



ANNUAL REPORT 2010



Ehrenberg-Bass
Institute for Marketing Science

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Front Cover: Associate Professor Jenni Romaniuk,
Professor Byron Sharp and Associate Professor John Dawes



CHAIRMAN'S REPORT



Professor Gerald Goodhardt
Advisory Board Chair, Ehrenberg-Bass Institute

As noted elsewhere in this report, Andrew Ehrenberg passed away in August. This is a particular sadness for the Institute and for me. He was the inspiration for so much of the Institute's work, and as his colleague, collaborator and friend for more than fifty years, my loss is immeasurable.

Nevertheless, the Ehrenberg-Bass Institute thrives, continuing to grow in stature and size. The achievements noted throughout this report show that 2010 was, in all other respects, a great year.

The executives and Professors on the Institute's three advisory boards in Australia, North America and Europe can share the credit for this growth.

The boards are of great value, providing a truly international perspective that is unique to a research body of this size. They provide practical feedback to ensure that the Institute's research agenda is in line with the needs of industry. Discussion at the 2010 Australian board meeting resulted in many ideas that will help foster further internationalisation.

The publication of Byron's book 'How Brands Grow' (originally suggested at the 2008 North American Board meeting) was an enormous achievement and important milestone for the Institute, helping to lift its profile globally. I commend Byron and his team for all the hard work that has gone into the book; I hope there will be many more thought-provoking publications to come.

On another personal note, I am giving up my position as Chairman of the Australian Advisory Board, having served since the inauguration of the Institute. Over the coming months, I will be handing over Chairmanship of the Australian Board to Professor Malcolm Wright who, too, has been involved with the Institute in various roles since the beginning.

I anticipate that 2011 will be another exciting year for the Institute filled with new opportunities and important discoveries. I am sure that the Institute will go from strength to strength under its fine leadership. I wish everyone involved every success.

DIRECTOR'S REPORT



Professor Byron Sharp
Director, Ehrenberg-Bass Institute

The Ehrenberg-Bass Institute has grown rapidly over the past three years; particularly in staff numbers and international revenue. In this report we celebrate this expansion and rising world fame, while remaining mindful of the challenge of maintaining this success.

In 2010 the Institute's management worked to build systems and recruit staff to ensure that this new level of activity was sustainable. Our team of marketing scientists and research degree students is comprised of more than 50 people, ably assisted by a team of professional staff.

Associate Professor John Dawes was appointed Operations Director to oversee policies and systems. In keeping with the University of South Australia's focus on internationalisation of research, Associate Professor Jenni Romaniuk was appointed International Director to further develop our international fame and relationships; both academic and professional.

International research revenue has grown 5-fold over the past three years, now representing half of our total external revenue. I am ever thankful for the continuing support of our clients and corporate sponsors, without which we would not be able to continue making the discoveries we do.

I'm pleased to report that our academic publications are increasingly reaching the more prestigious journals with wider readership bases. This is always a challenge as there are few top-rated journals, and our research is neither traditional nor mainstream.

We continue to have submissions rejected by editors on stylistic or philosophical grounds, but we persist and in 2010 we published seven 'A level' articles. While this is less than 2009, it is double our historic rate. We will continue to send papers to top journals in order to achieve a greater international presence and to champion the importance of scientific laws amongst marketing academics.

Our Advisory Boards asked us to publish a book that would signal to the world the importance of the Ehrenberg-Bass Institute's work. In 2010 we published 'How Brands Grow' (Oxford University Press), and were rewarded with glowing reviews and attention from around the world. 'How Brands Grow' would not have been possible without the efforts and support of both staff and corporate sponsors. The success of the book bodes well for the Institute's own evidence-based undergraduate marketing textbook due to be released in late 2012.

Our staff and Advisory Board members have many reasons of late to be proud of the Ehrenberg-Bass Institute.

INTERNATIONAL DIRECTOR'S REPORT



Associate Professor Jenni Romaniuk
International Director, Ehrenberg-Bass Institute

Stepping into the role as International Director, my focus has been on benchmarking our current performance and setting up the foundations for us to grow internationally. Our international research income is growing rapidly, which reflects the global relevance of our research. While it is unlikely it will continue growing at this rate, it is an area where I expect us to continue to perform well.

Our collaboration with overseas academics has also increased, with more co-authored journal articles in 2010. However, we do have room to improve on this front. We desire to broaden and strengthen our links with top-tier, like-minded marketing academic departments.

Developing and fostering these links through targeted visitors, visits and a stronger Adjunct program will be important for our growth. We are continuing our collaboration with Wharton, and have staff visiting Duke University and MIT over the coming year.

Other exciting developments include our early 2011 visit to corporate sponsor offices in China. This reflects our desire to reach out to emerging markets (at the request of many of our corporate sponsors) and to broaden our research to test empirical generalisations in these markets.

The Institute has huge potential to expand its impact on the world stage. I think it is important however, that we make smart strategic choices. International expansion takes time, people and money and much of this can be squandered through careless decisions. My focus next year will be ensuring our resources and efforts are invested wisely and effectively.

INSTITUTE OVERVIEW

The Ehrenberg-Bass Institute for Marketing Science is a not-for-profit, world-class research institute of the University of South Australia.

After fifteen 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 a multimillion dollar program of marketing R&D which is supported by the world's leading marketers.



Haydn Northover, Dr Karen Nelson-Field, Dr Nick Danenberg and Associate Professor Rachel Kennedy

FOUNDERS

The Ehrenberg-Bass Institute for Marketing Science was granted institute status by the University of South Australia in 2005, in recognition of over a decade of achievements.

Our name signals our research philosophy and honours two world-famous marketing academics who dedicated their professional lives to the discovery of scientific laws about marketing and buyer behaviour.

Professor Andrew Ehrenberg (1926 - 2010)

We are very sad to lose a legendary figure in marketing, market research and the statistics field. Over his life Professor Andrew Ehrenberg made countless contributions to the field of marketing science, including the very important discovery of the Negative Binomial Distribution (NBD) model, which proved that brand purchase rates follow a predictable pattern.

The Ehrenberg-Bass Institute (with colleagues at the Ehrenberg Centre, London South Bank University) will build on his legacy as we continue to develop empirical generalisations in marketing.

Andrew Ehrenberg was a great man who was a pioneer in our field, and a dear friend to his colleagues.

Professor Frank Bass (1926 - 2006)

Professor Frank Bass pioneered the establishment of marketing as a science in which well-tested mathematical models could be used to predict the behaviour of future markets. His most renowned contribution to the field was the development of the Bass diffusion model, a mathematical model that describes the adoption patterns of new products.

Professor Andrew Ehrenberg



Professor Frank Bass

THE CORPORATE SPONSORSHIP PROGRAM

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

Over the past decade big brands like Coca-Cola, Unilever and Procter & Gamble have supported the Institute's exciting R&D initiative.

No single company has a research budget large enough to adequately give justice to all areas affecting marketing practice. The Institute's solution (pioneered by Andrew Ehrenberg), was to create a program where companies could pool their resources to create a multimillion dollar research program.

The program tackles some of the biggest questions in marketing:

How can advertising's full effects be measured?

How to allocate investment across brands?

When to advertise?

When to price discount?

Today the Institute has over 50 corporate sponsors in Europe, Australasia, Africa, USA and Canada contributing to this unique initiative.

The program builds fundamental knowledge about buyer behaviour and brand performance that is useful and practical, that can help set marketing objectives and steer long-term strategy.

Research discoveries are grounded in empirical evidence, allowing the findings and benchmarks to be used again and again with confidence. The program delivers cross-industry insights and norms that can be applied to brands and markets anywhere in the world.



Dr Polymeros Chrysochou, Dr Svetlana Bogomolova and Professor Larry Lockshin

CORPORATE SPONSORSHIP INCLUDES

The latest developments in marketing knowledge

Regular electronic updates are sent to sponsors (any marketing and research staff that are nominated within the company) to share new research findings as they are discovered.

In-house marketing seminars

All sponsors receive up to two interactive masterclasses with their marketing team per annum on a topic of choice.

Access to 50+ sponsor reports

Each year the Institute publishes reports that explain new findings in a concise and understandable way. A library of past reports is available online with password protected access.

Access to over 50 marketing scientists

The Institute has a large team of researchers with expertise in a range of marketing disciplines. Sponsors have access to the knowledge and advice of over 50 marketing specialists.

COST OF PARTICIPATION

Location	Cost per annum
Australasia	AUD\$35,000 (+GST)
U.S.A	USD\$35,000
Europe	£25,000 (+VAT)

The Institute offers significant discounts for extra companies from within the same group.

EXAMPLES OF SEMINAR TOPICS

- How brands grow
- The real reason marketers need advertising
- Loyalty and growth
- Identifying and using your distinctive brand assets
- Addicted to price promotions?
- Brand salience: what it is and why it matters
- Getting the most from your data

The list of sponsor seminar topics is forever growing as new discoveries are made. A full list of topics can be found on our website.

For further information about becoming a sponsor or to organise a sample seminar please contact

Elké Seretis, Manager: Business Development & Marketing
Elke.Seretis@MarketingScience.info

CORPORATE SPONSORS

AUSTRALASIAN

ANZ National Bank
Australian Central
Colgate-Palmolive
Department for Environment and Natural Resources
Elders
Fonterra
GlaxoSmithKline
Goodman Fielder
Hills Industries
Kraft Foods
KWP! Advertising
Mars
Meat & Livestock Australia
National Pharmacies
Network TEN
Roy Morgan Research
The Coca-Cola Company
The Nielsen Company
Tourism Australia
Unilever
University of South Australia

EUROPEAN

BP International
British Airways
Coca-Cola Great Britain
Colgate-Palmolive
ITV
Kantar Worldpanel
Kellogg's
Leo Burnett
Mars
Mountainview Learning
SABMiller
The Coca-Cola Company
The Edrington Group
The Nielsen Company
Unilever

NORTH AMERICAN

Advertising Research Foundation
CBS
Colgate-Palmolive
ESPN
General Mills
General Motors
Kraft Foods
Procter & Gamble
S.C. Johnson
The Coca-Cola Company
The Nielsen Company
Turner Broadcasting
Unilever

SOUTH AFRICAN

Caxton Publishers & Printers
Colgate-Palmolive
Distell
FirstRand





R&D OUTCOMES FOR 2010

New sponsors GlaxoSmithKline (Australia), KWP! Advertising (Australia) and Kantar Worldpanel (UK) joined over 50 companies subscribing to the unique program of R&D. The Institute's relationship with existing sponsor Colgate-Palmolive was strengthened during the year with the corporation joining as a global sponsor.

Three new corporate sponsor reports were released during 2010:

- Report 52: Understanding, Identifying and Building Distinctive Brand Assets
- Report 53: Understanding How Brands Compete: A Guide to Duplication of Purchase Analysis
- Report 54: Do Your Heavy Buyers Stay Heavy, and What are They Worth?

In addition to their ongoing support for the Corporate Sponsorship Program, several of our sponsor companies commissioned special research projects in 2010. Australian Central, Colgate-Palmolive, Mars, Moutainview Learning, National Pharmacies, The Edrington Group and the University of South Australia all conducted projects during the year.



CONTRACT RESEARCH

Effective market research can help improve the efficiency of marketing activities and highlight valuable consumer insights. Typically however, it produces semi-digested raw data or mysterious statistics which, without benchmarks, are of little use.

The Ehrenberg-Bass Institute aims to not only provide clients with reliable market information, but to correctly interpret data and draw insights and implications for marketing strategy. The Institute is able to achieve this as the market research conducted is underpinned by fundamental knowledge from the R&D program, which provides clients with unique insights that cannot be obtained elsewhere.

The Institute has the largest team of full-time marketing scientists in Australia, with researchers specialising in areas across all facets of marketing including; branding, advertising, media, loyalty, pricing and more. As well as specialised knowledge, researchers are experienced in market research design, analysis and reporting.

The Institute conducts both qualitative and quantitative market research for clients locally and overseas.

The Ehrenberg-Bass Institute conducts all of its survey research in-house to ensure quality is maintained at every stage of a project. The Institute has its own Computer Assisted Telephone Interviewing system (CATI) to conduct face-to-face and telephone interviews both nationally and internationally. It also has the facilities to conduct focus groups, in-depth interviews, on-line surveys, experiments and mystery shopping research.

Researchers produce market research reports that turn data into meaningful information - findings that are clear, concise and easy to understand. Reports identify which findings are important (and which are not) and include recommendations that explain how this new information can be used in marketing strategy, to help achieve long-term goals.



Michael Vogelpoel, Virginia Bear, Ulrich Veyhl and Kirsty Willis

RESEARCH SERVICES

The Institute offers a wide range of research services, which include but are not limited to:

- Advertising pre-testing
- Advertising effectiveness tracking
- Single source data analysis
- Brand equity tracking
- Brand attribute assessment
- Distinctive asset measurement
- Customer base modelling
- HH panel data modelling
- Market structure analysis
- Forecasting
- Loyalty program effectiveness
- Price sensitivity/reactions to price changes

We employ a variety of methods, covering quantitative and qualitative data collection techniques, and a wide gamut of modelling approaches.

CONTRACT RESEARCH

Research methodologies are chosen based on a client's needs.

AREAS OF EXPERTISE

- Advertising
- Branding & Brand Equity
- Buyer Behaviour
- Loyalty
- Marketing Metrics and Accountability
- New and Traditional Media
- Pricing
- Service Quality
- Sustainable Marketing
- Wine Marketing

CLIENTS

Over the years the Institute has worked with a wide range of organisations including consumer goods companies, services, not-for-profit organisations, government bodies and multinational corporations.

For more information about the Institute's research services contact

Elké Seretis, Manager: Business Development & Marketing
Elke.Seretis@MarketingScience.info



NEW RESEARCH FOCUS - WORKING WITH BIOMETRICS

Also known as Psychophysiology, Neurophysiology or Neuromarketing, Biometrics refers to the measurement of physiological and/or neurological signals in response to external stimuli. Common measurement tools are fMRI, skin conductance and EEG.

Biometrics promises unbiased data collection, by-passing the cognitive rationalising necessary to verbalise our thoughts. Respondents are very good at giving 'answers', yet much that is relevant to their decision-making remains beyond their conscious awareness. It is this shortcoming of self-report measurement that has opened up the opportunity and need for Biometrics.

Whilst these tools promise objective readings of biological signals, there is a great deal of manipulation and interpretation that goes into generating the output. There are many barriers that can interfere with a clean read. For example; fMRI has a low temporal resolution and a test-retest reliability less than 0.5; EEG brainwaves capture only part of the available signal, the rest is blurred by the skull and cortex and skin conductance, like fMRI, is slow to respond to stimuli reducing the confidence that the signal is linked to the target stimulus.

Pilot results conducted with Mountainview Learning, have demonstrated that fMRI and skin conductance, in response to TV advertising, correlated well with sales of the advertised brand and performed better than the traditional self-report measures used. The real test will be to increase the number of ads tested (with known sales effectiveness) against multiple measures including fMRI, skin conductance, EEG as well as self-report measures. This is the basis of a current project the Institute is undertaking in conjunction with Mars and Mountainview Learning.

For more information on our Biometrics research or to be included in our project to evaluate the predictive performance of Biometrics in pre-testing contact
Dr Rachel Kennedy, Senior Research Associate
Rachel.Kennedy@MarketingScience.info



Scott Reynolds, Steven Dunn and Jasha Bowe

UNDERSTANDING YOUR DISTINCTIVE ELEMENTS AND ASSETS

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

An element becomes a valuable 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

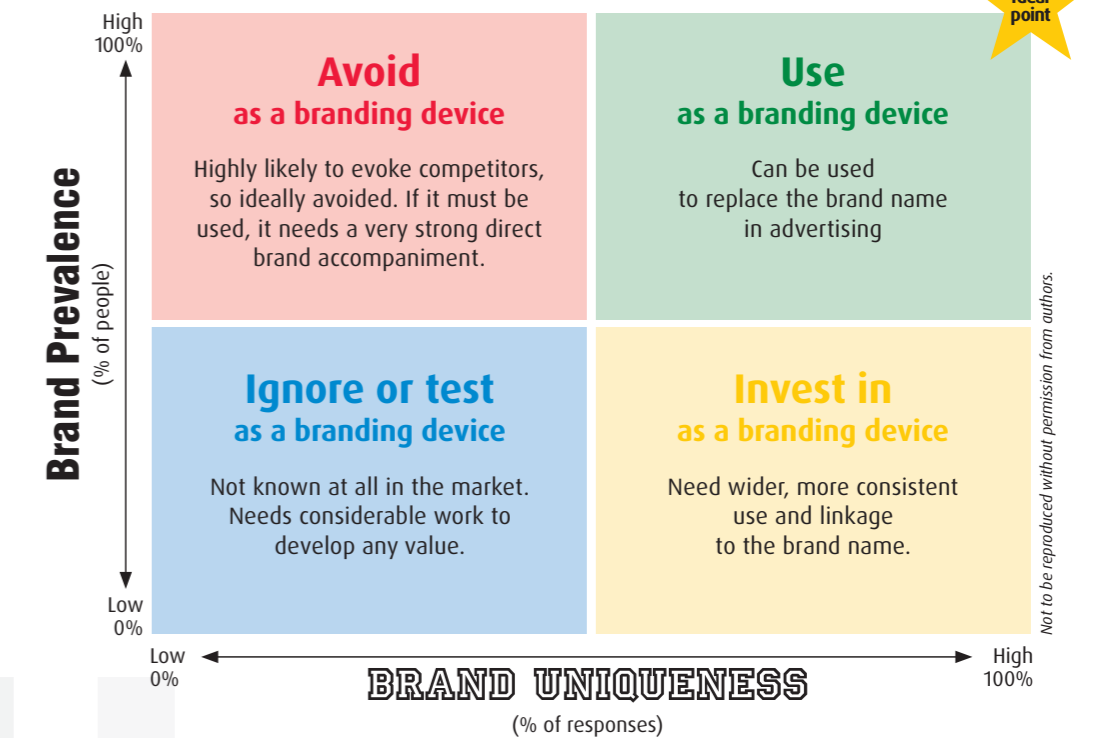
- Increases the brand footprint when used in conjunction with the brand
- More creative alternatives to directly showing the brand name
- A multilayered process for entry into consumer memory by using non-word elements such as colour or sound
- A means of making brand identification easier at point of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

Associate Professor Jenni Romaniuk developed a research method and matrix to help organisations measure and plot their Distinctive Brand Assets. Researchers can measure the strength of distinctive brand elements to identify which are brand assets,

highlighting which should become a focus and which should be avoided.

For more information about Distinctive Assets contact
Dr Jenni Romaniuk, International Director
Jenni.Romaniuk@MarketingScience.info

Romaniuk's Distinctive Asset Grid



own best traditions, a safe cohesive sanctuary for its own citizens and a credible, respected force for good in the region and the world.



freedom abroad by deserting it at home



That's us. Everything that has ever happened in all of human history has happened on that soil...It's our only home. And that is what is at stake, our ability to live on planet Earth, to have a future as a civilization.

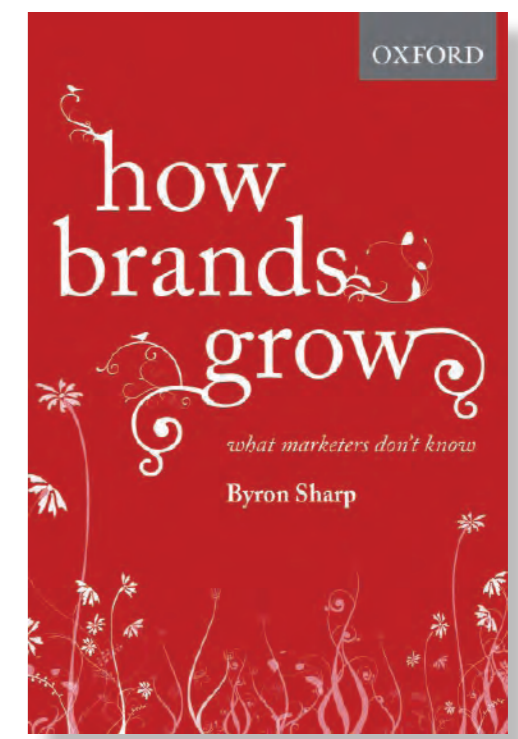
HOW BRANDS GROW

2010 saw Institute Director, Professor Byron Sharp, spark controversy and curiosity amongst marketing academics and professionals worldwide with his book, 'How Brands Grow'. In the book, Professor Sharp punctures many of the myths and common beliefs that have driven the basis for most global marketing practice until recently.

The book has been a great success, selling out more than once in both the UK and the USA. It has reaped reviews in some of the most prestigious marketing and business magazines worldwide; including AdAge, MarketingWeek, AdMap and The Australian Way - Qantas' own inflight magazine. Critical acclaim for the book has helped to significantly raise the Institute's international profile, and led to invitations for Professor Sharp to speak at an array of events worldwide, such as The Communication Council's 'Battle of Big Thinking' and guest seminars at Brandworks University in the USA and TEDx Adelaide.

'How Brands Grow' is the product of twenty years of in-depth research into discovering the scientific, law-like patterns that exist within marketing, specifically buying and brand performance. This book is the first to present these laws in context, and explore their meaning and marketing applications.

A most impressive statistic shows that 90% of book sales occurred outside of Australia. This signifies that with high international recognition, the Institute's own undergraduate marketing textbook (set to be released in 2012) will not only reach universities and colleges within Australia, but, with the book's emphasis on global compatibility, a worldwide tertiary academic audience.



'Byron Sharp's book "How Brands Grow" is to brand marketing what the discovery of science is to medicine.'

Thomas Bayne, President, Mountainview Learning

AUSTRALIAN AND NEW ZEALAND MARKETING ACADEMY CONFERENCE (ANZMAC) 2010

The Australian and New Zealand Marketing Academy Conference (ANZMAC) is an annual conference that brings together marketing academics and practitioners to share and discuss the latest marketing knowledge.

The University of Canterbury in Christchurch, New Zealand hosted the 2010 conference.

The Institute had 19 papers accepted this year, which is an outstanding achievement. It was particularly pleasing to see so many of our younger team members have their first papers accepted.

This year it was announced that the Institute was successful in its bid to host ANZMAC 2012 in Adelaide. Hosting this event will provide the Institute with invaluable networking opportunities and enhance its academic profile nationally.

Papers presented at ANZMAC 2010

Dr Jennifer Taylor and Melanie Ceber

The demographic composition and consumer goods buying behaviour of light TV viewers

Dr Svetlana Bogomolova and Professor Larry Lockshin

Incidence and factors influencing brand trial in the whisky market

Katherine Anderson, Dr Anne Sharp and Patrick Moore

The profile of bouncebacks in online panels and implications for representatives

Virginia Beal and Professor Byron Sharp

How do networks schedule program promotions?

Dr Armando Corsi and Dr Cam Rungie

The evolution of the relationships between product attributes in determining consumers' behavioural loyalty

Christopher Villani, Natasha Kapulski and Dr Svetlana Bogomolova

Application & procedure of grounded theory: gaining insight into brand choices

Lewis Liao, Professor Larry Lockshin, Associate Professor Rachel Kennedy and Dr Armando Corsi

The impact of emotion on effective packaging for consumer goods

Kellie Loveless, Dr Simone Mueller, Professor Larry Lockshin and Dr Armando Corsi

The relative importance of sustainability, quality control standards and traceability for wine consumers: a cross national segmentation

Dr Madga Nencyz-Thiel, Professor Byron Sharp, Associate Professor John Dawes and Associate Professor Jenni Romaniuk

I don't like it so I don't buy it - negative perceptions and private label brands

Alejandra Pinero de Plaza, Professor Larry Lockshin, Associate Professor Rachel Kennedy and Dr Armando Corsi

Distinctive elements in FMCG packaging: an exploratory study

Cathy Nguyen and Associate Professor Jenni Romaniuk

The accuracy of word of mouth valence classification: coder versus respondents

Associate Professor Jenni Romaniuk, Dr Magda Nencyz-Thiel, Nicole Hartnett and Dr Armando Corsi

Developing memory structures for brand identity elements in packaged goods market

Dr Anne Sharp and Meagan Wheeler

Banning use of plastic bags: do shoppers do more with less?

Lara Stocchi, Professor Malcolm Wright and Carolina Guerini

Is a 'niche' brand in the market also a 'niche' in the consumers' mind?

Arry Tanusondjaja, Associate Professor Rachel Kennedy, Dr Jennifer Taylor and Dr Erica Riebe

Reaching a wide audience in a fragmented market: a lesson from the United Kingdom

Samuel Wight and Kate Newstead

Ad-haters: why do they hate the ad and will they still buy the brand?

Associate Professor Jenni Romaniuk and Nicole Hartnett

Investigating the relationship between brand execution and advertisement liking in television advertising

Katherine Anderson, Dr Anne Sharp and Scott Reynolds

Influences on survey response rates in online panels

Professor Malcolm Wright and Lara Stocchi

The temporal stability of a stochastic model

For copies contact

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anzmac
AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY



AUSTRALIAN ADVISORY BOARD

The Institute is very fortunate to be advised by three Advisory Boards with such high calibre executives from Australia, Europe and North America. The Boards ensure that the Institute's research agenda is completely industry focused and relevant.

A key focus of each meeting is to provide growth and research direction relevant to each region.

AUSTRALIAN ADVISORY BOARD MEMBERS

- Gerald Goodhardt** - Chairman
- Byron Sharp** - Director, Ehrenberg-Bass Institute
- Peter Danaher** - Melbourne Business School
- Callum Elder** - Simplot
- Kate Inglis-Clark** - OzTAM
- Phil Parker** - The Nielsen Company
- Doug Peiffer** - Network Ten
- Neil Retallick** - National Pharmacies
- David Thomason** - David Thomason Strategy
- Mark Uncles** - University of New South Wales
- Gerry Griffin** - University of South Australia
- Caroline McMillen** - University of South Australia
- Mark Geraghty** - Elders
- Bruce McColl** - Mars
- Penny Szatmary** - Kraft Foods
- Malcolm Wright** - University of South Australia



David Thomason, Mark Uncles, Malcolm Wright, Phil Parker, Neil Retallick, Bruce McColl, Callum Elder, Doug Peiffer, Caroline McMillen, Byron Sharp, Gerry Griffin, Gerald Goodhardt, Kate Inglis-Clark

EUROPEAN & NORTH AMERICAN ADVISORY BOARDS

EUROPEAN ADVISORY BOARD MEMBERS

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Byron Sharp - Director, Ehrenberg-Bass Institute
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Andrew Barnett - Andrew Barnett Consulting
Patrick Barwise - London Business School
Thomas Bayne - Mountainview Learning
Kevin Brennan - Premier Foods
Noel Coburn - Caxton Publishers & Printers
Markus Graw - BP International
Ian Hewitt - Unilever
Jane Houzer - London South Bank University
Philip Mackie - The Edrington Group
Stuart Maw - Coca-Cola Great Britain
Paul Murphy - Kantar Worldpanel
John Scriven - London South Bank University
Chad Wollen - Vodaphone

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Jim Figura - Colgate-Palmolive
Denise Grancorvitz - S.C. Johnson
Jeff Hunter - General Mills
David Poltrack - CBS
Greg Rogers - Procter & Gamble
Nick Sorvillo - Kraft Foods
Joe Stagaman - The Nielsen Company
Stan Sthanunathan - The Coca-Cola Company
Jack Wakshlag - Turner Broadcasting



OUR TEAM

DIRECTOR

- Professor Byron Sharp

ASSOCIATE DIRECTORS

- Associate Professor John Dawes
- Associate Professor Jenni Romaniuk

SENIOR RESEARCH ASSOCIATES

- Katherine Anderson
- Virginia Beal
- Dr Svetlana Bogomolova
- Professor David Corkindale
- Dr Nick Danenberg
- Dr Carl Driesener
- Dr Kesten Green
- Nicole Hartnett
- Associate Professor Rachel Kennedy
- Professor Larry Lockshin
- Dr Simone Mueller
- Dr Magda Nenycz-Thiel
- Kate Newstead
- Dr Narelle Page
- Dr Erica Riebe
- Dr Cam Rungie
- Dr Anne Sharp
- Dr Jennifer Taylor
- Sam Wight
- Professor Malcolm Wright

RESEARCH ASSOCIATES

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- Jasha Bowe
- Shane Burford
- Melanie Ceber
- Vivien Chanana
- Dr Polymeros Chrysochou
- Dr Armando Maria Corsi
- Steven Dunn
- Dr Margaret Faulkner
- Sarah Habenschuss
- Dr Liz Hemphill
- Stine Høj
- Bryony Jardine
- Natasha Kapulski
- Dr Richard Lee
- Lewis Liao
- Marianthi Livaditis
- Kellie Loveless
- Gosia Ludwichowska
- Ana Mocanu
- Patrick Moore
- Dr Kerry Mundt
- Dr Karen Nelson-Field
- Cathy Nguyen
- Jacqui Noble
- Haydn Northover
- Monica Orlovic
- Vipul Pare
- Alejandra Pinero de Plaza
- Scott Reynolds
- Lara Stocchi
- Arry Tanusondjaja
- Giang Trinh
- Ulrich Veyhl
- Christopher Villani
- Michael Vogelpoel
- Meagan Wheeler
- Dr John Wilkinson

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- Kayla Smith
- Daniel Trinh
- Ella Ward
- Brian Zhou

PUBLICATIONS

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Sharp, B (2010) "Ehrenberg's Views of Advertising", *Journal of Advertising Research*, 50, 4.

Wilkinson, J (2010) "Why sales managers should provide more leadership: The relationship between levels of leadership and salesperson performance", *Journal of Selling & Major Account Management*, 9, 2, 22-38.

Wright, M & Riebe, E (2010) "Double Jeopardy in Brand Defection", *European Journal of Marketing*, 44, 6, 860-873.

Wu, Z, McKay, J & Hemphill, E (2010) "Roles of Levies for Sustainable Domestic Water Consumption", *Water Resource Management*, 25, 3, 929-940.

BOOKS AND BOOK CHAPTERS

Lockshin, L & Mueller, S (2010) "Pricing for New Product Development" in *Consumer Driven Innovation in Food and Personal Care Products*, Jaeger, S & MacFie, H (eds.), Woodhead Publishing, Cambridge, UK.

Sharp, B (2010) *How Brands Grow: What Marketers Don't Know*, Oxford University Press, Australia & New Zealand.



ACADEMIC OUTCOMES

RESEARCH DEGREE COMPLETIONS

PHD

Dr Andre Beaujanot

An integrated approach for implementing relationship marketing in the wine industry.

Dr Justin Cohen

Descriptive patterns in wine buying: insights obtained from the evaluation of attributes.

Dr Magda Nenycz-Thiel

Understanding consumer knowledge about private labels. A study of brand perceptions and rejection.

Dr Jennifer Taylor

Is once really enough? Measuring the advertising response function.

MASTERS BY RESEARCH

Melanie Ceber

Light TV viewers: who they are and how they can be reached.

Kate Newstead

Best-practice media scheduling: a real-world application.

Richard Trembath

Brand salience and destination marketing.

Michael Vogelpoel

The impact of data collection method on service quality and satisfaction scores.

HONOURS

Bill Page

Social marketing in schools: development, implementation and evaluation.

Alex Gibbons

Are demographics an indicator of propensity to purchase on promotion?

Joanne Teagle

How do Millennials' wine attitudes and behaviour differ from other generations?

48 PAPERS WERE ACCEPTED AT ACADEMIC CONFERENCES IN 2010

- 5th International Conference of the Academy of Wine Business Research
- Agricultural & Applied Economics Association, Canadian Agricultural Economics Society & Western Agricultural Economics Association (AAEA, CAES, & WAEA) Joint Annual Meeting
- Academy of Wine Business Research Conference
- Australian Agricultural and Resource Economics (AARES) National Conference
- Australian and New Zealand Marketing Academy (ANZMAC) Conference
- Australian and New Zealand Academy of Management (ANZAM) Conference
- European Association of Agricultural Economics & Agricultural & Applied Economics Association (EAAE & AAEA) Joint Seminar
- Thought Leaders International Conference in Brand Management
- European Marketing Academy (EMAC) 39th Conference
- Global Sales Science Institute (GSSI) Conference

VISITORS TO THE INSTITUTE IN 2010

- Mr Mark Avis - Otago University, NZ
- Dr Thomas Bayne - Mountainview Learning, UK
- Dr Dag Bennet - London South Bank University, UK
- Professor John Bound - London South Bank University, UK
- Dr Peter Brawn - Eyetracker, Australia
- Professor Robert East - Kingston University, UK
- Professor Gava Fitzsimons - Duke University, USA
- Dr Charles Graham - London South Bank University, UK
- Dr Kyungtae Lee - Toyo University, Japan
- Dr Yonca Limon - Christian-Albrechts-Universität zu Kiel, Germany
- Professor Rob Potter - Indiana State University, USA
- Dr John Scriven - London South Bank University, UK
- Associate Professor Hean Tat Keh - Peking University, China
- Professor Harald Van Heerde - Waikato University, NZ
- Professor Alan Wilson - University of Strathclyde, UK

INDUSTRY CONFERENCES

OVERSEAS

International Institute for Fisheries, Economics and Trade Conference, USA

Dr Simone Mueller - Preferences about
seafood safety and sustainability among
very young children

Marketing Institute Conference, Singapore

Professor Byron Sharp - How Brands Grow

Nielsen Consumer 360 Conference, USA

Associate Professor Jenni Romaniuk
- The Future of Marketing

Norway's Great Day of Advertising Conference, Norway

Professor Byron Sharp - How Brands Grow

Proceedings of the Conference of the International World Wine Organisation, USA

Dr Simone Mueller and Dr Herve Remaud
- Do consumers value sustainable wine claims?

RAC Lite Conference, South Africa

Professor Byron Sharp - How Brands Grow

World Media 3: ESOMAR, Germany

Dr Karen Nelson-Field - The social media leap:
Integrating social media into marketing strategy

Stine Høj, Shane Burford, Katherine Anderson and Bill Page



AUSTRALIA

Australian Prawn and Barramundi Farmers' Association Conference, Surfers Paradise

Dr Nick Danenberg - Findings Regarding Prawn
and Barra Consumption

Australasian Aquaculture, Hobart

Dr Nick Danenberg - Rationale for Branding. Research
Findings Regarding Australian Seafood Consumption

Proceedings of the 14th Australian Wine Industry Technical Conference, Adelaide

Dr Simone Mueller and Professor Larry Lockshin
- Filling the gap - how do sensory and marketing
attributes interact in consumer choice?

Sales & Marketing Institute Merchandising Matters Seminar, Sydney

Kate Newstead - Private label competition

Seafood Directions, Melbourne

Dr Nick Danenberg - Barriers and Drivers of the
SA Food Service Sector's Purchase of Seafood

TEDx, Adelaide

Professor Byron Sharp - How Brands Grow

The Sales Force Effectiveness Training, Coaching and Leadership Forum: Liquid Learning, Sydney

Dr John Wilkinson - Effects of inadequate
management training on sales leadership
and salesperson performance

UniSA Working Links Public Lecture, Adelaide

Professor Byron Sharp - How Brands Grow



Ella Ward, Olga Grudinina, Lucinda Scarman, Brian Zhou and Kayla Smith

THE FUTURE

2011 will be an exciting year for the Institute that will surely bring its own set of challenges, but we have a team of bright thinkers eager and ready to tackle whatever arises.

The Institute's focus will be on growing its international fame. We hope to enter new markets to widen the Institute's global footprint.

We will work closely 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 2011

- Continue to grow international fame
- Present at corporate sponsor offices in new countries (e.g. China)
- Enrol more postgraduate research degree students (target of 25 students enrolled)
- Publish more articles in top journals
- Further collaboration with US advertising and media researchers (e.g. Wharton, MIT Media Lab, ARF)



Dr Erica Riebe, Nicole Hartnett, Gosia Ludwichowska and Dr Carl Driesener



Ehrenberg-Bass

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