



University of
South Australia

Ehrenberg-Bass

Institute for Marketing Science

Experience. The Difference.

U N I V E R S I T Y





The Ehrenberg-Bass Institute for Marketing Science is a world-class research institute that delivers real scientific knowledge and dramatic discoveries to corporations around the world.

Welcome to the Ehrenberg-Bass Institute.

Far too little is known about how marketing works. While many marketers still rely on speculative marketing theories of the 20th century, the brave few are challenging this existing marketing mind-set.

A group of the world's leading brands are pooling resources to sponsor the Ehrenberg-Bass Institute for Marketing Science, a world-class institute that delivers the scientific knowledge that is missing from marketing textbooks and practice.

Corporations also contract the Institute to deliver bespoke surveys and analysis on their markets and products. The Ehrenberg-Bass Institute's research has produced real scientific knowledge and dramatic discoveries – discoveries that expose much existing marketing 'theory' as being little more than folklore.

The Institute has over 50 marketing scientists contributing to ground breaking research and analysis. Their work identifies patterns in buying behaviour and brand performance; patterns that generalise across product categories, countries and over time. These natural laws can therefore be used again and again, to predict and explain. Such discoveries are of immense practical value, helping corporations and governments devise effective marketing strategies.

A handwritten signature in black ink, appearing to be 'B Sharp', written in a cursive style.

Professor Byron Sharp
Director, Ehrenberg-Bass Institute for Marketing Science

Our mission.

The mission of the Ehrenberg-Bass Institute 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 buyer behaviour and brand performance.

This emphasis on scientific laws, that hold over time, distinguishes our work from much research in the marketing field.



Ehrenberg-Bass Institute name and legacy.

In 2005, in recognition of over a decade of achievements, the Marketing Science Centre was elevated to institute status. To commemorate this, and to signal its research philosophy, the centre was re-named the Ehrenberg-Bass Institute for Marketing Science. It is the first university institute devoted to marketing science.

The name honours two famous marketing academics, Professor Andrew Ehrenberg and the late Professor Frank Bass. Both Ehrenberg and Bass have championed the development of simple generalised laws that can be described mathematically and can be used by managers over and over again.

Professor Andrew Ehrenberg

Professor Andrew Ehrenberg's contribution to marketing science extends over a wide range of topics, including the discovery of empirical generalisations in areas such as brand buying, television viewing, attitudes, and reactions to price changes. Ehrenberg is famous for discovering that the distribution of brand purchase rates follow a very predictable pattern, the Negative Binomial Distribution (NBD).

Professor Frank Bass

Professor Frank Bass' well-known paper, *A New Product Growth Model for Consumer Durables*, published in *Management Science* in 1969, launched the field of mathematical modelling of new product sales. It also helped establish marketing as a science in which well tested mathematical models could be used to predict the behaviour of future markets.

Our vision.

Finding out how buyers behave, brands perform and how marketing really works.

*Associate Professor Jenni Romaniuk
and Dr Nick Danenberg*

Our discoveries give meaning and context to marketing research, turning data into insightful and meaningful strategy.



Our focus.

The business world is dynamic. Constant change means that it is imperative for the modern marketer to seek new knowledge. We believe that the most important research findings result from academics engaging with industry partners who are immersed in these changes.

At the Ehrenberg-Bass Institute, close collaboration with corporations all over the world ensures that our research outputs are practical and useful for marketers.

Our Corporate Sponsors are from a wide variety of industries (including consumer goods, services, government departments, finance, media, health and tourism), so we focus on producing research that is applicable internationally, across all industries.

Our research centres around the key areas of:

- Advertising
- Brand equity
- Buyer behaviour and marketing metrics
- Media
- Pricing
- Sustainable marketing
- Wine marketing

Our partners.

Our unique program of R&D, the Corporate Sponsorship Program, is supported by over 50 companies from all over the world including:

- CBS
- Colgate-Palmolive
- Kraft
- National Pharmacies
- Network Ten
- Pepsi
- Procter & Gamble
- Turner Broadcasting
- Unilever

For a full list of our Corporate Sponsors visit our website www.MarketingScience.info



Types of questions our research can help you answer.

Advertising effectiveness

- How does our advertising work?
- What should our ads look like?
- Which executions should we air?
- How much should we be spending on advertising?
- Does advertising have an immediate or lagged effect?
- How should we measure advertising effects?

Brand image, awareness and equity

- How are we perceived relative to other brands in the market?
- Which are we most like?
- What image attributes drive customer loyalty?
- What image attributes should we focus on in our advertising?

Customer segmentation

- What customer characteristics are related to differences in future buying behaviour?
- What customer segments exist?

Service quality and customer satisfaction

- Which aspects of our service delivery are most likely to affect buying behaviour?
- How are service perceptions evaluated when customers interact with the company in multiple ways (via telephone, face to face, the Internet, etc)?
- How does our service compare to other companies?

Pricing

- How many extra sales are generated by price discounting?
- What price level should we set for our brand?
- What is the price elasticity of our brand? (note: scanner data is analysed to answer questions such as this)

Loyalty and customer retention

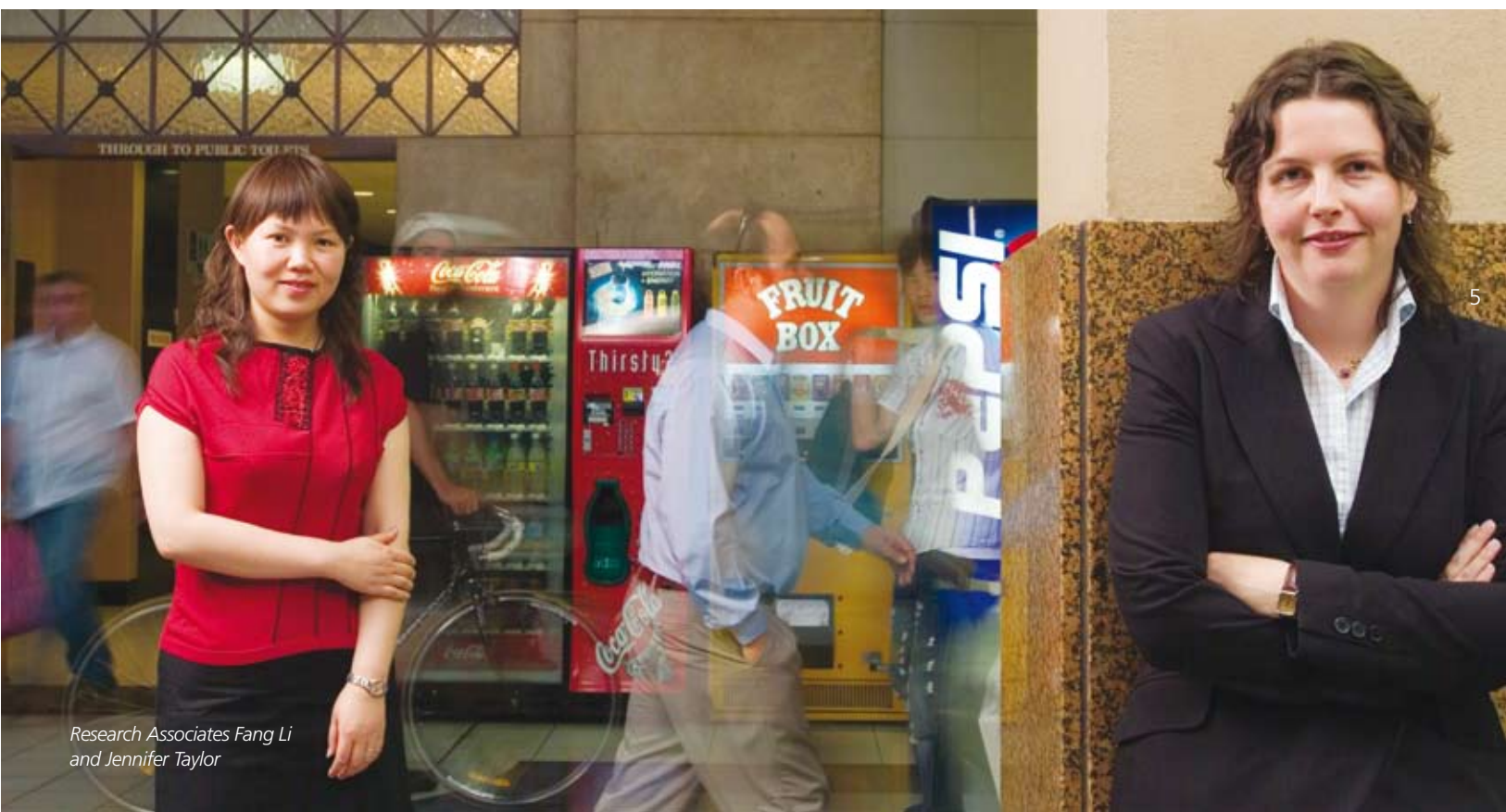
- What loyalty levels should we expect and are we achieving these targets?
- What are the drivers of loyalty?
- Who are our vulnerable customers and how can we identify them?
- Has our loyalty program increased loyal behaviour?

Business-client relationship quality assessment

- What are the most important components of a good business relationship?
- What can we do to improve the relationship with our customers?
- How many times should we contact our customers to achieve maximum returns?
- What is the ideal mix of contact methods?

Media

- How does advertising clutter affect the ability of viewers/listeners to remember advertising?
- Is targeted media more/less cost effective than mass media?
- How do we reach the light television viewer? And is it important to do so?
- How has media fragmentation affected the optimal placement of media?
- What is the role of very short advertisements (brand mentions and sponsorships) and product placement in a media plan?



We aim not only to provide our clients with reliable market information, but to correctly interpret this data and draw insights and implications for marketing strategy.



Market research.

The Ehrenberg-Bass Institute for Marketing Science is unique. It combines the infrastructure of a major university research institute with the systems and technology of a large, leading edge commercial market research provider.

The result is an unparalleled capacity to provide clients with fundamental, strategic and applied research.

Market research typically produces semi-digested raw data; statistics and numbers which, without benchmarks, are of little use. To produce research that is useful to the client, researchers must draw on prior knowledge.

At the Ehrenberg-Bass Institute we aim not only to provide our clients with reliable market information, but to correctly interpret this data and draw insights and implications for marketing strategy. We are able to achieve this because all the market research we conduct is underpinned by fundamental knowledge from our R&D program, providing clients with unique insights that cannot be obtained elsewhere.

Researchers not only present the findings, but also identify which findings are important (and which are not), explain why the brand is behaving in the way it is, and predict customer response.

This expertise and capability has been recognised by many leading Australian and international organisations and government bodies who have become established clients of the Institute. The Australian Research Council has also awarded the Ehrenberg-Bass Institute a number of strategic grants.

Experts to answer all questions

The Ehrenberg-Bass Institute has the largest team of full-time marketing scientists in Australia. Our researchers are experts in areas such as branding, advertising, media, buyer behaviour, pricing, sustainable marketing, wine marketing and service quality. They are experienced in market research design (qualitative and quantitative), analysis and preparation of results.

Computer assisted survey facility

The Ehrenberg-Bass Institute maintains a state-of-the-art in-house computer assisted telephone survey facility. It features a user friendly interface, ensuring efficiency of data collection and high quality data output. This facility means that all aspects of operations (including data collection) can be undertaken in-house.

As well as telephone surveys, the Institute also runs focus groups, in-depth interviews, on-line surveys and undertakes mystery shopping research.

Corporate Sponsorship Program.

The international business world is dynamic and complex. In addition to issues relating to globalisation, we are in the midst of a digital revolution that is dramatically changing how businesses advertise and market products to consumers.

To successfully grow their brands, marketers need to understand how these changes affect their industry. They need to access new knowledge and apply the findings to their everyday activities.

The Ehrenberg-Bass Institute's Corporate Sponsorship Program guides corporations to embrace these changes.

The Corporate Sponsorship Program is a unique R&D initiative that builds fundamental knowledge about buyer behaviour and brand performance, the sort of useful principles that are missing from marketing textbooks.

Leading companies make a budget contribution to the program which is amalgamated into a multi-million dollar program of R&D. No single company could have a research budget large enough to cover the wide range of issues investigated.

The program allows companies to learn directly about new discoveries as they happen. It provides scientific knowledge and data that is current, applicable to industry and that companies are unable to source elsewhere.

These discoveries, this new knowledge about marketing and buyer behaviour, can be of everyday use to clients as they set marketing objectives and formulate and implement strategies. The insights and benchmarks can be used again and again with confidence because they generalise beyond the specific time, market and industry in which the initial work was undertaken.

Corporate Sponsors receive reports on recent research findings and have the opportunity to learn more about topics of specific interest through in-house seminars conducted by leading marketing scientists from the Institute. They also have full access to past reports and the Institute's library and researchers.

“Until every marketer applies these learnings, there will be a competitive advantage for those who do.”

Mitch Barnes
President (Greater China)
The Nielsen Company (USA)

To learn more about our Corporate Sponsorship Program contact us at info@MarketingScience.info or by phone +61 8 8302 0111



The insights and benchmarks can be used again and again with confidence because they generalise beyond the specific time, market and industry in which the initial work was undertaken.

Professor Byron Sharp
and Associate Professor
Rachel Kennedy



Associate Professor John Dawes

Core research groups.

Advertising Research Group

Head: Associate Professor Rachel Kennedy

Advertising often takes up a large portion of the marketing budget. But are advertising dollars always well spent?

The Advertising Research Group investigates what makes great, sales effective advertising and assists clients in predicting and monitoring the success of their campaigns.

Researchers within this group have extensive experience in assessing the impact of advertising and marketing communications on the behaviour of customers and potential customers. They have developed evidence-based research tools to measure ads before, during and after a campaign launch.

The researchers also have world-class expertise in gaining insights from pure single source data (i.e. data that tracks individuals over time in terms of all purchases and advertising exposure).

Brand Equity Research Group

Head: Associate Professor Jenni Romaniuk

The Brand Equity Research Group's research focuses on three key areas:

- How brand information in buyer memory influences the brands they buy
- How marketing activity (e.g. advertising or brand placement) influences brand memories
- How to measure brand equity and assess the effectiveness of marketing activities

Researchers from the group have spent years developing knowledge about brand and market expectations. This knowledge ensures that brand strategy has the maximum opportunity to be successful, marketing activity is more effective and brand health metrics are meaningful and managerially useful.

Marketing Metrics and Buyer Behaviour Research Group

Head: Professor Malcolm Wright

The Marketing Metrics and Buyer Behaviour Research Group is dedicated to helping marketers understand patterns of buyer behaviour, determining the best measures of brand performance, and finding ways to optimise the marketing mix.

This is a core group of the Institute. It follows the Institute's trademark scientific methods of large scale replication studies combined with stochastic models of consumer behaviour. The result is law-like patterns of buyer behaviour and brand performance that are invaluable to marketers.

The current research agenda includes: examining how brands grow, measuring latent loyalty, finding metrics that predict changes in market share, optimising assortment size, and comparing the productivity of alternative marketing actions.



Dr Simone Mueller, Professor Larry Lockshin and Dr Herve Remaud



Media Research Group

Head: Dr Erica Riebe

Changes in technology have meant that people now squeeze more and more media into their lives.

But what does this mean for advertisers trying to use these media to transmit their messages to potential buyers of their products? What are the more cost effective media options? And what does this mean for media companies? Should they be moving to cross media ownership? How should they be promoting their medium?

The Ehrenberg-Bass Institute's Media Research Group is dedicated to answering these questions. The group works closely with the other Institute research groups and aims to improve the effectiveness of advertising placement decisions.

Pricing Research Group

Head: Associate Professor John Dawes

Price is an important component of marketing strategy that directly affects profits. Price increases are likely to cause a decrease in sales, and price decreases are likely to have the reverse effect. But how can you predict the impact on volume as a result of a price change?

The Pricing Research Group within the Ehrenberg-Bass Institute conducts research on buyer response to price and price changes. Researchers in the Pricing Research Group specialise in the analysis of aggregated sales and pricing data to determine short-term and longer-term responsiveness to price.

Sustainable Marketing Research Group

Head: Dr Anne Sharp

Today we are faced with a host of environmental challenges – pollution, loss of biodiversity, and climate change. Our consumption is the cause of much of this.

To tackle these challenges effectively, society needs to make consumption changes. But in order to change, consumers must first understand what they need to do and why.

UniSA's Ehrenberg-Bass Institute established the Sustainable Marketing Research Group to focus on these issues.

One of the current flagship projects is a partnership role in the new Seafood Cooperative Research Centre where research is being undertaken into the issues associated with seafood purchase and consumption.

Also strong on the research agenda is benchmarking consumers' knowledge and behaviour in relation to climate change and biodiversity.

Wine Marketing Research Group

Head: Professor Larry Lockshin

The Wine Marketing Research Group provides customised research and executive training in all aspects of wine marketing.

The main focus of the research is to provide in-depth solutions to a range of problems facing companies in the global wine sector. This real world focus is translated into business solutions through market research and professional training.

Researchers within the group can also provide a detailed analysis of current sales and recommendations for growers, wineries and distributors of all sizes.

Members of the Wine Marketing Research Group also conduct executive training and deliver keynote addresses across the world.

Development of a Food Research Group is currently in progress.

For more information on the core research groups visit www.MarketingScience.info

Our unique program of R&D is supported by companies all over the world including Coca-Cola, Procter & Gamble, Colgate-Palmolive, Unilever and many more.

Associate Professor Rachel Kennedy
and Dr Carl Driesener



Engage with us.

Corporate Sponsorship

Our unique program of R&D, the Corporate Sponsorship Program, is supported by companies all over the world including Coca-Cola, Procter & Gamble, Colgate-Palmolive, Unilever and many more.

Corporate Sponsorship gives companies full access to our R&D, reports on recent findings, in-house briefings and access to the Institute's library and researchers.

For more information about the Ehrenberg-Bass Institute's Corporate Sponsorship Program visit our website www.MarketingScience.info

Market research services

We provide leading edge qualitative and quantitative research tailored to your specific needs. We provide our clients with reliable, trustworthy results – insightful, useful information that is under-pinned by the fundamental discoveries from our program of R&D.

Please contact us to learn more about our market research capabilities.

Contact us:

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“Once you get past the fact that the discoveries challenge just about everything you thought about how marketing works, it makes the job of marketing much simpler, not harder. That’s in contrast to just about every other idea we hear about these days.”

Iain Douglas
Director of Marketing
E&J Gallo (USA)

“The Ehrenberg-Bass Institute is marketing’s best (and best kept) secret.”

Thomas Bayne
President
Mountainview Learning (UK)

“They point out how the marketplace works. It’s up to us to play in that marketplace. If we don’t understand the marketplace we are apt to do silly, unproductive things. They try to blow up marketing myths that debilitate companies.”

Robert Platten
Director of Marketing Science
Unilever (USA)



“I’m glad we could
be involved in spite
of the controversy.
Or should I say
because of it.”

Ward Lamphere
Research and Development
General Motors (USA)



Ehrenberg-Bass Institute facts.

Director: Professor Byron Sharp

Established: 2005

Personnel: 50+ research staff located in Australia and the UK, supported by a survey field team, data analysis and marketing departments.

Research students: 20+

Annual turnover: A\$2.5M+

Sponsors: Our unique program of R&D, the Corporate Sponsorship Program, is supported by over 50 international companies including: CBS, Colgate-Palmolive, Kraft, National Pharmacies, Network Ten, Pepsi, Procter & Gamble, Turner Broadcasting and Unilever.

International Advisory Boards:

The Ehrenberg-Bass Institute is supported by three advisory boards; Australian, European and North American. Each board comprises marketing academics and senior representatives from major Corporate Sponsor Companies.

Research focus: Our research centres around the key areas of: advertising, brand equity, buyer behaviour and marketing metrics, media, pricing, sustainable marketing and wine marketing.

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Information correct at time of printing
(January 2009)

CRICOS provider number 00121B