

## **BRIAN WANSINK**

**350** Commerce West -- Business Administration  
University of Illinois  
Champaign, IL 61820-6980  
Wansink@UTUC.EDU  
217-244-0208; 244-7969 (FAX)

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### **EDUCATION:**

1990: Ph.D. Stanford University (Marketing)  
1984: M.A. Drake University (Marketing Communication)  
1982: B.S. Wayne State College (Business Administration)

### **PROFESSIONAL EXPERIENCE:**

1997-Present: University of Illinois (at Champaign-Urbana) -- Associate Professor  
1995-1997: University of Pennsylvania (Wharton School) -- Visiting Assistant Professor  
1994 (Fall): **Vrije Universteit** (Netherlands) -- Visiting Research Professor  
1990-1994: Dartmouth College (Amos Tuck School) -- Assistant Professor  
1988 (Fall): Stanford University (Communication Department) -- Instructor  
1984-1986: Small Business Administration --Marketing Consultant  
1984-1986: Des Moines Area Community College -- Night Instructor  
1982-1984: Wesley-Carroll Advertising Agency -- Asst. Account Executive

### **HONORS , **AwARDS**, AND RESEARCH GRANTS**

**1996:** Journal of Marketing -- Editorial Board  
1996: AEF Visiting Professor Program -- Kellogg's Company  
1994: Procter & Gamble, Canada, Ltd. -- research grant  
1993: Who's Who in the Midwest  
1993: Marketing Science Institute -- research grant  
1992: United Negro College Fund --- Marketing Advisory Board  
1989: Marketing Science Institute -- Alden D. Clayton Dissertation Proposal Award  
1987: Stanford Merit Fellow

## RESEARCH

*My research focuses on how and why marketing variables influence the usage frequency and volume of consumer packaged goods.  
This is relevant to revitalizing mature brands.*

### REFEREED JOURNAL PUBLICATIONS

- Wansink, Brian (1996), "Can Package Size Accelerate Usage Volume?"  
*Journal of Marketing*, Vol. 60:3 (July), 1-14.  
• Reprinted in *Packaging Digest*, Vol. 43:1 (January) 1997, forthcoming.
- Wantsink, Brian and Michael L. Ray (1996), "Advertising Strategies to Increase Usage Frequency,"  
*Journal of Marketing*, Vol. 60:1 (January), 31-46.
- Wansink, Brian (1995), "When Do Product Usage Norms Change Usage Behavior?"  
*Tinbergen Institute Research Journal* (Amsterdam), Vol. 7 (September), 1-8.  
• Published in conjunction with my visiting professorship in the Netherlands.
- Wansink, Brian (1994), "Advertising's Impact on Category Substitution,"  
*Journal of Marketing Research*, Vol. 21:4 (November), 95-105.
- Wansink, Brian (1994), "Antecedents and Mediators of Eating Bouts,"  
*Family and Consumer Sciences Research Journal*, Vol. 23:2 (December), 166-82.
- Wansink, Brian, Michael L. Ray, and Rajeev **Batra** (1994), "Increasing Cognitive Response Sensitivity," *Journal of Advertising*, Vol. 23:2 (June), 62-74.
- Wansink, Brian (1994), "Developing and Validating Useful Consumer Prototypes,"  
*Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 3:1, 18-30.
- Wansink, Brian and Rohit Deshpande (1994), "'Out of Sight, Out of Mind': The Impact of Household Stockpiling on Usage Rates," *Marketing Letters*, Vol. 5:1 (January), 91-100.
- Wansink, Brian (1993), "Bet You Can't Eat Just One: What Stimulates Consumption Acceleration?"  
*Journal of Food Products Marketing*, Vol. 1:4, 1-26.
- Wansink, Brian and Michael L. Ray (1992), "Estimating an Advertisement's Impact on One's Consumption of a Brand," *Journal of Advertising Research*, Vol. 26:4 (May-June), 9-16.

### BOOK CHAPTERS

- Wansink, Brian (1997), "Developing Accurate Customer Usage Profiles," in Lynn Kahle (Ed.) *Values, Lifestyles, and Psychographics*, Cambridge, MA: Lexington, forthcoming.
- Wansink, Brian and Michael L. Ray (1997), "Developing Copy Tests that Estimate Brand Usage," in William Wells (Ed.) *pleasuring Advertising's Effectiveness*, Cambridge, MA: Lexington, forthcoming.
- Wansink, Brian (1996), "Expansion Advertising," in *Advertising: An Encyclopedia*, John Philip Jones, ed. New York: Garland Publishing, forthcoming.
- Wansink, Brian and Michael L. Ray (1993), "Expansion Advertising's Impact on Brand Equity," in David Asker and Alexander L. Biel (Eds.) *Advertising and Building Strong Brands*, Cambridge, MA: Lexington, 177-194.

## REFERREED PROCEEDINGS

- Wansink, Brian (1995), "Advertising New Uses for Brands: Does it Help or Hurt Equity." *Proceedings of the American Academy of Advertising*, Charles S. Madden, (Ed.), 163-4.
- Wansink, Brian (1994), "The Dark Side of Consumer Behavior," in Chris Allen and Deborah Roedder-John (Eds.) *Advances in Consumer Research*, Provo, UT: Association for Consumer Research, Volume 20,715.
- Wansink, Brian (1993) "Brand Equity and Industry Association Sponsored Advertising" *Proceedings of the American Academy of Advertising*, Rebecca Holman, (Ed.), 125.
- Wansink, Brian and Michael L. Ray (1992) "Goal-Related Consumption and Expansion Advertising: The Impact on Memory and Consumption," in John Sherry and Brian Sternthal (Eds.) *Advances in Consumer Research*, Provo, UT: Association for Consumer Research, Volume 19, 806-812.
- Wansink, Brian (1992) "Listen to the Music: The Impact on Affect, Perceived Time Passage, and Applause," in John Sherry and Brian Sternthal (Eds.) *Advances in Consumer Research*, Provo, UT: Association for Consumer Research, Volume 19,715-718.
- Wansink, Brian (1989) "The Impact of Source Reputation on Inferences About Unadvertised Attributes," in Thomas K. Srull (Ed.) *Advances in Consumer Research*, Provo, UT: Association for Consumer Research, Volume 16,399-406.

## BOOK REVIEWS

- Wansink, Brian (1994), "Review of *Customer Visits*," *Journal of Marketing Research*, Vol. 21 (November), 578-9.

## PAPERS UNDER REVIEW

- Wansink, Brian, Robert J. Kent, and Stephen J. Hoch, "How Internal and External Anchors Influence Purchase Quantity Decisions," (Under second review at *Journal of Marketing Research*).
- Wansink, Brian, "How and Why Package Size Influences Usage Volume," (Under review at *Journal of Packaging and Research Technology*).

## PUBLISHED IN WORKING PAPER SERIES

- Wansink, Brian, Robert J. Kent, and Stephen J. Hoch (1997), "Anchors the Influence Purchase Quantity Decisions," Working Paper Series, MSI, Cambridge (MA), forthcoming.
- Wansink, Brian (1995), "The Impact of Package Size on Usage Volume," Discussion Paper Series, Tinbergen Institute, Amsterdam, TI-95001.
- Wansink, Brian (1995), "How and Why Package Size Influences Usage Volume," Working Paper Series, Marketing Science Institute, Cambridge (MA), MSI-94-001.
- Wansink, Brian and Michael L. Ray (1993), "Advertising New Uses for Old Products," Working Paper Series, Marketing Science Institute, Cambridge (MA), MSI-93-046.

**WORKING PAPERS** (Available Upon Request)

Chandron, Pierre and Brian Wansink, “When Promotional Stockpiling Accelerates Usage Frequency”  
 . (Targeted at *Journal of Marketing Research*)

Day, George S. and Brian Wansink, “The Impact of Competition on Product Category Usage.”  
(Targeted at *Journal of Marketing* )

Kent, Robert J., Brian Wansink, and Stephen J. Hoch, “Why Purchase Quantity Limits Anchor  
Purchase Quantity Decisions.” (Targeted at *Journal of Applied Psychology*)

Wansink, Brian and Meryl Gardner, “Advertising Foods to Manage Moods.”  
(Targeted at *Journal of Marketing Research*)

Wansink, Brian and Cynthia Huffman, “A Framework for Revitalizing Mature Brands.”  
(Targeted at *Sloan Management Review*)

Wansink, Brian, “Peripheral Cues and Product Usage Volume.”  
(Targeted at *Journal of Consumer Research*)

Wansink, Brian, “Reframing and Breaking Product Usage Habits.”  
(Targeted at *Journal of Consumer Research*)

**WORK-IN-PROGRESS**

Hoch, Stephen J. and Brian Wansink, “The Psychology of Convenience,”  
(Targeted at *Journal of Consumer Research*)

Taylor, Charles R. and Brian Wansink, “How Framing Changes the Effects of Nonprice Promotions.”  
(Targeted at *Journal of Marketing* )

Wansink, Brian, “Independent Processing and Brand Equity Erosion.”  
(Targeted at *Journal of Marketing Research*)

Wansink, Brian, “Increasing the Sensitivity of Usage-related Measures.”  
(Targeted at *Journal of Marketing Research*)

## PUBLISHED CASE STUDIES & TEACHING ARTICLES

- Wansink, Brian ( 1997) “**Pritsker Consulting**” in *Essentials of Services Marketing* by K. Douglas Hoffman , and John E. B. Bateson, Ft. Worth, TX: Dryden Publishing, forthcoming.
- Wansink, Brian (1997) “**Roscoe Nondestructive Testing: Another Quality Program,**” in *Essentials of Services Marketing* by K. Douglas Hoffman and John E. B. Bateson, Ft. Worth, TX: Dryden Publishing, forthcoming.
- Wansink, Brian, Todd **Huntly** and Ester **DeSilva** ( 1997) “New York City Arboretum” in *Essentials of Services Marketing* by K. Douglas Hoffman and John E. B. Bateson, Ft. Worth, TX: Dryden Publishing, forthcoming.
- Wansink, Brian and **Gillian Blackwell** (1997) “DeFelice and Frost, Esq.” in *Essentials of Services Marketing* by K. Douglas Hoffman and John E. B. Bateson, Ft. Worth, TX: Dryden Publishing, forthcoming.
- Wansink, Brian and Eric **Cannell** (1996) “Roscoe Nondestructive Testing (A) & (B), in *Services Marketing*, by Mary Jo Bitner and Valerie **Ziethamel**, Cincinnati, OH: Southwestern, forthcoming.
- Wansink, Brian ( 1994) “Inside Sources of Consumer Insights,” in Charles Lamb, Joseph Hair, and Stephen McDaniel (**eds.**), *Great Ideas for Teaching Marketing, Second Edition.*, Englewood Cliffs, NJ: Prentice-Hall, 83-5.  
 •Reprinted in *Great Ideas for Teaching Marketing*, Third Edition.
- Wansink, Brian (1994) “Role-Playing a Competitive Response,” in Charles Lamb, Joseph Hair, and Stephen McDaniel (**eds.**) *Great Ideas for Teaching Marketing, Second Edition.*, Englewood Cliffs, NJ: Prentice-Hall, 314-5.
- Wansink, Brian ( 1993) “Vermont Metal Castings” in Ter<sup>n</sup> Swartz (Ed.) *Syllabuses and Cases for Services Marketing*, Chicago, IL: AMA.
- Wansink, Brian ( 1993) “Benson and Harper Advertising” in Ter<sup>n</sup> Swartz (Ed.) *Syllabuses and Cases for Services Marketing*, Chicago, IL: AMA.
- Wansink, Brian and Joseph **Barenberg** (1993) “Prometrix Consulting” in Terri Swartz (Ed.) *Syllabuses and Cases for Services Marketing*, Chicago, IL: AMA.

## TEACHING AND COURSE DEVELOPMENT

Entrepreneurial Marketing	MBA	Wharton School -- University of Pennsylvania
Business to Business Marketing	MBA	Wharton School -- University of Pennsylvania
Marketing Research	MBA	Wharton School -- University of Pennsylvania
Consumer Behavior	MBA	Wharton School -- University of Pennsylvania
Marketing Research	Undgrd	Wharton School -- University of Pennsylvania
Senior Marketing Seminar	Undgrd	Wharton School -- University of Pennsylvania
Marketing Management (Core)	MBA	Amos Tuck School --Dartmouth College
Marketing Communication	MBA	Amos Tuck School --Dartmouth College
Services Marketing	MBA	Amos Tuck School --Dartmouth College
Persuasion and Propaganda	Undgrd	Stanford University (Communication Dept.)

## INVITED RESEARCH PRESENTATIONS

Cornell University	1995
Dartmouth College	1989, 1993
Duke University	1993
Erasmus University (Netherlands)	1994
Groupe HEC (France)	1994
Harvard University	1993
London Business School	1994
M.I.T.	1991
Nijenrode University (Netherlands)	1994
Pennsylvania State University	1995
Rutgers (Camden) University	1995
Saint Joseph's University	1996
Southern Methodist University	1996
Stanford University	1992, 1994
Texas A&M University	1996
Tinbergen Institute (Netherlands)	1994
University of Houston	1992
University of Illinois	1989, 1996
University of Michigan	1996
University of North Carolina	1989
University of Oklahoma	1996
University of Pennsylvania --Wharton	1995, 1996
University of Southern California	1989
Villanova University	1995
Vrije Universiteit (Netherlands)	1994

## CONFERENCE PRESENTATIONS

- “How Internal and External Anchoring Impact Purchase Quantity,” (with Steven J. Hoch).  
 October 1996      Association for Consumer Research, Tucson, AZ
- “Perceiving, Choosing, and Using Mature Brands,” (with Cynthia Huffman).  
 October 1996      Association for Consumer Research, Tucson, AZ
- “Advertising Foods that Manage Moods,” (with Meryl Gardner).  
 August 1996      American Psychological Association, Toronto
- “Are Stockpiled Foods Eaten More Frequently?”  
 March 1996      Marketing Science Conference, Gainesville, FL
- “The Effects of Purchase Quantity Limits on Sales,” (with Robert J. Kent).  
 February 1996      American Marketing Association, Hilton Head, SC
- “Reframing and Breaking Culturally-Driven Product Usage Habits.”  
 October 1995      Association for Consumer Research, Minneapolis, MN
- “Cues that Stimulate and Mediate Eating Bouts.”  
 October 1995      Association for Consumer Research, Minneapolis, MN

- “Advertising New Uses for Brands: Does it Help or Hurt Equity.”  
 April 1995 American Academy of Advertising, Norfolk, VA
- “Marketing Efforts as Stimulates of Market Growth,” (with George S. Day).  
 August 1994 Value of Marketing Conference, Stanford University
- “Developing Copy Tests that Estimate Brand Usage,” (with Michael L. Ray).  
 May 1994 Advertising and Consumer Psychology, Minneapolis, MN
- “Household Stockpiling and Consumption Rate Patterns.”  
 March 1994 Marketing Science Conference, Tucson, AZ
- “Processing Differences Between WOM and Ads.”  
 February 1994 Society of Consumer Psychology, St. Petersburg, FL
- “How and Why Package Size Influences Usage.”  
 February 1994 Society of Consumer Psychology, St. Petersburg, FL  
 October 1993 Northeast Marketing Consortium, Harvard University.
- “Visualizing Customer Profiles for Accurate Targeting: The Technique and the Validation.”  
 May 1993 Advertising and Consumer Psychology, New York
- “When is Category Advertising Preferable to Brand Advertising?”  
 April 1993 American Academy of Advertising, Montreal
- “Three Conditions for Measurement Validation.”  
 April 1993 American Academy of Advertising, Montreal
- “Promoting New Uses for **Old** Brands.”  
 March 1993 Marketing Science Institute Conference, Durham, NC
- “How Container Size and Inventory Affects Usage.”  
 February 1993 American Marketing Association, Newport Beach, CA.
- “Category Substitution and Expansion Advertising.”  
 February 1992 American Marketing Association, San Antonio, TX.
- “Inventory Stockpiling and Consumption Rates.”  
 February 1992 American Marketing Association, San Antonio, TX.
- “Goal-Related Consumption and Expansion Advertising,” (with Michael L. Ray).  
 October 1991 Association of Consumer **Research**, Chicago, IL.  
 September 1991 Northeastern Marketing Consortium, **MIT**.
- “Consumption Framing and Expansion Advertising.”  
 July 1991 American Psychological Association, San Francisco, CA.
- “Expansion Advertising’s Impact on Brand Equity,” (with Michael L. Ray).  
 July 1991 American Psychological Association, San Francisco, CA.
- “The Impact of Source Reputation on Inferences About Unadvertised Attributes.”  
 October 1989 Association of Consumer Research, Honolulu, HI.

## SERVICE AND REVIEWING

AMA Doctoral Consortium Faculty, 1995

Co-chair for Buyer Behavior Track; 1995 Summer AMA Conference (with Meryl Gardner).

Editorial Board: *Journal of Advertising Research*, *Journal of Database Marketing*

Program Committee: Association for Consumer Research 1997.

Ad hoc Reviewer:

<i>Journal of Consumer Research</i>	Association for Consumer Research Conference
<i>Journal of Marketing</i>	American Marketing Association Conference
<i>Journal of Marketing Research</i>	American Advertising Association Conference
<i>Journal of Advertising</i>	Advertising and Consumer Psychology Conference
<i>Journal of Retailing</i>	Southern Marketing Association Conference
<i>Journal for Consumer Marketing</i>	Society for Consumer Psychology Conference
<i>Journal of the Academy of Marketing Science</i>	Academy of Marketing Science Conference

Conference Discussant or Chair:

Assn. for Consumer Research 1991, 1992, 1996  
Marketing Science 1996  
Public Policy and Marketing 1996  
Winter Educator's Conference 1993, 1994  
Summer Educator's Conference 1995  
American Academy of Advertising 1991

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## PRESS COVERAGE OF RESEARCH FINDINGS

Wansink, Brian, (1996) "Can Package Size Accelerate Usage Volume?"

*Journal of Marketing*, Vol. 60:3 (July), 1-14.

- Reported in *AdWeek*, September 2, 1996, p. 16.
- Reported in *Marketing News*, July 29, 1996, p. 22.
- Reported in *Harvard Business Review*, March-April 1995, pp. 14-15.
- Also reported in *Tightwad Gazette* (December 1995, p. 2), and *the Bottom Line* (May 15, 1995, p. 7).

Wansink, Brian and Michael L. Ray (1996) "Advertising Strategies to Increase Usage Frequency,"

*Journal of Marketing*, Vol. 60:1 (January), 31-46.

- To be reported in *Stanford Graduate School of Business Magazine*, January 1997, forthcoming.
- Reported in *Harvard Business Review*, March-April 1996, pp. 10-11
- Reported in *Marketing News*, January 1, 1996, p. 16.

Wansink, Brian (1994) "Antecedents and Mediators of Eating Bouts,"

*Family and Consumer Sciences Research Journal*, Vol. 23:2 (December), 166-82.

- Reported in *Weight Watchers*, August 1995, p. 18.
- Reported in *Woman's Day*, July 18, 1995, p. 96.