

2016

ANNUAL REPORT

# A Year of Impact and Engagement



University of  
South Australia

Ehrenberg-Bass  
Institute for Marketing Science



## Academic Achievements



### Mars funds chair in Marketing Science

Mars, Incorporated (M&Ms, Snickers, Wrigley etc) announced funding for a UniSA Chair. Prof. Magda Nienycz-Thiel commenced in the role of Mars Professor of Marketing and the Institute welcomed Mars Global CMO, Andrew Clarke to Adelaide to celebrate the partnership.

Prof. David Lloyd (Vice Chancellor of UniSA), Prof. Byron Sharp, Prof. Magda Nienycz-Thiel & Andrew Clarke (L-R).

*"Together we are able to bring meaningful knowledge, research and evidence-based marketing to support our brand growth agenda."*

Andrew Clarke, Chief Marketing and Customer Officer - Mars, Incorporated.

### International academics visit UniSA Business School

The Institute welcomed and collaborated with professors from universities around the world: University of Aarhus, Ben-Gurion University, Christian-Albrechts University, University of Exeter Business School, Keisenheim University, Institute for Choice, Kedge Business School, Kingston University, London Business School, London South Bank University, Ludwigshafen University of Applied Sciences, Media Science Labs and the University of Technology Sydney.



Prof. Patrick Barwise, Emeritus Professor of Management and Marketing at the London Business School presented on his new book 'The 12 Powers of a Marketing Leader' at the UniSA Business School's seminar series.



Prof. Bruce McColl.

### Bruce McColl joins Institute as Industry Professor

Award-winning former Global CMO of Mars, Bruce McColl, has joined the Institute as Industry Professor. Bringing global industry experience in marrying creativity and science, Prof. McColl's expertise will benefit Corporate Sponsors, undergraduates and research students.

**69** articles in **42** journals and a **Neuromarketing Insights Award**

Assoc. Prof. Rachel Kennedy's *Journal of Advertising Research* paper 'How to Use Neuromasures To Make Better Advertising Decisions' was listed by the *Neuromarketing Science & Business Association* as one of the 10 most relevant publications in the field.

**5 PhDs, 6 Masters**

Congratulations to those who completed a higher degree this year. Their theses contributed new knowledge on advertising, mental availability, light buyers, brand portfolio size, brand equity, shopper behaviour, retailing, packaging, consumer psychology and pricing.

## Real-world Engagement

### Offices in London, New York, Chicago and Shanghai

In 2016 we based Senior Research Scientists in pop-up offices in London, New York, Chicago and Shanghai. Extended stays in the regions provide the opportunity to strengthen connections with our industry and academic partners, and to form relationships with potential Sponsors. Pop-up offices in London and New York will continue in 2017.

### How Brands Grow - Live! and fast-tracking engagement with Sponsors

Existing Sponsors keen to fast-track their journey to evidence-based marketing are increasing their sponsorship level to cover additional countries, running bespoke projects and intense training sessions. Popular services for Sponsors are How Brands Grow - Live!, Laws of Growth Analysis and Distinctive Assets testing.

Dana Anderson, Senior Vice President and Chief Marketing Officer - Mondelez International (WARC, 2016).

*"We changed our strategic tools, media guidelines, how we do comms planning and how we brief agencies. Change can mean more work but it makes you feel like you are on the fresh end of things and that can be enlivening for a group."*

**22 new Corporate Sponsors**

Sustained support for the Institute's research & development program saw 22 companies join the Corporate Sponsorship Program in 2016. New Sponsors include Facebook, Airbnb, Moët Hennessy, PepsiCo, ThinkTV, Grupo Bimbo and Capital One.



### Australian Wine Marketing Industry Conference

The inaugural event, hosted by the University of South Australia Business School and the Ehrenberg-Bass Institute in 2016, centred around the theme *Success Through Smarter Marketing* and brought together wine business leaders and industry experts to discuss the latest wine marketing insights and industry best practice.



## Global Impact

### How Brands Grow books a global success

Each year demand for our books grows, with sales increasing year on year. *How Brands Grow Part 2* now accompanies *How Brand Growth* on the bookshelves of CMOs around the world and *How Brands Grow* is being translated into Chinese, Croatian, Czech, Japanese, Polish, Portuguese, Romanian, Russian, and Turkish.



### Financial Times, Forbes, Huffington Post, and more

Publications across the world including the Financial Times, Forbes and Huffington Post, cited the Institute's research. There were over 170 media mentions, articles, interviews and keynotes covering Europe, North America, South Africa, Asia and Australia.

### Myth-busting Wells Fargo loyalty metrics

In 2016 the world learned that the loyalty metrics Wells Fargo had boasted about to Wall Street for years were fake. A decade before, researchers at the Institute predicted these numbers were forged after publishing a report showing that cross-selling loyalty metrics vary little between rival banks. We stated it again in *How Brands Grow Part 2*. This is a good example of the power of understanding scientific patterns in marketing.

*"Like many insurgencies, this one has been fired by a book... Most marketing books are long on airy assertion and short on rigour. How Brands Grow is the opposite. It is empirical, closely argued and, in its sober way, incendiary."*

Ian Leslie - The Financial Times (2016).

### Ehrenberg-Bass at Cannes

*What if Everyone is Doing it Wrong?* - Prof. Byron Sharp co-presented with Pytlik (CEO of Stinkdigital) to a packed audience on the main stage at the Cannes Lions International Festival of Creativity. On the Warc stage, Assoc. Prof. Rachel Kennedy and Dr Nicole Hartnett presented *Advertising That Sells*. Coverage included AdWeek and The Drum who reported the presentations as festival highlights.



Assoc. Prof. Rachel Kennedy and Dr Nicole Hartnett presented at Cannes.



## Visit Adelaide

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

Meet and share knowledge and insights with our experts and learn more about the Ehrenberg-Bass Institute.

Visit South Australia - one of the top five must-see regions in the world (Lonely Planet, 2017).

For more information contact: [info@MarketingScience.info](mailto:info@MarketingScience.info)





University of  
South Australia

# Ehrenberg-Bass

Institute for Marketing Science

UniSA Business School  
Adelaide, City West Campus  
Yungondi Building, Level 4

GPO Box 2471 Adelaide  
South Australia 5001 Australia

+61 8 8302 0111

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



[@EhrenbergBass](https://twitter.com/EhrenbergBass)

