

AMI-ANZMAC APPLIED RESEARCH GRANTS

Research priorities 2026-2027 and application process.

The Australian Marketing Institute and ANZMAC ([Australia and New Zealand Marketing Academy](#)) have allocated funds to provide a number of research grants that are applicable for industry-based research. A goal of the AMI is to provide direction and support for research involving marketing academics in Australia, and to encourage collaborations between academics and industry.

Marketing has changed faster in the past two years than in the decade before it. Generative and agentic AI now sit between brands and their customers in search, in service and at the point of purchase. Households remain under real cost pressure and are buying accordingly. Regulators have shifted from guidance to enforcement on environmental and pricing claims. Australia has also removed under-16s from the platforms much youth marketing was built on. Practitioners are making decisions about all of this now, mostly without evidence to work from.

A key component of the Australian Marketing Institute's (AMI's) charter is to facilitate relevant research for the advancement of marketing practice that will have a beneficial impact upon business, consumers and society as a whole. Whilst companies pursue their own company specific marketing research, there is a need and gap for high quality basic research on current marketing practice issues.

2026-2027 Priority Themes

We welcome proposals aligned with the following themes.

- **Marketing in an agent-mediated market:** AI assistants now sit between the customer and the brand, running the search, doing the comparison and in some categories completing the purchase. Practitioners need evidence on how brands get found and recommended inside generated answers, what happens to price promotion and loyalty when the buyer is software, and how to measure visibility that never produces a click.
- **Trust, authenticity and brand safety in a synthetic media environment:** Synthetic images, voices and personas are cheap enough now to be everywhere, including in fraud that borrows real brands. Work is needed on how audiences detect and respond to AI-generated content, what disclosure actually does to trust, and how a brand protects itself when the impersonation is convincing.
- **Marketing claims under regulatory scrutiny:** Environmental claims, discount and pricing representations, influencer disclosure and manipulative interface design have all moved from guidance to enforcement. Useful research would show what a substantiated claim looks like in practice, and whether careful compliance costs a brand anything in persuasion.
- **Marketing under sustained affordability pressure:** Cost-of-living strain has lasted long enough to change habits rather than just budgets. Questions worth answering include how households now trade down and trade off, what discount dependence does to a brand over the longer term, and whether value messaging can be done without eroding price integrity.
- **Inclusive and accessible markets:** Inclusive and accessible markets: Ageing consumers, people with disability, culturally and linguistically diverse communities and Māori and First Nations

customers remain poorly served by mainstream marketing. Proposals might address accessible design and communication, the commercial case for inclusion, or how organisations move past representation into service that works.

- **Proving marketing's contribution:** Signal loss, retail media and AI search have broken the measurement chain many teams relied on. We welcome work connecting marketing activity to financial and social outcomes, separating short-term response from long-term brand effects, and building the evidence marketers need to hold their ground in the boardroom.

Eligibility Criteria

- The lead applicant must be an academic affiliated with an Australian or New Zealand University.
- Collaborations with industry partners are strongly encouraged (e.g., marketing firms, government agencies, or not-for-profits).
- Proposals should demonstrate both academic rigour and real-world impact.

Funding Details

Individual projects may request up to AU\$15,000, though smaller requests are also welcome.

Submission Format

Submissions should be no more than four pages (A4- pdf or word format) and must include:

- Project title and summary
- Names, roles, and affiliations of all applicants
- Industry partner(s), if applicable
- Project background and significance
- Research objectives and methodology
- Expected outcomes and impact for practice
- Budget overview
- A short statement of how the findings will be shared with AMI members, for example a practitioner summary, a webinar or a session at an AMI event

Key Dates

- Applications open: week commencing Monday 5 October 2026
- Applications close: Monday 2 November 2026
- Assessment and notification of outcomes: November 2026, exact date TBA
- Recipients announced: ANZMAC conference gala dinner, Wednesday 2 December 2026

We look forward to supporting research that has practitioner application and will be looking to provide funding and/or foster collaborations between our member companies and academics working on these topics.

For any further information please send an email to amianzmacgrants@ami.org.au