



Bulletin

A quarterly MRSS newsletter

Issue 4, December 2006

Happy New Year

The New Year ushers in exciting changes for MRSS.

Corporate membership will be introduced in January 2007. Corporate membership is necessary to facilitate the implementation of PSC and MRSS Interviewer Certification. A 4 tier Corporate Membership Scheme, by size of the company, is to be implemented. Corporate members will enjoy individual membership allocation, listing on the MRSS website, discounted rates for ads in newsletters, MRSS training and events.

Individual Membership will remain with the options of full and associate memberships.

The **MRSS Interviewer Certification Programme** is to be officially launched in January 2007. The Committee, headed by Chua Cheh Mian (ACNielsen), with active participation from Proba, TNS, Research Pacific, Research International, Saffron Hill, Synovate and Backbox, is now ready with an interviewers' manual and test materials. Interviewers will be certified on passing an online test, supervised by participating research companies.

The **Education Seminars** will be run on a new format, with half/full day training courses and will be professionally managed by Potenixia.

The **Newsletter** will be given a facelift, with an editorial board. The distribution will be expanded to reach a wider audience.

The **Breakfast Talks** will see more international speakers, and there will be more **social events** for member interaction.

Indeed, there is much to look forward to in 2007!

Chong Lee Sah
28 December 2006

EOGM & Christmas Party 14 December 2006

Our quiz master Greg



The Extraordinary General Meeting was held at the Wine Academy (At-Sunrice), Fort Canning Park to seek approval on 2 amendments to the MRSS Constitution - introduction of Corporate Membership; and a maximum 3 terms (2 years per term) of office for Committee members in the same capacity. With the majority of voting members in favour, both resolutions were deemed approved and passed.

The EOGM was followed by an update on PSC by Greg and the Interviewer Certification by Cheh Mian.

And then, it was quiz nite and fun all the way as 5 teams challenged each other to win prizes donated by TNS, ACNielsen, Research International, CLS Research Solutions, Joshua Research, Alison Koh and Siew Hoong. Door gifts were donated by Kadence.



Marketing Research Seminars 2007

The seminars for 2007 will start soon. We are confident that the new seminars are better and more exciting.

We have commissioned Potexia Unlimited, to help us manage the new programmes. With the involvement of Potexia Unlimited, we are positive that the attendees will benefit even more from the seminars.

We have added several topics to the seminars this year. In particular, we have brought back topics such as customer satisfaction and segmentation research. Also in the pipeline are topics that are of great importance to every market researcher: Insightful report writing and charting.

Unlike the past, we are planning to run the seminars in the day, and the seminars will be held twice a week over three months. This gives us the flexibility to conduct another run of the seminars in the latter half of the year should the need arise.

Look out for details in our mailers and on the MRSS website in January.

Frank Boey
Chairman, Education Committee

Blogging – an international sport or an on line method of communication?

By: Karen Stanton Managing Director, Colmar Brunton Asia Pacific

On 3 November, MRSS hosted a breakfast seminar by Ray Poynter who spoke on **"The Impact of New Media and Online Research on Business"**

Ray Poynter is the CEO of The Future Place in the UK and has over 25 years experience in the market research profession. He is a recognised leader in the fields of marketing science and the application of technology to market research and is a regular presenter at ESOMAR and MRS (UK).

Ray spoke about the shift of communication dollars away from traditional media such as TV, radio and print to new media - MP3 and Podcasts, movies on your mobile and YouTube.com, Napster and its derivatives, blogs, eBay and WOM (Word of Mouth). For those more technologically challenged, blogging is a tool which has shifted the 'power' of consumers from being passive in receiving brand messages/communication/movies/music etc, to one where they take on the power on upload their own movies, music. Ads and ideas.

Those in attendance were entertained and enlightened to learn how International Marketers and Market Researchers at Unilever (Lynx), Walt Disney, Lego and more have used New Media to their business advantage, and how New Media is enhancing customers' relationship with brands, how research technologies are adapting to the impact of New Media and how Online Research is providing business solutions internationally.



Colmar Brunton sponsored this event.



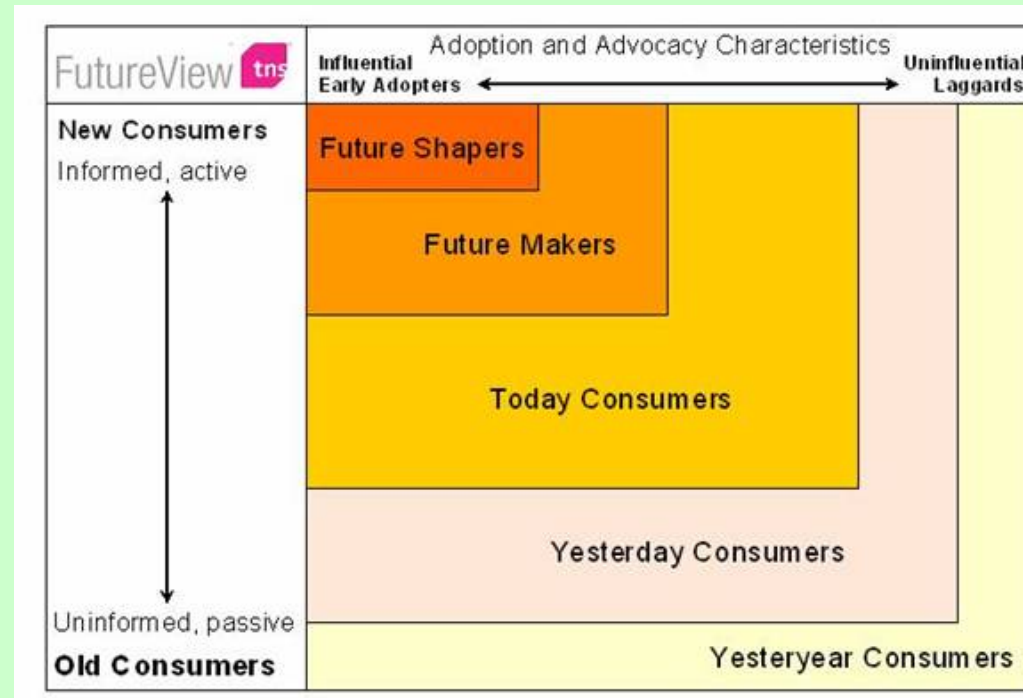
TNS OPENS A WINDOW ON THE FUTURE WITH FUTUREVIEW™ ACQUISITION

New tool targets influential consumers to provide future insights

To meet growing demand for predictive market research, leading global market information company TNS has invested in the acquisition of intellectual property that will increase the effectiveness of its Segmentation and Positioning Area of Expertise.

The new tool – FutureView, measures and classifies consumers according to how ‘future influential’ they are. A significant improvement on the classic early adoption model, FutureView segmentation goes much further by questioning the extent to which consumers demonstrate elements of new consumerism such as social responsibility and self-expression.

FutureView will ultimately become inherent within TNS respondent or customer databases such as TNS’ 6th dimension online managed access panels. In the case of stand alone or bespoke studies, FutureView’s use will be individually tailored to meet the projects particular objectives. The new tool will enable TNS to elicit responses from influential individuals, providing clients with insights to shape new product and service developments of the future.



TNS Chief Executive David Lowden said: “This acquisition is a significant and progressive step forward, reflecting our ongoing commitment to delivering greater insights to our clients. As part of the due diligence process, TNS closely observed how multinational companies apply FutureView to successfully map out future consumer trends. From the results we have seen, I am confident that FutureView will add immediate value to our clients.”

FutureView was developed in Australia and New Zealand by Malcolm Law who, as part of the acquisition, will join TNS’ Segmentation and Positioning Area of Expertise where he will support the introduction of the methodology working under TNS Global Head, Par Kaelleskog.

Mass media consumption remains high, but traditional media engaging audiences less regularly: Nielsen Media Index

SINGAPORE, October 19, 2006: Overall consumption of traditional media such as newspapers and terrestrial television has remained relatively stable in Singapore, but people are increasingly turning to these media less regularly according to the latest Nielsen Media Index. The results also found an increase in the usage of the Internet and Cable TV - two growth areas - in Singapore.

The 2006 Nielsen Media Research Media Index interviewed a representative sample of the Singapore population, aged 15 and above. [SEE FOLLOWING CHARTS]

Chart 1:

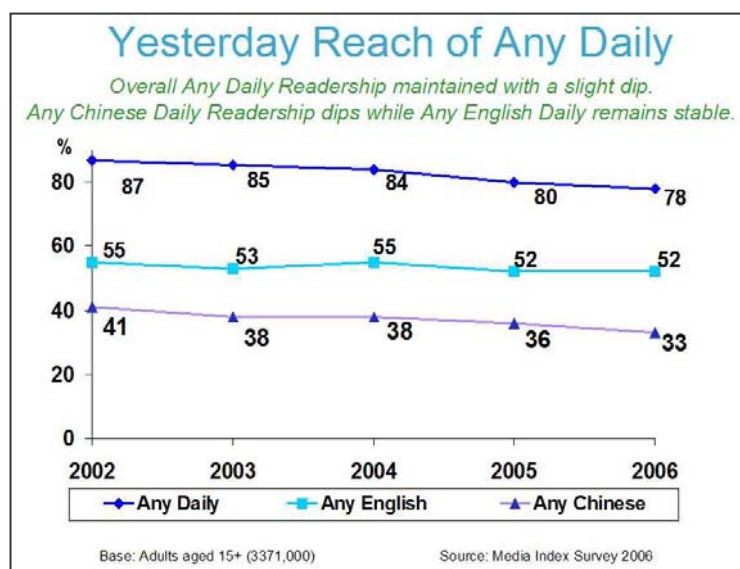


Chart 2:

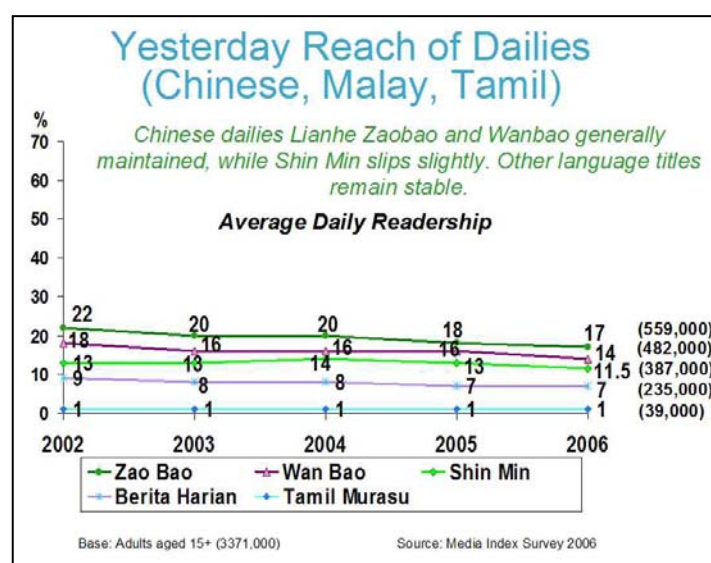


Chart 3:

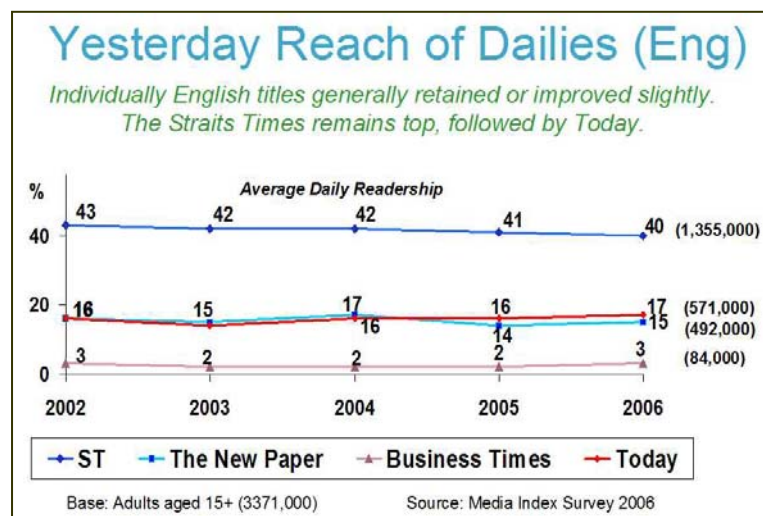


Chart 4:

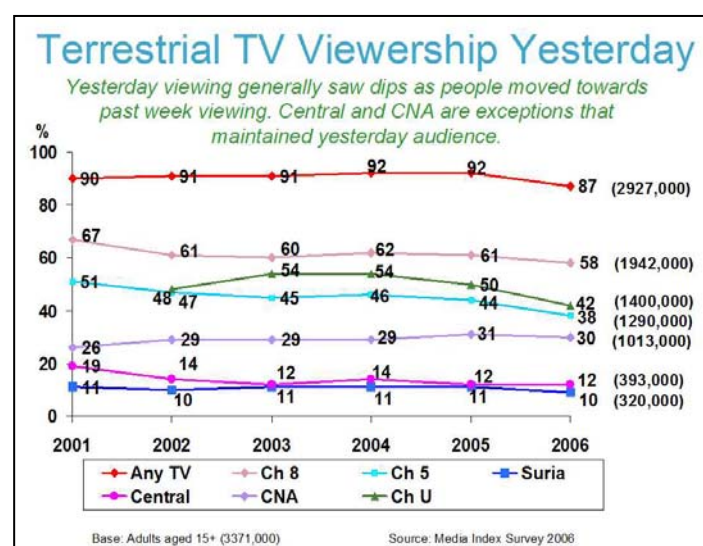


Chart 5:

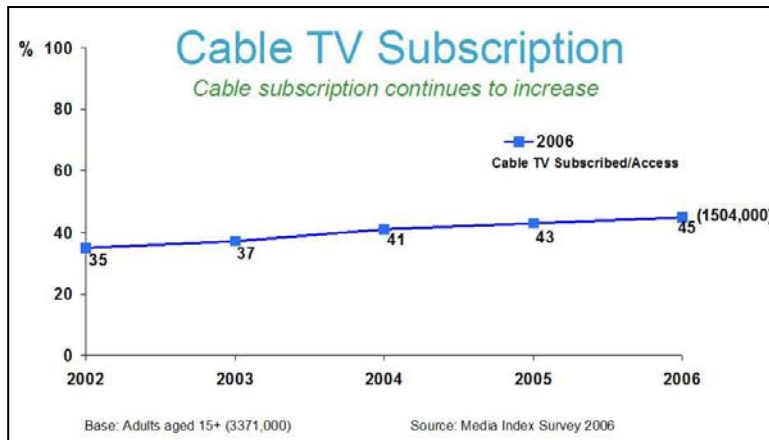


Chart 6:

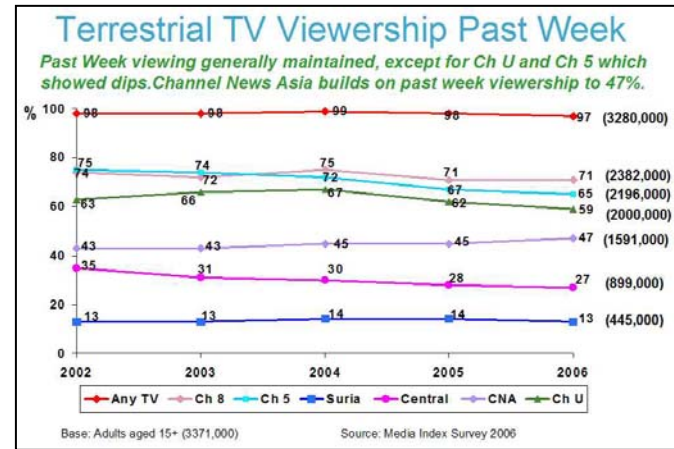


Chart 7

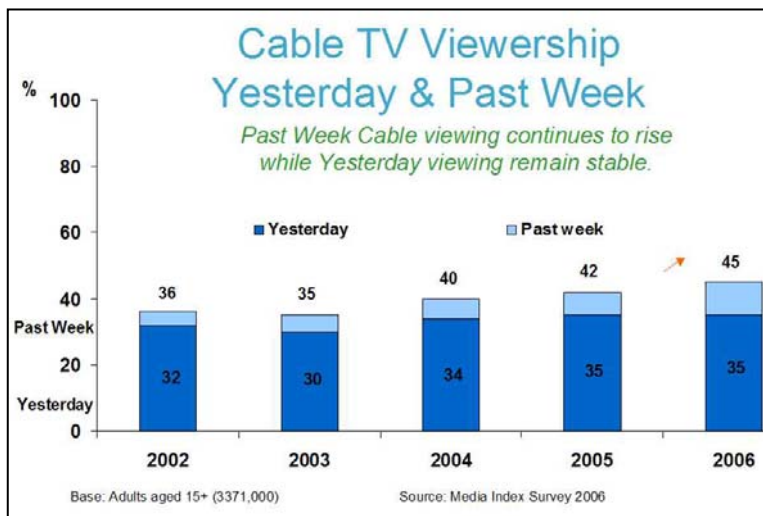


Chart 8:

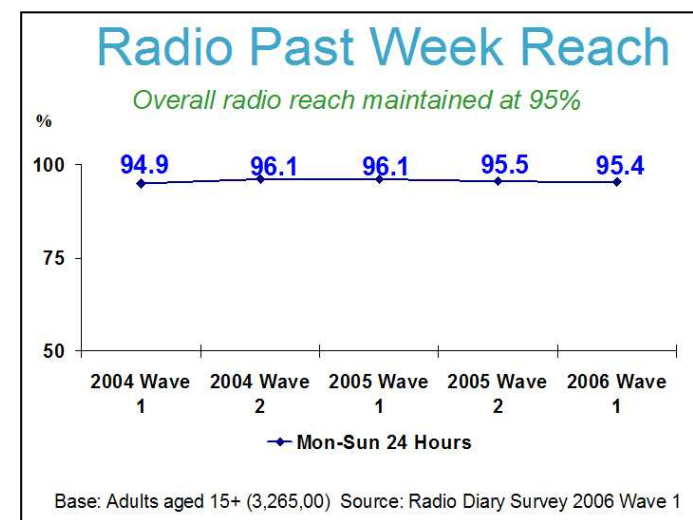


Chart 9

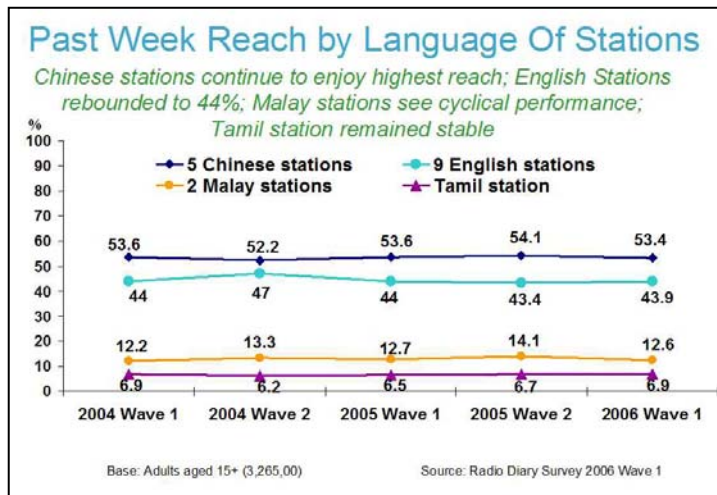


Chart 10

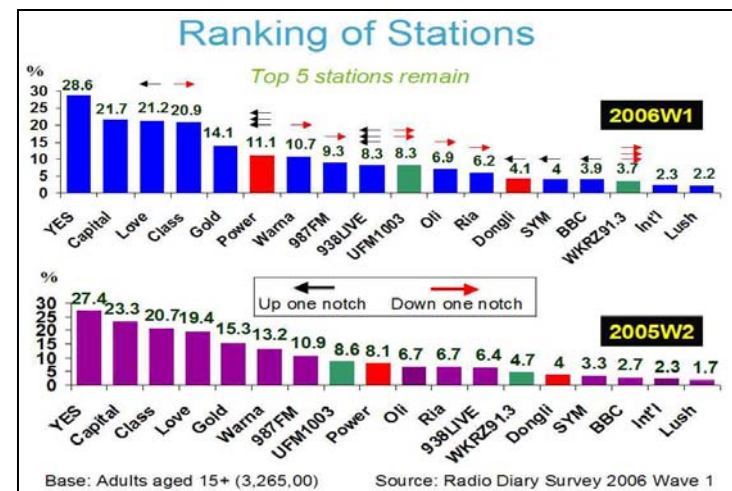


Chart 11

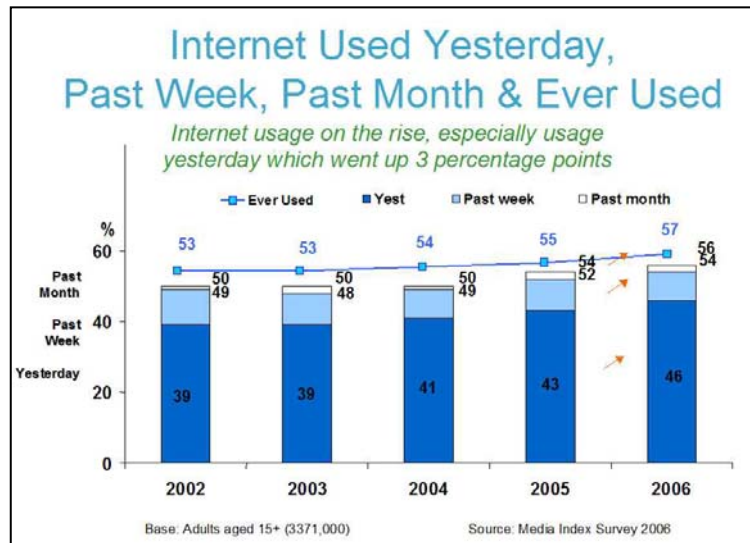
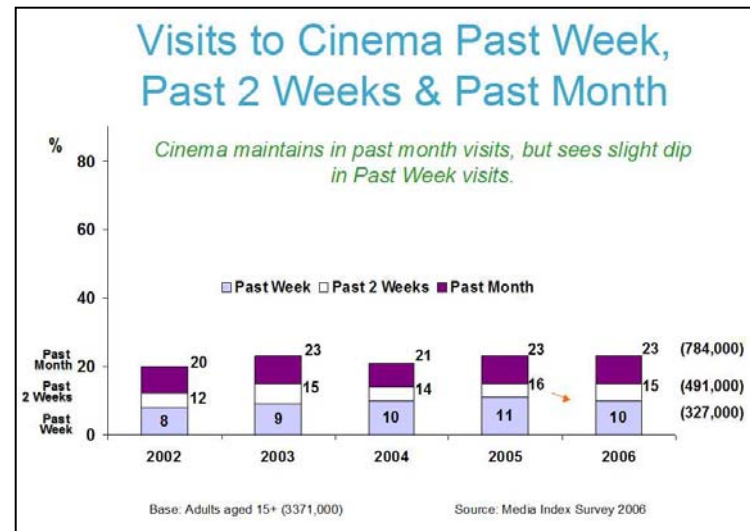


Chart 12



ACNielsen to further develop Customised and International Research in Singapore with appointment of Senior Research Specialist

ACNielsen announced the appointment of **Ms Agnes Khoo** in the newly-created position of **Business Development Consultant** in October 2006.

Reporting to Mr Ashok Charan, Managing Director of ACNielsen Research Singapore, Ms Khoo will be responsible for developing Customised and International Research work from local and regional clients based in Singapore.

Ms Khoo is a veteran in market research and client servicing, and has accumulated more than 20 years of research experience locally and overseas, on both, the client and agency side.

She started her research career with ACNielsen Research Singapore (then Survey Research Singapore) in 1981 for two years, and later rejoined as Client Service Director for International Research, based in Hong Kong in 1993. Her research experiences gained from the clients' end include her previous stints with Brown and Williamson Tobacco (SEA), and Procter & Gamble (Singapore).

Prior to her new role, Ms Khoo was the Consumer Insights Director at Pepsico Foods (China). She had been working in China and Hong Kong for more than 10 years, including eight years as Executive Director for Customised Research Services in ACNielsen China. During her tenure with ACNielsen China, she was responsible for driving new business development opportunities, ensuring the delivery of high quality marketing information services to a broad base of clients, and also successfully spearheaded the set-up of the customized client service organisation and system.

"Agnes is a very experienced market researcher with great knowledge of the business environment in the region and we are very pleased to have her re-join ACNielsen in Singapore," said Mr Charan

Gonzalo Fuentes promoted to MD South East Asia



Global research leader, Millward Brown, announced the promotion of Gonzalo Fuentes to the position of Managing Director, South East Asia (SEA) on the first of Dec 2006. Gonzalo at present heads-up the business operations of Singapore, Malaysia, Indonesia and the Philippines. As MD of SEA, he will also oversee the business in Thailand and work with licensee, Customer Insights, to further develop the Vietnamese market. Commenting on the appointment, Travyn Rhall, CEO of Millward Brown Africa Asia Pacific said: "Gonzalo has done a great job developing businesses in South Asia and we have expanded his role to include responsibility for the two remaining key markets in South East Asia. His knowledge of the needs of clients from both a regional and local perspective will allow Millward Brown to continue to deliver outstanding business solutions to our clients."

Commenting on his appointment, Gonzalo said: "At a time of growth in the South East Asian economy, it is important to further establish Millward Brown's offer so that we are able to offer our clients the support they need. I look forward to working with my colleagues to achieve this."

Gonzalo has held a variety of posts within Millward Brown, working in Europe before moving to Singapore in 2004. Prior to joining Millward Brown he spent time working at Research International. Gonzalo holds a first degree in Sociology and a post-graduate degree in Applied Social and Market Research from Westminster University in the UK.

Travyn Rhall appointed to head Millward Brown Africa Asia Pacific



Travyn Rhall has been appointed by Millward Brown as the new CEO of its Africa Asia Pacific region. Rhall replaces Andreas Sperling who will leave the company at the end of the year.

A seasoned researcher and proven international business manager, Rhall is currently Managing Director, Customized Services and Chief Client Officer, Asia Pacific for ACNielsen. During his time at ACNielsen, Australian Rhall spent several years in the U.S. where he ran the company's international business, set up offices in California and Chicago, ran its global international research practice, and set up its online business.

More recently he has run ACNielsen's Australian operation as well as having responsibility for its customized research business across Asia Pacific. Previously, Rhall worked for Roy Morgan Research and the Australian Bureau of Statistics. Educated at Macquarie University and the Australian National University, Rhall is currently President of the Association of Market and Social Research Organizations in Australia and a Fellow of the Australian Institute of Company Directors.

Commenting on Rhall's appointment, Millward Brown CEO Bob Meyers said: "The Africa Asia Pacific region is crucial to the continued success of many of our clients. Travyn's deep knowledge of the region, his international experience, understanding of brands, leadership skills and proven track record of running a successful market research business make him the ideal person to manage this dynamic region and help both local and multinational clients continue to grow their brands and services. I am delighted to announce his appointment."

Continued Meyers: "At the same time as welcoming Travyn to Millward Brown, I would like to thank Andreas Sperling for the great job he has done for us, firstly in helping to build our German company, and more recently in establishing our "footprint" in our Africa Asia Pacific region. We are now able to offer local client service in many more markets than we were able to when Andreas moved to manage this region."

Commenting on his appointment, Rhall said: "I am delighted to be joining Millward Brown at a time when the company is rapidly expanding its business across Africa and Asia Pacific. Millward Brown already has a strong reputation in the region for the expertise of its people, and world class products and services. With so many major companies having their long-term success tied to this region, Millward Brown is uniquely placed to use its world class brand and communications expertise to help many companies achieve their goals in this region."

Rhall will split his time between the regional headquarters in Singapore, and Sydney where he lives with his family. He will report directly to Bob Meyers and join the Millward Brown Global Management Board.