

## CHOOSE YOUR PACKAGE

	GOLD	SILVER	INTRODUCTORY
<b>ACRS PORTAL ACCESS (Publications &amp; Interactive Media)</b>			
ACRS Insights	Unlimited	Up to 20 employees	Up to 10 employees
Retail Trends	Unlimited	Up to 20 employees	Up to 10 employees
Get Across Podcast	Unlimited	Up to 20 employees	Up to 10 employees
Perspectives	Unlimited	Up to 20 employees	Up to 10 employees
<b>RESEARCH</b>			
Access to the Monash Business Behavioural Laboratory (MBBL)	Twice a year		
ACRS Omnibus Tracker	6 questions		
<b>EVENTS &amp; REPORTS</b>			
ACRS Vision Forum 2017	4 tickets	2 tickets	
Retail Thought Leadership 2017	4 tickets	2 tickets	
Digital Frontiers 2017	4 tickets	2 tickets	
<b>ANNUAL FEE (excl. GST)</b>	<b>\$8,000</b>	<b>\$3,500</b>	<b>\$1,500</b>

### SUPPLEMENTARIES

#### MONASH BUSINESS BEHAVIOURAL LABORATORY (MBBL)

The MBBL is a world-leading destination for advanced emotional and behavioural research – both quantitative and qualitative. Its sophisticated facilities and technologies are designed to help organisations accelerate and advance decision-making from a scientific context.

POA

#### INSIGHTS TRAINING

Empower your team with the market research skills your business needs to achieve its objectives and reach its potential. This one-day workshop will give your people tools and expertise to generate meaningful consumer insights over the long-term.

**\$1400 per person**  
**Min. 8 people**

#### CUSTOM TREND REPORTS

Acquire specific insights and intelligence with a custom ACRS Inspire Report. You can tailor your report to a number of broad areas to uncover:

- Global and local insights based on macro shifts
- Key actions for strategy development
- Best practice examples

From \$10K

#### ENGAGEMENT OPPORTUNITIES

Our range of engagement programs, events and resources will enable you to:

- **Access fresh talent:** Invite our keen and hard-working students to deliver on your real-life brief through the Marketing Internship Program.
- **Share, contribute and network:** Present at undergraduate units, postgraduate workshops and events such as the Monash Marketing Business Breakfast.
- **Solve complex problems:** Access world-class academics to help you navigate your big data and arrive at commercial solutions.

POA

# ACRS

## RESEARCH SERVICES & CORPORATE PARTNERSHIP PROGRAM

# ACRS

## LET THE INNOVATION BEGIN

Call **+61 3 9903 2869**

Visit **monash.edu/acrs**

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ENRICH YOUR KNOWLEDGE.  
EMPOWER YOUR LEADERS.  
ENHANCE YOUR POTENTIAL.

**Today's business environment is ever-changing. Consumer beliefs and behaviours are continually shifting – and the competitive landscape is constantly being redefined.**

Gone are the days where business leaders can execute strategic decisions based on historical account and intuition alone.

Industry and market intelligence is now the linchpin of business survival, evolution and growth.

Introducing the Australian Consumer, Retail and Services (ACRS) Research Unit – a globally renowned knowledge centre positioned within the Monash Business School's Department of Marketing. With a 35 year history, the ACRS combines the latest academic thinking with business relevance, practicality and strategy.

- Sharpen your strategic thinking with reports on global trends, industry insights and market innovations
- Access cutting-edge research facilities and technologies
- Address specific challenges or knowledge gaps in your organisation
- Attend exclusive industry events, seminars and presentations
- Benefit from our research by contributing to our prestigious Omnibus Survey

## INSIGHT FOR INNOVATION AND ACTION

**ACRS research and consulting services are designed for business leaders who seek a rich and deep understanding of global trends, industry best practices and consumer behaviours.**

Ideal for corporate, government and non-profit sectors, our diverse research and state-of-the-art facilities will empower you with insight and market intelligence to help your business reach its potential.

### Bespoke research for your organisation

With superior expertise, technology and onsite facilities, ACRS can help address specific issues or knowledge gaps within your organisation. After an in-depth needs analysis, we'll draw on a suite of quantitative and qualitative methods and analytical techniques to give you the insight you need.

- Enhance new product development strategies and processes
- Develop a unique brand identity and image
- Map the customer journey to personalise customer experiences at scale

### Track and measure – without the guesswork

Take the guesswork out of your measurement practices. ACRS can monitor and measure specific metrics relating to your business and brand over defined time spans. We have the tools and technology to track a range of consumer, employee and business performance metrics.

- Assess advertising effectiveness
- Evaluate the brand health and positioning
- Measure stakeholder satisfaction (e.g. customers, employees, suppliers)

### New thinking for the retail and services sector

ACRS generates insights on key issues impacting the retail and services sectors. We conduct original projects each year and present findings at industry events attended by influential executives and business leaders.

- Uncover consumer preferences and behaviours across multiple channels
- Gain insight into strategies to attract and retain quality talent
- Shape the future of retailing – to 2020 and beyond

### Collaborative research projects

ACRS leads and contributes to a range of collaborative research projects that provide genuine social, economic and cultural value. These projects are often longer-term – and typically involve a team of researchers, industry professionals and higher degree research students.

- Mapping shopping experiences
- Evaluating shopping centre attractiveness
- Segmenting consumers on delivery experiences

### Optimise your marketing – scientifically

With ACRS, you can scientifically test outcomes of marketing and creative decisions in real-world environments. ACRS has the expertise and technologies to track physiological, sensory and emotional responses to stimuli – responses such as eye movements, brain activity and heart rates.

- Evaluate product and packaging design
- Test digital experience and usability
- Assess the design and effectiveness of marketing communications

### Trends & insights

ACRS draws on a wide range of global intelligence sources to synthesise existing knowledge on selected topics. These projects profile emerging trends, insights and best practice to inspire new ideas and innovations.

- Predict and understand seasonal trends
- Uncover product, category and regional trends
- Forecast retailing and consumer trends

## ENDURING BENEFITS FOR THE FORWARD-THINKING

**Ideal for forward-thinking organisations across all sectors, the ACRS Corporate Partnership Program offers many rare and valuable opportunities throughout the year. Our three-tiered structure allows you to select a package suited to your business needs – with the option to upgrade or purchase additional benefits as desired.**

### Access cutting-edge content – on demand

With 24/7 access to the exclusive ACRS online portal, your leaders will be forever up-to-speed with the next wave of thinking.

You will discover the latest consumer, retail and services trends – and access best practice examples of cross-industry innovations. Our partner portal also features ACRS research reports, video presentations, seminar events and podcasts.

### Contribute to our research

As an ACRS partner, your organisation has the opportunity to contribute to the prestigious Omnibus Survey.

Conducted quarterly, the ACRS Omnibus Survey is an industry-acclaimed research initiative that tracks and measures Australian consumer preferences and behaviours across multiple channels and sectors.

Gold partners are entitled to design six questions each quarter (with the option to pay for additional questions). Introductory and Silver partners may also design Omnibus questions for a fee.

### Attend exclusive industry events

All Gold and Silver partners are invited to retail and services-focused research seminars, presentations and networking events in Melbourne and Sydney.

You will receive complimentary tickets to these prominent events – plus reports and video recording highlights after each.

### ACRS Events

#### ACRS Vision Forum (April)

This forum explores emerging trends from the world's top three retail, technology and innovation conferences:

- Retail's BIG Show
- World Retail Congress
- SXSW Interactive

#### Retail Thought Leadership (July)

With highlights from the annual ACRS syndicated research project, this event aims to generate new knowledge and provide deeper insight into customer experience.

#### Digital Frontiers (October)

This event offers actionable insights on emerging digital trends and strategies from Retail Global E-commerce – a world-leading ecommerce conference. Gold partners also receive an incisive in-company presentation that can be tailored to a range of topics, formats and contexts.