

# HBR Analytic Services Report Promotion

## Promotion Parameters

**Harvard  
Business  
Review**

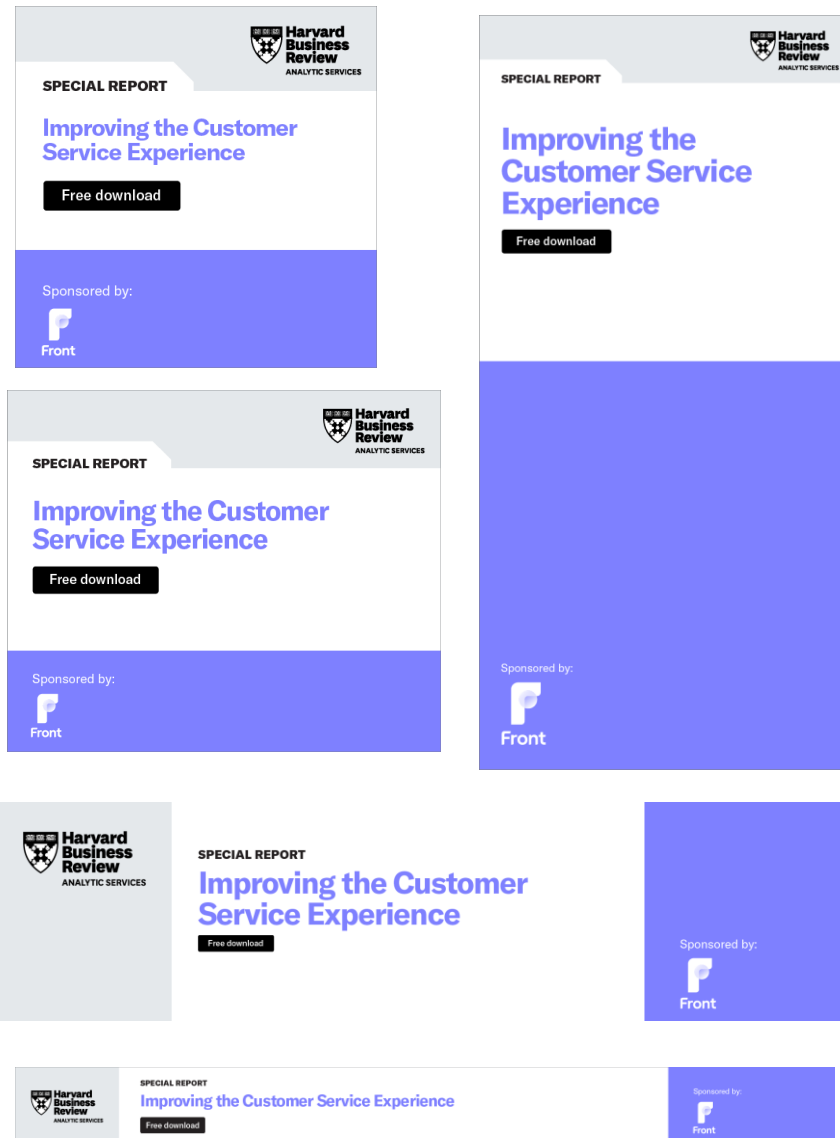
- Sponsor must use “Harvard Business Review Analytic Services” when referencing the report creator (all five words, no abbreviations).
- The sponsor’s role in the research project must be referenced as “sponsor” or “Harvard Business Review Analytic Services in association with SPONSOR”. Cannot say “in partnership.”
- Sponsor must send HBR-AS press/promotional/marketing materials referencing the report for approval.
- Sponsor must use the Harvard Business Review logo, not the HBR Analytic Services logo
- When using the HBR logo, the sponsor must be the lead logo and must be 25% larger than the HBR logo.
- In marketing materials HBR’s logo cannot be placed directly next to the sponsor logo (lockup style)
- Alex Clemente, Managing Director of Analytic Services, is available for press quotes related to the Harvard Business Review Analytic Services report ([example here](#)).
- Quotes from HBR-provided/recommended interviewees are allowed for use in the report ONLY and cannot be used within press or promotional content. Sponsor may seek direct approval from their client/customer interviewees for use of their quotes in promotional/press purposes

The screenshot shows a web form titled "Get the report" for the Harvard Business Review Analytic Services report. The form is displayed on a Google Cloud console page. The left side of the form features the Harvard Business Review logo and the title "Transforming data into business value through analytics and AI". Below the title, a paragraph states: "Discover how leaders are approaching data analytics and AI to drive impact in this sponsored report from Harvard Business Review Analytic Services." A quote is provided: "91% percent of leaders say that democratizing access to data is imperative to business success, and 76% say democratized access to artificial intelligence (AI) is critical. Faster decision making thanks to data-driven insights is a key benefit of early adoption of data and AI technologies." The right side of the form contains a "Get the report" section with five input fields: "First name\*", "Last name\*", "Business email\*", "Business phone number\*" (with a country code dropdown), and "Job title\*".

# HBR Analytic Services Co-branded Ads

## Examples

**Harvard  
Business  
Review**



HBR-AS will promote the report via co-branded drivers, which run in remnant inventory on HBR.org.


Banners will direct to an HBR.org-hosted PDF of the report or a client hosted-page of the report PDF.

Report will be posted on <https://hbr.org/hbr-analytic-services>

# HBR Analytic Services Report Promotion

## Promotion Example


Harvard  
Business  
Review



GUIDES

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A STUDY FROM HARVARD BUSINESS REVIEW ANALYTIC  
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SAP will use the data provided hereunder in accordance with the