



**The world's largest
centre for research
into marketing.**



ANNUAL REPORT 2015



**University of
South Australia**

Ehrenberg-Bass
Institute for Marketing Science



of academics publishing on advertising

Prof. Jenni Romaniuk and Byron Sharp were identified in the top 1% of academics publishing on advertising in a paper read at the European Academy of Advertising.



Prof. Byron Sharp & Prof. Gerald Goodhardt

UniSA awards Prof. Gerald Goodhardt honorary doctorate

Commemorated with the establishment of the Gerald Goodhardt Postdoctoral Fellowship.

"It has been an enormous pleasure and privilege to be associated with this wonderful young and vibrant University [...and] to serve as the Chairman of the Advisory Boards of the Ehrenberg-Bass Institute"

- Prof. Gerald Goodhardt, 2015 address to UniSA graduates

75 articles in 41 journals



Including "When 'significant' is not significant", a paper by Assoc. Prof. Magda Nenycz-Thiel, John Scriven and Assoc. Prof. Rachel Kennedy written for the International Journal of Market Research - a finalist in two categories at the Market Research Society Awards including the Silver Medal.

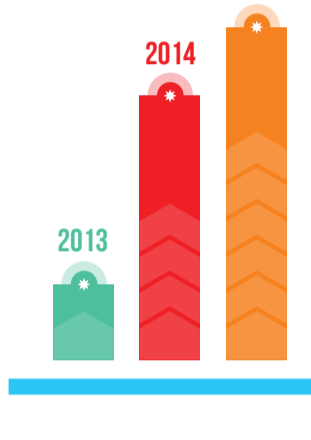
New Associate Director appointed

Assoc. Prof. Anne Sharp appointed to Associate Director (Local Engagement).



Growing faster than Apple, Google and Facebook

Demand for the Institute's research services, and support for R&D into marketing continues. Three years of significant revenue growth means we can fund new students, explore more research topics and produce more knowledge.



Institute visitor: Prof. Peter Fader of The Wharton School, University of Pennsylvania.

World-class academics visit the Institute



Professors from: Aarhus University, University of Auckland, Auckland University of Technology, Cardiff University, Charles Sturt University, Cornell University, University of Exeter, University of Kiel, Kingston University, Simon Fraser University, Massey University and the University of Pennsylvania (Wharton School).



How Brands Grow: 50,000+ copies sold!

5 years since publication, *How Brands Grow* remains an international bestseller.

"One of the most influential marketing books of the past decade" - Warc, 2015

Published: How Brands Grow Part 2

#1 new release in business marketing on Amazon US. New knowledge on emerging markets, services, durables, new and luxury brands, written by Profs. Jenni Romaniuk and Byron Sharp.



Board meetings in Adelaide, New York & London

The Institute benefits from the advice and counsel of three outstanding Advisory Boards. Our Board Members are senior executives and high-ranking academics that have shown an ongoing commitment to the Institute's growth.

Pop-up office initiative

A new engagement model creating stronger relationships between the Institute and industry / academic partners internationally.

Researchers are based in key cities around the world for 2-3 months.

The first pop-up office was based in Amsterdam. With London, New York, Chicago, Shanghai and Singapore to follow in 2016.

New Institute website & app!

www.MarketingScience.info

A brand new website and app that give our Corporate Sponsors faster answers, and vastly more content.



Fame!



More media mentions, interview requests, and invitations to present keynotes, from all over the world. The Institute becomes more famous every year. In 2015, The Financial Times (UK) interviewed Prof. Byron Sharp for a feature story on the influence of *How Brands Grow*.

>\$1.5m for MediaScience® funded chair



Dr Duane Varan & Prof. Steven Bellman

MediaScience®, a US-based consumer neuroscience research company led by CEO Dr Duane Varan, has funded the new chair filled by Prof. Steven Bellman who joins the Institute to spearhead biometric media research.

4 PhDs 3 Masters awarded



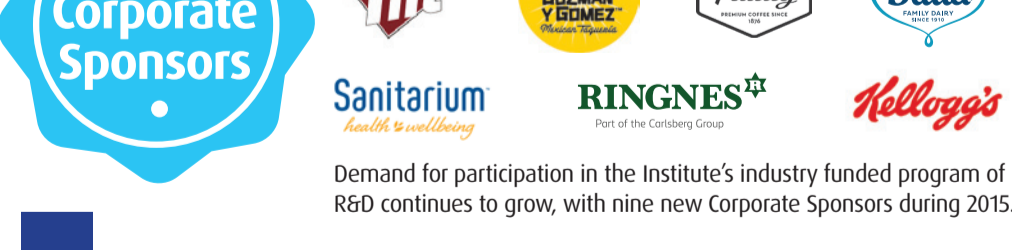
New knowledge on: shopping and in-store behaviour, nudging principles, pricing, consumer behaviour, pack design, brand equity and light buyers.

Sponsors get access to Beyond:30

A collaboration with MediaScience® gives Corporate Sponsors free access to decades of world-class research on how media is consumed. 60 new research reports for Sponsors, housed on the new website.



Some of our newest Sponsors



Demand for participation in the Institute's industry funded program of R&D continues to grow, with nine new Corporate Sponsors during 2015.

Visit Adelaide...

We'd love to host you in sunny Adelaide, South Australia.

Meet and share knowledge and insights with our research experts and learn more about the Ehrenberg-Bass Institute. For more information contact: info@MarketingScience.info



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EUROPE	
44	Presentations to industry
41	Bespoke research projects
14	Media mentions
19	Corporate Sponsors

ASIA	
17	Presentations to industry
05	Bespoke research projects
07	Media mentions
09	Corporate Sponsors

THE AMERICAS	
15	Presentations to industry
21	Bespoke research projects
12	Media mentions
15	Corporate Sponsors

AFRICA	
05	Presentations to industry
01	Bespoke research projects
05	Media mentions
07	Corporate Sponsors

AUSTRALIA & NEW ZEALAND	
30	Presentations to industry
54	Bespoke research projects
81	Media mentions
24	Corporate Sponsors



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