

# House brands researcher to visit SA

Dr Magda Nenycz-Thiel, a senior researcher from the Ehrenberg-Bass Institute for Marketing Science at the University of South Australia, will present three invitation-only seminars entitled, "Can house brands compete against private labels?"

The Institute's fundamental research is used and financially supported by many of the world's leading multinational corporations including Coca-Cola, Kraft, Kellogg's, British Airways, Procter & Gamble, Nielsen, TNS, Turner Broadcasting, Network Ten and Mars.

Her specific areas of expertise are in brand equity tracking for FMCG brands, particularly how to assess the brand equity of private label brands. Her research in this area helps companies monitor and compete against the growing private label industry.

Hosted by Caxton Magazines and the Newspaper Advertising Bureau (NAB), the breakfast sessions will take place at Montecasino, Sandton on 2 August 2011, the Durban Country Club on 3 August and the Mount Nelson Hotel, Cape Town on 5 August.

In between the seminars, NAB will host one-on-one sessions with its key retailers in the three cities, focusing on how private label brands compete in the minds and wallets of consumers.

"The sessions will introduce latest research into private label brands and will cover numerous areas including consumer buying patterns, how brands compete, how private label brands compete with each other, who buys private label brands, consumer brand equity and whether consumers reject private labels," explains John Bowles, joint MD of NAB.

"These findings have implications for retailers and manufacturers alike, and the seminar draws on data from the UK, US and Australia and spans up to 22 packaged goods categories."

The data is derived from a 15000 household panel, over a 52 week period and additional self-reported data collected over three years.

Nenycz-Thiel regularly presents at domestic and international conferences to industry and academics and to the Institute's global corporate sponsors on various topics including branding, marketing myths, double jeopardy, laws and growth and brand equity tracking. Since 2008, she has co-managed an ongoing brand-tracking project for a large FMCG company.

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