University of South Australia
Ehrenberg-Bass Institute for Marketing Science

2021 Annual Report

From the Director

The week I write this marks the first face-to-face conference that we've presented at in two years. Not too far from home on the Gold Coast in Queensland, Professor Rachel Kennedy got on a plane, and up on a stage, gave a great presentation and enjoyed herself immensely!

We're very lucky to be based in beautiful Adelaide, Australia, protected from the worst of Covid, but there is no denying we are ready to get out of the university and onto planes.

In 2022 we are looking forward to seeing faces. Faces in crowds at conferences, in sponsor seminars, and around the board table. We look forward to fewer technical difficulties and time zone calculations. It's exciting to think we will be able to finally sit down with those we've been working with for years but never met, and to have that long overdue drink with old friends, colleagues, and contacts.

Our bags are packed and we're looking forward to seeing you soon *(fingers crossed!)*.

Professor Byron Sharp
Director, Ehrenberg-Bass Institute

Professor Rachel Kennedy presenting at the iMedia Conference in the Gold Coast, Australia.

2021
Awards and Accolades

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

- 'When Brands Go Dark' named *Runner Up Best Paper 2021* by the Journal of Advertising Research.
- Institute Director Professor Byron Sharp named in the 10 greatest marketers of this century.
- The Institute ranked as #1 most published in US advertising journals and #3 in the top 16 marketing journals over the last two decades.
- Professors Steve Bellman, Byron Sharp, Jenni Romaniuk, Rachel Kennedy, and Dr Virginia Beal named in the top 50 authors in US advertising research journals over the last two decades.
- Professors Steve Bellman and Byron Sharp share the #1 author ranking in the Journal of Advertising Research.
- 'Measuring Advertising's Effect on Mental Availability' ranked in the 10 most relevant publications in the field of Neuromarketing.

Professors Jenni Romaniuk, Rachel Kennedy, Byron Sharp, Steve Bellman, and Dr Virginia Beal.

For citations and a full list of our achievements visit: www.marketingscience.info/award-winning-research

'When Brands Go Dark' goes viral

In June, the Journal of Advertising Research published a paper by Institute staff on what happens when brands stop advertising. Although we released this research to our sponsors three years earlier, we predicted that the journal release was going to excite the advertising world (especially agencies and consultants), so we decided to release the original sponsor report publicly. Tweets, likes, shares, and comments spread (very) quickly, the report webpage reached over 39,000 unique visitors, and marketing journalists shared the research globally. Meanwhile, we have follow-up research well underway, and expect to release findings exclusively to sponsors in 2022.

'When Brands Go Dark' research team: Dr Virginia Beal, Professor Byron Sharp, Dr Nicole Hartnett, and Professor Rachel Kennedy.

New to your bookshelf

Congratulations to Professor John Dawes on the release of his new book *Marketing Planning & Strategy: A Practical Introduction*. John's practical guide uses case studies and examples to step through the marketing planning process from start to finish. This year, we also published a revised edition of *How Brands Grow: Part 2*, by Professors Jenni Romaniuk and Byron Sharp. The new edition includes updates to all chapters, new research on Physical Availability and Luxury Brands, and the addition of a new chapter *"Getting down to Business-to-Business Markets"*. We're currently busy writing our next book, and we can't wait to share it with you in 2023.

Research services spotlight: media services

We have decades of empirical knowledge about media decision making. Our experts help brands ensure media decision making is evidence-based for growth via:

- **Spend assessment.** Assessing if budgets are what they should be.
- **Media guidelines and template development.** Evaluating existing (or developing new) rulebooks, templates or training.
- **Develop your media plans for growth.** Independent review to ensure plans can deliver.
- **Brain reach analysis.** Ensuring media spend translates into key memories.
- **Measurement peer review.** Making sure metrics, measurement and dashboards are evidence-based.
- **Media coaching.** Embedding skills and knowledge within teams.
- **Media experiments.** Building in-house knowledge to guide your decisions.

98 seminars and a green screen

In 2021 we delivered 98 seminars to sponsors, and launched a new seminar: *Distinctive Asset Deployment*. We set up an in-house media room complete with green screen, to make our on-screen meetings more exciting and interactive. We've had great feedback from our sponsors who love being able to see presenters interacting within slides. While we look forward to delivering seminars face-to-face again in 2022, we will offer both live and virtual seminars (as well as hybrid) so we can reach as many sponsors as possible.

How B2B brands grow

It's a common misconception that the Laws of Growth and Ehrenberg-Bass research is only relevant to consumer goods. We know it's not enough to tell people that the laws hold across different industries, we have to show them. Which is why we partnered with LinkedIn to publish a series of papers focusing on Double Jeopardy, Duplication of Purchase, brand rejection, and the 95-5 rule, in a B2B context. The response to these papers has been fantastic, and we look forward to publishing more in 2022 - coming up next, Category Entry Points for B2B.

20 years of the Ehrenberg Scholarship

Each year a selection panel meets the first-year marketing students that graduated in the top 5% of high school students in South Australia. While only one (or occasionally two) become Ehrenberg Scholars, many of these outstanding students continue to engage with the Institute; attending masterclasses, becoming research assistants, enrolling in masters (or eventually a PhD), or joining our business team. In their interviews, applicants spoke of the reputation of the Ehrenberg-Bass Institute and the quality of our undergraduate programs.

8 new sponsors, and 2 membership expansions

We welcomed new sponsors from Australia, Germany, Pakistan, the United Kingdom, and the United States. Our new sponsors for 2021 include Castrol (BP), Mondelēz International, Molson Coors, Happy Egg Co., MediaCom, English Biscuit Manufacturers, and Intersnack Group. One of our US-based sponsors expanded their membership to include the UK & Australia, and another sponsor expanded their European membership to cover the Americas, Asia, and the Middle East.

Castrol EBM
MOLSON COORS mediacom
HAPPY egg Co. Intersnack

35 articles in 21 journals

We continue to publish in top ranked academic journals, including the Australasian Marketing Journal, Journal of Consumer Behaviour, European Journal of Marketing, Journal of Marketing Management, International Journal of Marketing Research, Journal of Advertising Research, and the Journal of Retailing and Consumer Services.

6 PhDs, 5 masters

We congratulate the Marketing Scientists who completed a PhD or masters this year. Their theses contributed to new knowledge on forecasting small brand growth, the value of out-of-home advertising, understanding channel usage behaviours, effective pack redesign, predicting new line extension success, and brand identity cohesion across product portfolios.

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) - University of South Australia
Lucie Austin - The Coca-Cola Company
Suresh Balaji - HSBC
Angela Burr - Lactalis
Leanne Cutts - Saputo
Christine Fung - Goodman Fielder
Nick Hickford - Bulla Dairy Foods
Professor Bruce McColl - Ehrenberg-Bass Institute
Nicole McMillan - DKSH Consumer Goods
Lisa Ronson - Coles
Nicole Sparshott - Unilever
Karen Sterling-Levis - Dulux Group

European Advisory Board

Professor Philip Stern (Chair) - University of Exeter Business School
Conny Braams - Unilever
Mark Evans - Direct Line Group
Rolf Fallegger - Lindt & Sprüngli
Matthew Graham - Mars Wrigley
Merete Hoberg - Ringnes
Fiona Hughes - Jacobs Douwe Egberts
Aniruddha Kusurkar - FrieslandCampina
Pierre Laubies - Elmfort Capital BV
Nigyar Makhmudova - Danone
Andrii Stepanenko - Raiffeisen Bank International
Dr Gabi Trinkfass - Red Bull
Jane Wakely - PepsiCo

North American Advisory Board

Matias Bentel - Brown-Forman
Professor John Deighton - Harvard Business School
Jane Ghosh - Discover Kalamazoo
Norman de Greve - CVS Health
Jami Guthrie - McDonald's
Kelly Johnson - ESPN
Lesya Lysyj - The Boston Beer Company
Beth Rockwood - Turner Broadcasting System, Inc.
Jorn Socquet - Fluent Beverages

The home of evidence-based marketing.

Director & Associate Directors

Prof. Byron Sharp
Institute Director

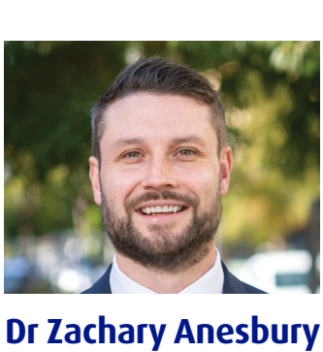
Prof. John Dawes
Associate Director (Operations)

Prof. Rachel Kennedy
Associate Director (Product Development)

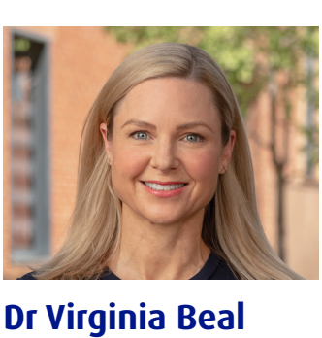
Prof. Jenni Romaniuk
Associate Director (International)

Elké Seretis
Deputy Director (Commercial)

Senior Marketing Scientists

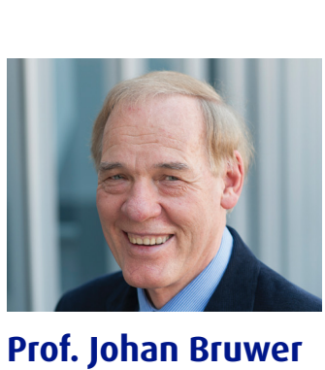


Dr Zachary Anesbury
Describing consumers' buying and media consumption behaviour.



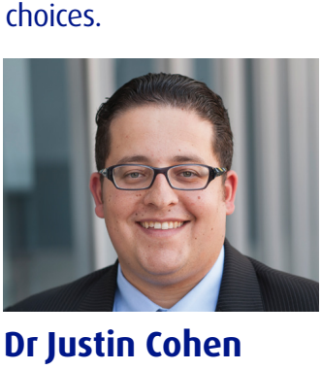
Dr Virginia Beal
Heightening effectiveness of advertising planning, execution and media choices.

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

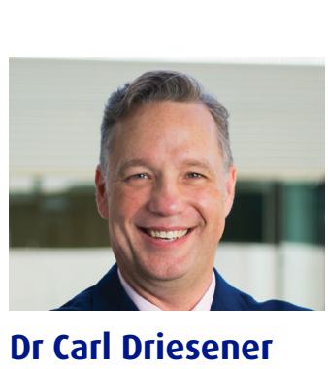


Prof. Johan Bruwer
Cellar door: cornerstone of direct-to-consumer (DTC) marketing.

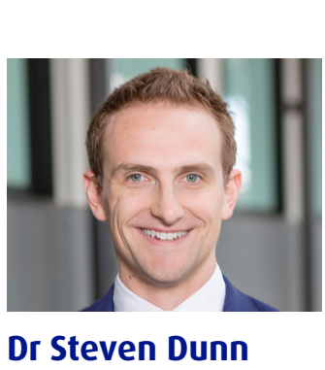
Dr Will Caruso
Evaluating redesigns of consumer packaged goods.



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

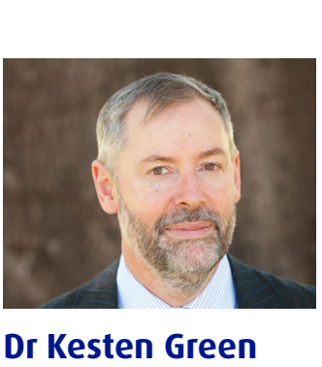


Dr Carl Driesener
Understanding buying behaviour and embedding Laws of Growth.

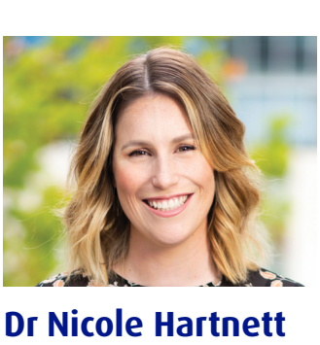


Dr Steven Dunn
Understanding how product categories grow and decline.

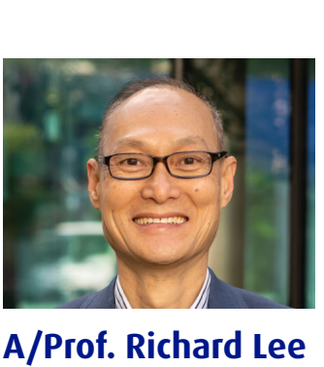
Dr Margaret Faulkner
Understanding brand management and marketing effectiveness, primarily for nonprofits.



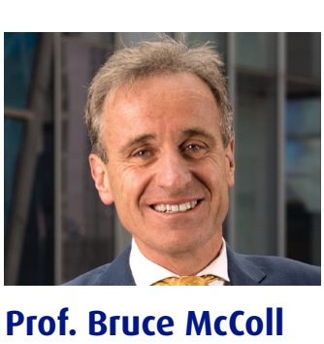
Dr Kesten Green
Scientific forecasting methods to help managers make better decisions.



Dr Nicole Hartnett
How advertising creative execution affects sales.

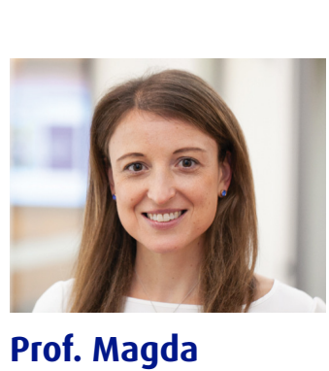


A/Prof. Richard Lee
Ethnic and international marketing within an Asian context.

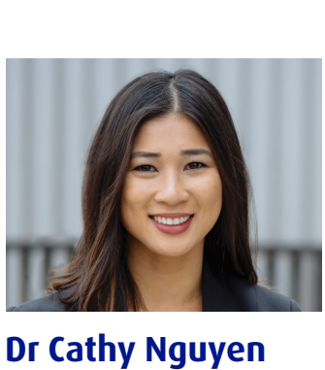


Prof. Bruce McColl
Industry Professor.

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



Prof. Magda Nenycz-Thiel
Industry Growth Professor.

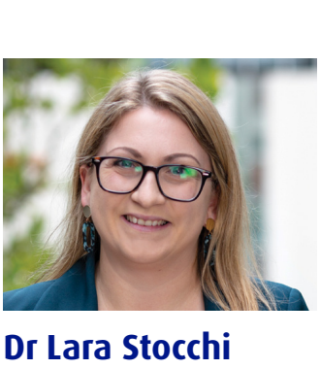


Dr Cathy Nguyen
Dual-branding and co-advertising effectiveness.

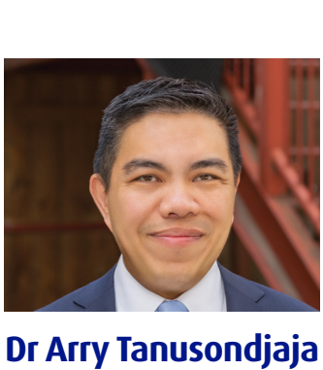
Dr Bill Page
Shopper behaviour and inter-generational influence.

Peilin Phua
Understanding sales and consumer behaviour when advertising stops.

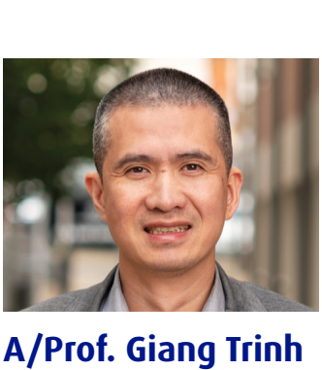
A/Prof. Anne Sharp
Sustainable marketing and initiatives for improved environmental behaviours.



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

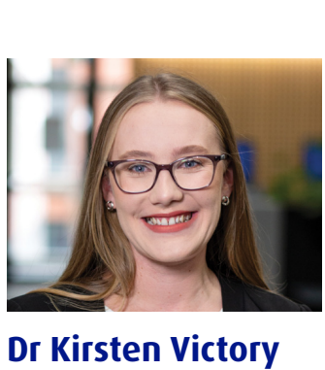


Dr Arry Tanusondjaja
Exploring portfolio management for brand and category growth.



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

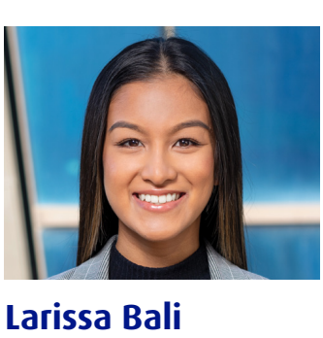
Dr Kelly Vaughan
Advertising and media planning for brand growth.



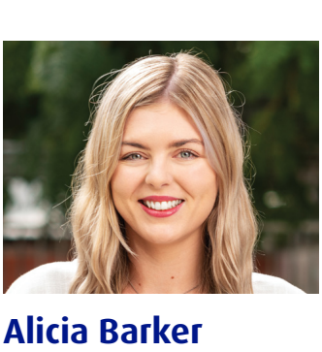
Dr Kirsten Victory
Understanding and predicting new product success.

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

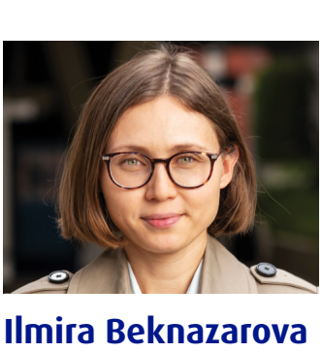
Marketing Scientists & Academics



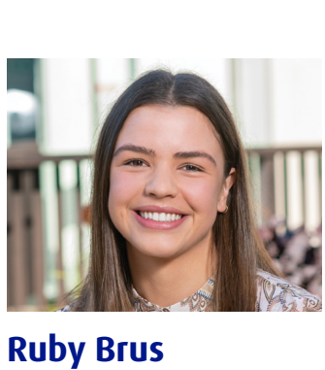
Larissa Bali
How to choose a brand name.



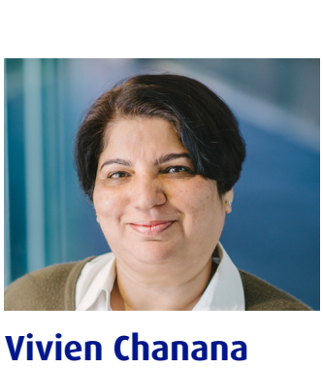
Alicia Barker
Investigating Category Entry Points and category growth.



Ilmira Beknazarova
Understanding the effectiveness of paid search advertising.

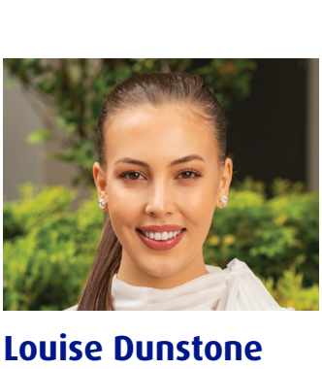


Ruby Brus
Measuring marketers' assessments of the strength of Distinctive Assets.

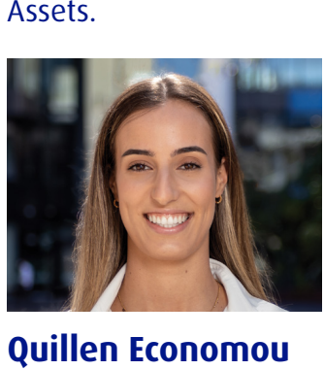


Vivien Chanana
Program Director; Marketing, UniSA Business.

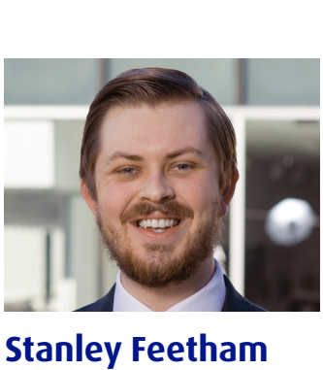
Shamim Chowdhury
How consumer behaviour influences brand decline.



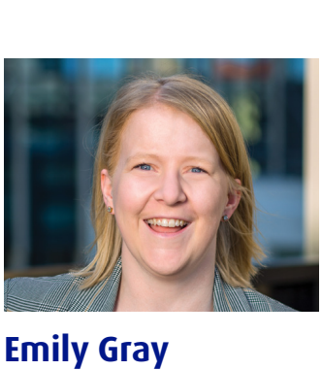
Louise Dunstone
Effectiveness of Distinctive Assets in e-commerce environments.



Quillen Economou
Investigating logo redesigns.

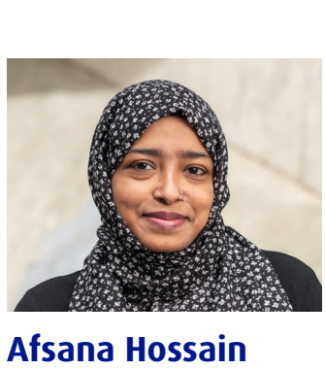


Stanley Feetham
Analysing the effect of footfall on key retail metrics.

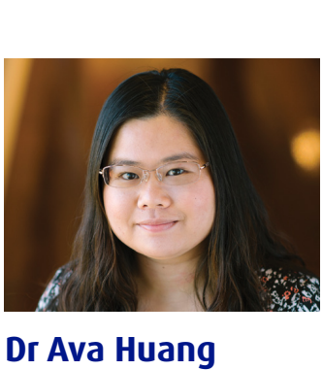


Emily Gray
Exploring patterns in advertising performance with post-testing measurement.

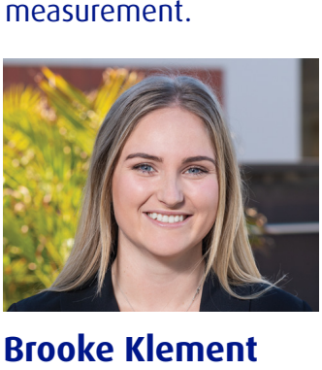
Anna Gregoric
How to interpret brand image scores.



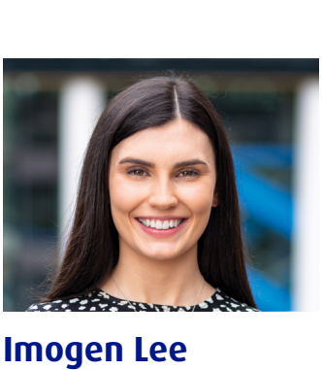
Afsana Hossain
Investigating how new category buyers contribute to brand growth.



Dr Ava Huang
Understanding Physical Availability in the luxury category.



Brooke Klement
Building Distinctive Assets for service brands.

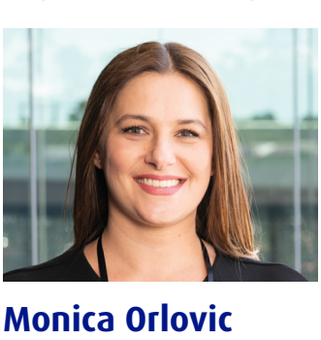


Imogen Lee
Exploring the effectiveness of targeted advertising.

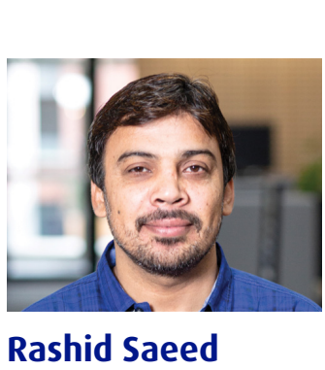
Darcy McCullough
How advertisers rate media buys.

Chandler Meakins
Understanding the effectiveness of parent and sub-brand advertising.

Jakob Mesidis
Understanding what makes consumers choose alternative wine packaging.

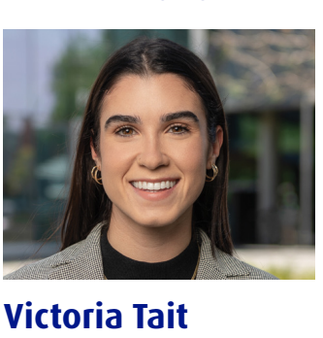


Monica Orlovic
Understanding buyer behaviour and advertising.



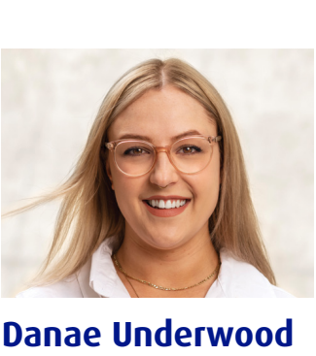
Rashid Saeed
Improving techniques for evaluating brand extensions.

Ned Smith
Understanding repeat purchase erosion over time.

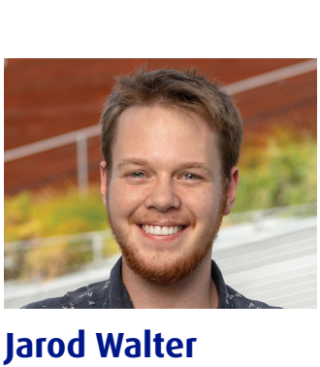


Victoria Tait
Investigating the effect of brand purpose.

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



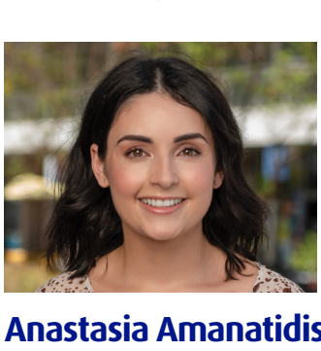
Danae Underwood
Examining the impact of advertising on Mental Availability.



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

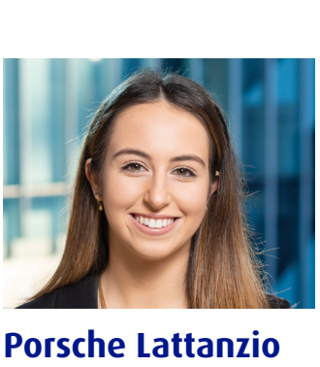
Dr Song Yang
Dynamics of consumer values in Asia.

Research Assistants

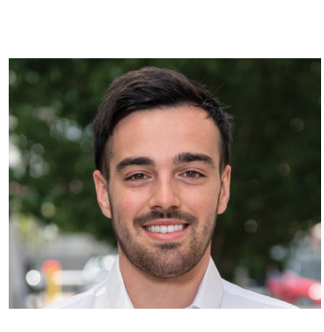


Anastasia Amanatidis
Research Assistant

Tayla Farlie
Research Assistant



Porsche Lattanzio
Research Assistant



Tyler Oliver
Research Assistant

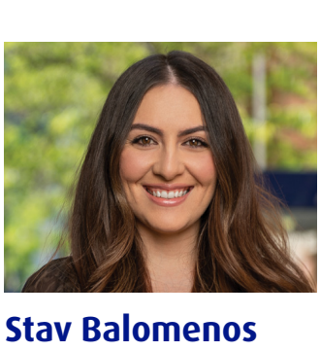
Millie Smith
Research Assistant

Jorja Solly
Research Assistant

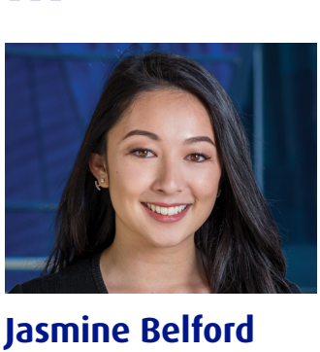
Jordan White
Research Assistant

Ryan Williams
Research Assistant

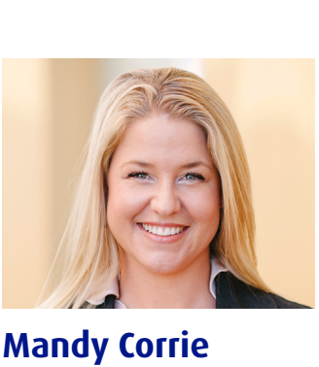
Business Team



Stav Balomenos
Corporate Sponsor Officer

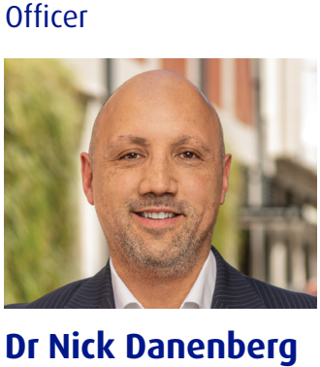


Jasmine Belford
Marketing Officer



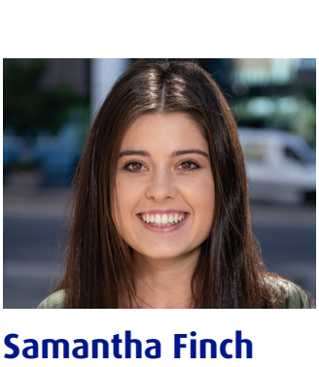
Mandy Corrie
Special Projects Officer

Kasia Crowley
Marketing Officer

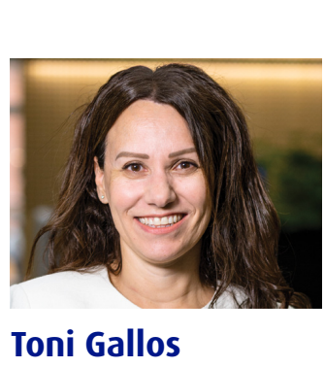


Dr Nick Danenberg
Manager: Special Projects

Nikki Elliott
Corporate Sponsor Officer

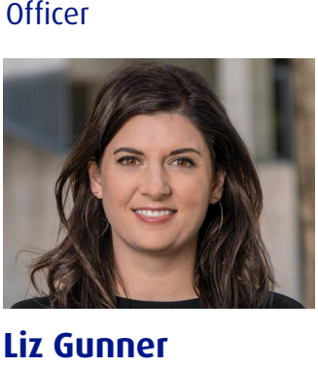


Samantha Finch
Project Officer: Marketing and Events



Toni Gallos
Manager: Corporate Sponsorship Program

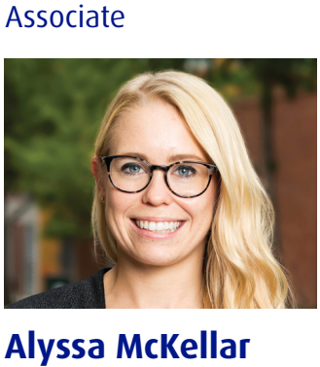
Alicia Grasby
Commercial Research Associate



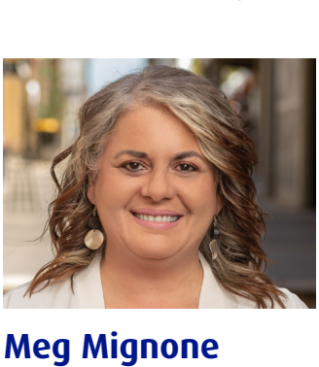
Liz Gunner
Commercial Manager

Maddy Healey
Corporate Sponsor Assistant

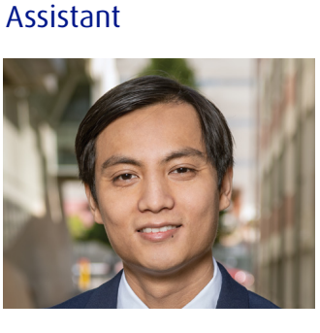
Lina Maney
Finance and Office Administrator



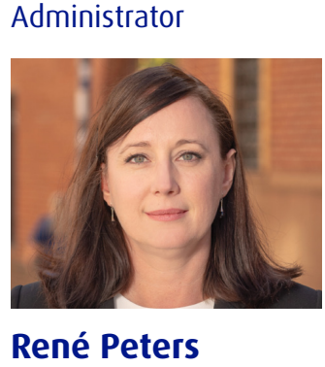
Alyssa McKellar
Executive Commercial Assistant



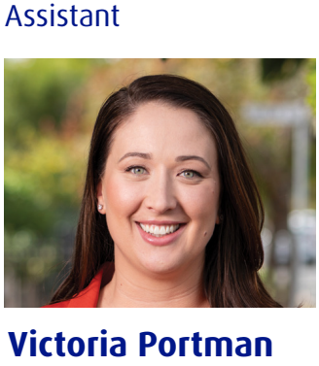
Meg Mignone
Finance Administrator



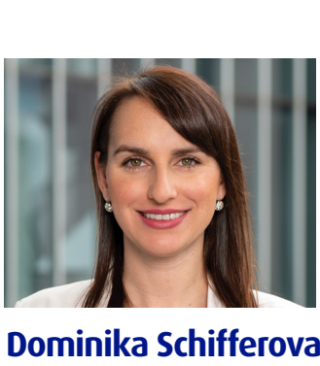
Phouthun Nay
Data Science Research Analyst



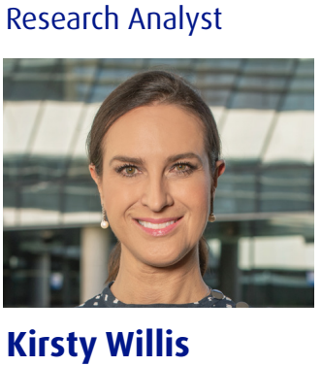
René Peters
Senior Corporate Sponsor Officer



Victoria Portman
Project Officer: Marketing and Events



Dominika Schifferova
Corporate Sponsor Officer



Kirsty Willis
Manager: Market Research

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