



Bulletin

A bi-monthly MRSS newsletter

Issue 2, June



Membership Secretary - Ivy Ng (TNS)
Social & Events Secretary - Greg Coops
(Asian Strategies)
Training- Frank Boey (Joshua Research)
PR/Publicity - Francoise Coirier
(Research International)
External Relations - Clive Wright (Synthesis
Interactive)
Internal Auditors -Jaclyn Long (Research
International) / Sheonagh Kennedy
(Asian Strategies)

The MRSS AGM for 2003 was held after the Breakfast Talk "Bungy Jump Branding" by Mr. Jonathan Bonsey, on 12 June, 2003 in the East India Room, Raffles Hotel.

Mrs. Chong Lee Sah, President of MRSS kicked off the session with a run-down of the past year's and planned 2003 activities as well as 2002 financial statements. The nomination and voting of office bearers for 2003 /5 then proceeded smoothly where Lee Sah was unanimously voted as President of MRSS.

Committee Members for 2003/ 2005

President - Chong Lee Sah
(CLS Research Solutions)
Vice-President - Priya Tandan (TNS)
Treasurer - Frank Boey (Joshua Research)
Secretary - Chan Siew Hoong (Synovate)



Priya took the stage later and updated status of the research forums. For 2003, one pertinent topic is "The image of market research", which already has interested volunteers such as Lee Sah, Michelle Tan (Millward Brown), Pang Li Kin (Potenxia) and Siew Hoong. We are now seeking volunteers to lead the fieldwork forum as well as suggestions for other research forums. Those interested, please kindly email Priya Priya.Tandan@tns-global.com



**Taylor Nelson
Sofres is now TNS**

The group will now be known by its acronym 'TNS'.

The new brand was developed over 18 months by global brand consultancy Wolff Olins – and the new logo is a perky pink, chosen because it was fresh, bold and vibrant. The three-dimensional box design is meant to represent the depth of the group's approach to business, illustrated with its new tagline 'the Sixth sense of business'.

TNS Chief Executive Officer, Mike Kirkham explained that it was a natural step for the company, since TNS has continued on a number of strategic acquisitions to reinforce its global network, and strengthen its specialist sector expertise. Now the TNS network is extensive and the rebranding is capitalising on the investment.

Meanwhile at TNS Singapore, it was party time with a pink flair, and everyone brought out their best pinks.



M.R.S.S. BREAKFAST TALK

As usual the Market Research Society Singapore attracted a good crowd to the recent breakfast talk held at the East India Rooms at Raffles Hotel on 12th June. The speaker was Jonathan Bonsey of The Bonsey Design Partnership.

His company is one of the more successful local firms operating in the design field. Jonathan Bonsey's presentation to MRSS demonstrated to the members and guests that the design industry has grown in sophistication these days and is not afraid of research. As to expect from a design company, the images in the presentation were streets ahead of many we see today at seminars.

The presentation covered many aspects of marketing – fight for share of mind, the branding backlash, mindset vs. age-set, and the drive for real brand difference. Bonsey said we have moved from functionality through emotional relationships to experiential branding. A year ago his company set out to explore the experiential experience. Respondents were selected in the USA and Asia from groups who were sensitive to cultural changes and who could articulate their feelings and experiences in words or pictures.

The survey uncovered three stages in the brand experience - anticipation, experience and then afterglow. The researchers asked the respondents to capture the magic moment felt during the experience.

Bonsey said the survey revealed that there were five components in the successful brand experience; 1. A sense of transformation. 2. Optimism. 3. Individuality 4. Involvement; and 5. A sense of adventure. He said good brands should have this built into their DNA.

In the presentation, he placed brands into different boxes. We'll save the blushes of the rest and only mention the top category of brands, which his team put into a box called Agile Adapters. Here he included brands like Yahoo! Swatch, MTV and Club Med.

The next MRSS Breakfast Talk will be held on 21 August at the Raffles Hotel. Our guest speaker will be John Smurthwaite who will speak on "Class or Cash? Harmonizing Socio-Economic Classifications across Asia".

Smurthwaite is Chairman of Asia Pacific, TNS Group, Asia Pacific. John's talk will cover the topic of Socio-Economic Classifications across Asia and why market researchers are still struggling with the concept. Traditionally family income has been used as a proxy for Socio-Economic class. A satisfactory standardized system of socio economic class across Asia is needed.

RESEARCH DAY "Getting into the Market's Mind"

This month, an unusual event takes place. Leading research companies have come together on a platform, along with speakers from the ad industry and the client side, to explore new developments in the research industry and to pass to the audience their experiences and insights. This dedicated Research Day has the title 'Getting into the Market's Mind'.

This event, organized by AdAsia magazine and the Market Research Society, Singapore, will take place on Thursday, 17th July at the Intercontinental Hotel. It is a full day event, generously sponsored by ACNielsen, TNS and Red Sheriff, with lunch provided for the participants. A number of the smaller market research companies have kindly sponsored the table wines.

While the general theme focuses on consumer insights, marketing and media, the speakers have selected a wide range of topics, which should give everyone something of value to take away from the day.

~ COURTESY OF ALLEIN MOORE,
EDITOR OF AdAsia MAGAZINE

NFO's Mouthwatering Offer

Insights with your swordfish sir?

Doing lunch with clients from time to time is not new in the business world, and many a lucrative deals have been sealed over steak and wine. A well thought-out, well-organised business lunch is an efficient way to leave clients with a good impression of your company, and let's face it, a free meal at a renown restaurant never hurt anyone.

So when NFO wanted to introduce its IMPSYS system to their clients in Singapore, holding a lunchtime seminar made perfect sense.

NFO WorldGroup invited representatives from well-known organisations to Blu Restaurant, at the Shangri-La Hotel for a preview of IMPSYS while dining on swordfish and veal.

The list of attendees had included well-known organizations from all major categories in Singapore.

The presentation on IMPSYS, NFO's premier system for understanding the underlying motivations behind human behaviour and in turn the possible consumer segments marketers can tap into, was conducted by Mr. Rigas Harbilas, NFO's regional IMPSYS Champion.

At the end of the 2-hour lunch cum presentation, clients left with a good understanding of how they can position their brand more competitively through understanding what are the drivers of human behaviour. Clients were also satisfied on a more fundamental level – the veal and swordfish were excellent!



Synovate Singapore Expands its Healthcare and Motoresearch Operations

Demonstrating the group's commitment to better serve the research needs of healthcare and automotive clients in the Asia Pacific region, Synovate Singapore welcomes two new senior staff to expand its Healthcare and Motoresearch operations.



Stuart Bartlett, Director of healthcare for Asia Pacific, hit town on 19 May 2003 to firm the local capabilities and to more effectively service healthcare and pharmaceutical clients in Singapore. Along with the established healthcare team based in Hong Kong and dedicated staff located throughout the entire region, his arrival will give new momentum to Synovate Healthcare in Asia Pacific.

Another division head who joined Synovate Singapore on 2 June 2003 is Jon O'Loughlin, Director of Motoresearch for Synovate Asia Pacific. Coming from a research agency in London where he was Deputy Managing Director and Automotive Divisional Director, Jon brings with him many years of broad automotive experience in managing automotive studies in Europe, India, Singapore, Malaysia, Thailand, Hong Kong and Taiwan.



Together, Stuart and Job will give Synovate Singapore even greater diversity of specialist skills throughout the region.



MRSS has negotiated a substantial discount on what we believe to be the most comprehensive online course on market research available. MRSS members pay only US\$549 compared to the normal fee of US\$749.

What does the course include?

The course covers ten specific skill areas in individual modules that are integrated with two textbooks. Students work through the modules; the text references provide more detailed information for increased understanding. Each module includes self-administered review questions designed to gauge comprehension of the material. A practice test in the format of multiple choice questions is also provided. To complete the course, you must pass two monitored knowledge tests that will be administered through a college or school in your area. Graduates receive 20 continuing education units (CEUs) from The University of Georgia and are awarded a Certificate of Completion from the Marketing Research Institute International, ESOMAR and the University.

Principles of Marketing Research includes 10 basic learning modules, plus a bonus module on Web Survey Research and Data Delivery Methods...

- Basics of Marketing
- Measurement Instruments
- Interface with Research
- Data Collection Skills
- Planning the Research Process
- Data Analysis
- Research Design
- Communicating Research Results
- Sampling
- Research Management
- Data Collection Methods
- Web Survey Research
- Data Delivery Methods*



*bonus module included in web-based course

ANY QUESTIONS?
Contact Greg Coops C/- MRSS at
greg@asianstrategies.com

ONLINE REGISTRATION

<https://www.gactr.uqa.edu/is/mr/mrregform.phtml>

NEW APPOINTMENT AND PROMOTION

Research International Singapore is pleased to announce the appointment of Francoise Coirier as Research Director with effect from 3 March 2003.

Françoise was educated in France where she completed a Business School of Management Degree and then in the UK where she obtained a BA Hons majoring in Marketing. Françoise began her career in Market Research in 1989 with Network Research in London. She moved to the client service side of the research company in 1993 after 3 years on the field side of the business. In 1997, Françoise immigrated to Australia and joined Research International in Sydney. After 2 years in a local agency, Woolcott Research, in Sydney, Françoise has recently joined RI here in Singapore.

In her 12 years of research, Françoise has worked with clients in industries such as fast moving consumer goods, leisure and entertainment, banking, government bodies, automobile, IT, telecommunication and financial services as well as retail. She has experience in both quantitative and qualitative research including the application of a wide range of analysis techniques.

Throughout her career Françoise has worked on and managed a great variety of projects including usage and attitudes, segmentation, new product development, promotion, pricing, brand health tracking and customer satisfaction studies.

On the same note, we are also happy to announce the promotion of Jaclyn Long to Research Director with effect from July 2003.

Jaclyn has joined Research International Singapore since early 2002. Armed with about 10 years of experience in Market Research, from both client and agency side, Jaclyn's main forte is in the management of multi-countries regional projects with clientele base from the IT, Telecommunications, FMCG and Automotive sectors. Her research involvement spans across advertising, usage & attitude, customer satisfaction, product test and tracking studies.

On her promotion, Jaclyn has this to say "It is with great pleasure to accept a new position and new role with such a great company. I certainly look forward to working with the senior management team, and to contribute in my capacity to the development of new businesses and strategic planning of the company."

24 hours WITHOUT food CAN you do it? WILL you do it?

And will you ENCOURAGE lots of your colleagues to join in?

World Vision International is a Christian relief and development organisation working for the well being of all people, especially children. Established in 1950 to care for orphans in Asia, World Vision has grown to embrace the larger issues of community development and advocacy for the poor in its mission to help children and their families build sustainable futures. (<http://www.wvi.org/home.shtml>)

RESEARCH INTERNATIONAL GROUP

has made a three year commitment to a World Vision project in Kenya which will enable 10 young people including Geoffrey Njorge Githu (pictured right) to continue their education to university. We want to make a real difference to the lives of young people who have come through poverty and hardship. We're supporting them through World Vision and **Give it up for Geoffrey** is our big international effort to all join together and raise a significant amount of money for them.



The plan is for us to make a company donation of \$10,000 USD at the start of each year, and to match that donation in money raised by RI people throughout the world by the middle of each year.

We, at **Research International Singapore**, played our part by participating in the global project driven by HQ - a 24-hour FAST (only water allowed) running from 9am 27 March to 9am 28 March. This was about having fun raising serious money. It was about tasting hunger and making a difference to ten young people's lives at the Mully Children's Home.

Here are some tips (from extensive experience) for those who ever intend to try this 24-hour fast, either for your own good health or for a good cause. Caution, however, to take some with a pinch of salt as we are still not quite sure if it really worked:

Start real early – have a late night supper the day before; 10-minutes before the bell struck for commencement of fast, EAT like it's your last meal; try to avoid working on projects for Food and Beverage clients for just one day; and probably, foods that hold quite well for most part of the day are bananas, cereals and high fibre related items, and of course, DRINK lots of water and breathe lots of fresh air, etc.. And if you really need to eat, please chew on your mouse pad....

We had a 'Jumbo', 'Super', 'XXL' - "break fast" celebration at the stroke of 9am the next morning, and of course to cheer for those who made it happened!

In addition to the fast, volunteers from our company also doubled up as interviewers for a project with all proceeds going to this World Vision Fund. Some respondents even donated their incentives generously when they learn about our mission for a good cause. Generous contributions also poured in from our clients, mainly from their own pockets – deeply appreciated! It is truly a great sense of achievement and satisfaction when this is done with one heart and one goal. In total RI Singapore collected more than S\$3000. With this amount, we would have paid for 3 years of Geoffrey's accommodation and food. A very good start to our contribution to World Vision! Are we prepared to do this again – OF COURSE!