

2020 Annual Report



From the Director: Thriving despite COVID

Most of the Institute's marketing efforts are based on the other side of the world, so our Marketing Scientists are regular long-haul travellers. COVID brought this to an abrupt halt. Yet the Ehrenberg-Bass team rallied to adapt, and even improve, our contact with sponsors.

- Transitioned seminars to online delivery and increased average audience size.
- Adapted *How Brands Grow - Live!* into an interactive, virtual delivery, maintaining excellent feedback from participants.

- Involved more Marketing Scientists in seminar delivery; exposing sponsors to a broader network of experts, and providing training opportunities to early-career researchers.
- Launched *Question of the Week* initiative.

Not just surviving, we are thriving. In a year of economic uncertainty we welcomed 17 new Corporate Sponsors and we were contracted to do more specialist research projects than ever. This means we can fund new research and support our PhD and masters projects in 2021 and beyond.

I am very proud of our team and everything we have achieved.

Professor Byron Sharp
Institute Director



"It's wonderful to see how the Ehrenberg-Bass Institute has successfully adapted and experienced growth in 2020. It exemplifies and encapsulates the enterprising UniSA spirit."

Professor David Lloyd,
Vice Chancellor and President,
University of South Australia

10 Years of How Brands Grow

In 2010 Oxford University Press agreed to publish the first book to present scientific laws and what they mean for marketing strategy. Little did they know it would spark a revolution in marketing practice. 10 years on and *How Brands Grow* remains an international bestseller, and is now available in more than a dozen languages. It has sparked a change in industry practice and continues to broaden the Institute's global reach and fame.

"How Brands Grow is as much as a game-changer now in marketing industry as it was then. It has helped our team make smarter, evidence-based decisions every day."

Merete Hoberg
Director Marketing Strategy & Innovation,
Ringnes, Norway



Vale Prof. Gerald Goodhardt (1930-2020)

We farewell our friend and colleague Professor Gerald Goodhardt, and celebrated his life and legacy. Gerald's impressive career led to key discoveries in Marketing Science, including the Duplication of Viewing Law and the NBD-Dirichlet model of category purchase and brand repertoire.

He worked closely with Andrew Ehrenberg, and was a mentor to many at the Institute (from Research Assistants to Directors). In his 'retirement' Gerald was Chair of our inaugural advisory boards and a huge supporter of the Ehrenberg-Bass Institute. We are incredibly grateful for his discoveries, his wit, and kindness.

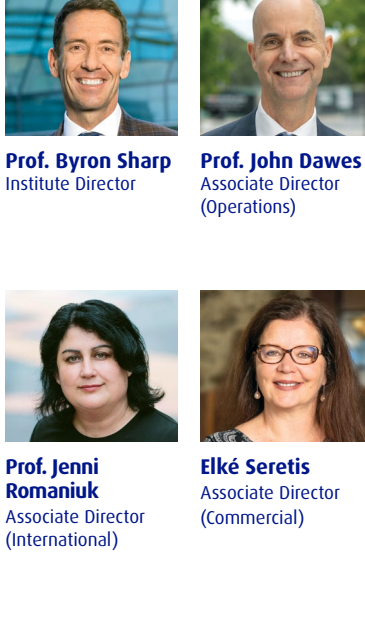
Protecting Distinctive Assets

The Institute is the global leader in Distinctive Asset and Mental Availability measurement and strategy. Each year our fundamental research leads to new discoveries, which we build into our measurement service. We've conducted surveys in over 40 countries, from Australia, China and the USA to Finland, Nigeria, the Philippines and many more. These surveys provide evidence to direct branding decisions, and give strategic recommendations to strengthen and protect brands.

Ehrenberg-Bass Research Services:

- Distinctive Asset Measurement
- Identifying and Prioritising Category Entry Points
- Laws of Growth Analysis
- Brand Metrics Review
- Optimising Media for Growth

- Distinctive Asset projects in 35 countries in 2020

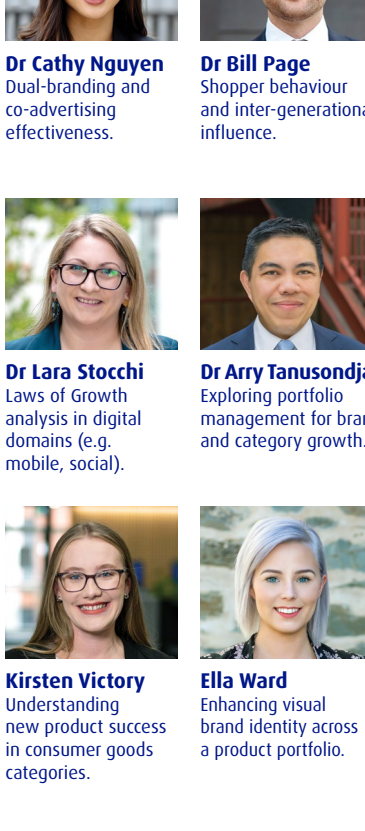


"Results were delivered with a focus on practical implementation. We've been able to measure our assets and prioritise which to use in the future for different business contexts."

Lubor Höschl, Trade & Shopping Insight Manager,
Asahi Europe & International

17 new Corporate Sponsors

We welcomed the following new sponsors from Australia, Canada, France, Ireland, New Zealand, Norway, Poland, Singapore, Switzerland and the USA:



78 seminars

Our Marketing Scientists delivered more seminars to more people in more countries. The pandemic saw us shift to virtual delivery, streaming directly to our sponsor's lounge rooms and home offices. We maintained great feedback and an increase in audience attendance, with some virtual seminars reaching 500+ attendees. We introduced a new seminar based on our recent research and development into *how categories grow*. The most frequently delivered seminar in 2020 was *Laws of Growth*, which provides sponsors with fundamental knowledge about scientific marketing laws.

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

- Prof. Malcolm Wright (Chair) - Massey University
Lucie Austin - Coca-Cola South Pacific
Nick Hockford - Kellogg Weston Foods
Tamara Howe - Kellogg Company
Prof. Bruce McColl - Ehrenberg-Bass Institute
Karen Sterling-Levis - Dulux Group
Alex Lambrecht - Anheuser-Busch InBev
Suresh Balaji - HSBG
Nicole McMillan - DKS Consumer Goods
Lisa Ronson - Colles
Angela Burr - Lactalis
Nicole Sparshott - Unilever
Christine Fung - Goodman Fielder
Prof. Larry Lockshin - University of South Australia

European Advisory Board

- Prof. Philip Stern (Chair) - University of Exeter Business School
Matthew Barwell - Britvic Soft Drinks
Leanne Cutts - HSBG
Merete Hoberg - Ringnes
AJ van Triest - Fit Channel
Gabi Trankfass - Red Bull
Pierre Laubies - Elmford Capital
Rolf Fallegger - Lindt & Sprüngli
Jane Wakely - Mars Incorporated
Aniruddha Kusurkar - FrieslandCampina
Johanna Strobl - Raiffeisen Bank International
Mark Evans - Direct Line Group
Conny Braams - Unilever

North American Advisory Board

- Prof. John Deighton - Harvard Business School
Berta de Pablos-Barber - Moët & Chandon
Jane Ghosh - Discover Kalamazoo
Jami Guthrie - McDonalds
Kelly Johnson - ESPN
Beth Rockwood - Turner Broadcasting
Norman de Greve - CVS Health
Matias Bentel - Brown-Forman
Lesya Lysyj - The Boston Beer Company

1 PhD, 3 masters

We congratulate the Marketing Scientists who completed a PhD or masters this year. Their theses contributed new knowledge on advertising, branding, mental and physical availability, consumer behaviour and more.

43 articles in 28 journals

Our research continues to make an impact in top marketing journals, and in 2020 we published 43 articles in 28 journals. The Journal of Advertising Research recognised Ehrenberg-Bass in their 60 year bibliographic review, commenting on the strength of our co-authoring partnership with Professor Duane Varan (now CEO of MediaScience). The same article also listed Professor Rachel Kennedy and Andrew Ehrenberg in the top 10 most published JAR authors over the last 60 years. Professor John Dawes was awarded best paper for 2020 by The Australasian Marketing Journal.

The home of evidence-based marketing.

Director & Associate Directors

Senior Marketing Scientists

Marketing Scientists & Academics

Research Assistants

Business Team

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