



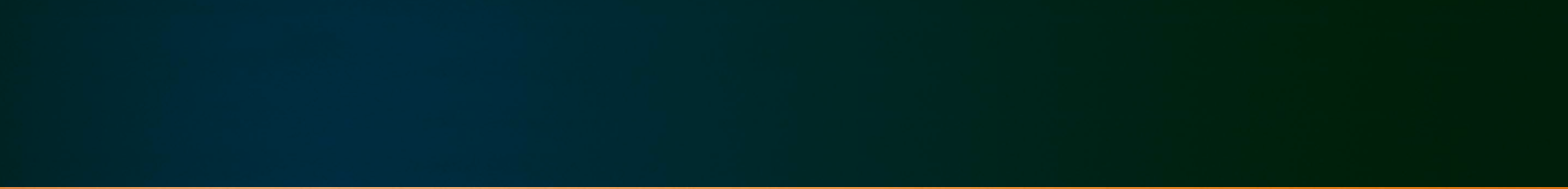
**EHRENBERG-BASS  
INSTITUTE FOR  
MARKETING SCIENCE**

**ANNUAL  
REPORT  
2009**



UniSA

**Ehrenberg-Bass**  
Institute for Marketing Science



Ehrenberg-Bass  
Institute for Marketing Science

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Research Assistants:  
Patrick Moore, Sarah  
Williams, Christopher  
Villani, Steven Dunn  
and Katherine Mullan

## CHAIRMAN'S REPORT

### Some awards received by the Institute in 2009

Australian Marketing Institute SA  
Award for Consumer Insight

Best Paper in Pricing / Retailing Track  
ANZMAC 2009

National Business / Higher Education  
Round Table Award for Community Engagement

International Journal of Market Research  
Reviewer of the Year Award

University of South Australia Chancellor's  
Award for Community Engagement



### **Professor Gerald Goodhardt** Advisory Board Chair, Ehrenberg-Bass Institute

Year after year the Ehrenberg-Bass Institute continues to grow at a remarkable rate and make exciting discoveries that add to our understanding of how marketing works. It is commendable that, in spite of global economic uncertainty, 2009 was no exception.

The Institute strengthens its international presence each year and I have no doubt that this is strongly correlated to the support, advice and encouragement from members of the three advisory boards in Australia, Europe and North America. The boards play an important role in the Institute's development, providing strategic guidance and advice. Holding productive board meetings across three continents ensures that the Institute is kept abreast with the needs and wants of the international marketing community.

Discussion during the 2009 board meetings stimulated ideas for future development and recommendations for the Institute's research agenda. Feedback like this is key for the Institute, to ensure that research output is focused on areas that are useful and practical for industry.

The boards and I eagerly await the publication of Byron's book "How Brands Grow... what marketers don't know", which will be published by Oxford University Press in early 2010. I have no doubt that this much anticipated publication will be an important milestone in lifting the worldwide recognition of the Institute's research and findings, and I look forward to watching these developments over the coming years.

**Professor Gerald Goodhardt**  
is Emeritus Professor,  
City University and former Dean,  
City University Business School.

## DIRECTOR'S REPORT

### Key achievements for 2009

#### International revenue

– increased by 70%

#### External research revenue

– increased by 40%

#### Number of A/A\* journal articles published

– 13 (up 400% from 2008)

#### Number of journal articles published

– 37 (up 300% from 2008)



### Professor Byron Sharp Director, Ehrenberg-Bass Institute

2009 was another successful year for the Ehrenberg-Bass Institute. Despite global economic uncertainty, we continued to grow at a remarkable rate and make worthy research discoveries.

Typically, we have published around a dozen journal articles annually. Two or three of which are published in A/A\* journals, which is considered the highest ranking by the Australian Research Council. Last year however, we published 37 articles, 13 of which were in A/A\* journals. This is an important means of disseminating our marketing knowledge.

Despite difficult financial times, our external research income grew by an extraordinary 40% from 2008. Particularly pleasing was the growth in international research revenue rising 70% from the previous year,

on top of 40% growth experienced in 2008. This is a direct result of Institute staff's hard work and dedication to developing exciting long-term research programs of interest to global corporations.

We were able to retain our corporate sponsor numbers and welcome two new sponsors, ANZ National Bank and SABMiller. The fact that our R&D program has continued to grow, despite shrinking marketing budgets, shows that marketing professionals consider it to be a valuable investment.

In 2008, one of our biggest challenges was our growth exceeding our capacity. In 2009 we welcomed many new additions to both our research and marketing teams. We have increased our cohort of Higher Degree by Research students, with 30 enrolled at the end of the year. We will work hard to continue to grow our numbers of full-time PhD and Masters by Research candidates.

In late 2008, the Institute collaborated with the Wharton School of the University of Pennsylvania to co-host the invitation-only Empirical Generalisations in Advertising Conference. Building on the outcomes of the conference, this year a special edition of the Journal of Advertising Research was published. This has been invaluable in increasing international awareness and recognition of the Institute.

I would like to thank all of our corporate sponsors and contract research clients for their ongoing support during this time of economic uncertainty. Without this support, we would not be able to continue to make new discoveries about how marketing works.

# INSTITUTE OVERVIEW



Researchers: Scott Reynolds,  
Vipul Pare, Nicole Hartnett  
and Dr Simone Mueller

## OVERVIEW

The Ehrenberg-Bass Institute for Marketing Science is a not-for-profit, world-class research Institute of the University of South Australia. We have a strong partnership with the Ehrenberg Centre at London South Bank University.

After fourteen years of business, the Institute has grown to be staffed by over 60 specialist researchers and marketing professionals.

The Ehrenberg-Bass Institute's mission is to benefit industry and society by developing and disseminating scientific marketing knowledge. Our research aims to uncover law-like patterns and relationships, and then build empirically grounded theory to explain and predict. This emphasis on scientific laws that hold over time, distinguishes our work from much research done in marketing.

The Institute offers two types of services. The first is **Contract Research**, providing clients with cutting-edge qualitative and quantitative research tailored to a specific marketing problem. The second is our **Corporate Sponsorship Program**, giving companies access to our R&D, reports on recent findings, in-house seminars and the Institute's marketing scientists.



# THE CORPORATE SPONSORSHIP PROGRAM

To successfully grow their brands, marketers need access to new knowledge and to apply the findings to their everyday activities.

The Ehrenberg-Bass Institute's Corporate Sponsorship Program is a unique R&D initiative that builds fundamental knowledge about buyer behaviour and brand performance, the sort of useful principles that are missing from marketing textbooks.

Corporate Sponsors receive reports on the Institute's research findings and have the opportunity to learn more about topics through in-house seminars conducted by Institute staff.



## Corporate Sponsors

### Australian & New Zealand

ANZ National Bank Ltd	Meat & Livestock Australia
Australian Central Credit Union	National Pharmacies
Coca-Cola South Pacific Pty Ltd	Network Ten Pty Ltd
Department for Environment and Heritage	The Nielsen Company
Elders Ltd	Procter & Gamble
Fonterra	Roy Morgan Research
Goodman Fielder	SARDI
Hills Industries Ltd	Tourism Australia
Kraft Foods Ltd	Unilever Australasia
Marc Makrid & Associates	University of South Australia
Mars Australia	

### European

BP International Ltd	The Nielsen Company
British Airways Plc	Procter & Gamble
Coca-Cola GmbH	SABMiller Plc
Coca-Cola Great Britain	TNS
The Edrington Group	Unilever Bestfoods Deutschland GmbH
ITV Plc	Unilever HPC
Kellogg Marketing and Sales Company (UK) Ltd	
Kraft Foods Europe	
Leo Burnett	
Mars Europe	
Mountainview	

### North American

Advertising Research Foundation	The Nielsen Company
CBS	Procter & Gamble
The Coca-Cola Company	SC Johnson
Coca-Cola Ltd (Canada)	Turner Broadcasting
Colgate-Palmolive	Unilever Americas
ESPN, Inc	Unilever Canada
General Mills	
General Motors Corporation	
Kraft Foods Inc	

### South African

Caxton Publishers & Printers
Distell
FirstRand Ltd

## R&D OUTCOMES FOR 2009

Despite the global financial crisis, the Institute was able to maintain corporate sponsorship numbers in 2009 and welcome two new sponsors, SABMiller and ANZ National Bank. The Institute has over 50 companies subscribing to its Corporate Sponsorship Program globally.

Four corporate sponsor reports were released during 2009:

### **Report 48**

In Praise of the 15-second Advertisement

### **Report 49**

TV: back to the future

### **Report 50**

How to Stand Out in all the Clutter

### **Report 51**

Who do You Really Compete with?

In addition to their ongoing support for the Corporate Sponsorship Program, several of our sponsor companies commissioned contract research with the Institute in 2009. The Department for Environment and Heritage, The Edrington Group, Hills Industries, ITV, Mars Inc, National Pharmacies, SARDI and the University of South Australia all conducted projects during the year.



Researchers: Michael Vogelpoel,  
Associate Professor Rachel Kennedy,  
Dr Nick Danenberg and Dr Jennifer Taylor



Mars Marketing Laboratory team: Samuel Wight, Dr Erica Riebe, Magda Nenycz-Thiel, Dr Anne Sharp, Associate Professor John Dawes, Dr Jennifer Taylor and Associate Professor Rachel Kennedy

## MARS MARKETING LABORATORY

### Premium Corporate Sponsorship

In large organisations marketing executives grapple with different tactical marketing problems, but these problems are often underpinned by the same fundamental questions about how marketing works.

In 2009 Mars became the first Premium Corporate Sponsor of the Ehrenberg-Bass Institute, resulting in the Mars Marketing Laboratory.

The laboratory's purpose is to address strategic knowledge gaps by conducting marketing R&D (not market research) to test and produce marketing principles directly relevant to Mars Inc.

These principles can be used by all Mars marketers, whatever their brand (big or small, established or new) in the different

categories of the business (chocolate, confectionery, petcare, food and drinks) and across all countries.

The laboratory's two main aims are:

**1 To translate marketing laws and principles into specifics for Mars**  
Proven with Mars data, brands, categories and countries

**2 To give Mars superior marketing capability and instil a 'marketing science culture'**  
Using evidence-based guidance to change systems, metrics and practices

Dr Rachel Kennedy is the Mars Marketing Laboratory Manager

[Rachel.Kennedy@MarketingScience.info](mailto:Rachel.Kennedy@MarketingScience.info)

For further information on customised R&D contact:

**Elké Seretis**  
Business Development and Marketing Manager  
[elke.seretis@marketingscience.info](mailto:elke.seretis@marketingscience.info)



## CONTRACT RESEARCH

Effective market research can help improve the efficiency of marketing activities and highlight valuable consumer insights.

The Ehrenberg-Bass Institute conducts both qualitative and quantitative market research for clients both locally and overseas. Research methodologies are chosen based on client needs, ensuring that the most suitable and effective research techniques are used for each project.

### Example of a Project

In May 2009, the South Australian Government banned single-use polyethylene plastic bags from retail outlets. The ban was implemented in three stages, with bags gradually being phased out to allow consumers to adjust to the change.

The Institute conducted contract research for Zero Waste SA to understand how the ban had affected consumer's behaviour and perceptions. The first objective was to establish the level of consumer resistance to the forced behaviour change. The second objective was to determine the role and impact a demarketing campaign might have in offsetting resistance through education.

Information was gathered by conducting over 500 telephone surveys with South Australian residents.

Another project is scheduled for 2010 to measure the effect a recycling education campaign will have on reducing contamination of recycling materials.

We are experts in the following areas of research:

- Advertising
- Brand Tracking
- Brand Image
- Buyer Behaviour
- Loyalty
- Service Quality
- Sustainable Marketing
- Wine Marketing

Researchers:  
Kate Newstead  
and Samuel Wight





# RESEARCH HIGHLIGHTS



Researchers: Dr Karen Nelson-Field,  
Haydn Northover and Kirsty Willis.

## DUPLICATION OF PURCHASE ANALYSIS

### Understanding the competitive structure of your category using Duplication of Purchase and Partition Analysis

It is imperative that brand managers understand the competitive structure of their market before strategy development occurs. To facilitate this understanding, the Institute released a Corporate Sponsor report in 2009 titled "Who do you Really Compete with?"

Empirical evidence shows that brands share customers in line with their size. This is one of the fundamental laws of marketing – the Duplication of Purchase Law. This law provides a critical foundation for marketing strategy and tactic development (i.e. focusing on category reach rather than on developing unique brand positioning).

The Duplication of Purchase Law (DoP) tells us that brands share most customers with the biggest brands in their market, and the least with the smallest brands. In the table below, Daz customers are more likely to also buy Persil (the biggest brand) and least likely to also buy Fairy (the smallest brand).

Sometimes there are partitions in a market. This is where there is higher (or lower) sharing between a sub-set of brands than we expect. Understanding partitions is important because they indicate pairs of brands that compete more intensely against each other and may identify a gap for a brand launch.

Institute researchers can analyse your market structure using DoP and give you a clear indication of how well your market fits the normal pattern, and the extent to which partitions exist.

### For further information about Duplication of Purchase Analysis contact:

**Elké Seretis**  
Business Development  
and Marketing Manager  
elke.seretis@marketingscience.info

### Key points about the Duplication of Purchase Law

- Brands compete practically head-on with other brands in their category
- Brands share customers in line with market share
- Deviations from the law reveal market partitions
- The law can be used to discover category boundaries to predict where a new brand/SKU will steal sales from

Buyers of:	Who also buy:							
	Penetration	Persil	Ariel	Bold	Daz	Surf	Tesco	Fairy
Persil	18%	-	48	32	35	23	21	8
Ariel	11%	81	-	34	38	31	28	9
Bold	8%	75	47	-	43	22	19	10
Daz	8%	83	53	44	-	23	19	9
Surf	5%	79	61	31	32	-	50	8
Tesco	5%	81	64	33	31	59	-	9
Fairy	3%	54	34	29	25	16	15	-
Average	8%	75	51	34	34	29	25	9

# UNDERSTANDING YOUR DISTINCTIVE ELEMENTS AND ASSETS

## What are Distinctive Brand Elements?

Distinctive brand elements are anything that can potentially be used to identify the brand name. This includes: logos, slogans, characters, colours and more.

## How do Distinctive Elements become Distinctive Assets?

An element only becomes an asset when it has achieved sufficient levels of uniqueness and prevalence that it can be used as part of a brand's identity. Uniqueness is the degree to which only your brand is linked to the element. Prevalence refers to the number of consumers that link your brand to the distinctive element.

The strongest distinctive asset is one where all consumers (prevalence) only name your brand unprompted (uniqueness) when provided with the distinctive element.

## Key benefits of Distinctive Brand Assets

- More creative alternatives to directly showing the brand name
- Make the brand footprint larger when used in conjunction with the brand
- A multilayered process for entry into consumer memory by using non-word elements such as colour or sound
- A means of making brand identification easier at point of purchase

## How to identify your current and potential Distinctive Assets?

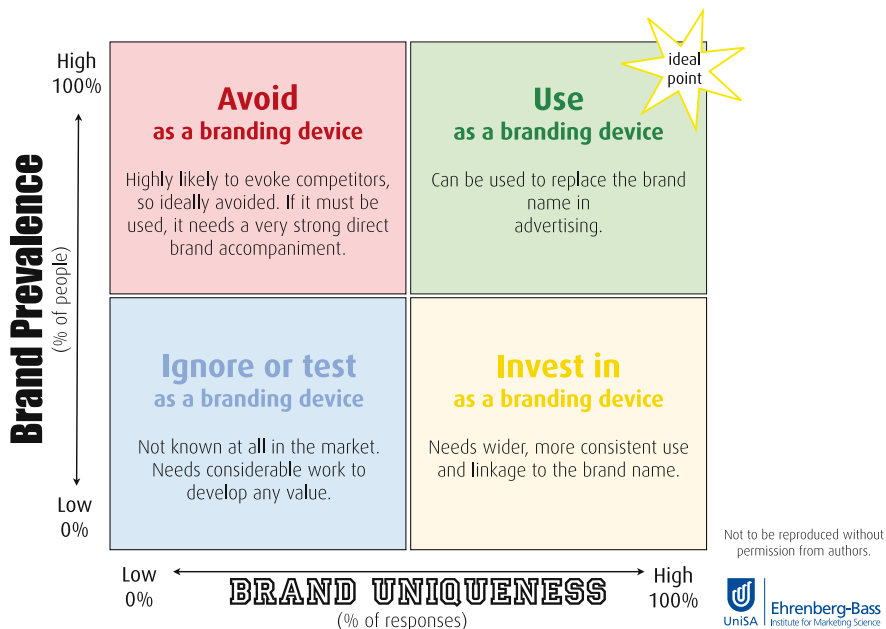
One of the Institute's Senior Research Associates, Jenni Romaniuk, has developed a research method and matrix to help organisations measure and plot their Distinctive Brand Assets. Our researchers can measure the strength of your distinctive brand elements to identify which are your brand assets. We can also provide advice on which assets should become a focus and which to avoid.

A report on this topic is due to be released in early 2010.

**To find out more about understanding your brand's Distinctive Assets contact:**

**Dr Jenni Romaniuk**  
Senior Research Associate  
jenni.romaniuk@marketingscience.info

## Romaniuk's Distinctive Asset Grid





Researchers:  
Haydn Northover,  
Kate Newstead,  
Professor Byron Sharp  
and Virginia Beal

## WHARTON COLLABORATION - JOURNAL OF ADVERTISING RESEARCH

In December 2008, the Ehrenberg-Bass Institute and the Wharton School of the University of Pennsylvania co-hosted a conference of thought leaders and advertising researchers. Professors Byron Sharp and Jerry Wind invited papers that could demonstrate empirical laws about advertising.

The aim was to find out what is truly known about advertising, to sort the science from the mythology and identify knowledge gaps to help chart the course for the Wharton "Future of Advertising" project.

The conference led to a special edition of the Journal of Advertising Research titled "What We Know About Advertising: 21 Watertight Laws for Intelligent Advertising Decisions". The edition contained 21 articles covering new media, traditional media in the new environment, brand placement and word-of-mouth.

*"This is a landmark edition. Never, in recent history, has marketing decision-making been filled with such uncertainty. The 21 papers in this special issue are a strong reminder that we do indeed know much about advertising, and in these times it is more important than ever to reduce your risk by basing decisions on what is known to the greatest extent possible."*

**Robert Barocci, President of the Advertising Research Foundation**



13

11

10

6

1.4

0.8

3.4

4.3

5.3

4.3

4.3

5.0



Director:  
Professor Byron Sharp

[www.MarketingScience.info](http://www.MarketingScience.info)

 **Ehrenberg-Bass**  
Institute for Marketing Science

*The Ehrenberg-Bass Institute at the University of South Australia is unique.*

*We combine the resources of a large academic R&D centre, with a state-of-the-art in-house computer assisted telephone survey facility to provide a full range of research services.*

[www.MarketingScience.info](http://www.MarketingScience.info)

## COMMUNITY PANEL

Community Panel was an initiative piloted in 2008, partnering the Institute with local councils.

The aim of the project was to find a reliable, cost-efficient way of engaging local communities in the council decision making process. Community Panel allows councils to recruit members from their local council area and invite them to participate in online surveys. This facilitates community involvement in the council decision making process, allowing councils to better meet the needs of their residents.

Community Panel started with three members in 2008; City of Burnside, City of Tea Tree Gully and City of Unley. 2009 saw three new additions including, City of Campbelltown, City of Holdfast Bay and City of West Torrens. The combined councils have an online community of over 2,400 residents, which is rapidly increasing.

The surveys in 2009 covered a wide range of topics including council services and performance, strategic planning, new environmental initiatives like 'Adopt a Tree', and gathering opinions about the high profile Chelsea Cinema.

Community Panel received three awards in 2009 including, the Chancellors Award for Community Engagement, the National Business / Higher Education Round Table Award for Community Engagement and the AMI State Award for Consumer Insight.

The Institute's goals for Community Panel in 2010 are to continue increasing its membership to include key Adelaide metropolitan councils and adapting the model to make it suitable for regional areas.



Researchers:  
Dr Svetlana Bogomolova,  
Katherine Anderson and  
Professor Malcolm Wright

## SUSTAINABLE MARKETING

### Why is Sustainable Marketing important?

With natural resources being exhausted, issues of sustainability and conservation are increasingly brought into question. Human consumption is the primary cause of the challenges we face and therefore for change to occur, society must make a conscious effort to alter consumption behaviour.

But in order to change, consumers must first understand what they need to do and why. Understanding the 'what' and 'why' and finding ways to communicate it to members of the community has been a focus for the Institute over the last couple of years.

### Outcomes for 2009

In 2009 the Institute worked on a number of sustainable initiative research projects, completing work for Mars, the Department for Environment and Heritage (SA), Zero Waste SA, the Department for Land, Water & Biodiversity Conservation (SA) and the Department for Environment, Water, Heritage & the Arts (ACT).

Dr Anne Sharp, a key contributor to the field of sustainable marketing was asked to speak at several government and industry conferences in 2009, including 'Stirring the Possum', a key public engagement activity for the Department for Environment and Heritage. This forum was aimed at business leaders, discussing how environmental responsibility can enhance business growth.

### Key projects for 2010 will focus on:

- Understanding household food waste and working on developing policies to reduce it
- Understanding consumption preference formation of children and their comprehension of sustainability issues



Researchers: Dr Erica Riebe,  
Quin Tran, Stine Høj,  
Wendy Keynes  
and Giang Trinh

# THE INSTITUTE'S GOVERNANCE



Members of the Ehrenberg-Bass Institute Australian Advisory Board

## AUSTRALIAN ADVISORY BOARD

### 2009 Australian Advisory Board Members

**Gerald Goodhardt**  
Chairman

**Byron Sharp**  
Director, Ehrenberg-Bass Institute

**Mathew Barbagallo**  
Mars Snackfood

**Peter Danaher**  
Melbourne Business School

**Callum Elder**  
Simplot Pty Ltd

**Mark Geraghty**  
Elders Ltd

**Gerry Griffin**  
University of South Australia

**Kate Inglis-Clark**  
OzTam

**Ian Macfarlane**  
International Marketing Strategy

**Caroline McMillen**  
University of South Australia

**Phil Parker**  
The Nielsen Company

**Doug Peiffer**  
Network Ten Pty Ltd

**Neil Retallick**  
National Pharmacies

**David Thomason**  
Meat & Livestock Australia

**Mark Uncles**  
University of New South Wales

**Malcolm Wright**  
University of South Australia

The fourth annual Australian Advisory Board meeting was held on Tuesday 21st April at the University of South Australia. New members for 2009 were Callum Elder (Simplot), Mark Geraghty (Elders) and David Thomason (Meat & Livestock Australia).

In the morning, Institute Director, Byron Sharp presented an overview of the important achievements for the Institute in 2008 and outlined the challenges and expectations for 2009. Byron also discussed key events the Institute had participated in during the year, including the ARF Audience Measurement Conference in New York, the ESOMAR World Research Conference and the Empirical Generalisations in Advertising Conference that the Institute co-hosted with the Wharton School of the University of Pennsylvania.

Presentations were also given by Institute research leaders covering the seven main areas of research: advertising, brand equity, marketing metrics & buyer behaviour, media, pricing, sustainable marketing and wine marketing. The presentations outlined the key discoveries and research priorities for 2009.

The afternoon was spent discussing challenges faced by the Institute. These included the issue of staffing shortages, specifically the lack of Higher Degree by Research candidates. The Board discussed possible recruitment opportunities as well as retention strategies. Board members were upbeat pertaining to the Institute's ability to recruit Higher Degree by Research candidates despite the business downturn caused by the 2008 recession. Discussion also focused on the Institute's rapid growth and the need to prioritise opportunities and determine clear strategic direction.

## EUROPEAN ADVISORY BOARD

The second annual European Advisory Board meeting was held on the 17th June at London South Bank University. New members for 2009 were Kevin Brennan (Kellogg's), Markus Graw (BP), Tom Lloyd (SABMiller) and Chad Wollen (ITV plc).

Presentations were given by Ian Hewitt (Unilever) and Andrew Barnett (The Edrington Group); each discussing the impact the Institute's research has had on their organisations. Ian Hewitt's presentation centred around three areas: content, packaging and route to market, and focusing on 'how we can get more from the Institute'. Andrew Barnett's presentation used The Edrington Group's experience to illustrate some of his suggestions for best-practice dissemination of the Institute's research.

A presentation was also given by Rachel Kennedy (Ehrenberg-Bass Institute) and Bruce McColl (Mars) titled "Mars Marketing Lab: a research collaboration". This introduced the large on-going research project that the Institute is working on with Mars globally.

The meeting concluded with a round table discussion led by Board Chair, Professor Gerald Goodhardt.

Discussion topics included:

- Developing a Marketing Week campaign
- The need to widen the client base
- Be careful, are we bleeding our brands dry?
- Ensuring the facts of medieval marketing are known
- Not engaging in a universal viewpoint
- Promoting co-discovery

### 2009 European Advisory Board Members

**Gerald Goodhardt**  
Chairman

**Byron Sharp**  
Director, Ehrenberg-Bass Institute

**Andrew Barnett**  
The Edrington Group

**Patrick Barwise**  
London Business School

**Thomas Bayne**  
Mountainview Learning

**Kevin Brennan**  
Kellogg's

**Noel Coburn**  
Caxton Publishers & Printers

**Markus Graw**  
BP

**Ian Hewitt**  
Unilever

**Jane Houzer**  
London South Bank University

**Tom Lloyd**  
SABMiller plc

**Stuart Maw**  
Coca-Cola Great Britain

**Bruce McColl**  
Mars

**Paul Murphy**  
TNS

**Chad Wollen**  
ITV plc



## NORTH AMERICAN ADVISORY BOARD

Taking place at the Wharton School of the University of Pennsylvania, the 2009 North American Board meeting was an afternoon filled with reports of explosive growth, celebrated collaborations and insightful feedback.

Some board members were unable to attend the meeting so Glenn Enoch, Tiffany Harrison, Melinda Hurley, Ram Krishnamurthy, Rob Schlaepfer and Eric Taylor stood in for Artie Bulgrin (ESPN), Jim Figura (Colgate-Palmolive), Nick Sorvillo (Kraft), Stan Sthanunathan (The Coca-Cola Company), David Poltrack (CBS) and Jeff Hunter (General Mills) respectively.

Board members were impressed with the Institute's 40% increase in size since 2008, and were thrilled to hear from Wharton's Professor Jerry Wind on the ongoing union between Wharton and the Ehrenberg-Bass Institute. They expressed their hopes that this might lead to further relationships with other North American institutions.

The board recognised that the upcoming release of Professor Byron Sharp's book 'How Brands Grow' would be an important milestone in worldwide recognition of the Institute's research and findings.

Board members were also eager to provide guidance to the Institute on future research topics and areas that it felt were, to date, unexplored.

The North American Advisory Board meeting concluded a trio of extraordinarily positive and productive meetings throughout 2009.

### 2009 North American Advisory Board Members

**Gerald Goodhardt**  
Chairman

**Byron Sharp**  
Director, Ehrenberg-Bass Institute

**Artie Bulgrin**  
ESPN

**Peter Fader**  
University of Pennsylvania

**Jim Figura**  
Colgate-Palmolive

**Nick Sorvillo**  
Kraft Foods

**Stan Sthanunathan**  
The Coca-Cola Company

**Greg Rogers**  
Procter & Gamble

**Joe Stagaman**  
The Nielsen Company

**David Poltrack**  
CBS

**Jeff Hunter**  
General Mills

**Jack Wakshlag**  
Turner Broadcasting



# INSTITUTE STAFF



Researchers: Nicole Hartnett,  
Dr Anne Sharp, Associate Professor  
John Dawes and Stine Høj

## OUR TEAM

### RESEARCHER PROFILE DR KESTEN GREEN



In 2009 the Institute was very excited to welcome Dr Kesten Green to its team of researchers. Kesten joins the Institute as a Senior Research Associate, bringing with him his extensive knowledge of forecasting.

Kesten's research has led to improvements in forecasting the decisions people make in conflicts, such as those which occur in business competition, supply chains, mergers and acquisitions, between customers and businesses, and in warfare.

Kesten is currently investigating methods to improve the accuracy of forecasts of economic growth rates. He has published in the International Journal of Forecasting, Interfaces and the International Journal of Business.

His research has been covered in the Australian Financial Review, the London Financial Times, the New Yorker, the Washington Times and the Wall Street Journal. He has advised the Alaska Department of Natural Resources, the U.S. Department of Defence (The Pentagon), the Defence Threat Reduction Agency, the National Security Agency (NSA) and more than 50 other business and government clients.

#### Director

Professor Byron Sharp

#### Senior Research Associates

Virginia Beal

Dr Svetlana Bogomolova

Professor David Corkindale

Dr Nick Danenberg

Associate Professor John Dawes

Dr Carl Driesener

Dr Kesten Green

Associate Professor Rachel Kennedy

Professor Larry Lockshin

Dr Simone Mueller

Magda Nenyycz-Thiel

Kate Newstead

Dr Narelle Page

Dr Erica Riebe

Associate Professor Jenni Romaniuk

Dr Cam Rungie

Dr Anne Sharp

Professor Malcolm Wright

#### Research Associates

Katherine Anderson

Dr Melissa Banelis

Jasha Bowe

Melanie Ceber

Dr Armando Corsi

Nicole Hartnett

Dr Liz Hemphill

Stine Høj

Bryony Jardine

Natasha Kapulski

Wendy Keynes

Dr Richard Lee

Lewis Liao

Kellie Loveless

Kerry Mundt

Dr Karen Nelson-Field

Cathy Nguyen

Haydn Northover

Monica Orlovic

Vipul Pare

Alejandra Pinero de Plaza

Ann Pocock

Scott Reynolds

Lara Stocchi

Dr Jennifer Taylor

Khuyen Tran

Giang Trinh

Michael Vogelpoel

Meagan Wheeler

Samuel Wight

Dr John Wilkinson

#### Marketing, Field & Admin

Catherine Andruchowycz

Elké Seretis

Jenny Barnes

Liz Gunner

Terri Harding

Emily Hindle

Klaus Kilov

Maureen McEvedy

Lindsey Peshanoff

Sarah Turner

Kirsty Willis

Brian Zhou

#### Research Assistants

Bianca Chaptini

Steven Dunn

Sarah Habenschuss

Jackson Jaensch

Patrick Moore

Katherine Mullan

Eugene Phoa

Daniel Trinh

Christopher Villani

Sarah Williams

The Institute also has a strong collaboration with the Ehrenberg Centre at London South Bank University.

# ACADEMIC HIGHLIGHTS



Researcher: Dr Carl Driesener  
and Marketing Coordinators:  
Liz Gunner and Sarah Turner

## ACADEMIC OUTCOMES

### Research degree completions:

#### PhD

##### **Dr Svetlana Bogomolova**

Customer-Based Brand Equity of Lost Customers.

#### Masters

##### **Emma Nicholls**

Measurement and Evaluation of the Effect of Advertising and Brand Positioning.

##### **Giang Trinh**

Do Project Variants Appeal to Different Segments of Buyers Within a Category?

#### Honours

##### **Donna McGee**

Erosion of Repeat Purchase Loyalty: A Replication and Extension.

##### **Sandra Millburn**

Reasons for Non-Consideration of Brands and the Role of Prior Brand Experience.

##### **Cathy Nguyen**

To What Degree is Online Word-of-Mouth Representative of Offline Word-of-Mouth?

##### **Kimberley Peters**

Using a Best-Worst Approach to Examine the Relative Importance of Attributes that Influence Consumer Menu-Item Selection in a Restaurant Context.

##### **Nathan Pfitzner**

The Role of the Employer Brand and Location Image on the Initial Job Choice Decision.

### 40 papers were accepted at academic conferences in 2009 including:

Advances in Consumer Research Conference

AMA Winter Educator's Conference

Australian and New Zealand Marketing Academy (ANZMAC) Conference

Australia and New Zealand Marketing Educator's Conference

Bacchus Goes Green – 4th Interdisciplinary and International Wine Conference

European Marketing Academy (EMAC) 38th Conference

EuroMed Academy of Business – 2nd Annual Conference

ENSAM – 5th Wine Business and Marketing Conference

ESOMAR World Research Conference

Global Sales Science Institute (GSSI) Conference

International Non-Profit & Social Marketing Conference (INSM)

### Australian Research Council Grants won in 2009:

Understanding consumer perceptions of trust mark claims for Australian wine and subsequent purchase behaviour in multiple countries – Grape and Wine Research Development Corporation

Examining the socio-cultural determinants of food waste – Zero Waste and Local Government Association of South Australia

### Visitors to the Institute in 2009:

#### **Thomas Bayne**

Mountainview Learning, USA

#### **Dr Dag Bennet**

London South Bank University, UK

#### **Professor John Bound**

London South Bank University, UK

#### **Professor Robert East**

Kingston University, UK

#### **Dr Kesten Green**

Monash University, Australia

#### **Sebastien Lion**

Mars, Belgium

#### **Dr Valentyna Melnyk**

Waikato University, New Zealand

#### **Professor Len Parsons**

Georgia Institute of Technology, USA

#### **Dr Jaywant Singh**

Kingston University, UK

#### **Dr Max Sutherland**

Adandmind, USA

#### **Dr Gergely Szolnoki**

Forschungsanstalt Geisenheim, Germany

#### **Rahwa Tesfahuney**

Wageningen University, Netherlands

#### **Professor Mark Uncles**

University of New South Wales, Australia

#### **Professor Harald Van Heerde**

Waikato University, New Zealand

## PUBLICATIONS

In 2009 the Institute saw a record number of refereed journal articles published, thirteen of which were published in A/A\* rated journals. This is considered the highest journal ranking by the Australian Research Council.

### Refereed Journal Articles – A\*/A

#### **Dawes, J (2009)**

“The Effect of Service Price Increases on Customer Retention – Moderating Role of Customer Tenure and Relationship Breadth”, *Journal of Service Research*, 11, 232-245.

#### **Hammer, P, Riebe, E & Kennedy, R (2009)**

“How Clutter Affects Advertising Effectiveness”, *Journal of Advertising Research*, 49, 2, 159-163.

#### **Lam, D, Lee, A & Mizerski, R (2009)**

“The Effects of Cultural Values in Word-of-Mouth Communication”, *Journal of International Marketing*, 17, 3, 55-70.

#### **Lam, D & Mizerski, R (2009)**

“An Investigation into Gambling Purchases Using the NBD and NBD-Dirichlet Models”, *Marketing Letters*, 20, 3, 263-276.

#### **Mueller, S, Francis L, & Lockshin, L (2009)**

“Comparison of best-worst and hedonic scaling for the measurement of consumer wine preferences”, *Australian Journal of Grape and Wine Research*, 15, 205-215.

#### **Mueller, S, Lockshin, S & Louviere, J (2009)**

“What you see may not be what you get: Asking consumers what matters may not reflect what they choose”, *Marketing Letters*, published online November.

#### **Newstead, K, Taylor, J, Kennedy, R & Sharp, B (2009)**

“The Total Long-Term Sales Effects of Advertising: Lessons from Single Source”, *Journal of Advertising Research*, 49, 2, 207-210.

#### **Romaniuk, J (2009)**

“The Efficacy of Brand-Execution Tactics in TV Advertising, Brand Placements and Internet Advertising”, *Journal of Advertising Research*, 49, 2, 143-150.

#### **Sharp, B, Beal, V & Collins, M (2009)**

“Television: Back to the Future”, *Journal of Advertising Research*, 49, 2, 211-219.

#### **Sharp, B & Wind, J (2009)**

“Advertising Empirical Generalisations: Implications for Research and Action”, *Journal of Advertising Research*, 49, 2, 246-252.

#### **Sharp, B & Wind, J (2009)**

“Today’s Advertising Laws: Will They Survive the Digital Revolution?”, *Journal of Advertising Research*, 49, 2, 120-126.

#### **Taylor, J, Kennedy, R & Sharp, B (2009)**

“Is Once Really Enough? Making Generalizations About Advertising’s Convex Sales Response Function”, *Journal of Advertising Research*, 49, 2, 198-200.

#### **Wright, M (2009)**

“A New Theorem for Optimizing the Advertising Budget”, *Journal of Advertising Research*, 49, 2, 164-169.



## INDUSTRY CONFERENCE PRESENTATIONS



Researcher: Dr Anne Sharp  
at the 'Stirring the Possum' forum

### Australia

Australian Agricultural and Resource Economics Society, Adelaide

**Dr Simone Mueller**

Does packaging influence the price of wine?: A hedonic price analysis of US scanner data

FMCG Premonition, Instinct & Definition, 6th Annual Discover Summit 2009, Melbourne

**Dr Nick Danenberg & Magda Nenyecz-Thiel**  
Smarter Targeting for FMCG

In-store Excellence Summit 2009, New South Wales

**Professor Byron Sharp**

Law-like Patterns in Shopping

Marketing Week, Adelaide

**Professor Byron Sharp co-presented with Brain Rock (Network 10)**

Marketing in a Recession

Stirring the Possum, Department for Environment and Heritage, Adelaide

**Dr Anne Sharp**

Planet and Profit – How environmental responsibility can grow your business

Winegrowers of the Grampians, Victoria

**Professor Larry Lockshin**

Developing a regional winery promotion strategy

UniSA Working Links Public Lecture, Adelaide

**Associate Professor Rachel Kennedy**

Marketing in a Recession

### Overseas

Aquaculture America 2009, USA

**Dr Nick Danenberg, Dr Simone Mueller and Dr Hervé Rемаud**

A Discrete Choice Experiment to Understand the Preferences of Australian Consumers in Buying Prawns

Asian Pacific Aquaculture 2009, Malaysia

**Dr Nick Danenberg**

Who Prefers Farmed Seafood? Descriptive Results from an Australian Study

ESOMAR WM3 Conference, Sweden

**Kate Newstead, Dr Erica Riebe and Professor Byron Sharp**

Extreme Burst or Extreme Continuity? Findings from a scheduling experiment

Measuring Advertising Performance Conference 2009, UK

**Professor Byron Sharp**

New Frontier: Scientific Discoveries about Media Effectiveness

Mediterranean Conference on Sustainable Aquaculture and Seafood, Italy

**Dr Simone Mueller**

Buying Fish in South Europe: Attributes that improve preferences towards aquaculture products

Midwest Grape and Wine Conference, USA

**Professor Larry Lockshin**

Consumer acceptance of sustainable, organic and environmental wines

Oregon Wine Industry Symposium, USA

**Professor Larry Lockshin**

How consumers buy wine: Implications for small wineries

## THE FUTURE

The global financial crisis made 2009 a challenging year for marketing departments globally. We would like to thank our corporate sponsors and research partners for their ongoing support during this difficult time. We would also like to thank our advisory boards for their guidance and strategic advice, without which, the Institute would not have been able to achieve so many of its goals.

2010 will have its own set of challenges, but we have a team of bright thinkers eager to explore new opportunities. We will work with academic associates and our advisory boards to ensure we continue to produce useful, practicable marketing knowledge for marketing departments all over the world.

### Goals for 2010

- Raise awareness internationally for our research
- Increase contract research income through local and global client recruitment
- Expansion of the Community Panel project both in Adelaide metropolitan and regional councils
- Increase publications in high ranking academic journals
- Grow in capacity through enrolment of postgraduate research degree students



Researchers: Magda Nenycz-Thiel,  
Professor Larry Lockshin and Meagan Wheeler

## CONTACT DETAILS

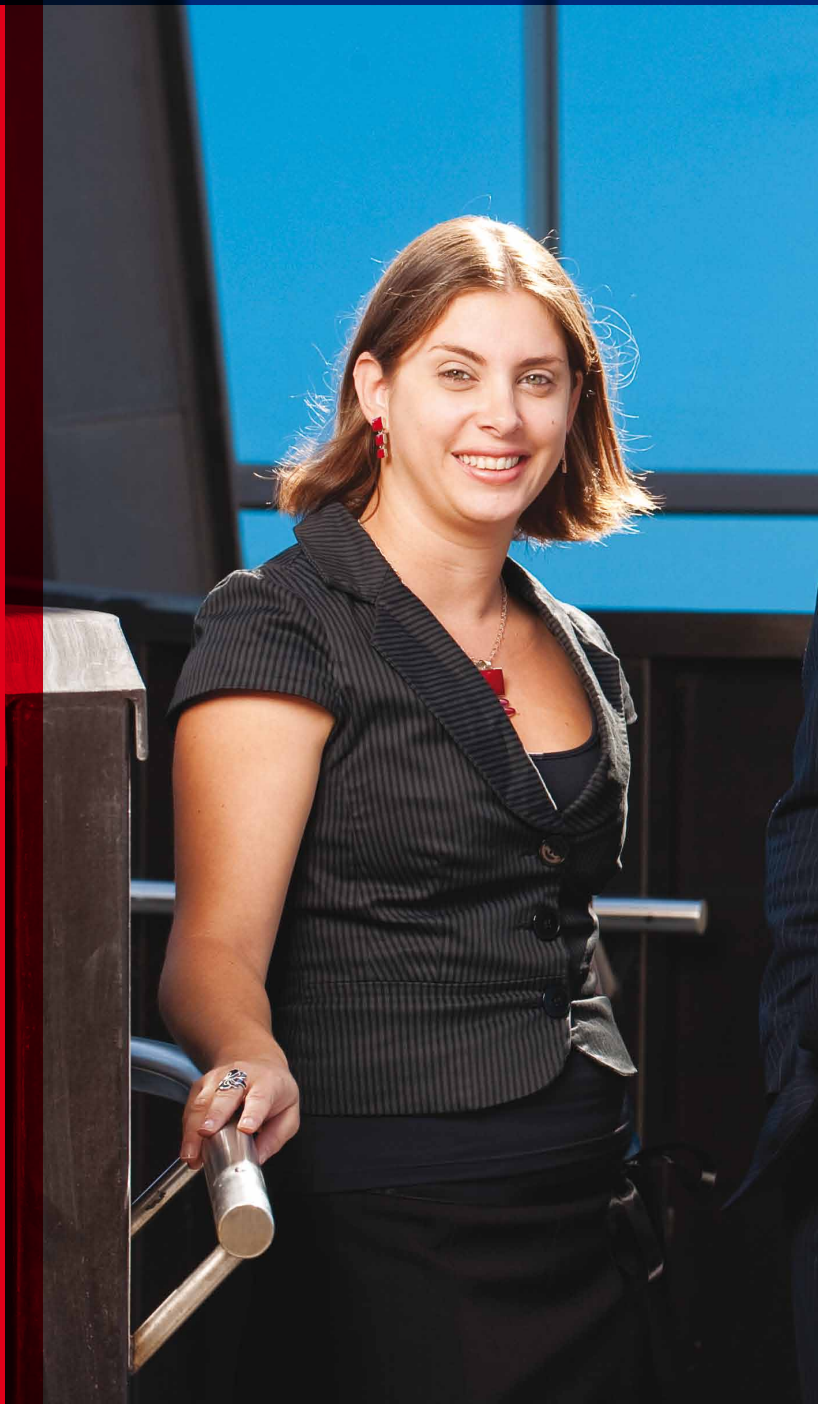
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