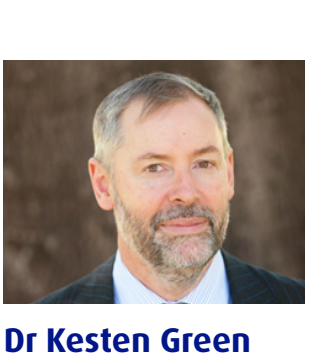

A/Prof. Carl Driesener
Buyer behaviour

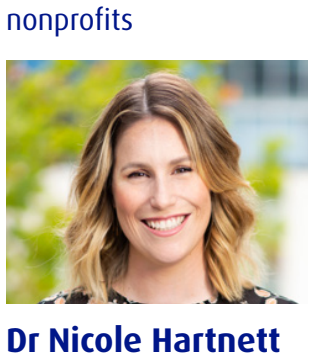

Dr Steven Dunn
Category growth

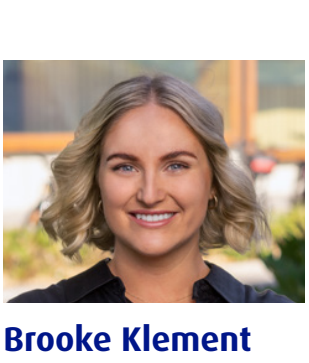
Dr Margaret Faulkner
Brand management, nonprofits

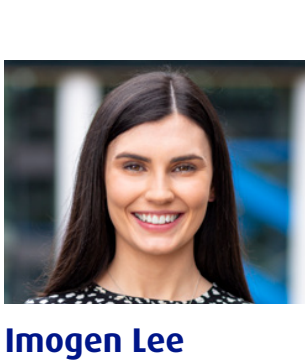

Dr Rachel Fuller
Mental Availability

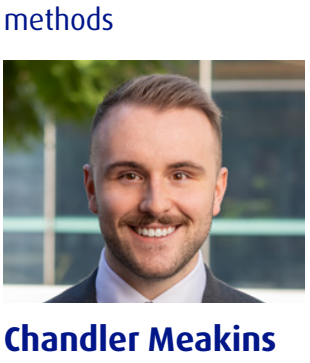

Dr Charles Graham
Buyer behaviour

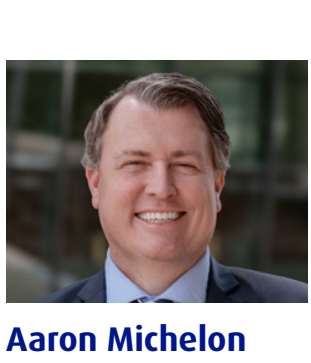

Dr Kesten Green
Scientific forecasting methods

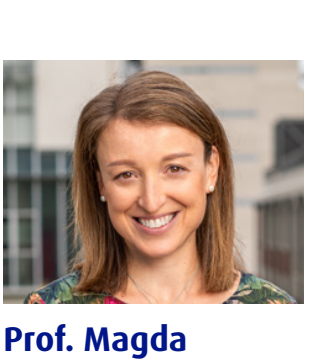

Dr Nicole Hartnett
Advertising

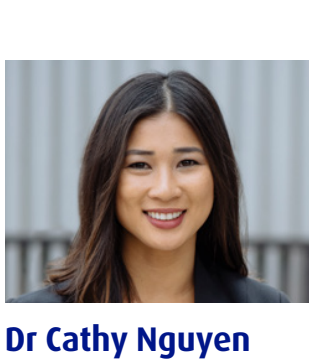

Brooke Klement
Distinctive Assets


Imogen Lee
Targeted advertising

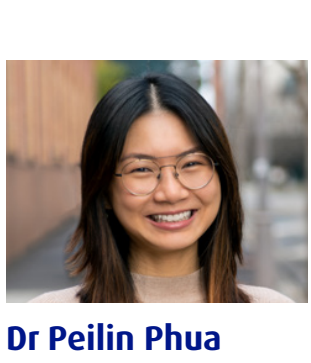

Chandler Meakins
Portfolio advertising

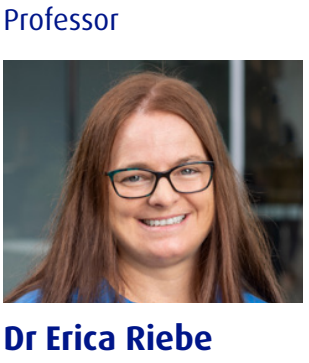

Aaron Michelon
Brand growth

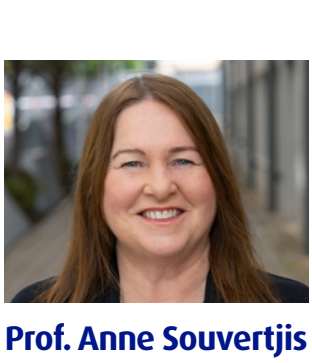

Prof. Magda Nenycz-Thiel
Industry Growth Professor

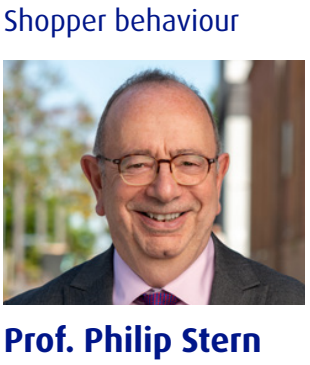

Dr Cathy Nguyen
Co-branded advertising

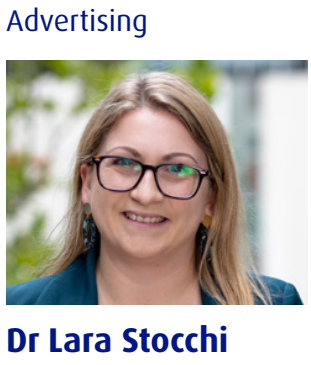
Dr Bill Page
Shopper behaviour


Dr Peilin Phua
Advertising


Dr Erica Riebe
Media planning

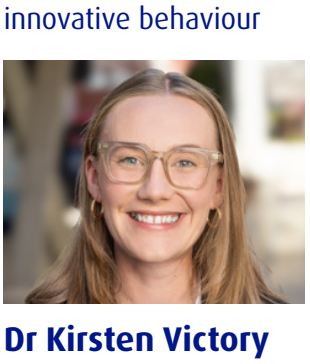

Prof. Anne Souvertjis
Sustainable marketing

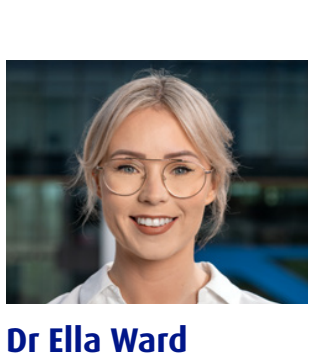

Prof. Philip Stern
Pharmaceutical prescribing and innovative behaviour


Dr Lara Stocchi
Digital marketing

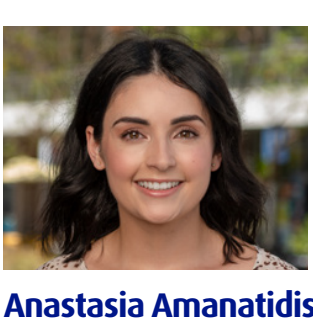
Dr Arry Tanusondjaja
Portfolio management

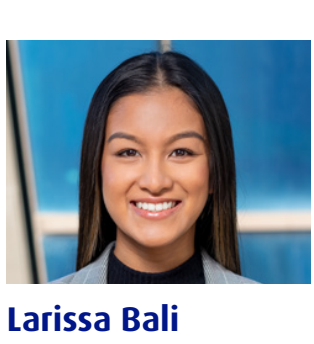
A/Prof. Giang Trinh
Buyer behaviour

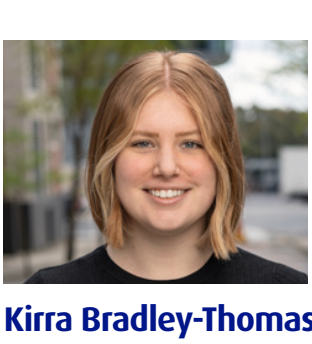

Dr Kirsten Victory
New product success

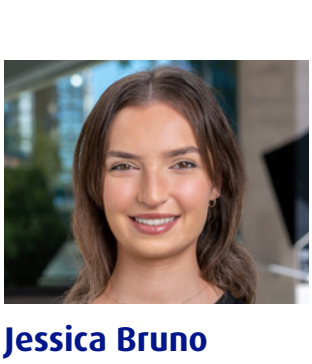

Dr Ella Ward
Portfolio cohesion

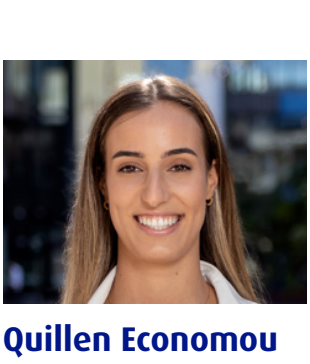
Marketing Scientists & Academics


Anastasia Amanatidis
Distribution channels

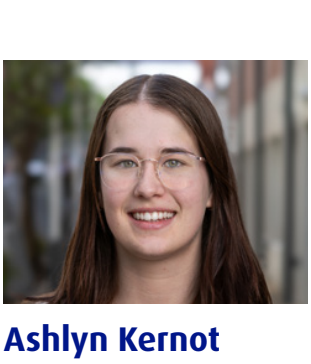

Larissa Bali
Distinctive brand assets

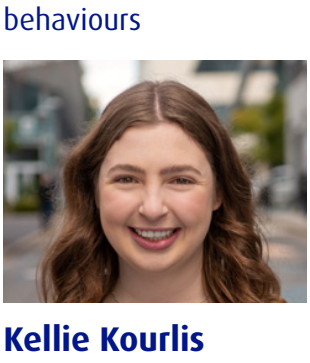

Kirra Bradley-Thomas
Brand cohesion

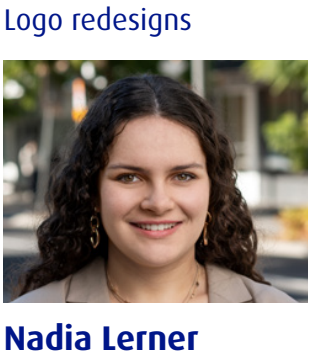

Jessica Bruno
Advertising avoidance behaviours


Quillen Economou
Logo redesigns

Jess Ellis
Buyer behaviour

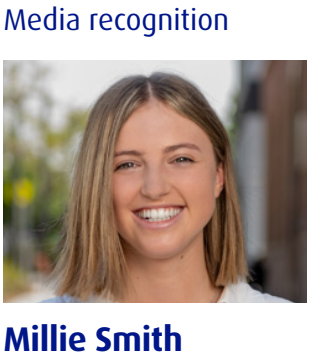

Ashlyn Kernot
Pack sizes


Kellie Kourlis
Media recognition

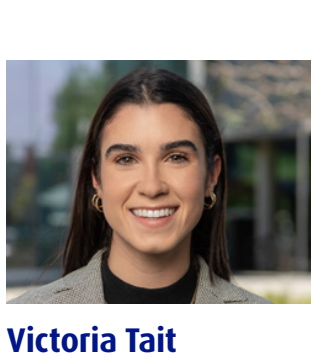

Nadia Lerner
Category buyers

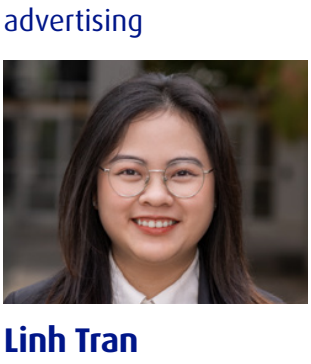
Mikhaila Pritchard
Brand growth

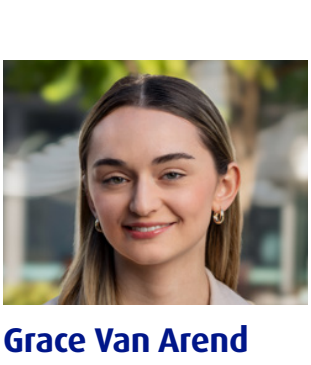
Tahlia Seymour
Social media advertising


Millie Smith
Buyer behaviour

Jorja Solly
Product portfolio management, wine


Victoria Tait
Brand purpose


Linh Tran
Pricing


Grace Van Arend
Advertising

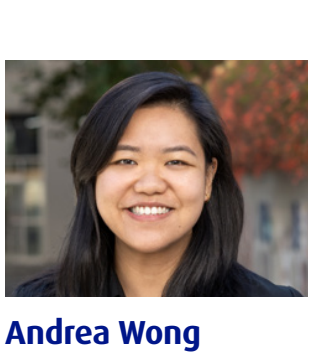
Carlos Villanueva
Limited time products

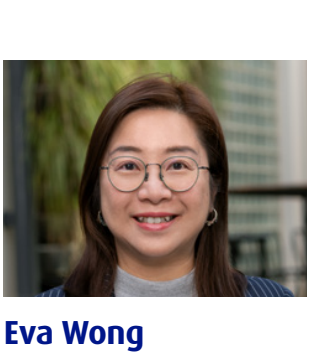
Jarod Walter
Distinctive Assets

Jordan White
Consumer behaviour

Mason Whitmore
Customer sharing inside product portfolios

Ryan Williams
Advertising


Andrea Wong
Consumer behaviour

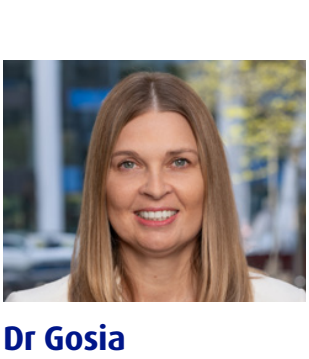

Eva Wong
Out-of-home advertising

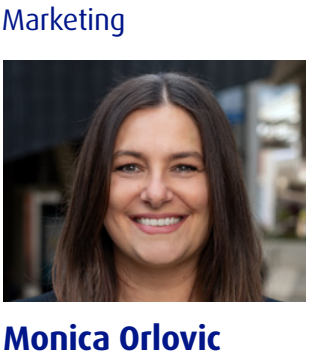
Marketing Academics

A/Prof. Vivien Chanana
Program Director, Marketing

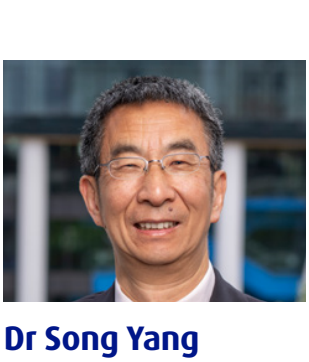
Dr Ged Lipnickas
Online Course Facilitator

Prof. Richard Lee
Professor

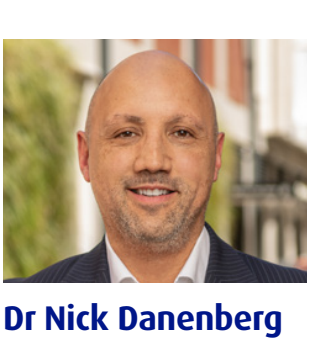

Dr Gosia Ludwichowska-Alluigi
Program Facilitator

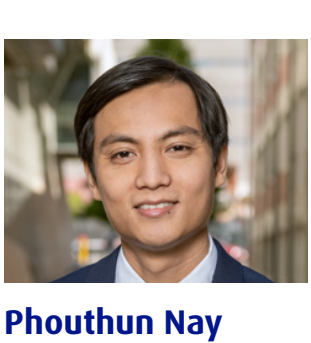

Monica Orlovic
Lecturer

Quin Tran
Lecturer

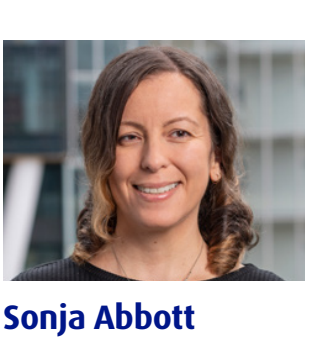

Dr Song Yang
Lecturer

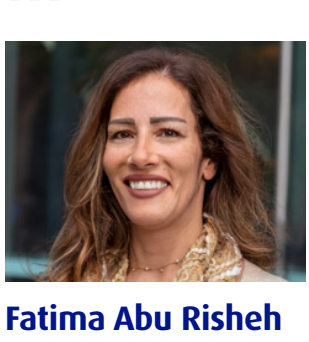
Data Wizards

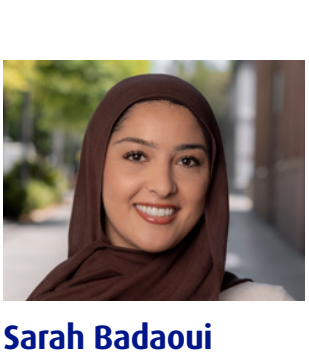

Dr Nick Danenberg
Manager: Data Engineering and Analytics

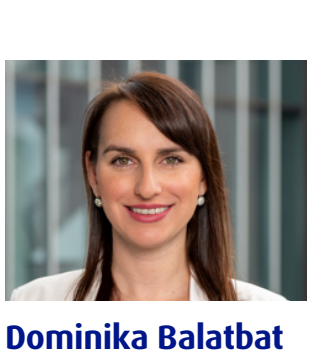

Phouthun Nay
Data Science Research Analyst

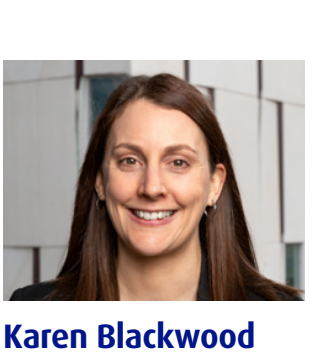
Business Team

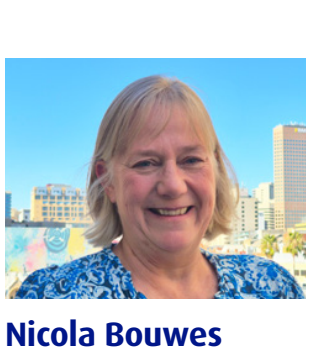

Sonja Abbott
Institute Administrator

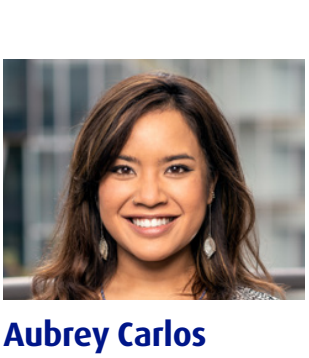

Fatima Abu Risheh
Sponsor Officer

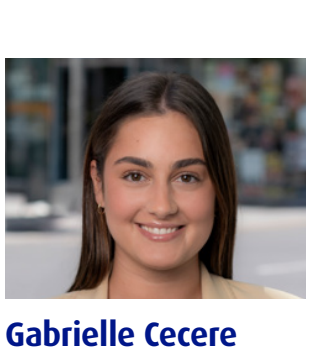

Sarah Badaoui
Sponsor Officer

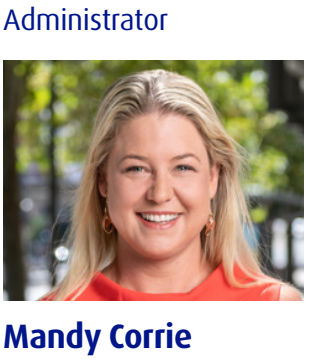

Dominika Balatbat
Sponsor Officer

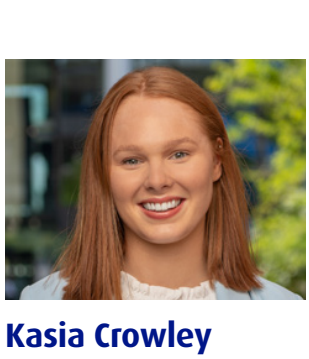

Karen Blackwood
Finance and Office Administrator


Nicola Bouwes
Project Officer

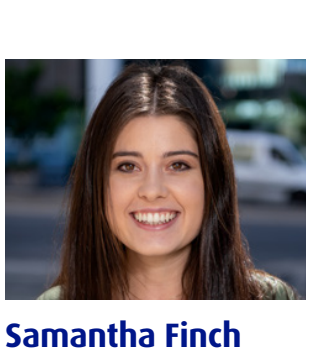

Aubrey Carlos
Marketing Officer


Gabrielle Cecere
Sponsor Administrator

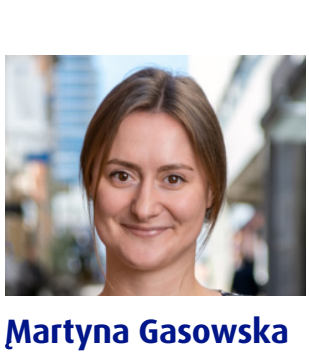

Mandy Corrie
Brand Coordinator


Kasia Crowley
Marketing Officer

Nikki Elliott
Sponsor Officer

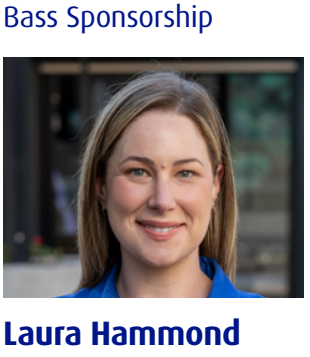

Samantha Finch
Project Officer: Marketing and Events

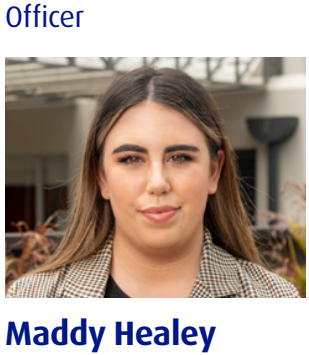
Toni Gallos
Manager: Ehrenberg-Bass Sponsorship


Martyna Gasowska
Executive Engagement Officer

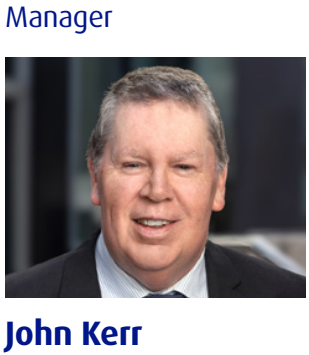
Alicia Grasby
Commercial Research Associate

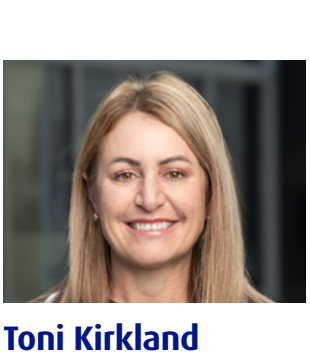
Liz Gunner
Commercial Systems Manager

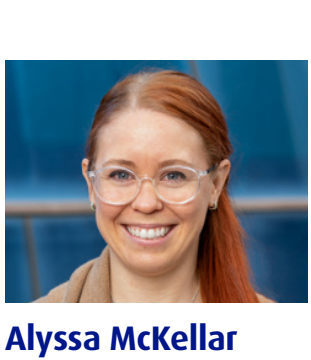

Laura Hammond
Commercial Officer

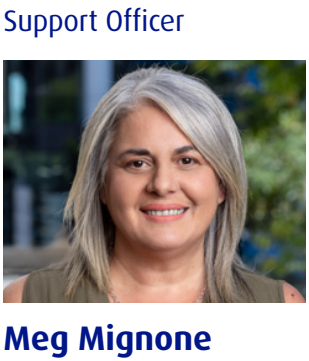

Maddy Healey
Sponsor Officer

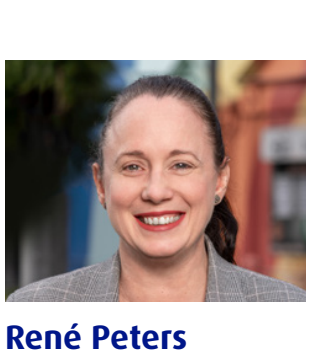
Cassie Hutchinson
Business and Administration Support Officer

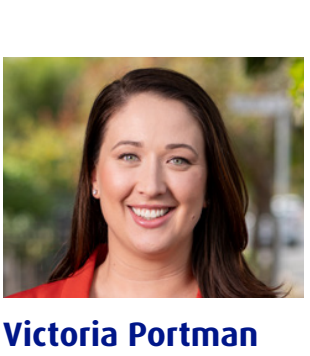

John Kerr
Business Support Officer

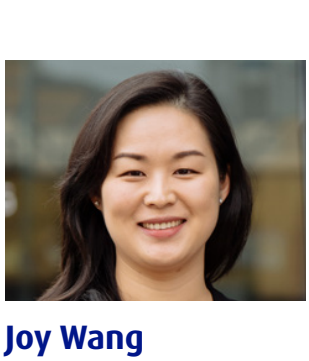

Toni Kirkland
Sponsor Officer

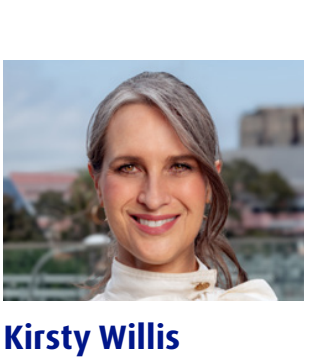

Alyssa McKellar
Commercial Coordinator


Meg Mignone
Finance Administrator

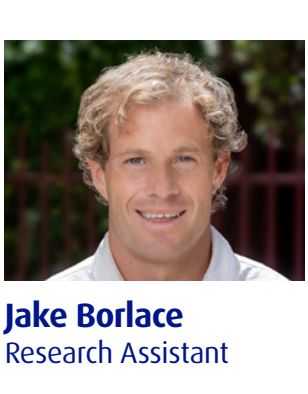

René Peters
Coordinator: Ehrenberg-Bass Sponsorship


Victoria Portman
Project Officer: Marketing and Events


Joy Wang
Accountant


Kirsty Willis
Manager: Research Operations

Research Assistants

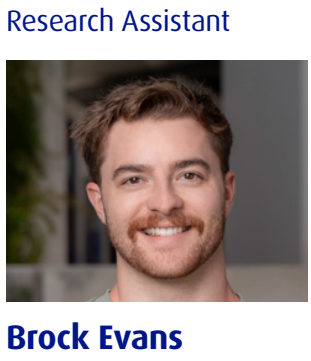

Jake Borlace
Research Assistant

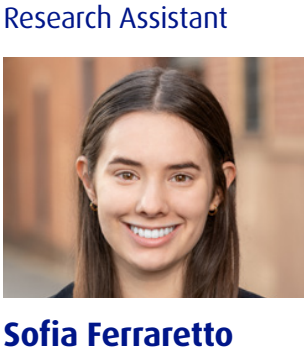
Blake Carnie
Research Assistant

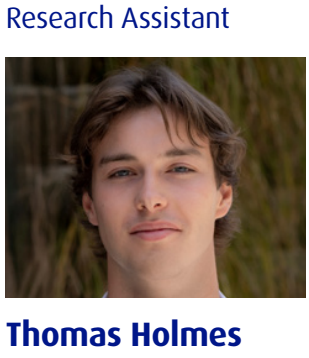
Anja Domaretski
Research Assistant

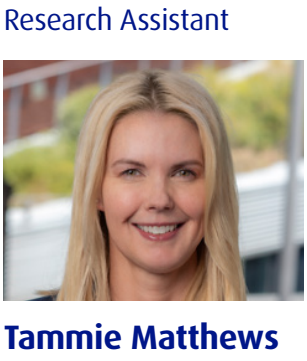
Jackson Dunn
Research Assistant

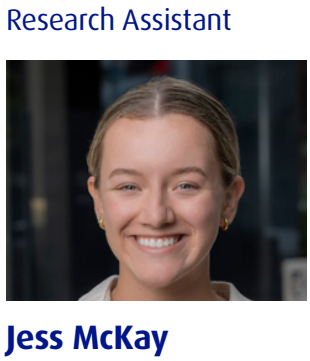
Hannah Eiffe
Research Assistant

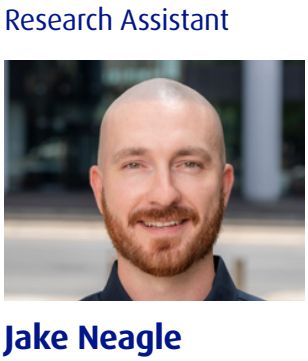

Brock Evans
Research Assistant

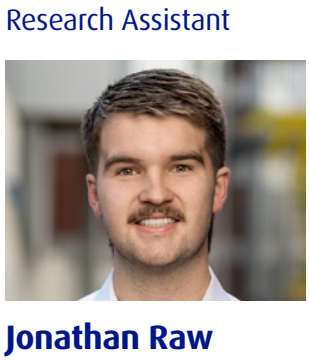

Sofia Ferraretto
Research Assistant


Thomas Holmes
Research Assistant

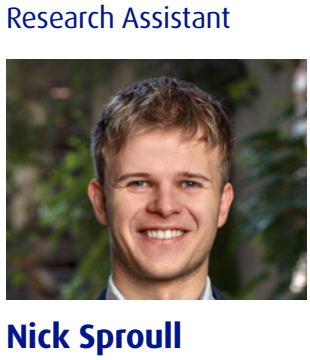

Tammie Matthews
Research Assistant

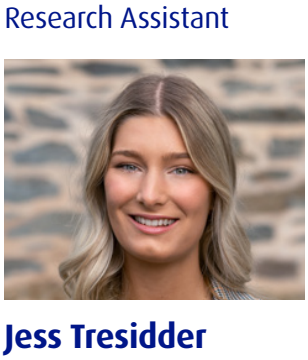

Jess McKay
Research Assistant


Jake Neagle
Research Assistant


Jonathan Raw
Research Assistant

Jack Ryan
Research Assistant


Nick Sproull
Research Assistant


Jess Tresidder
Research Assistant

Angela Vellotti
Research Assistant

Ehrenberg-Bass Institute
University of South Australia
City West Campus
Level 4, Yungondi Building
70 North Terrace
Adelaide, SA 5000
Australia

www.MarketingScience.info
info@MarketingScience.info

/ehrenbergbass
@ehrenbergbass

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