Adelaide University

Ehrenberg-Bass Institute

The home of evidence-based marketing.



Corporate Profile

The home of evidence-based marketing

Based in South Australia at Adelaide University, the Ehrenberg-Bass Institute is the world's largest institute for research into marketing.

Our team of marketing scientists continue the legacy of Professors, Andrew Ehrenberg and Frank Bass, who dedicated their professional lives to the discovery of scientific laws about marketing and buyer behaviour.

Our research has transformed how the world's biggest brands think about marketing - from advertising, brand equity, new and traditional media, buyer behaviour, shopper research and much, much more. Our discoveries help companies all over the world to benefit from a culture of evidence-based marketing.

With decades of data across categories and countries, we deliver insights that are proven, not presumed.



Professor Byron Sharp, Institute Director

> *The companies we work with are celebrating lower marketing costs, greater marketing effectiveness, and most importantly revenue growth.*
>
> **Professor Byron Sharp**
> Director, Ehrenberg-Bass Institute

How can you engage with us?

Join as an Ehrenberg-Bass Sponsor

Commission a specialist research project for one of your brands

Enrol in one of our marketing programs

Find us at a local Industry conference

Listen to the marketing & business podcasts we have participated in



















Ehrenberg-Bass Sponsorship

Ehrenberg-Bass Sponsorship gives organisations direct access to the world's leading marketing science research and expertise.

Companies such as Mars Incorporated, PepsiCo, Lindt & Sprüngli and many others use marketing science to guide practical growth strategies. Today, the Institute works with hundreds of companies across FMCG, retail, finance, technology and other sectors worldwide.

Ehrenberg-Bass Sponsorship provides exclusive access to a multi-million-dollar research program in exchange for an annual contribution. These funds enable our marketing scientists to investigate the questions that matter most to marketers. Sponsors help shape the Institute's research agenda, ensuring our work addresses the most important growth challenges marketers face today.

The result is a large body of scientifically validated research translated into practical insights across brands, categories and markets worldwide. Sponsors join a global network of companies applying evidence-based marketing principles to grow their brands.

Sponsors commonly use the Institute's research to:

- Designing more effective brand growth strategies
- Improve advertising effectiveness through Distinctive Brand Assets and Mental Availability
- Optimise product portfolios and innovation strategies
- Align marketing teams around brand growth evidence-based principles
- Improve marketing science capability through team training

Sponsorship includes:

- Seminars led by our senior marketing scientists
- Exclusive online resources via a bespoke website and app
- Direct access to leading researchers
- Regular updates highlighting new research, key findings and practical guidance
- Priority access to Institute research services, with preferred member pricing
- Webinars, online courses, videos and other resources to support internal training



Associate Professor Carl Driesener presenting at Raiffeisen Bank International (Sponsor of the Institute)

Research services

Highly experienced in performing in-depth investigations, our large team of experts have worked with a broad range of companies across a diverse range of industries, all over the world.

We specialise in research tools that are underpinned by robust evidence, especially related to what is necessary for profitable brand growth. Our research outcomes, recommendations and insights are immediately useful for developing your business and marketing strategy.

Laws of Growth Analysis

Our expert marketing scientists will analyse your company data (e.g. standard panel data) to document the fundamental Laws of Growth patterns, and tailor recommendations outlining the key steps you should take for profitable brand growth.

Identifying & Prioritising Category Entry Points (CEPs)

Category Entry Points (CEPs) are the building blocks of Mental Availability. Our research team can identify CEPs for your category, benchmarks your brand's current performance and identifies priority CEPs to develop for the short and long term.

Media Planning Review

Media decision making is an increasingly complicated task. Our Media Planning Review will help ensure your media decisions are aligned with the evidence.

Distinctive Asset Measurement

Our empirically validated approach can assess the strength of your Distinctive Assets and identify the opportunities and threats for building a strong long-term brand identity.

Evidence-Based Transformation

Using your data across several markets and categories, our team will help provide building blocks and guidelines to develop an evidence-based growth narrative across your organisation.

Cohesion Analysis

Our Cohesion metric is used to quantify the visual cohesion of a brand across its entire portfolio. Using pack images and the knowledge of expert coders, this objective measurement correlates strongly with consumer evaluations of cohesion but does not require costly and time intensive data collection.

Category Growth Analysis

Our experts have pioneered new research that provides norms and expectations for what to expect from category growth ('the odds' of growth) and strategies to grow categories under different conditions.

Evidence-Based Knowledge Audit

An organisation builds an evidence-based culture by uniting around shared, evidence-based beliefs, so those beliefs become institutional and aligned with approaches most likely to drive brand growth.

This audit investigates how well those beliefs are institutionalised in fundamental areas related to growth.

Brand Health Review: The Workshop

Measuring and tracking key brand metrics is crucial. However, many companies are reporting the wrong brand health metrics, or using tracking instruments based on flawed research. Our experts will review your brand metrics dashboard and current tools, and provide evidence-based recommendations for improvements.



Ready for us to analyse and assess your brands? Contact us for a quote.

info@MarketingScience.info

Learn with us

Step beyond the pages of *How Brands Grow* and become immersed in a world of strategy-changing marketing insights with the Institute's training programs - How Brands Grow *Live!*

How Brands Grow *Live!* is offered in two formats:

- In-house, exclusive to Ehrenberg-Bass Sponsor teams, customised with your own data
- Off-site in 3 global locations, tailored for marketing and business executives

How Brands Grow *Live!*

FOR SPONSORS

Exclusively available to Ehrenberg-Bass Sponsor companies.

How Brands Grow *Live!* for Sponsors is a 2-day intensive workshop. We cover the Institute's core knowledge, and empower your team to make smarter, more effective marketing decisions.

Your team will see the Laws of Growth come to life within the context of your own data. They will learn how to separate marketing fact from fiction, and what to Keep doing, Start doing and Stop doing. Become a Sponsor to access this transformative workshop!

Through this program and related analysis we will be able to:

- Provide a coherent cross-function framework to align your teams with a consistent strategic outlook
- Identify the Institute's framework implications for the business via an integrated Keep, Stop and Start lens
- Use the outputs of How Brand Grow *Live!* to make evidence-based changes to your approaches to Mental and Physical Availability builds







How Brands Grow *Live!*

FOR EXECUTIVES

A program open to marketing, commercial, and business leaders.

How Brands Grow *Live!* for Executives is a 4-day knowledge development program for individuals who want to learn and achieve evidence-based sustainable growth.

Gain insights from independent experts through interactive workshops and dynamic discussions, which will equip you with the critical evidence and tools to implement best-practice marketing techniques.

This program leverages the most up-to-date findings to show you:

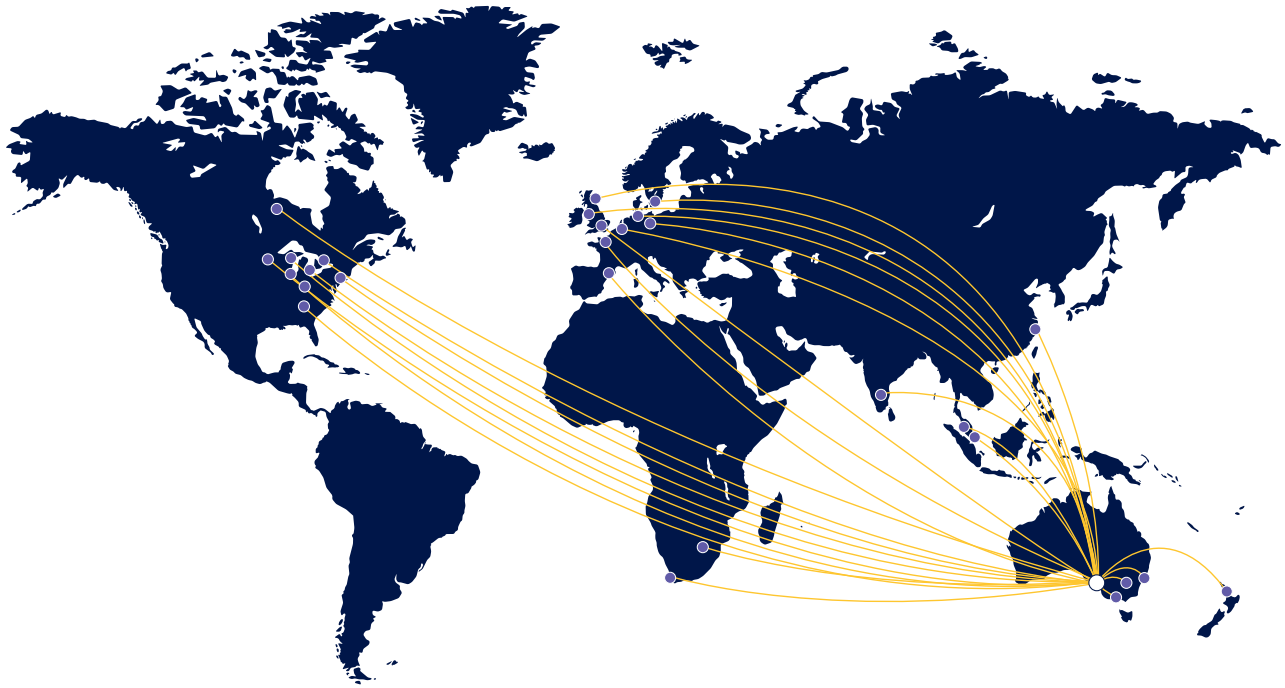
- The strategies that will (and won't) lead to sustainable growth
- The real-world value of different marketing tactics
- How to apply evidence-based insights to your strategic decisions and planning, then bring that knowledge back to upskill your organisation







Our impact is global



The Ehrenberg-Bass Institute are considered an authority on marketing by many of the world's biggest brands.

Kraft Heinz · Orkla · Lindt Maître Chocolatier Depuis 1845 · Rust-Oleum

Mondelēz International Snacking Made Right · Paulig · Publicis Groupe · Kinrise. Creating moments of joy through food.

Intersnack · SBS a world of difference · Chobani · mtv

Lipton Teas and Infusions · Diageo · dentsu · Mars

Castrol · Bionorica · Ringnes Part of the Carlsberg Group · pepsico Food. Drinks. Smiles.

Emmi Group · JDE · Sun Rice · Lactalis Australia

...and many more!

“ ”

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

- Chief Marketing and Customer Officer
Mars Incorporated





“ ”

Common sense backed by data- the Ehrenberg-Bass Institute keeps our marketers grounded and makes them better long-term stewards of our most valuable corporate assets - our brands.

- UK Commercial Marketing Director
The Kellogg Company

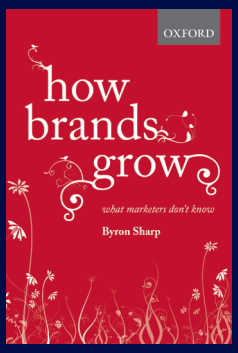
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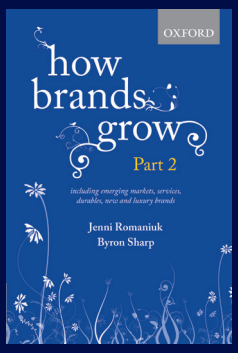
We changed our strategic tools, media guidelines, how we do comms planning and how we brief agencies. Change can mean more work but it makes you feel like you are on the fresh end of things, and that can be enlivening for a group.

-Senior Vice President &
Chief Marketing Officer
Mondelēz International

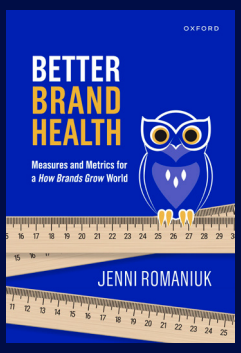


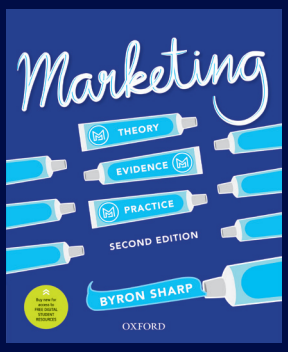
Institute Books

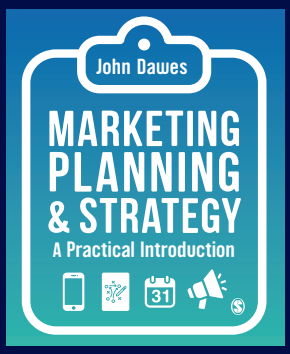


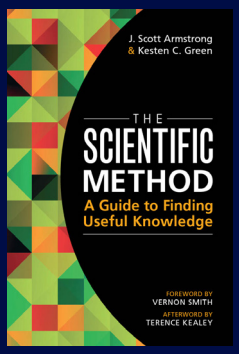












Ready to start your evidence-based journey and benefit from marketing science?

Contact the experts.



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