

FOREWORD

Dear fellow members,

As the president of MRSS, I am pleased to announce the launch of MRSS Bulletin. This is a newly introduced bi-monthly newsletter to keep us informed and up-dated on what's going on in the industry.

The contents for this newsletter will be contributed by MRSS members and the committee.

In this inaugural issue, we have included write-ups on some recent happenings, as well as up-coming events e.g. the 2003 Market Research Basics course in May-June, and the Breakfast Talk by Jonathan Bonsey in May.

Minutes of the committee meeting on the morning of 4th March will also be shared, so all members have a clear idea of the agenda for that day, the follow-up actions required, and what's in the pipeline for MRSS.

The task of putting together the MRSS Bulletin will be rotated among the research companies. ACNielsen has kindly put together this first issue, and subsequent issues for 2003 will be compiled by NFO in May, Synovate in July, Research International in September, and Taylor Nelson Sofres in November.

I hope you find the newsletter informative and useful, and enjoy reading it!

See you at one of the many events coming up soon!

Warmest regards



Chong Lee Sah
President
Market Research Society
(Singapore)

MRSS MARCH BREAKFAST PRESENTATION

NOT ENOUGH RESEARCH OR USED INEFFECTUALLY?



Robert Wilson from Cable & Satellite Broadcasting Association of Asia (CASBAA) was the invited speaker at our March breakfast presentation at the Raffles Hotel.

He posed the question: Are the current models for finding and implementing media research suitable for today's environment? As a spokesman for CASBAA, Wilson concentrated in his presentation mainly on the cable industry, of which he has a significant number of years' experience, from both from working in ad and research agencies, as well as for Star TV.

With the ad spend per capita in the region still relatively low in global terms, he felt there was plenty of opportunity for growth in general and his charts showed very positive growth in the cable and satellite television network's audience within Asia Pacific. The expansion in places like Taiwan and China has been staggering and the share of ad budgets have likewise grown.

Wilson said many clients were finding that they could equal the reach of the terrestrial stations if campaigns were spread over several weeks. He suggested a balance of both cable and terrestrial was a good option for most advertisers. Unfortunately, in markets like Indonesia, Thailand and Malaysia there is no

audience measurement for cable television, while in others the sample was too small. He draw an analogy with collecting blood saying that if samples taken are too small, the results can often be false. Wilson thought it was an "industry tragedy" that there was not enough cable and satellite data in Singapore. While StarHub does provide figures, he pointed out that media buyers are reluctant to accepting information from a service provider, even when that research has been conducted by a market research company.

He admitted that some of the problems his industry faced stemmed from the way C&S was currently sold and said agencies and advertisers found it difficult to buy this media. Moving the spotlight onto the media agencies, this ex advertising man, said, in his opinion, the emergence of specialized media agencies over in-house media departments, had led to a shift in focus from developing quality media solutions for existing clients to gaining new business for the company.

He touched briefly in question time on the viability of a second cable channel in Singapore (he felt one had to be realistic on the economics of a small island state) and ended enthusiastically on the future of sports coverage with local productions.

All those who attended felt it was worth making the effort to get up a little earlier to hear Robert Wilson's informative and provocative views.

The breakfast talks have proved very popular. We always look for entertaining and knowledgeable speakers, not afraid to express their views and willing to answer probing questions. The next breakfast talk, in April, is entitled "Bungee Jumping Branding" and the speaker is Jonathan Bonsey.

~ courtesy of Allein More, editor of AdAsia magazine.

Millward Brown adopts Fireflies at Millward Brown Firefly launch

Feb 28 marked the official launch of Millward Brown Firefly in Asia Pacific at the Night Safari Zoo in Singapore, where the company adopted thousands of fireflies as a symbolic gesture.

Almost 100 guests witnessed the event, which included an official opening ceremony featuring human fireflies & flame twirlers, concluding with the official unveiling of the adoption plaque.

When asked how the name firefly came to be the name of the company, founding MD Mark Ryan said "We wanted a name that sounded like a brand not a company. We kicked some names around then one day a client suggested firefly. That's it, we thought, and consistent with what we are trying to deliver to clients"



Mark Ryan (below) and Andreas Sperling (above) with the human fireflies

Asia Pacific CEO, Andreas Sperling added, "Firefly is an obvious fit with the Millward Brown offer and positioning - to be leaders in understanding brands and the effectiveness of communications, and communicating that understanding to our clients."

Many see Millward Brown as the tracking, copy testing and brand equity measurement company, but last year the more than USD 30 million we did in qualitative research put us in the list of top qualitative research companies in the world.

Firefly, originally based in Bangkok, was acquired by Millward Brown last year and will spearhead the Millward Brown qualitative research offer across 12 Asia Pacific markets, with qualitative directors based in Japan, China, Hong Kong, Thailand, Australia, and New Zealand.

SYNOVATE LAUNCH IN SINGAPORE

AMI Singapore was set up in 1995 and quickly rose to become one of Singapore's leading full-service market research and consultancy suppliers. In 2001, it was bought over by Aegis Group, a media and research group with a global network of 77 offices in 62 countries with approximately 7,500 employees.

Much excitement abounded on 6th January, a global launch which saw the re-branding of AMI, Pegram Walters, ViewsCast, Sample Surveys, Demoscopie, Market&More, INNER, Market Facts, MEMRB under a single name: Synovate

Synovate is one of the top ten largest research companies in the world with offices in 46 countries.

The people from the Singapore office shared their unbridled enthusiasm with their colleagues in 46 parts of the world.

Celebrations to mark the launch of the new brand started 9am in Tokyo. Business cards and cakes were designed specially for the occasion.

This was just the start of the cake avalanche around the world. There was tiramisu in Hong Kong, native rice cakes in the Philippines and an oversized cake with the Synovate rings in Singapore. Over in the United Arab Emirates, the cake was polished off immediately before delighted staff set out for camel rides. Germany trundled out its own orange cake complete with sparklers.

Perhaps the most unusual way to herald



the birth of the new brand was the arrival of the first Synovate baby. Little Wei Hang was born on January 6th to Singapore Synovate researcher Li Jun Jun.

In Singapore, the event was celebrated with the invitation of clients on 24th January, at the Raffles Town Club Ballroom to officiate the launching of this milestone occasion.

Audrey Tan, Managing Director of Synovate Singapore, was present to give the opening announcement as well as to share a poignant moment over the change in the AMI name which many people have grown attached & affiliated with over the decade.

Following that, clients & 'Synovators' mingled together over dinner and champagne, sharing ideas, inputs and comments pertaining to the re-branding.



Synovators: (L-R) Susan Quah, Hilda Tan, Benedicte Herisse, Audrey Tan & David Benoun

ACNIELSEN RELEASES FINDINGS OF GLOBAL MEGA BRAND FRANCHISES STUDY

A Global Mega Brand Franchises study was conducted by ACNielsen to look at those global brands that have evolved beyond their original product categories, launching successful product entries in both multiple categories and countries.

In compiling this report, ACNielsen researched over 200 consumer packaged goods brands from more than 50 global manufacturers that meet specified criteria.

Here's a sneak peek at some of the key findings:

- Within the consumer packaged goods categories measured, there were 62 brands that met these criteria.
- There are more Global Mega Brand Franchises in Personal Care than in Food, Beverages & Confectionery.
- Over 50 percent of the 62 Global Mega Brand Franchises were found within the Personal Care & Cosmetics categories—32 brands from 12 Manufacturers.
- Food, Beverages & Confectionery manufacturers ranked second, with 23 of the 62 brand franchises.
- Only nine of the 62 Global Mega Brand Franchises were found to be in every one of the 50 countries included in this study—Nivea, L'Oreal, Revlon, Nestle, Dove, Lipton, Pond's, Gillette and Oral B.
- Of the more than 50 global manufacturers studied, L'Oreal, Johnson & Johnson, Unilever and Procter & Gamble were the manufacturers with the most Global Mega Brand Franchises. Within their marketing portfolios, these four manufacturers have extensively developed their key brands across categories and countries.

ACNielsen's extensive global retail measurement coverage spans over 90 countries, with primary focus in grocery, mass merchandise and pharmacy outlets. Data from 50 key markets was collected during the last half of 2002 for this study.

Global Mega Brand Franchises

- On 12 March Breakfast Talk, forms will be circulated for further suggestions.
- At May AGM, members can sign up for the various forums.

EDUCATION

Market Research Basics

- Quantitative Research (3 sessions) to be held in May and Qualitative Research (3 sessions) in June. Frank to coordinate dates, course content with speakers and prepare brochures for posting on website.
- Info on course to be circulated to client companies by 3rd week of March.

IAS Joint Education programme

- Meeting with IAS to discuss details regarding course (Frank/Lee Sah) scheduled for next week.

SOCIAL EVENTS

Next social event to be planned in August /September.

NEWSLETTER

- Contributions for April newsletter to be emailed to ACNielsen by mid March. First newsletter will be sent out in early April.
- Note: rotation of editorial : Mar – ACNielsen, May – NFO, Jul – Synovate, Sept – RI, November - TNS

MAY AGM

Priya and Lee Sah to get documents ready for AGM, including nomination papers for a new committee for 8 May AGM. Accounts to be finalized etc.

OTHER MATTERS

- IDEAS 2003 – International Exhibition on Creative ideas, Tools and Technology for Marketing in Asia 2 – 4 September 2003.
- MRSS is in programme committee. Lee Sah will attend meetings but need an alternate.

(Note: MRSS will have a stand at Exhibition and Conference marketing materials will carry MRSS logo as endorser of event.)

MONTHLY MEETINGS

The next meeting will be on Tuesday 1 April at 9 a.m.

MEETING MINUTES

Tuesday 4 March

0915 hrs – 1100 hrs

Present

1. Chong Lee Sah (CLS)
2. Frank Boey (Joshua)
3. Lam Sheng Wei (RI)
4. Bo Lang (NFO)

MEMBERSHIP

- Company representatives to follow up on renewal of membership – ACNielsen, Synovate to revert.
- Membership entrance requirements to be implemented

to ensure full members are market researchers.

Additional questions pertaining to job specifications to be included in membership application form.

WEBSITE

- Guidelines on listing of companies to be implemented.
- All agreed that MRSS website links should be for research companies (with at least 70% of business in market research).

RESEARCH FORUMS

- Members to forward suggestions for forums to Greg Coops before 12 March.

MRSS TALK

**“Bungy Jumping Branding”
Speaker: Jonathan Bonsey
Date: Thursday, 8 May 2003
Venue: Raffles Hotel**

Mr Bonsey will be talking about insights into the wave of global experiential brands that are connecting with the marketplace. Find out the answers to these questions:

**How do we define them?
Who makes them?
And why do consumers
want to sell their first born
to be associated with them?**

People Movement

Taylor Nelson Sofres Appoints Mr Grant Bertoli as Managing Director, TNS Singapore.

He replaces Ms Jocelyn Pantastico, who has moved to TNS Indonesia as Client Services Director.



Grant was previously Regional Director of TNS Intersearch in the USA as well as Vice President of Miriad™, one of TNS’ branded research techniques. Grant also championed TNS’ branded advertising evaluation solution, the

BUY @ Test, in the Americas and developed new business in the US, Latin and Southern America.

From 1996 to 1999, Grant was Research Director in TNS Taiwan. “I am just glad to be back in Asia at a time when the region is gearing up,” said Mr Bertoli.

Commenting on Jocelyn Pantastico’s move to TNS Indonesia, Mr Medora, TNS Asia Pacific MD said, “Jocelyn has requested for a move to Jakarta for personal reasons, and with a young family, she asked to work for TNS Indonesia on a three day week basis. We are very glad to be able to retain Jocelyn in TNS as she has proven to be a real asset to the Singapore team, and she will continue to lend her support to Grant and the team.”

Market Research Basic Course 2003

Due to popular demand from the market research industry, MRSS will be running the 2003 Market Research Basic Course again in May and June. Unlike the previous course where we have both quantitative and qualitative session in one course, we have decided to split the quantitative and qualitative session. There will be three quantitative sessions scheduled to be conducted in May and we are delighted to announce the distinguished speakers for these sessions:

Quantitative Session: Topics	Tentative Date	Speakers
Fieldwork Management	7 May 2003	Chua Cheh Mian, ACNielsen
Introduction to Quantitative Research	14 May 2003	Lam Sheng Wei, Research International
Questionnaire Design	21 May 2003	Bo Lang, NFO

The qualitative sessions are scheduled to run in June and the distinguished speakers are as follows:

Qualitative Session: Topics	Tentative Date	Speakers
Introduction to Qualitative Research	2 June 2003	Chan Siew Hoong, Synovate
Basic Moderating Skills	9 June 2003	Priya Tandan, Taylor Nelson Sofres
Interpretation of Qualitative Findings	16 June 2003	Greg Coops, Asian Strategies

As the seats for the course are limited, we will be accepting admission on a first-come-first-serve basis. We accept both online and telephone registration. We will start registration for both the courses from 24 March 2003 onwards and if you need more information about the Market Research Basic Course, do look out for the latest updates on the MRSS website (<http://www.mrsssingapore.org.sg>).

MRSS Cocktails – The social event of the season!

The end of year cocktails were held on Thursday, 23 January at the very stylish Bar Opiume, Ancient Civilisations Museum. Free drinks and lovely Vietnamese spring rolls, crab cakes, prawn rolls, and other delicious Asian morsels were served to a great core of people who joined us.

The real socialites were out in force: Chong Lee Sah, Frank Boey, Greg Coops, Raymond Ng, Elaine Rodrigo, Roshni Pandey, Lek Gek Eng, Bo Lang, Wade Garland and Daniel Melone, to name a few.

There was some confusion at the beginning of the evening as MTV was also hosting a cocktail party at Bar Opiume. The poor waiters were having a hard time differentiating MRSS guests from MTV’s—can’t fault them, for it was an easy mistake to make!

Thank you to those who came along and we hope to see a few more rock stars at the next social event.