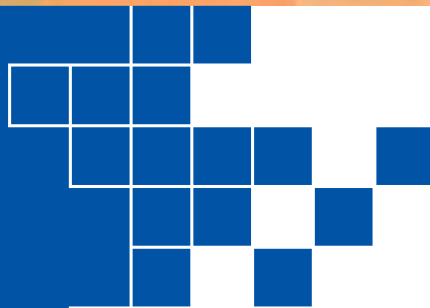




ANNUAL REPORT 2013



Ehrenberg-Bass
Institute for Marketing Science



SAMANTHA HOGAN
research associate

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CHAIRMAN'S REPORT



In 2013 board meetings were held in all three regions; Australia, Europe and the United States, and new members were welcomed to each board. The Institute has an impressive list of board members (page 14-16), the calibre of which shows strong support for the Institute's work from both industry and academia.

This year the Institute reported growth in both core business areas - the Corporate Sponsorship Program and market research services. I am sure this is due in part to the successful strengthening of upper management with the introduction of five Associate Directors last year.

It has been reported to me that 2013 was a record year for new Corporate Sponsors, with 13 new Sponsors joining an already formidable list of global supporters (page 22). On top of this, the Institute is regularly winning tenders for big research projects internationally, which I find particularly impressive when the industry norm is to recruit local providers.

Growth in these areas means resources to fund new students, explore more research topics and increase output. All of which are essential to the Institute's continued success. Particularly, the importance of recruiting more high quality researchers has been discussed with all three boards, and with the advice gleaned from these sessions the Institute will tackle this challenge.

Largely owing to the ongoing success of *How Brands Grow* (page 27) the Institute is being talked about more often, in more places in the world. It is particularly pleasing to see burgeoning relationships within Asia, including three new Corporate Sponsors from the region in the last year. Growth in this region is of great value to the Institute and in view of this a fourth board will be inaugurated in Asia in 2015. I look forward to hearing about this exciting event.

Finally, and on behalf of the Australasian and European Board Chairs, Professors Malcolm Wright and Gerald Goodhardt, I would like to thank all board members for their generous commitment to the Institute.

Dr Jack Wakshlag

DIRECTOR'S REPORT



2013 was a challenging year in which the Institute performed superbly.

For many of our Sponsors it was also a year to be proud of. Each is on a journey to enhance their marketing capability by moving to evidence-based strategy. Many made substantial progress in 2013.

Part of my role is to ensure that if any of our Sponsors asks for additional research or engagement with the Institute that we have the people available to service this request. In this report you'll see and read about our many new upcoming researchers.

We listen to our Advisory Boards. That's why every new discovery we release as a report this year will have a companion video. We are also developing new online training for our Sponsors.

Our boards also asked us to bring some facts and science to the area of New Media. In response we've investigated Facebook engagement and reach, and in 2013 we launched Dr Karen Nelson-Field's book *Viral Marketing: the science of sharing*.

We also released major summary reports on Shopper Behaviour and Word-of-Mouth.

After years of criticising introductory marketing textbooks we published our own with Oxford University Press. Compared to other texts it's light on armchair theories such as the product life cycle and heavier on facts about marketing metrics. Updated editions will be even better.

Albert Einstein allegedly said that if his life depended on solving a problem within an hour he would spend 55 minutes getting the question right and the remaining five minutes on solving it. Research is an unpredictable business, we can't know what we will discover next, but as long as we keep to important questions we are bound to deliver value.

Professor Byron Sharp

ASSOCIATE DIRECTORS' REPORT



ASSOCIATE DIRECTOR (OPERATIONS)

Associate Professor John Dawes

- Ongoing training in writing market research proposals and preparing costings for all researchers
- Improved system of quality control for market research proposals and reports
- Skills training for new researchers in fundamentals of data analysis



ASSOCIATE DIRECTOR (STAFF DEVELOPMENT)

Professor Larry Lockshin

- 5 PhD and Master completions
- 9 new Honours students
- 8 scholarships won by HDR students
- 2 senior researchers promoted to Professor/Associate Professor
- 2 researchers promoted to Senior Research Associate



ASSOCIATE DIRECTOR (SPECIAL PROJECTS)

Associate Professor Rachel Kennedy

- Developed sound bites to help spread key Institute messages succinctly
- Developed a "Laws of Growth" market research product in response to ongoing demand
- Developed a system to ensure key impact measures are well documented



ASSOCIATE DIRECTOR (INTERNATIONAL)

Professor Jenni Romaniuk

- First business trip to India
- Conducted research in new markets; Russia, Israel and the Philippines
- New Corporate Sponsors in Spain, Malaysia, South Africa, China, India and the United States
- Researchers worked on several research projects aimed at enhancing Australia's wine marketing efforts in the world's fastest growing wine market, China



ELKÉ SERETIS
associate director (commercial)

ELIZABETH GUNNER
international & brand manager

KIRSTY WILLIS
manager: market research

MANDY CORRIE
corporate sponsor officer (domestic)

NATASHA KAPULSKI
research associate

TONI GALLOS
corporate sponsor officer (international)

ASSOCIATE DIRECTOR (COMMERCIAL)

Elké Seretis

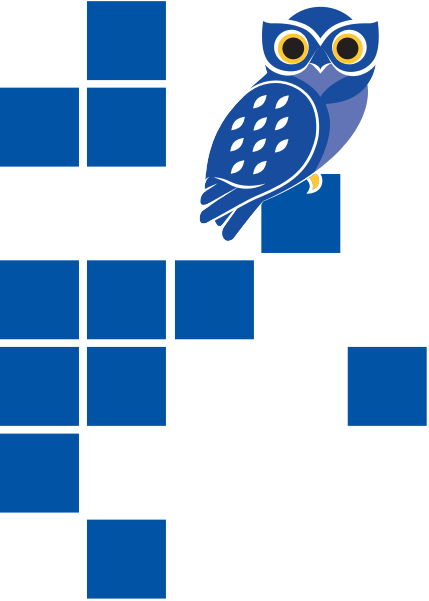


Elké leads the Institute's Business and Marketing Team and oversees all business operations, including; client relationship management, client procurement, marketing, finance, field operations and business development.

The team's key achievements for 2013 include:

- 13 new Corporate Sponsors joined
- Exceeded the research revenue target by 20%
- Published a new book *Viral Marketing* (page 27)
- Sold the 20,000th copy of *How Brands Grow*
- Awarded AdAge Best Summer read 2013 for *How Brands Grow*
- Launched the Institute's owl (distinctive brand asset)
- Held 3 Advisory Boards (page 14-17)
- 98 mentions in media, globally
- Launched the Institute's Twitter account (@EhrenbergBass) and LinkedIn company page
- Filmed videos for new corporate reports
- Launched a new online learning tool *Mining Panel Data for Insights*
- Won 3 Grape and Wine Research and Development Corporation (GWRDC) grants
- Won an ARC DECRA grant

ABOUT THE INSTITUTE



Established to bridge the gap between academic research and industry application, the Ehrenberg-Bass Institute for Marketing Science is a world-class research institute of the University of South Australia.

The Institute attracts researchers and clients from around the globe. Over 60 specialist staff push the boundaries of marketing knowledge as we know it.

Guided by the pioneering work of Professors Andrew Ehrenberg and Frank Bass, our researchers use evidence-based science to develop critical new knowledge about marketing. More importantly, we assist clients with the translation of our findings into practical guidelines.

HOW WE CAN HELP YOU

Clients can engage our specialists to run their marketing research projects (page 24-25), or they can join the Corporate Sponsorship Program (page 20-21), which offers access to a multimillion-dollar program of marketing R&D and the expert advice of a large research team.

The Ehrenberg-Bass Institute is a highly recognised and valued service provider to some of the world's largest and most successful companies.

For more information contact
Elke.Seretis@MarketingScience.info

TIMELINE

Marketing Science Centre granted institute status and renamed Ehrenberg-Bass Institute for Marketing Science



First Australian Board (chaired by Prof Gerald Goodhardt)



First European Board

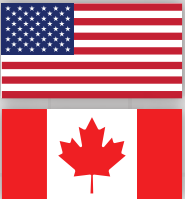


05

Professors Andrew Ehrenberg and Frank Bass awarded honorary doctorates at the University of South Australia

06

08



First North American Board

09

Wharton EmpGens Laws of Advertising Conference



FOUNDERS

Our name 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)

Professor Andrew Ehrenberg made countless contributions to marketing science. His fundamental belief was that the methods of physical science are also applicable to the social sciences.

Notable contribution:

The Negative Binomial Distribution (NBD) Model



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.

Notable contribution:

The Bass Diffusion Model

Mars Lab started

10



"How Brands Grow" published



Hosted ANZMAC conference

12

Special issue of JAR "Andrew Ehrenberg: a tribute"

EmpGens² Conference with Wharton and Advertising Research Foundation



13

Introductory textbook "Marketing: theory, evidence, practice" published



"Viral Marketing: the science of sharing" published

14



Launched the owl



DR MARGARET FAULKNER
senior research associate



ASSOCIATE PROFESSOR JOHN WILKINSON
research associate

MEET THE RESEARCH TEAM



Skye Akbar
Researching the marketing of remote **Aboriginal tourism**



Katherine Anderson
Validating **virtual reality** technologies for consumer behaviour research



Taylah Andrews
Can **brand equity** metrics predict brand growth?



Zac Anesbury
Laws of growth analysis and how online shoppers behave



Geoff Atkinson
Components of **search engine advertisements** that increase click through rates



Abou Bakar
Buyer behaviour and consumer responses to symbols on packaging



Dr Melissa Banelis
Empirical quantitative marketing and **repertoire size**



Dr Virginia Beal
Improving **advertising effectiveness**, branding and media placement



Dr Svetlana Bogomolova
Contextual and situational influences in **consumer choice**



Dr Jasha Bowe
Country image influence on **consumer preferences** and choice behaviours



Associate Professor Johan Bruwer
Cellar door: catalyst for consumption changes and sales multiplier



Will Caruso
Which **in-store promotional spaces** work better?



Michael Cirillo
How do **distinctive brand assets** help multi-media campaigns?



Dr Justin Cohen
Special projects in **wine business** and retail



Professor David Corkindale
Determining the marketing influences on **consumer behaviour online**



Dr Armando Maria Corsi
Understanding **wine and food choices** in various shopping contexts



Associate Professor John Dawes
Price promotions and brand loyalty



Dr Carl Driesener
Understanding online **buyer behaviour** and advertising



Steven Dunn
Understanding consumers' responses to **price changes** and price framing



Dr Margaret Faulkner
Understanding **brand health**, charity support and marketing effectiveness



Dr Kesten Green
Better **forecasting** for better decisions



Nicole Hartnett
Increasing the odds of making **sales effective advertising**



Dr Elizabeth Hemphill
Business-to-business **social marketing**



Martin Hirche
Effects of **cellar-door experience** on wine brands and sales



Samantha Hogan
Understanding the **brand equity** of light brand buyers



Ava Huang
Brand price elasticity with a focus on premium brands



Associate Professor Rachel Kennedy
The impact of applying **marketing science**, advertising, in-store



Huda Khan
Effectiveness of **product packaging** for foreign and local brands



Dr Richard Lee
Consumer behaviour particularly within an Asian context



Professor Larry Lockshin
Choice experiments, consumer goods packaging, **wine marketing**, retailing



Gosia Ludwiewska-Alluigi
How to improve the accuracy of **self-reported brand buying**



Julian Major
Investigating the attention grabbing potential of **distinctive assets**



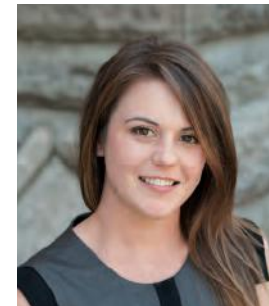
Ana Mocanu
Typical vs novel **package design** and its effect on consumer choice



Dr Karen Nelson-Field
Digital marketing specialist and **author of Viral Marketing**



Dr Magda Nenycz-Thiel
Consumer perceptions and buying behaviour of **private label brands**



Kellie Newstead
Branding changes in advertising and the effect on consumers



Cathy Nguyen
Impact of brand partnerships and dual-branding on **advertising effectiveness**



Bill Page
Patterns of in-store **shopper behaviour**, with and without children



John Robinson
How supermarkets compete for share in different product categories



Professor Jenni Romaniuk
Brand equity, word-of-mouth, buyer behaviour and distinctive assets



Associate Professor Anne Sharp
Sustainable marketing and initiatives for improved environmental behaviours



Professor Byron Sharp
Building laws of **buyer behaviour** and brand performance



Therese Sjostrom
Are **luxury/premium brands** different? Behaviour, attitudes and perceptions



Marietta Szabo
Understanding retailers and manufacturers' **price promotional planning practices**



Aoi Tanaka
How do **brand equity metrics** change as brands grow or decline?



Arry Tanusondjaja
The relationship between **brand portfolio composition** and overall penetration



Dr Giang Trinh
Modelling changes in **buyer purchasing behaviour**



Oanh Truong
Brand rejection and consumer behaviour in **emerging markets**



Kelly Vaughan
How do **mental availability metrics** change with advertising?



Michael Vogelpoel
Social marketing and pro-environmental decision-making amongst pastoral landholders



Associate Professor John Wilkinson
Industrial marketing and **sales management**



Amy Wilson
Social marketing strategies to empower consumers health behaviour change

FULL STAFF LIST

DIRECTOR

- Professor Byron Sharp

ASSOCIATE DIRECTORS

- Associate Professor John Dawes
- Associate Professor Rachel Kennedy
- Professor Larry Lockshin
- Professor Jenni Romaniuk
- Elké Seretis

SENIOR RESEARCH ASSOCIATES

- Katherine Anderson
- Dr Virginia Beal
- Dr Svetlana Bogomolova
- Professor David Corkindale
- Dr Armando Maria Corsi
- Dr Carl Driesener
- Dr Margaret Faulkner
- Dr Kesten Green
- Luke Greenacre
- Nicole Hartnett
- Dr Karen Nelson-Field
- Dr Magda Nenycz-Thiel
- Cathy Nguyen
- Bill Page
- Associate Professor Anne Sharp

RESEARCH ASSOCIATES

- Skye Akbar
- Taylah Andrews
- Zac Anesbury
- Geoff Atkinson
- Abou Bakar
- Dr Melissa Banelis
- Dr Jasha Bowe
- Associate Professor Johan Bruwer
- Will Caruso
- Michael Cirillo
- Dr Justin Cohen
- Steven Dunn
- Dr Elizabeth Hemphill
- Martin Hirche
- Samantha Hogan
- Ava Huang
- Natasha Kapulski
- Huda Khan
- Dr Richard Lee
- Gosia Ludwichowska-Alluigi
- Julian Major
- Ana Mocanu

- Kellie Newstead
- John Robinson
- Therese Sjostrom
- Marietta Szabo
- Pei Jie Tan
- Aoi Tanaka
- Arry Tanusondjaja
- Dr Giang Trinh
- Oanh Truong
- Kelly Vaughan
- Michael Vogelpoel
- Associate Professor John Wilkinson
- Amy Wilson

BUSINESS & MARKETING

- Mandy Corrie
- Toni Gallos
- Elizabeth Gunner
- Klaus Kilov
- Maureen McEvedy
- Rosaleen O'Brien
- Lindsey Peshanoff
- Kirsty Willis

RESEARCH ASSISTANTS

- Eliza Inglis
- Ann-Marie Manno
- James Martin
- Jeremy Mooy
- Emily Primavera
- Pippi Redden
- Kirsten Victory

**ADJUNCT PROFESSORS
& RESEARCH FELLOWS**

- Professor Scott Armstrong
- Dr Dag Bennett
- Associate Professor
Polymeros Chrysochou
- Associate Professor Eli Cohen
- Professor Robert East
- Dr Charles Graham
- Professor Gerald Goodhardt
- Dr Emma Macdonald
- Dr Simone Mueller Loose
- Associate Professor Jay Mulki
- Professor Ulrich Orth
- Dr Hervé Remaud
- John Scriven
- Dr Herb Sorensen
- Professor Philip Stern
- Professor Malcolm Wright

BILL PAGE
senior research associate



DR KESTEN GREEN
senior research associate

GOSIA LUDWOWSKA-ALLUIGI
research associate



THE INSTITUTE'S ADVISORY BOARDS

The Institute is privileged to have three outstanding Advisory Boards in Australasia, Europe and North America.

Each board comprises an enviable group of senior executives and high-ranking academics that have shown an ongoing commitment to the Institute's growth.

Our boards provide strategic guidance and help us to set a research agenda that matches industry needs.

In 2015 we will inaugurate our fourth board in Asia.

AUSTRALASIAN ADVISORY BOARD MEMBERS

Malcolm Wright - Chairman

Byron Sharp - Director, Ehrenberg-Bass Institute

Andre Bonfrer - Australian National University

Annabel Hamilton - People's Choice Credit Union

Richard Head - University of South Australia

Larry Lockshin - University of South Australia Business School

Kathryn McArthur - Colgate-Palmolive

Bruce McColl - Mars

Ross McKinnon - Flinders University

Phil Parker - The Nielsen Company

Marie Wilson - University of South Australia Business School



AUSTRALASIAN ADVISORY BOARD



NORTH AMERICAN ADVISORY BOARD MEMBERS

Jack Wakshlag - Chairman

Byron Sharp - Director, Ehrenberg-Bass Institute

Artie Bulgrin - ESPN

Gayle Fuguitt - Advertising Research Foundation

John Hackett - The Coca-Cola Company

Elyse Kane - Colgate-Palmolive

Jim Nyce - Sun Products Corporation

Brandon Paris - General Mills

David Poltrack - CBS Corporation

Greg Rogers - Procter & Gamble

David Schmittlein - Massachusetts Institute of Technology

Joe Stagaman - The Nielsen Company

Jerry Wind - The Wharton School

EUROPEAN ADVISORY BOARD MEMBERS

Gerald Goodhardt - Chairman

Byron Sharp - Director, Ehrenberg-Bass Institute

Mathew Barbagallo - Mars

Nicholas Chesterton - Unilever UK

Ros Davis - Colgate-Palmolive

Jonathan Gatward - Britvic Soft Drinks

Jane Ghosh - Kellogg Company UK

Tex Gunning - TNT Express NV

Bruce Hardie - London Business School

Tim Kidd - Kantar Worldpanel

Philip Mackie - The Edrington Group

Omar Mahmoud - UNICEF

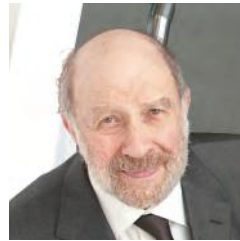
John Scriven - Ehrenberg-Bass Institute



EUROPEAN ADVISORY BOARD

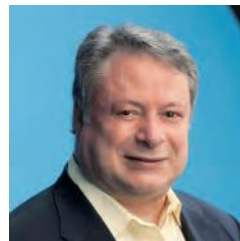


ADVISORY BOARD CHAIRS



PROFESSOR GERALD GOODHARDT - European Advisory Board Chair

Gerald Goodhardt has been involved with the Institute since its beginnings. Gerald is Emeritus Professor at City University, London, where he was Dean of the Business School (now Cass Business School). During Gerald's extensive career in marketing science he worked closely with Andrew Ehrenberg to develop many of the original 'marketing laws', including the NBD Dirichlet model of brand choice.



DR JACK WAKSHLAG - North American Advisory Board Chair

Jack Wakshlag is among the leading research analysts in media today. He is Chief Research Officer at Turner Broadcasting System, Inc. His portfolio includes all research supporting Turner's strategic development, marketing, distribution and advertising sales. Previously, he was Executive Vice President and Head of Research for The WB Television Network and Associate Professor of Telecommunications at Indiana University. As well as over 25 years of industry experience, Jack has published numerous articles and textbook chapters.



PROFESSOR MALCOLM WRIGHT - Australasian Advisory Board Chair

Malcolm Wright has an extensive academic background in marketing science, new product development and brand loyalty, as well as valuable industry experience. Before his current role as Deputy Pro Vice-Chancellor at Massey University's College of Business he held a number of senior roles including Head of the School of Marketing at UniSA and Managing Director of a large property investment group. He publishes in leading international journals and is an Associate Editor of the European Journal of Marketing.

CASE STUDY: FIRST NATIONAL BANK



First National Bank (FNB) in South Africa has grown its net customer base by 29% over the past 5 years, from 5.8 to 7.5 million customers, and profits have shown

double digit growth year-on-year. Last year it opened 1.7 million new accounts. It is now one of the most admired brands in the region.

FNB is the first bank in the world to embrace the fantastic insights from behavioural science via its partnership with Mountainview Learning and the Ehrenberg-Bass Institute.



Net customer increase 5.8 to 7.5 million

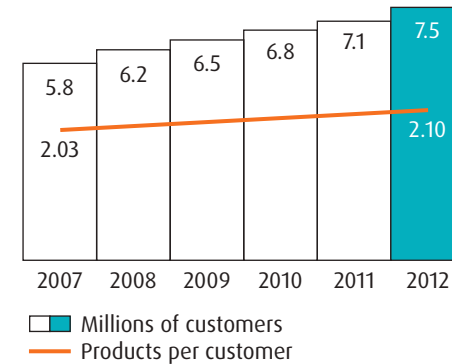


Prior to this, FNB were pursuing a similar strategy to US ‘megabank’ Wells Fargo, and wanted our help to increase the number of products bought per customer.

FNB went through the “Creating Strategies of Desire” and “Laws of Growth” marketing training with Mountainview Learning and the Ehrenberg-Bass Institute. The training provided the scientific evidence that supported a very different strategy - a customer acquisition strategy. We showed that improving the bank’s already low rate of customer defection was near impossible, and that the thing that sets growing brands apart is that they out-perform peers in acquisition.

Armed with new knowledge and marketing skills, FNB set in place a radical transformation of their marketing - aligning their metrics, changing some business practices and their priorities.

Over the past five years, a very difficult time for banks, when many struggled to win enough new customers to cover their customer losses, FNB has grown its net customer base by 29%. FNB is now the second largest and fastest growing bank in South Africa.



Source: FirstRand Integrated Annual Report 2012, page 31.

Interested in implementing the ‘Laws of Growth’ in your organisation? contact:

Elké Seretis, Associate Director (Commercial)
 Elke.Seretis@MarketingScience.info



JOHN ROBINSON
research associate

OANH TRUONG
research associate

DR JUSTIN COHEN
research associate

ASSOCIATE PROFESSOR ANNE SHARP
senior research associate

CLIENT FEEDBACK

“The Ehrenberg-Bass Institute is unique. It helps my people to be smarter and have a healthy scepticism.”

Jack Wakshlag, Chief Research Officer, Turner Broadcasting System

“The Corporate Sponsorship Program helps me, inspires me, and it teaches my staff the truth about Consumer Behaviour. An invaluable resource.”

Artie Bulgrin, Senior Vice-President Research & Analytics, ESPN

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

Jane Ghosh, UK Director of Marketing - Cereal, Kellogg Company

“Of all the external associations we have, the Ehrenberg-Bass Institute is unique. Academic, but practical.”

Greg Rogers, Associate Director of Marketing Research, Procter & Gamble

THE CORPORATE SPONSORSHIP PROGRAM

The Ehrenberg-Bass Institute's Corporate Sponsorship Program offers access to a multimillion-dollar R&D program for an annual membership fee.

Over 60 global corporate sponsors contribute to this unique initiative including Coca-Cola, Unilever and Procter & Gamble. Corporate Sponsors benefit from access to groundbreaking market research that 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?

When the Institute answers these questions it combines the latest in research discovery with specialist industry experience. The program builds fundamental knowledge about buyer behaviour and brand performance and how that can direct marketing strategy and help marketers to spend their budget confidently.

Corporate Sponsors have access to all of our important research, our latest findings as well as the support they need to apply it to their business.



DR VIRGINIA BEAL
senior research associate

CATHY NGUYEN
senior research associate



DR. KAREN NELSON-FIELD
senior research associate

DR. MAGDA NENCYZ-THIEL
senior research associate

CORPORATE SPONSORSHIP INCLUDES ACCESS TO:

Expert advice

Sponsors benefit from access to the knowledge and advice of over 60 marketing specialists. Ask questions about your marketing projects and plans.

The latest developments in marketing knowledge

Regular updates on new research findings are sent to sponsors to share within their company.

In-house marketing seminars

We fly a specialist to sponsors wherever they are in the world for two 90-minute interactive masterclasses on a topic of choice.

65+ Sponsor reports

We regularly publish reports to explain new findings. While the findings have considerable academic weight, the reports are easy to read. Password protected access to an online library of past reports.

Online learning modules

Online courses for sponsors to access in the members-only area of the website.

These interactive learning modules include:

- Six Simple Steps of Data Reduction
- Mining Panel Data for Insights

COSTING OPTIONS

- \$1 million+ for a custom research agenda
- Global membership - \$150,000+ (dependent on the number of countries involved)
- Executive development programs - \$100,000-200,000+
- Single country membership is only \$35,000 (£25,000 / €30,000) + relevant local taxes

EXAMPLES OF SEMINAR TOPICS

- How brands grow
- The real reason marketers need advertising
- Loyalty and brand performance
- Identifying and using your distinctive brand assets
- Addicted to price promotions?
- Mental availability: what it is and why it matters
- Media strategy

For further information about becoming a sponsor, please contact:

Elké Seretis, Associate Director (Commercial)
Elke.Seretis@MarketingScience.info

CORPORATE SPONSORS

GLOBAL

Colgate-Palmolive
Mars
Procter & Gamble
The Coca-Cola Company
The Nielsen Company
Unilever

NORTH AMERICA

Advertising Research Foundation
CBS
ESPN
General Mills
General Motors
Kimberly-Clark Corporation
Kraft Foods Group
Mondelēz International
Sun Products Corporation
Turner Broadcasting System

ASIA PACIFIC

AkzoNobel
AMBA Communications
ANZ Australia
ANZ New Zealand
Carlton & United Breweries
Department of Environment,
Water & Natural Resources
Foxtel
GlaxoSmithKline
Kantar Worldpanel (Malaysia)
Kmart Australia
Lion Dairy & Drinks
Mondelēz Asia Pacific
Mondelēz International
Parmalat Australia
People's Choice Credit Union
PepsiCo Australia & New Zealand
PHD
Roy Morgan Research
Schweppes Australia
United Spirits Limited
University of South Australia

EUROPE

Britvic
D.E. Master Blenders 1753
Kantar Worldpanel (Spain)
Kantar Worldpanel (UK)
Kellogg's
Leo Burnett
Mountainview Learning
The Edrington Group

AFRICA

Caxton Publishers & Printers
Distell
FirstRand
South African Breweries

RESEARCH WITH GLOBAL IMPACT

Our international reach is expanding and we now have contract research clients and Corporate Sponsors based all over the world. Our presence in Australia, Europe and the United States remains strong but now we are doing more business across Asia. In 2013 Corporate Sponsor seminars were delivered to marketing teams in China, India, Vietnam, Hong Kong and Malaysia.

International growth in our commercial operations has also seen us conducting more global research projects with countries as diverse as Russia, India, Poland, Turkey, China and Brazil. Luckily we have a large and international team on hand to work on these projects. Our aim is to continue reaching marketers in emerging markets to disseminate our knowledge. We are making inroads into Eastern

Europe and the Middle East, and look forward to adding South America to our growing list of regions.

To aid this goal, we are in the process of researching and writing a new book, *How Brands Grow in Emerging Markets*. The publication date is set for 2015.



MARKET RESEARCH

Our goal is always to conduct meaningful and reliable market research that will help you grow your brand.

The Ehrenberg-Bass Institute offers academically rigorous, world-class market research services to clients all over the world. We perform in-depth analysis and offer crucial insights into marketing practice. More importantly, we communicate our findings in terms that are useful and practical to business and marketing planning.

Research reports are written in a meaningful and straightforward language, keeping the client's needs at the forefront. We highlight the important findings and include recommendations explaining how this new information can be used in marketing strategy.

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 range of modelling approaches. Research methods are chosen based on client needs.

ANA MOCANU
research associate





DR ARMANDO MARIA CORSI
senior research associate

AMY WILSON
research associate

ZAC ANESBURY
research associate

AREAS OF EXPERTISE

- Advertising
- Branding & brand equity
- Buyer behaviour
- Loyalty
- Marketing metrics & accountability
- New & traditional media
- Pricing
- Service quality
- Shopper research
- Sustainable marketing
- Wine marketing

CLIENTS

The Institute works with a wide range of organisations including consumer goods companies, services, retail, not-for-profit organisations, government bodies and multinational corporations.

For more information about our research services, or to discuss a no-obligation quote please contact:

Elké Seretis, Associate Director (Commercial)

Elke.Seretis@MarketingScience.info

2013 PUBLICATIONS

JOURNAL ARTICLES

This year we had refereed articles published in the following journals. For specific details about these publications please visit - www.MarketingScience.info/Journal-Articles-2013

- Asia Pacific Journal of Marketing and Logistics
- Australasian Marketing Journal (x5)
- British Food Journal (x3)
- European Journal of Marketing (x2)
- Food Quality and Preference
- Health Marketing Quarterly
- Higher Education Research and Development
- International Journal of Market Research (x2)
- Journal of Advertising Research (x6)
- Journal of Business Research (x4)
- Journal of Consumer Behaviour
- Journal of Consumer Marketing
- Journal of Food Products Marketing
- Journal of Islamic Marketing
- Journal of Marketing Management
- Journal of Transnational Management
- Journal of Water Reuse and Desalination
- Marketing Letters
- The International Review of Retail, Distribution and Consumer Research
- Tourism Analysis (x2)

BOOKS AND BOOK CHAPTERS

Nelson-Field, K (2013) "Viral Marketing: the science of sharing", Oxford University Press.

Sharp, A (2013) "Sustainable Marketing in Principle and Practice", Sustainable Business: Theory and practice of business under sustainability principles, Edward Elgar Publishing Limited.

Zippel, C, Wilkinson, J, Vogler, T (2013) "Relationship selling strategies to increase cooperation from dominant retail channel partners - Findings of an exploratory study", Marketing in Forschung und Praxis: Jubiläumausgabe zum 40-jährigen Bestehen der Arbeitsgemeinschaft für Marketing.



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VIRAL MARKETING: THE SCIENCE OF SHARING

In 2013 we celebrated our latest book *Viral Marketing: the science of sharing* at launch events in London and New York. *Viral Marketing*, written by Dr Karen Nelson-Field is the third book in a series written by the Institute and published by Oxford University Press.

Viral Marketing is the culmination of two years of work, five datasets, more than 1000 videos, nine studies and a large team of researchers. The book offers brand new knowledge about sharing, memory, social media and viral videos, and debunks a few myths along the way.

This is an important read for anyone who is working in the social media space, or aspiring to create the next viral video sensation. Although this is far from your typical 'how to get shared' book, *Viral Marketing* does offer readers 50 top tips for working towards a viral success.

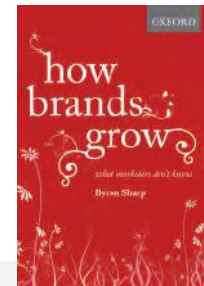
Read it before you strap roller skates onto a kitten, it might just save you some time, money and credibility.



HOW BRANDS GROW: WHAT MARKETERS DON'T KNOW

Three years after its publication, Professor Byron Sharp's book *How Brands Grow: what marketers don't know* is still celebrating success. In 2013, in its 9th reprint, *How Brands Grow* sold its 20,000th copy and celebrated its best ever Amazon ranking.

The book was also voted 'Best Marketing Book of the Summer' by readers of Advertising Age. In 2014 we will release a new edition of *How Brands Grow* as an eBook.





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MICHAEL CIRILLO
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ACADEMIC OUTCOMES

RESEARCH DEGREE COMPLETIONS

PHD

Dr Jasha Bowe

How destination image and country visitation affects consumer perceptions and preference for a country's products.

Dr Haydn Northover

Assessing the value of neurophysiological measurement for advertising pre-testing. Are biometrics better?

MASTERS BY RESEARCH

Marianthi Livaditis

The formation of loyalty, how natural is it?

Gosia Ludwichowska-Alluigi

Can we fix the errors in self-reported buying frequencies?

Meagan Wheeler

Are green brand buyers different? An examination of green brand buyer profiles and purchasing behaviour.

HONOURS

Thomas Benson

How arousing? Using skin conductance to evaluate the effects of creative devices in TV advertising.

Karin Braunstein

Understanding usage and purchase situations depicted in advertising and their relationship with advertising success.

Michael Cirillo

A tune worth sharing: does music stimulate social video sharing?

Stephanie Hastie

Evaluating retail price promotions - the effects of category-wide promotional activity on unit sale.

Nicholas John

What happens as a brand grows? Changes in loyalty, sharing and demographic market shares.

Imogen Speck

Exploring patterns in real time out of stock measurement.

Pei Jie Tan

Consumer literacy and numeracy: how well do consumers understand and use price promotion signage?

Aoi Tanaka

The relationship between the presence of celebrities in advertisements and advertising performance.

Kelly Vaughan

Do brand users really pay more attention to advertising?

VISITORS TO THE INSTITUTE IN 2013

- Professor Andre Bonfrer - Australian National University, Canberra
- Professor Robert East - Kingston Business School, UK
- Dr Charles Graham - London South Bank University
- Associate Professor Sharyn Rundle-Thiele - Griffith Business School, Queensland
- Mr Siemon Scammell-Katz - TNS
- Professor Philip Stern - University of Exeter Business School, UK
- Professor Malcolm Wright - Massey University, NZ

INDUSTRY CONFERENCES 2013

AUSTRALIA

AgIdeas Research Conference, Melbourne

Professor Jenni Romaniuk - The competitive battleground of colours, logos and taglines in brand identity.

Data Strategy Symposium, Hunter Valley

Associate Professor Rachel Kennedy - The missing ingredient... how to get good knowledge from data.

Australian Market & Social Research Society, Adelaide

Dr Armando Maria Corsi - Demystifying discrete choice experiment: what it can & can't answer.

Australian Sales & Marketing Institute, Melbourne

Professor Larry Lockshin - Shopping behaviour and the influence of packaging.

Australian Wine Industry Technical Conference, Sydney

Professor Larry Lockshin - What do consumers really value in making wine purchase decisions? and
Dr Armando Maria Corsi & Professor Larry Lockshin
- How wine brands grow.

MICON Marketing Week, Adelaide

Dr Karen Nelson-Field & Phil Townend (Unruly Media)
- The science of sharing: how emotion can be used to predict brand sharing and ROI.

Seafood CRC Marketing Conference, Adelaide

Professor Larry Lockshin & Professor Byron Sharp - 10 astounding new facts about brand buying and how marketing works.

UniSA Knowledge Works, Adelaide

Associate Professor John Dawes - Is the price right?

Universities Australia Marketing Conference, Sydney

Professor Byron Sharp - How university brands grow and what marketers need to know.

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MARTIN HIRCHE
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DR GIANG TRINH
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AVA HUANG
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OVERSEAS

18th Annual World Future Trends Event, USA

Professor Byron Sharp - Have the rules for brand building changed?

2013 Bird in Hand Beijing International Wine-Tech Forum, China

Dr Armando Maria Corsi - What wines do Chinese consumers want? Latest insights and future developments.

Academic Symposium on Asian Markets and Consumers, Singapore

Professor Jenni Romaniuk - How do brands grow in Asia?

Brand Innovators Mega-Trends, USA

Dr Karen Nelson-Field and Scott Button (Unruly Media) - Viral Marketing: the science of sharing. Are you hoping to make the next viral video hit?

Festival of Media Global, Switzerland

Dr Karen Nelson-Field and Phil Townend (Unruly Media) - Why emotions are the key to a brand's social video success.

Foresight and Trends Conference, USA

Associate Professor Rachel Kennedy - Have the rules for brand building changed?

Hong Kong Wine & Spirits Fair, China

Dr Justin Cohen - The Chinese wine drinker: consumer behaviour, purchase drivers and preferences.

Loyalty World Asia 2013, Singapore

Professor Byron Sharp - The new science of loyalty and growth.

World Retail Conference Africa, South Africa

Dr Magda Nenycz-Thiel - Private labels and Africa.

THE FUTURE

The industrial revolution went hand-in-hand with the scientific revolution. In the 1800s entrepreneurs with a basic knowledge of new scientific principles ingeniously developed and applied engines in more and more applications. These engines, this application of science, transformed the world.

In the 20th century it would be wrong to say that marketing practice was informed by scientific research. Instead business school textbooks merely reflected practice, along with folklore, myths and speculative theory. This is changing. Marketing strategy is increasingly informed by fundamental research into how buyers make choices and how brands grow.

The Ehrenberg-Bass Institute is a catalyst, helping marketing organisations bring science and art together. At the same time we expose pseudo-science in marketing. We'll continue to do this by making discoveries, exploring discrepancies between evidence and theory, and publishing reports, books and seminars.

The Institute is changing... we are scoping larger projects, with larger more diverse teams of researchers. We have more professors now, leaders to guide longer-term projects.

We are moving a little closer to the Big Science model seen in medical and physical sciences. In this respect we are moving even further away from the typical business school model of cheap, small experiments on rather trivial topics. Our core research is increasingly collaborative with our industry sponsors, and each project typically spans many countries.

We are feeling our way in moving towards this Big Science model, helped by advice from our Advisory Board members.

INSTITUTE FOR CHOICE

The Institute for Choice (I4C) joined the University of South Australia's Business School in January 2014. The I4C is a world-class institute made up of a multi-disciplinary team of choice modelling specialists. Researchers have expertise in understanding and modelling human decision-making, the economic valuation of market and non-market goods, and consumer and business-to-business behaviours. We will work closely with I4C to ensure our clients and Corporate Sponsors benefit from this extension of knowledge.



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STEVEN DUNN
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FROM THE VICE CHANCELLOR

Professor David Lloyd,
University of South Australia



The University of South Australia is a university of enterprise, consistently ranked in the world's top 50 universities under 50 years old.

Our partnerships with industry and the professions are helping to develop creative ideas and find practical solutions for problems of international importance. Our students are being prepared to drive the global economy through their skills, capabilities and innovation potential.

We understand business and we're easy to work with. The work that Institutes such as the Ehrenberg-Bass Institute are doing with global industry is not only helping to change practice but also bringing new knowledge into the classrooms of the University's Business School.





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