

MRSS AGM cum Lunch Talk  
Wednesday 22<sup>nd</sup> June 2011 at Magnolia I, Grand Hyatt Singapore.



Presenter  
Sharanya Sitaraman  
who will speak on  
"Understanding youth in their real environment"  
**Exploring the role of the online world  
for young consumers**

This presentation explores the role of the online world for young consumers, based on a real case study of a 'youth' brand and their development of the brand into the digital space. The paper will cover the following questions:

- \* how 'real' is the virtual world?
- \* is the digital space becoming an accurate indicator of values, needs and drivers?
- \* how can research leverage the expressive nature of online interactions?
- \* does the digital world have its own language and vocabulary?
- \* what are the social dynamics of online interactions?

The results of the study show that online interactions can produce a rich and diverse range of opinions and content, which are being used to build a new brand proposition."

**PRESENTER:**

***Sharanya Sitaraman has been in Qualitative Research for 15 years, and currently heads up the team at Quantum APAC. She has worked across categories and brands in markets across Asia, and emerging markets globally.***

Lunch will be served from 12 noon. Sharanya's talk will commence at 12.30 pm with the opportunity for questions afterwards. The AGM will start at 1.30 p.m.

**Members can use the Breakfast Talk voucher for the Talk**, Non-members pay S\$50.  
Please fill in and return the attached booking form for the Lunch Talk.

We look forward to seeing you at 12 noon on 22<sup>nd</sup> June.



## MRSS AGM cum Lunch Talk

Date: Wednesday, 22 June 2011

Time: 12 noon to 2pm.

Venue: Magnolia 1, Grand Hyatt Singapore,  
10 Scott's Road, Singapore 228211

Speaker: Sharanya Sitaraman, "Understanding youth in their real environment"

Registration Fee: MRSS members – Breakfast Talk Voucher  
S\$50 per person for non-members



-----

Please complete and return this form Fax: 63398230  
OR email to: [secretariat@mrssingapore.org.sg](mailto:secretariat@mrssingapore.org.sg).

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Designation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**I would like to register \_\_\_\_\_(indicate number) persons for the MRSS AGM.**

<u>No.</u>	<u>Name</u>	<u>Designation</u>	<u>MRSS member/ Non member</u>

All cheques to be made to the Market Research Society Singapore, crossed and marked 'a/c payee only' and submitted on **22<sup>nd</sup> June 2011**

1 Commonwealth Lane, #08-30, One Commonwealth, Singapore 149544  
Email: [secretariat@mrssingapore.org.sg](mailto:secretariat@mrssingapore.org.sg)  
Website: [www.mrssingapore.org.sg](http://www.mrssingapore.org.sg)

The Market Research Society Singapore aims to raise the professionalism and skills of its membership, to provide a forum for discussion and to promote the industry.  
For more information, please visit our website, [www.mrssingapore.org.sg](http://www.mrssingapore.org.sg) .