

# 2019 Annual Report



## Laws of Growth special events

190 attendees joined us in Sydney and Melbourne to hear Institute Director Prof. Byron Sharp present the *Laws of Growth*. At these special events, exclusive to our Australian Corporate Sponsors, Byron explained the scientific laws of marketing that every modern marketer should know. We aim to deliver these in Europe and North America soon.

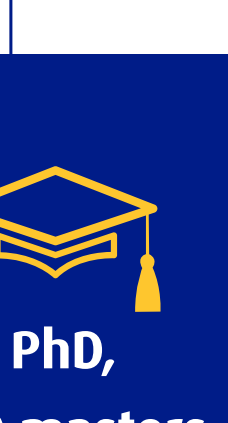
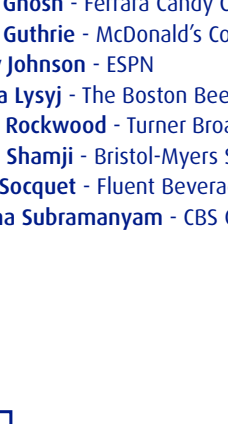
## Mental & Physical Availability Summits announced

We will host three *Mental & Physical Availability Summits* exclusively for our Corporate Sponsors in late 2020, early 2021. The summits, to be held in Sydney, London and New York, will showcase new research into Mental & Physical Availability presented by our Senior Marketing Scientists.



## 11 new Corporate Sponsors

We welcomed the following new Sponsors: Australian Unity, GlaxoSmithKline, Google, Kao, KFC, Lactalis, LinkedIn Corporation, Publicis Media, Schweppes, Teva Pharmaceuticals and Thinkbox. Coty and Suntory widened coverage of their sponsorship with regional expansions.



## Award-winning partnered research

The Corporate Sponsorship Program was honoured with an *Innovations that Inspire* award from the Association to Advance Collegiate Schools of Business International (AACSB International). The AACSB International recognises institutions from around the world that are championing change in business education.

## 100,000 COPIES OF How Brands Grow SOLD

Ten years since publication, *How Brands Grow* remains an international bestseller and in 2019 we celebrated the 100,000th copy sold – and that's just the English version! *How Brands Grow* has been translated into Chinese, Czech, French, Japanese, Portuguese, Romanian, Russian, Turkish and Ukrainian, with further translations planned for 2020 and beyond.



## Industry Growth Initiative

Led by Industry Growth Professor Magda Nencyz-Thiel, the newly launched *Industry Growth Initiative* applies discoveries about how industries grow to help companies develop an evidence-based approach to category expansion. Following the launch of the first projects in 2019, the Initiative is open to a limited number of companies in 2020.

We thank Mars Petcare Nutrition for their generous endowment to the Institute in funding the Industry Growth Professorship.



Prof. Magda Nencyz-Thiel, Industry Growth Professor, and Sebastian Lion, Global Consumer and Market Insight VP, Mars Petcare Nutrition.

## Growing demand for research services

Demand for our evidence-based research services increased by 59% in 2019, with over 90 projects commissioned. *Identifying and Prioritising Category Entry Points* was the most popular service, which helps brands to understand and grow Mental Availability.

## Advisory Boards

The Institute is privileged to have three outstanding advisory boards, in Australasia, Europe and North America. Our boards provide strategic guidance and help us set a research agenda that matches industry needs.

### Australasian Advisory Board

- Prof. Malcolm Wright (Chair) - Massey University
- Sue Austin - The Coca-Cola Company
- Luresh Balaji - HSBC
- Nick Hickford - George Weston Foods
- Tamara Howe - Kellogg Company
- Alex Lambrecht - Anheuser-Busch InBev
- Prof. Larry Lockshin - University of South Australia
- Prof. Bruce McColl - Ehrenberg-Bass Institute
- Prof. Ross McKinnon - Flinders University
- Nicole McMillan - Mars, Incorporated
- Prof. Sharyn Rundle-Thiele - Griffith University
- Karen Sterling-Lewis - Advisory Board Member
- Prof. Marie Wilson - University of South Australia

### European Advisory Board

- Prof. Philip Stern (Chair) - University of Exeter Business School
- Matthew Barwell - Britvic Soft Drinks
- Leanne Cutts - HSBC
- Mark Evans - Direct Line Group
- Rolf Fallegger - Lindt & Sprüngli
- Merete Hoberg - Ringnes
- Ani Kusrurkar - FrieslandCampina
- Pierre Laubies - Advisory Board Member
- Johann Strobl - Raiffeisen Bank
- Gabi Triest - Red Bull
- Aj van Triest - Fit Channel

### North American Advisory Board

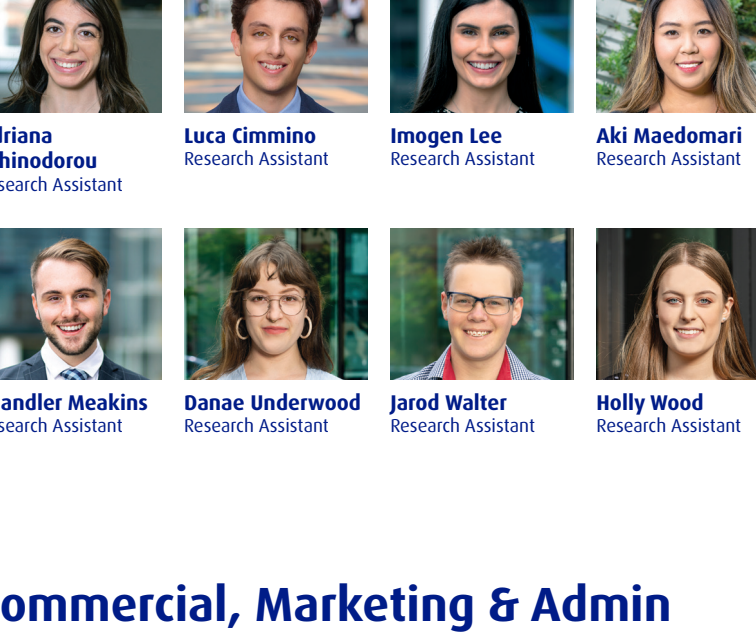
- Prof. John Deighton (Guest Chair) - Harvard Business School
- Matias Bentel - Brown-Forman
- Franco Crespo - The Coca-Cola Company
- Norman de Greve - CVS Health
- Berta de Pablos-Barbier - Mars, Incorporated
- Jane Ghosh - Ferrara Candy Company
- Jami Guthrie - McDonald's Corporation
- Kelly Johnson - ESPN
- Lesya Lysyj - The Boston Beer Company
- Beth Rockwood - Turner Broadcasting System, Inc.
- Alta Shamji - Bristol-Myers Squibb
- Jorn Soquet - Fluent Beverages
- Radha Subramanyam - CBS Corporation

## 1 PhD, 5 masters

We celebrated Marketing Scientists who completed a masters or PhD. Their theses contributed new knowledge on physical availability, consumer behaviour, category entry points, advertising, media decision making and more.

## 3 advisory board meetings

All three of the Institute's advisory boards met in 2019 in Adelaide, London and New York. In recent years, there has been a change in board composition with an increasing number of CMOs and CEOs. This year the boards asked the Institute to investigate setting up a consulting arm to help Sponsors implement evidence-based marketing systems and reforms.



The 2019 European Advisory Board Meeting was held in London.

## 121 seminars

This year, Senior Marketing Scientists delivered 121 in-house presentations to our Sponsors in 26 countries. The most popular topic for 2019 was *Building Distinctive Assets*.

## 57 articles in 38 journals

We continue to publish in A and A\* ranked academic journals, including *Journal of Service Research*, *European Journal of Marketing*, *Journal of Advertising Research*, *Journal of Business Research* and *Journal of Brand Management*.

## The home of evidence-based marketing.

## Director & Associate Directors



**Prof. Byron Sharp** Institute Director  
**Prof. John Dawes** Associate Director (Operations)  
**Prof. Rachel Kennedy** Associate Director (Product Development)  
**Prof. Larry Lockshin** Associate Director (Staff Development)  
**Prof. Jenni Romaniuk** Associate Director (International)  
**Elko Seretis** Associate Director (Commercial)

## Senior Marketing Scientists



**Dr Zachary Aneshbury** Understanding how disruptions to buying and media consumption behaviour.  
**Dr Virginia Beal** Highlighting effectiveness of advertising planning, execution and media choices.  
**Prof. Steve Bellman** Using biometrics to test video advertising and programs.  
**Prof. Svetlana Bogomolova** Health marketing and consumer choices at the point-of-purchase.  
**Prof. Johan Bruwer** Celler doors: cornerstone of direct-to-consumer (DTC) marketing.  
**Will Caruso** Evaluating pack changes in the consumer packaged goods market.  
**Dr Justin Cohen** Understanding change in buyer behaviour and inter-generational influence.  
**Dr Carl Driesener** Understanding buying behaviour and embedding Laws of Growth.  
**Dr Steven Dunn** How product categories grow and decline.  
**Dr Margaret Faulkner** Teaching innovation and brand management and marketing effectiveness, primarily for nonprofits.  
**Dr Kesten Green** Modelling changes in buyer purchasing behaviour for better decisions.  
**Dr Nicole Hartnett** How advertising and media planning affects sales.  
**A/Prof. Richard Lee** Ethnic and international marketing within an Asian context.  
**A/Prof. Armando Maria Corsi** Understanding decision-making pathways for wine, spirits and food.  
**Prof. Bruce McColl** Industry Professor  
**Aaron Michelson** Understanding the effectiveness of multi-media advertising.  
**Prof. Magda Nencyz-Thiel** Industry Growth Professor  
**Dr Cathy Nguyen** Dual-branding and co-advertising effectiveness.  
**Dr Bill Page** Understanding shopper behaviour and inter-generational influence.  
**Peilin Phua** Advertising and media planning for brand growth.  
**A/Prof. Anne Sharp** Sustainable marketing and initiatives for improved environmental behaviours.  
**Dr Ary Janusondjaja** Portfolio management: how each product contributes to brand growth.  
**Dr Giang Trinh** Enhancing changes in buyer purchasing behaviour.  
**Kelly Vaughan** Advertising and media planning for brand growth.  
**Kirsten Victory** Understanding new product performance across categories.  
**Ella Ward** How to brand product variants using Distinctive Assets.

## Marketing Scientists & Academics



**Alicia Barker** Understanding how small brands grow.  
**Vivien Chanana** Teaching Innovation and Quality Leader  
**Shamim Chowdhury** Understanding and predicting how brands decline.  
**Callum Davies** Analysing and identifying patterns of behaviour for music consumers.  
**Sahar Faghidno** How disruptions to Mental and Physical Availability affect consumer behaviour.  
**Alicia Grasby** Commercial Research Associate  
**Emily Gray** Understanding the effectiveness of testing in advertising.  
**Anna Gregoric** How to interpret brand image scores.  
**Ava Huang** Understanding Physical Availability in the luxury category.  
**Tayla Jeffery** Benchmarking practices in the Australian wine industry.  
**Hei Tong Lau** Enhancing the wellbeing of elderly consumers through food cues.  
**Chris Miar** The effect of advertising on Mental Availability.  
**Shreya Narsey** Understanding and measuring the impact of Physical Availability on sales.  
**Monica Orlovic** Understanding buyer behaviour and advertising.  
**Rashid Saeed** Understanding change in consumer behaviour over time.  
**Dr Lara Stocchi** Senior Lecturer  
**Danielle Talbot** Understanding the effectiveness of outdoor advertising strategies.  
**David Thorpe** Understanding Physical Availability in services and across channels.  
**Quin Tran** Lecturer  
**Dr Song Yang** Dynamics of consumer values in Asia.

## Research Assistants



**Adriana Athinodorou** Research Assistant  
**Luca Gimmino** Research Assistant  
**Imogen Lee** Research Assistant  
**Aki Maedomari** Research Assistant  
**Chandler Meakins** Research Assistant  
**Danae Underwood** Research Assistant  
**Jared Walter** Research Assistant  
**Holly Wood** Research Assistant

## Commercial, Marketing & Admin



**Jasmine Belford** Administration & Marketing Assistant  
**Mandy Corrie** Special Projects Officer  
**Dr Nick Danenberg** Manager: Special Projects  
**Toni Gallos** Coordinator: Corporate Sponsorship Program  
**Liz Gunner** Commercial Manager  
**Alyssa McKellar** Executive Commercial Assistant  
**Meg Mignone** Institute Administrator  
**René Peters** Corporate Sponsor Officer  
**Victoria Portman** Project Officer: Marketing & Events  
**Merri Rivett** Marketing Officer  
**Marge Searle** Corporate Sponsor Officer  
**Paul Tong** Administrator & Resources Officer  
**Joy Wang** Accountant  
**Kirsty Willis** Manager: Market Research

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