



Market  
research  
services in  
southern Africa

# Organisations and individuals in southern Africa providing market research services

SAMRA is often asked by manufacturers and other bodies to suggest organisations or individuals who might appropriately be asked to deal with certain problems. The Research Company Index is intended to address these queries.

Any person who joins SAMRA has to give an undertaking to maintain certain standards in his work, standards which SAMRA itself has laid down. A Full Member of the Society (as opposed to an Associate Member) has to provide, in addition, evidence of a certain level of experience in Market Research. SAMRA Corporate Member companies have at least one Full Member. All entries included in the register of organisations number among their staff at least one person who has SAMRA membership.

Please note that all entries in this register *are paid for*. The descriptions of the services available are supplied by the individual organisations or individuals concerned. All the listed companies and individuals are prepared to accept work from any client if their commitments permit it. Some are able to offer a wide service in all fields of research and others have built up their business in specialised fields.

Addresses and telephone numbers were correct at the time of going to press.

**NOTE:** Whilst this register increases year by year, SAMRA would like the register to be as fully representative of the industry as possible. Those wishing to secure a new listing in the next Yearbook are asked to contact the SAMRA secretariat.

“ *Research is to see what everybody else has seen, and to think what nobody else has thought.*  
Albert Szent-Gyorgyi

”

## ADDED VALUE

The Foundry, 2nd Floor, Prestwitch Street,  
Greenpoint, Cape Town, 8050  
Tel: +27 (0) 21 431 4600

78 Peter Place, Bryanston, Johannesburg, 2152  
Tel: +27 (0) 11 025 5250

A WPP Company  
Added Value. Registered in South Africa No 98/002079/07  
E-mail: sue-ellen.hoffman@added-value.co.za  
Website : www.added-value.co.za



A WPP Company

### A brand development and marketing insight consultancy

Research can tell you what people think about where you and your brand are now; but true insight can take you and your business into the future with confidence. With a footprint that extends around the world, Added Value combines deep insight with experienced brand thinking to bring clear and actionable marketing solutions to the world's most iconic brands. We focus on portfolio planning, positioning strategy and innovation to help answer some of our clients' most important marketing questions, informed by a range of bespoke insight approaches:

- Brand Strategy
- Qualitative & Quantitative Insight
- Cultural Insight & Semiotics

*SAMRA Members:* Sue Ellen Hoffman, Inka Crosswaite, Caroline Allen

## AFRICAN RESPONSE

The most local global research company

Head office: Ground Floor, Wrigley Field, The Campus,  
57 Sloane Street, Bryanston, 2021  
PO Box 68369, Bryanston, 2021  
Tel: + 27 11 709 7888; Fax: + 27 11 463 2233 E info@africanresponse.co.za; W www.africanresponse.co.za



African Response is a full-service market research agency providing qualitative and quantitative research. We have the flexibility to conduct research anywhere in country with a regional springboard into the rest of Africa. We are renowned for generating local consumer and market insights to help grow brands and businesses in South Africa. Our exceptional ability to understand and interpret the needs of the South African **mainstream market**, coupled with our association with Synovate, makes African Response the most local global research company in South Africa. Our research solutions span Consumer and market understanding / experience, Product design and development, Advertising and communications and branding and equity. African Response is Level 1 BBBEE rated and holds an ISO 2001:9000 certification

**The most local...** Local actionable insights knowledge, Intellectual capital, Experiential intelligence  
**Global capabilities ...** Vast global resources and practices, Best-of-breed technologies, Client-specific solutions suite, Ongoing innovative solutions

### Sectors

Public sector, Financial services, FMCG, Media, Tourism and travel, Fuels & Lubes and Telecommunications.

### Data collection capabilities

- Computer assisted telephonic interviewing (CATI)
- Computer assisted personal interviewing (CAPI)
- Handheld assisted personal assisted interviewing (HAPI)
- Mystery Shopping
- Focus Groups / Online focus groups
- Ethnography studies
- Stokvel immersions
- Video observations

*S A M R A*  
Corporate

*Managing Director:* Mamapudi Nkgadima; *Operations Director –* Gerard Naidoo  
*SAMRA Members:* Mamapudi Nkgadima; Jude James

## ASK AFRIKA

224 Waterkloof Rd, Brooklyn, Pretoria  
Tel: 012 428 7400

Email: sarina.debeer@askafrika.co.za

Website: www.askafrika.co.za

Board of Directors: Andrea Rademeyer (CEO & Founder); Sarina de Beer (MD);

Grant Robertson; Henni Schmidt.



Founded in 1995, Ask Afrika™ is a proudly South African market research company that guarantees credible conversations around customised research solutions. We provide our clients with insight into trends and social changes on a macro-level that impacts on the diverse South African market in its totality, shaping consumer choices and what they expect from the brands they engage with.

In addition we provide local relevance and globally benchmarked expertise. For example, the Ask Afrika Orange Index® Service Excellence Benchmark has for the past eleven years included 100 different companies across nearly 20 different industries. We also celebrate the most trusted and admired companies and leaders in South Afrika with the Ask Afrika Trust Barometer®, a definitive reputation measurement tailored to the South African context.

Our infrastructure provides our clients with a long-term research partnership with industry specific expertise coupled with a multidisciplinary approach founded on Psychology, Marketing and Statistics. Furthermore our national fieldwork force enables large scale quantitative surveys for TGI™ South Africa. We have expanded our African footprint enabling fieldwork throughout Africa, making us a research partner that can provide credible, customised research results and consulting services to a wide range of blue chip clients.

*SAMRA Members:* Andrea Rademeyer, Grant Robertson, Sarina de Beer

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Corporate

## BATELEUR BRAND PLANNING (PTY) LTD

Brand Research and Strategy

www.bk.co.za



### Johannesburg offices:

71 Romney Ave, Chartwell North, Johannesburg

PO Box 3521, Dainfern, 2055

Tel: 011 460 5100 Fax: 011 460 5101

Contact person: Gordon Hooper

Email: gordon@bkrs.co.za

### Cape Town offices:

55 The Village Artisan, Cabriere Str, Franschoek

PO Box 84, Franschoek, 7690

Tel: 021 876 3401 Fax: 021 876 3212

Contact person: Alan Todd

Email: alan@bkrsct.co.za

### “Create Winning Strategies”

For over twenty years Bateleur has partnered blue chip companies in developing and delivering winning brand strategies for their markets.

Our underlying philosophy is that great strategies are rooted in a deep understanding of consumers’ needs, their perceptions about brands and how these drive their behaviour. Your brand’s relevancy to consumers, coupled with its competitive superiority lies at the heart of a winning brand strategy.

At Bateleur we have developed a host of unique, tried and test research tools designed to understand consumers needs, perceptions and behaviours in ways unattainable by run of mill research methods. These unique insights lead to a crystal clear understanding of your Brand Topography™ and Critical Brand Dimensions™.

This understanding, coupled with the experience of Bateleur’s senior partners, is the secret to creating winning brand strategies.

BEE Level 3, 110% compliant.

ESOMAR and SAMRA members

*SAMRA Member:* Gordon Hooper

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## **BDRC (SOUTH AFRICA)**

Studio C14, Mainstream Centre  
Main Road, Hout Bay, 7806  
Cape Town  
Tel: (021) 790 5262 Fax: (021) 791 1021  
E-mail: mail@bdrc.co.za website: www.bdrc.co.za  
Founded: 1999  
No. of Full-time Employees: 3  
Contact people: Linda Findlay, Tommy Mostert



BDRC is a partner to service industry clients, operating both in South Africa and internationally. Our particular areas of specialism are:

- Financial services
- Hotels and travel
- Automotive
- Pharmaceutical
- Agricultural Research
- Corporate and business services
- IT, telecoms and new media
- FMCG

Our team of talented researchers combine market sector expertise with technical skills and a commitment to client service. Equally adept with consumer and business markets, assignments range from small-scale consultancy to strategic market segmentation studies. Our purpose is simple: to guide our clients towards more profitable business development.

*SAMRA Members:* Linda Findlay, Tommy Mostert

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## **CFS CONSULTING**

5 Chandler Drive, Craighall Park 2196  
Tel: 011 325 4168 / 325 4801  
Fax: 086 672 2782  
Cellular: 083 444 3232  
email: petersw@yebo.co.za



### **OUR APPROACH**

CFS Consulting is your research partner, providing the full range of market research services to meet the needs of marketers, manufacturers, consultants and research companies. Our extensive expertise in conducting research in a wide cross section of product categories, markets (in South Africa and the rest of Africa) and using different research techniques, enables us to come up with the best solution for your research needs. We will complement your areas of expertise to provide a seamless service, be it a complete research solution or providing only selected services as required eg. design, fieldwork, data processing or strategy development.

### **RESEARCH IN SUB-SAHARAN AFRICA**

Cost-effective co-ordination of all your research needs in the key markets of Sub-Saharan Africa. Accessing the best local research resources. We have first hand experience in 17 African countries.

### **STAKEHOLDER MEASUREMENT AND MANAGEMENT**

CFS will develop and implement an optimal research programme which measures all Stakeholder perceptions followed up with guidance in the formulation of effective interventions to address areas of perceived competitive weakness based on over 10 years of experience in this field.

Contact: P Scott-Wilson (*SAMRA Member*)

## CONSULTA RESEARCH

Central Park, Building 1, Cnr. Witch-hazel & Esdoring Str,  
Highveld Techno Park, Centurion, 0046.  
P O Box 67073, Highveld Park, 0169

Tel: 0861 304 100 or (012) 665 6200 Fax: (012) 665 5309

Web: [www.consulta.co.za](http://www.consulta.co.za), [www.consultapanel.co.za](http://www.consultapanel.co.za), [www.clientx.co.za](http://www.clientx.co.za)

Contact: Prof Adré Schreuder E-mail: [adre@consulta.co.za](mailto:adre@consulta.co.za) or [getresults@consulta.co.za](mailto:getresults@consulta.co.za)



Consulta Research provides a full suite of research products and services that empowers our clients to make informed marketing and business decisions. As a market research company we are known for our leading work in Enterprise Wide Customer Experience Measurement (measurement & tracking of customer satisfaction, service quality, relationship quality & loyalty), Conjoint Analysis (new product development, pricing research) and the Brand Fitness® Model (a measurement of your brand reputation & positioning). Our academic partnership with the University of Pretoria provide further enhancement of a diverse product and service offer in market research & strategic insight.

The Consulta group has diversified its offer in the last 24 months by two new brand propositions – ConsultaPanel & Consulta ClientX. ConsultaPanel offers a community based panel solution as core ingredient (full complement of permission based panelists in online, face-to-face, telephonic & mobile platforms). We have acquired a world class technology platform specifically designed for panel community engagement. It enables our business clients unique access to our panel members and the ability to build client specific customer & staff communities at their own pace and convenience. ([www.consultapanel.co.za](http://www.consultapanel.co.za))

Consulta ClientX was founded to complete our MISI-proposition of Measure, Interpret, Strategize & Implement. This is done by matching customer experience measurement with improvement strategies for client loyalty and business growth. We have separated ourselves from others by offering full service solutions to our clients, enabling them to become the benchmark of service excellence in their respective industries. The newest addition to our dynamic service offer is a first in South Africa – a short course accreditation programme in Customer Experience Management in partnership with  SAMRA Corporate

*SAMRA Member: Prof. Adré Schreuder (SAR)*

## CONSUMER OPTIONS LTD. KENYA. EAST AFRICA.



Ukulima Co-operative House, 9th floor, County Rd  
P.O. Box 20610-00200 Nairobi, Kenya.

Telephone: (+254 20) 317709, 2218354, 2218847

Website: [www.consumeroptions.co.ke](http://www.consumeroptions.co.ke) Email : [info@consumeroptions.co.ke](mailto:info@consumeroptions.co.ke),

Contacts: Jane Nzomo: [jnzomo@consumeroptions.co.ke](mailto:jnzomo@consumeroptions.co.ke)

Jael Amara: [jael@consumeroptions.co.ke](mailto:jael@consumeroptions.co.ke)

**WHY CONSUMER OPTIONS:** Founded in 2004, Consumer Options Ltd is one of the fastest growing market research agencies in East Africa. Our focus is to understand and translate consumer habits into OPPORTUNITIES.

**INNOVATION AT WORK:** We embrace innovation and are always finding ways to enhance insights that offer superior business solutions. Some of our innovative packaged research brands include:

- KBUS<sup>®</sup>: Quarterly Omnibus national surveys
- ENGAGE<sup>®</sup>: Customized Ethnography range of products
- SME Explorer<sup>®</sup>: Range of customized research products for SME Ventures
- SHMit<sup>®</sup>: Consumer Behaviour Index and Shift Measurement
- CusTix<sup>®</sup>: Customer Satisfaction Analysis Matrix

**OPERATIONS:** We have offices in Kenya and Uganda. We manage research projects in all the Eastern African regions and work with partners in the rest of Africa.

**RESEARCH SERVICES:** We offer the full range of Qualitative and Quantitative solutions. We also offer FIELD SERVICES in field 'n' tab and data analysis, as well as recruitment for focus groups and B2B in-depths, moderation with viewing facilities and transcripts.

**PROFESSIONAL MEMBERSHIP** with: ESOMAR, PAMRO, MSRA & MSK

*SAMRA Member: Jane Nzomo*

## EVOLUTIONS RESEARCH SOLUTIONS (PTY) LTD

P.O. Box 4851, Rivonia, 2128  
Tel: +27 (0)11 465 7010 Fax: +27 (0)11 705 1458  
e-mail: [research@evolutions.co.za](mailto:research@evolutions.co.za)  
<http://www.evolutions.co.za>  
Contact: Leonie Vorster  
*Memberships: SAMRA, SCM, HPCSA, PsySSA, ESOMAR*



At E.R.S, we are proud of our expert, full service research and research-based consulting regarding Southern African business-to-business markets. Southern African and international organisations require more and better information to lead in an increasingly competitive and global community and to enter specific Southern African markets.

- We offer:**
- Market demand information, and
  - Industry supply information, integrated into
  - Strategic recommendations and applied business intelligence

E.R.S has a culture of and reputation for customer stewardship, high quality research and exemplary integrity and professionalism. Through focused research about both demand and supply, our exceptional skill enables our clients and us to clearly identify the challenges facing and opportunities for their business. Share in our extensive experience, and invaluable business advice to achieve competitive advantage and leadership, by placing your strategy in perspective.

*SAMRA Member: Leonie Vorster*



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## LIVINGFACTS

Endaweni Offices, 14 Ballyclare Drive, Bryanston, 2021  
P O Box 1792, Rivonia, 2128  
Tel: (011) 875 4324 Fax: (086) 684 4071  
Cell: 082 807 4043 (Marylou Kneale) • 084 885 4876 (Nosipho Gama)  
• 082 562 9111 (Heidi Clowes) • 083 278 1532 (Tessa Rice)  
e-mail: [marylou.kneale@livingfacts.co.za](mailto:marylou.kneale@livingfacts.co.za) Website: [www.livingfacts.co.za](http://www.livingfacts.co.za)



### ***Livingfacts specialises in finding answers to these business questions...***

- Customers' needs and perceptions • Maximising B-2-B relationships • Evaluating levels of customer / employee satisfaction and loyalty • Establishing competitive positioning
- Understanding buyer behaviour • Evaluating channels to market • Measuring business and consumer response to new ideas • Identifying brand differentiators and positioning • Needs and expectations of SA Top LSMs •

### ***What makes Livingfacts unique...***

- We know your business is unique • We find out how you intend to use the research • We get to know your structure, team and company dynamics • We customise our teams and methodologies to your project and market • We believe results must aid decision making • We incorporate our corporate and industry experience • We have quality field staff • Relationships and communication are the cornerstones of the way we work •

### ***Our Industry expertise...***

- Research for Business & Marketing Strategy and Consulting • **B-2-B Research** for Financial Services, Pharmaceuticals, Media & Telecommunications, Petroleum & Chemicals, Logistics, Distribution & Channels to Market • **Consumer Research** into Prestige Brands and Upper LSM Customers, Financial Services, Beauty & Health • **Employee Satisfaction & Loyalty Research** •

*CC Members: Marylou Kneale • Heidi Clowes • Nosipho Gama*

*SAMRA Full Member: Marylou Kneale Founded: 2000 BEE Status: Level 2 Contributor*

## MARKDATA (PTY) LTD

8 Marais Street, Baileys Muckleneuk 0181  
PO Box 13568 Hatfield Pretoria 0028  
Tel: (012) 460 3858 Fax: (012) 460 1078  
e-mail: markdata@iafrica.com  
website: www.markdata.co.za



... more than market research

- Types of research:* Quantitative and qualitative research which involves Consumer, Social, Political, Economic, Demographic, Health Surveys, Scenario Development, Employment Equity Audits, Business and Pharmaceutical Research.
- Services:* Project, sample and questionnaire design, data collection, analysis and interpretation of data, report writing and presentations.
- Methodologies:* MarkData's methodologies encompass both qualitative and quantitative techniques including face-to-face personal interviews, depth interviews and focus groups or group discussions.

### ADDING VALUE TO RESEARCH DATA THROUGH ANALYSIS AND STRATEGIC INPUT

*Directors:* Tertia van der Walt (Managing Director), Elsa Thirion-Venter, Lawrence Schlemmer

*SAMRA Full Member:* Tertia van der Walt

*SAMRA Accredited Researcher:* Elsa Thirion-Venter

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## MARKETING SURVEYS AND STATISTICAL ANALYSIS (MSSA)

40 Nicolson Str, Baileys Muckleneuk, Pretoria.  
PO Box 1930, Silverton, 0127  
Tel: (012) 346 0718; Fax: (012) 346 0376  
E-mail: mssa2@mssa-research.co.za  
www.mssa-research.co.za



- Established:* 1994
- General research applications:* Scientific sampling, Fieldwork, Focus groups, Data capturing and editing, Database conversion, Statistical analysis, Statistical consultancy, Information Systems, Reports, Implementing research results.
- Specialised research applications:* Market Segmentation, Perceptual Mapping, Product Features Analysis, Value Analysis Modelling
- Products/Approaches:* StatsAssist, Marketing Management Assist
- Syndicated Studies:* Commercial Farmers Survey, Consumer Research, Why Buy? Studies, SME Survey, Agri Business, Broker Studies
- SAMRA Members:* Schalk van Vuuren

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## MILLWARD BROWN

### Johannesburg

Bradenham Hall, Mellis Park, 7 Mellis Road, Rivonia  
Tel: 011 202 7000 Fax: 011 202 7032  
Email: richard.stewart@millwardbrown.com

### Cape Town

Black River Park North, Fir Street, Observatory  
Tel: 021 442 3680 Fax: 021 442 3686  
Email: andrzej.suski@millwardbrown.com

### Africa

Bradenham Hall, Mellis Park, 7 Mellis Road, Rivonia  
Tel: 011 202 7000 Fax: 011 202 7032  
Email: charles.foster@millwardbrown.com

Millward Brown is a leading global research based consultancy that provides a full range of qualitative and quantitative solutions. We help to guide business decision making to ensure that the marketing investments that companies make have the greatest financial payback. Today, we continue to push the boundaries of marketing research and brand consulting. Powered by insight, innovative thinking, and a rich heritage, we focus on providing actionable solutions to address key business issues. Our expertise spans from communications assessment and media evaluation to brand performance monitoring and marketing accountability. Our areas of expertise include Brand and Communications Research, Tracking, Brand Equity, Pre and Post Testing, Neuroscience Insights, Digital and Social Media Evaluation, Cross Media Analysis, Media and ROI Modelling, our qualitative boutique – Firefly, and an unrivalled understanding and expertise of our clients' brands. We have a learning culture; deriving knowledge from every project we do to build experience, insight and understanding about what drives consumer loyalty towards brands and how communication of all kinds affects that loyalty.

Want to find out more? Visit our website [www.millwardbrown.com](http://www.millwardbrown.com)

*Key SAMRA Members:* Erik du Plessis, Charles Foster, Richard Stewart, Andrzej Suski,  
Joanne van Schaardenburgh, Kim Reddy, Stina van Rooyen

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## PEPPERCORN RESEARCH CC

Corner House, corner of Wessels Road & 10th Ave, Rivonia  
PO Box 784193 Sandton 2146

Tel: +27 11 234 0143. Fax: +27 11 234 0145

e-mail: [info@peppercorn.co.za](mailto:info@peppercorn.co.za) Website: [www.peppercorn.co.za](http://www.peppercorn.co.za)

Contact: Sara Webster Established 1997

peppercorn  
Questions answered

Peppercorn Research is owned by experienced professionals to help businesses get real value from research that is both meaningful and relevant to decision making. Our expertise is in both qualitative and quantitative research across all markets in South Africa and Namibia.

We are hands-on and extensively involved at each stage of the project:

- We ensure that our client's brief and project objectives are properly understood
- Project implementation, with no behind-the-scenes delegation
- Each and every project gets the attention it deserves
- Data is intelligently analysed
- In many instances, we are part of the Client's marketing and strategy team

Each project is uniquely designed for clients within the budget parameters rather than fitted into existing products, methodologies and structures. We are adamant about the quality of our work and this is supported by the number of blue-chip clients that choose to have an on-going relationship with Peppercorn. We have extensive knowledge and experience in the motor vehicle industry, financial services sector and alcohol beverage industry.

*CC Members:* Sara Webster; Dana Webster

*SAMRA Full Member:* Sara Webster

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## Q & A CONSULTING SERVICES CC

78 Sam Nujoma Drive, Bougainvillea Shop 6, Klein Windhoek  
P.O. Box 20437, Windhoek, Namibia  
Tel: +264 61 308 586  
Cell: Mariana +264 81 2234 000; Daleen +264 81 2977 634  
Email: mariana@qandaconsulting.info  
daleen@qandaconsulting.info  
Web: www.qandaconsulting.info



### Who are we?

Q&A is a Namibian-owned and based brand and organisation development agency  
We specialise in delivering strategic solutions based on comprehensive stakeholder research

### Q&A...

- ✓ is committed to taking you 'from Questions to Answers'
- ✓ makes use of both qualitative and quantitative research methods to provide you with insights into the needs and perceptions of various stakeholders
- ✓ through research, enables businesses to exceed their stakeholders' expectations, build loyalty and differentiate their brand
- ✓ believes in a culture of excellence where we provide quality in everything we do
- ✓ believes that business ethics and professionalism is paramount

*SAMRA Members:* Mariana Ackerman; Bianca Bahlmann

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## QUEST RESEARCH SERVICES

9 Philips Str, Ferndale, Randburg, JHB, 2194  
PO Box 1324, Randpark Ridge, 2156  
Tel: +27 11 789 6157/6130/6158 Fax: +27 11 789 6091  
quest@qrs.co.za www.qrs.co.za



Quest Research Services, since its inception in 2003 has strived for business excellence in Social and Marketing Research. QRS is a fullhouse research firm with offices based in Johannesburg, Durban and Cape Town as well as a footprint in almost every corner of Sub-Saharan Africa. We endure in our pursuit of excellence, transparency and professionalism with the sole purpose of exceeding expectations in strategic solutions.

1. Genuine understanding of the distinct cultural dynamics in South Africa and Sub-Saharan Africa.
2. Full-in house research project management from data-collection to data- processing, analysis and reporting ensures a seamless hands on approach.
3. Resources: Fleet of cars, 30-seater call centre, state of the art focus group venues and a team of researchers and consultants with a wide spectrum of qualifications and experience
4. Wholly black owned and managed with 20% of the ownership stake in female hands.
5. Services: We do both qualitative and quantitative research methodologies. Below are the types of studies we offer:
  - Advertising Evaluation • Attitudinal Research • Baseline Studies • Behavioural Research • Benchmarking Studies • Communication Audits • Concept Testing • Conjoint Studies • Consumer Forums • Customer Profiles • Customer Satisfaction Surveys • Ethnography • Email And Internet Based Surveys/ On-Line reasearch • Exploratory Research • Feasibility Studies • Market Segmentation • Media Audience Research • Mystery Shopper Surveys • New Product Research • Perception Studies • Product Placements • Pricing Research • Product Tests • Social Public/Opinion Polls • Test Markets • Tracking Studies

*SAMRA Members:* Cletus Dube, Mluleki Ncube



## SMRC MARKETING SOLUTIONS



**Johannesburg, South Africa:**  
Sheldon Place, 5 Lone Close, Lonehill, Sandton 2062  
P.O Box 1690 Lonehill 2062  
Tel: +27 11 465 7807 Fax: +27 11 465 3648

**Kigali, Rwanda:**  
25 Amajyambere Street, Kimihurura, Kigali, Rwanda  
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Email: [info@smrcinternational.com](mailto:info@smrcinternational.com) | Website: [www.smrcinternational.com](http://www.smrcinternational.com)

SMRC Marketing Solutions (Pty) Ltd, is a leading marketing, consulting and research firm that uses a variety of techniques to arrive at a deeper understanding of consumer and business behaviour. SMRC's combination of services do not easily slot into conventional categories like 'research company', 'marketing consultancy', 'management consultancy', 'CRM specialist' or 'Social and Development consultancy'. SMRC can deliver in any or all of these areas, according to a particular client's needs. In all applications, however, the Company does claim exceptionally high delivery in the areas of client knowledge, experience, professionalism and dedication. While these are often-claimed qualities (to the extent of becoming a cliché in many business contexts), in SMRC's case they are not the Company's words but those of its clients.

### ***Marketing and Market Research***

The company offers a broad spectrum of research and consulting services designed to increase Clients marketing potential by providing expert assistance in understanding both consumer and business behaviour. These services range from basic survey research to specialised analysis, modelling and strategic planning.

SMRC specialises in the “**Process for Integrated Relationship Marketing,**” which translates into the ability of a business to generate, maintain and increase the life expectancy of customer relationships, thus increasing their life time value.

Within this context SMRC uses a novel and incisive approach to exploring the dynamics of consumer and business behaviour and generating insights from qualitative research, in a structured method of probing respondents, called “Active Listening”. The use of this technique permits SMRC to discover what a person really thinks, what he/she really means by what he/she says and to ascertain his/her real opinion.

### ***Focus Group Facilities***

SMRC has State-of-the-Art Focus Groups Rooms for hire on a per session basis.

### ***SMRC International Ltd***

SMRC International is an affiliate of SMRC Marketing Solutions (Pty) Ltd with a home office in Kigali Rwanda. While SMRC Marketing Solutions (Pty) Ltd focuses mostly on Southern Africa assignments; SMRC International has been strategically positioned to undertake regional, continental and global consulting assignments. It is also positioned to serve businesses, government and parastatal sectors with strategic marketing research and management solutions to enhance organizational performance, competitiveness and improve profitability. SMRC International, Kigali, Rwanda utilizes this capability and adapts it to lessons learned from development experiences geared to improving the lives of the poor in developing and emerging countries.

SMRC Marketing Solutions (Pty) Ltd is managed by William Harris, while SMRC International is managed by Basil Karimba who between them have more than 45 years of business and academic experience in managing consumer, industrial, business, financial product and communications research and marketing programmes.

*SAMRA Member:* William H Harris

## SYNOVATE

Research Reinvented

Head office physical address: Ground Floor, Wrigley Field,  
The Campus, 57 Sloane Street, Bryanston, 2021.  
Head office postal address: PO Box 68369, Bryanston, 2021.  
Tel: + 27 11 709 7800 Fax: + 27 11 463 2233

e-mail: southafrica@synovate.com Website: www.synovate.com and www.synovate.com/southafrica

Branches in: Rivonia; Port Elizabeth, Durban, Cape Town

Synovate, the market research arm of Aegis Group plc, generates insights to help clients drive competitive brand, product and customer experience strategies. A truly borderless company with offices in over 60 countries, our approach combines best in class global research capabilities with personalised service, local knowledge and the flexibility to create teams and processes that meet clients' specific requirements. At Synovate, our clients sit at the top of our organisational chart, driving us to continually develop more innovative research solutions that predict actual business outcomes. In South Africa, Synovate offers the highest levels of market research expertise and exceptional human and technological resource and our data collection capabilities are unsurpassed in the South African market.

### Synovate in South Africa

- One of the big 4 custom research houses globally
- Focus on Customer experience, Product testing and Brand & Communications
- First market research company in South Africa to be ISO 20252 accredited
- Pan-African footprint
- BEE compliant

*Managing Director:* Jake Orpen *Directors:* Richard Rice (Sales), Debbie Amm (Research),

Roger Gibbs (Operations), Karine Walker (IT), Michele O' Connor (HR);

*Key SAMRA members:* Jake Orpen, Nissar Goolam, Ronelle Colyn.

Synovate is a corporate member of SAMRA, ESOMAR and MARFA

### Our methodologies include:

- CAPI and HAPI enabled interviewing
- Mystery Shopping
- Focus Groups / Online focus groups
- Ethnographies
- Web / Online Surveys
- Custom online reporting
- IVR (Interactive Voice Response) – Viewscast
- SMS capabilities

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## SYNOVATE MYSTERY SHOPPING

Research Reinvented

Head office physical address: Ground Floor, Wrigley Field,  
The Campus, 57 Sloane Street, Bryanston, 2021.  
Head office postal address: PO Box 68369, Bryanston, 2021.  
Tel: + 27 11 709 7800 Fax: + 27 11 463 2233

e-mail: southafrica@synovate.com Website: www.synovate.com/southafrica

Branches in: Rivonia; Port Elizabeth, Durban, Cape Town

Synovate's Mystery Shopping Business Unit uses leading resources in delivering mystery shopping programmes which are both actionable and strategically aligned with our clients' business objectives and operational needs. We achieve this through:

- Hand selection of mystery shoppers: Synovate has a national network of certified and experienced mystery shoppers which allows us to match mystery shoppers to our client's customer profiles
- On-going training of mystery shoppers: All mystery shoppers complete a certification training programme prior to conducting any mystery shops and are also provided with project specific training
- On-line software: Allows for the capture and real-time reporting of all evaluations
- Synovate's global mystery shopping network: Multi-disciplined teams of respected market research specialists who collaborate to provide value and actionable results to clients
- Global, multi-county mystery shopping program expertise: Extensive experience in the execution of both local and global multi-country programmes, providing local expertise with global insights.
- Synovate has capacity to complete 5 000+ non-video shops, 200+ video shops, 2 000+ audits and virtually unlimited monthly on-line and telephonic evaluations nationally, with the ability to upscale when required
- Mystery Shopping practices in line with ISO 9001: 2000 and ISO 20252.

Synovate Managing Director: Jake Orpen

Mystery Shopping Business Unit Director: Samantha Lloyd

*Key SAMRA members:* Jake Orpen, Nissar Goolam, Ronelle Colyn.

Synovate is a corporate member of SAMRA, ESOMAR and MARFA

S A M R A R A  
Corporate

## TARGET GROUP INDEX

PO Box 4273, Rivonia, 2128  
Tel: (012) 4287400; Fax: (012) 3465366;  
Maria Petousis Cell: 083 260 4903  
Email: maria.petousis@tgi.co.za; dustine.tobler@tgi.co.za  
Website: www.tgi.co.za  
Directors: Andrea Rademeyer, Grant Robertson, Maria Petousis, Dustine Tobler



TGI™ is an international network of harmonised market and media research surveys, present in over 60 countries around the world and is an unrivalled source of brand and media research information. TGI offers an extensive and flexible range of solutions to meet your marketing needs.

TGI™ has been in South Africa since 2003 and its central purpose is to describe the characteristics of consumer target groups and recommend effective strategies that enable communication with these audiences. Its large scale, single source consumer survey is recognised as a market leader for yielding strategic market information on consumers' demography, attitudes, media consumption and usage of products & brands.

TGI's™ solutions are designed to be accessible to any size of company, offering research that is both fast and flexible. TGI™ can provide a simple market overview or a more detailed analysis of the competitive environment, right through to bespoke customer segmentation. TGI™ measures 19 sectors, 450+ product categories and 8000+ brands. TGI™ provides excellence in commercial interpretation, bringing research alive throughout client organisations to better influence decisions.

*SAMRA Members:* Andrea Rademeyer, Grant Robertson.

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## THE NIELSEN COMPANY

Nielsen Office Park, 7 Handel Road, Ormonde, Jhb  
PO Box 2208, Southdale, 2135  
Contact: Jyothi Naidoo Tel: (011) 495-3000 Fax: (011) 835-2721  
email: jyothi.naidoo@nielsen.com or visit www.nielsen.com



The Nielsen Company (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related assets in over 100 countries.

### What consumers watch

What – and how - people are watching, with measurement and analytics across the three screens consumers use: TV, online and mobile.

- *Online:* Online media information and analytics, measuring 80% of the world's internet users.
- *Mobile Devices:* Consumer information and independent measurement for telecom and media companies in the mobile telecommunications industry.
- *Across multiple platforms:* We continue to develop advanced cross platform measurement of television, online and mobile devices.

### What consumers buy

What are consumers buying, how much, where and how often. We track billions of sales transactions in grocery stores, hypermarkets, supermarkets, convenience stores, pharmacies and liquor stores around the world, to help our packaged goods clients gauge sales and market share.

We offer clients integrated solutions on the consumers' watching and buying behaviours. By integrating media and consumer information and analytics, we can better understand how media exposure drives purchasing behavior, delivering powerful insights into the effectiveness of marketing, advertising and programming.

**S A M R A**  
Corporate

*SAMRA Members:* Diane Johnstone, Graham Marshall, Lorraine Walton

## TNS RESEARCH SURVEYS

A member of the WPP group of companies



Branches e-mail: [tns.sainfo@tnsglobal.co.za](mailto:tns.sainfo@tnsglobal.co.za)

### **Johannesburg :**

TNS House, Stonemill Office Park, Cnr Acacia/Republic Road, Darrenwood, 2194,  
P.O. Box 4921, Cresta 2118, Tel: (27 11) 778-7500

### **Cape Town :**

TNS House, 6 Thicket Street, Newlands, Cape Town 7700,  
P.O. Box 44286, Claremont, Cape Town 7735, Tel: (27 21) 657-9500

### **Durban :**

4 Sunbury Crescent , Sunbury Park, La Lucia Ridge, 4051  
P.O. Box 738, Umhlanga Rocks 4320, Tel: (27 31) 571-4900

It takes a certain skill to help turn information into marketing success. That's where our intellectual capital really comes into its own. We're passionate about understanding why people do what they do – I guess that comes from being born curious. Over 30 years we've grown into a company built on intellectual capital, driven by inquisitive people and offering the best qualitative and quantitative research design, management and marketing information solutions.

We are unique in South Africa in that we have exported our home-grown expertise, products and models whilst establishing our reputation as a truly South African company. We empower clients to maximise the value of their offerings through a deeper understanding of the issues and challenges they face. TNS Research Surveys is one of the most respected consumer insights companies in SA, partnering some 250 blue-chip clients, and covering 80% of the world's most valuable brands.

Our unique product offering stretches across the entire range of marketing and business issues, specialising in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research.

We believe the key to our success is in our core values: our strong marketing orientation, high degree of professionalism, dedication to absolute quality, commitment to excellent client service and innovation in everything we do. We offer the full spectrum of information services, ranging from fieldwork and computer tabulations through to providing our clients with strategic marketing insights, by utilising our in-house strategic planning capabilities.

CEO: Margarita Putter

COO: Andrew Lancefield

MD: Karin Du Chenne

*Curious? Visit our Website: [www.tnsglobal.co.za](http://www.tnsglobal.co.za)*

*Key SAMRA members: Neil Higgs, Margarita Putter, Karin Du Chenne*



## UM JWALI MARKET RESEARCH

9 Wiek Str, Bardene, Boksburg, Ekurhuleni, Gauteng, 1459  
PO Box 9674, Cinda Park, 1463  
Tel: +27 11 894 6735  
Fax: +27 86 627 9413 or +27 11 894 6697  
Email: info@umjwali.co.za Website: www.umjwali.co.za



At Um Jwali Market Research we pride ourselves in ethical and professional research conduct by adding value to our clients business, providing quality service and redefining their expectations. As a Proudly South African 100% black owned and managed BEE Company, with an experience base of more than 30 years in the industry, both our Corporate and Public Sector clients support our business model focussing on skills development and creating sustainable employment and delivering quality results. With experience in both Qualitative and Quantitative research methodologies we use the latest technology to gather and analyse data with the highest level of confidentiality and integrity.

We customise our research to satisfy our clients' requests specialising in:

- Business to Business Research
- Consumer Research
- Customer Satisfaction Research
- Product Audits
- Mystery Shopping
- Focus Groups

*SAMRA Member:* Patrick Dunn

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## VISION AFRICA RESEARCH SERVICES (PTY) LTD

8 Otto Nitzsche Street, Klein Windhoek, Namibia  
PO Box 90700, Klein Windhoek, Namibia  
Tel: +264 61 244 660 Fax: +264 61 244 551  
Mobile: Cornelius +264 81 122 3003 or Liza +264 81 247 2748  
Email: cornelius.dalton@vision-africa.com; liza.burmeister@vision-africa.com  
Website: www.vision-africa.com



Vision Africa is a team of professionals who offer product and stakeholder research services to businesses across Southern Africa. One of the cornerstones of our corporate culture is an unyielding commitment to satisfy our client's time schedules, budget and quality, no matter how demanding or challenging they might seem.

### VISION AFRICA = CAPABLE, RELIABLE, INDEPENDENT

#### Countries and relationships

- Namibia, Angola, Botswana, Zambia, Zimbabwe and neighbouring countries

#### Capabilities

- Full service quantitative and qualitative
- Quality management
- All industries
- On time, every time

#### Why us?

- Professional and ethical
- Executive involvement in all projects
- Dedicated employees and field personnel
- Proven track record
- Cost effective, fit-for-purpose solutions
- Local insight and empowerment

**Management:** Cornelius D'Alton, Liza Burmeister & Liz Curtis  
*Key SAMRA Members:* Cornelius D'Alton, Liza Burmeister & Liz Curtis  
Vision Africa is also a SAMRA Corporate Member and PAMRO member.



COMPANY	AREA	CONTACT	FACILITIES
<b>Field &amp; Tab</b>	Durban	Yvonne or Richard 031 303 5690 082 568 1635 info@fieldandtab.co.za www.fieldandtab.co.za	The discussion and viewing rooms are spacious and well appointed. Professional recruitment and catering in a hospitable environment. Established 1993.
<b>Interserv Marketing Research (Pty) Ltd</b>	Robindale, Randburg	Contact: Margaret Baker 011 888 4060 interserv@icon.co.za	Seats 8-10 respondents. Viewing room. 1-4 clients. DVD / Audio recording. Safe off-street parking.
<b>Oaktree House</b>	Pretoria	Contact: Ilse Lattin 012 460 4398 011 679 1437 073 210 8330 hildy@oaktreehouse.co.za	12 seater boardroom with viewing, audio, video recording. Meeting room seating 8, audio. Safe parking, security, catering, generator.
<b>Quest Research Services</b>	Randburg	Cletus Dube 011 789 6157/8 079 403 0504 cletus@qrs.co.za www.qrs.co.za	Focus group venue and call centre
<b>The Survey Workshop</b>	Bloemfontein	Dr Manie Breytenbach 051 436 7633 082 371 9783 surveyworkshop@iafrica.com www.surveyworkshop.co.za	Air conditioned for 10 respondents. Client soundproof viewing (4 clients). Digital audio and video recording facilities. Catering and accommodation available.

**BUSINESS INTELLIGENCE AFRICA**

BIA has a well trained and experienced field force across Namibia. We focus on interviewing, focus groups, recruiting, moderating, data analysing and report writing.

Contact Antje Kesselmann at

Tel: +264 61 254 810 • Fax: +264 61 252 715 • Email: antje@consultburo.com

**FIELD AND TAB**

Field and Tab specialises in focus group recruitment with 2 beautifully appointed viewing facilities. Your Kwa-Zulu Natal partner since 1993.

Contact Yvonne or Richard on

Tel: (031) 303 5690 • Fax: (031) 303 5693 • Email: info@fieldandtab.co.za

[www.fieldandtab.co.za](http://www.fieldandtab.co.za)

**GREENFIELDS INSTITUTE OF BUSINESS**

Greenfields specialises in business consulting, training and market research, with particular emphasis on call centre and online research capabilities.

Contact Bradley Futter on

Tel: 021 700 5476 • Fax: 021 700 5472 • Email: bradley@greenfieldsbus.com

[www.greenfieldsbus.com](http://www.greenfieldsbus.com)

**QUEST RESEARCH SERVICES**

Translating, transcribing, recruiting, moderating, report writing and preparing of presentations.

Contact Cletus Dube on

Tel: 011 789 6157/8 • Fax: 011 789 6091 • Email: cletus@qrs.co.za

[www.qrs.co.za](http://www.qrs.co.za)



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## Methods & techniques used

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SAMRA CORPORATE MEMBER  
 Business and Research Consultancy  
 CATI  
 Data Processing Services  
 Datamining  
 Desk Research  
 Educational Services  
 Face-to-Face Fieldwork  
 List Cleaning  
 Mail Surveys  
 Panel and Omnibus Survey  
 Qualitative Research  
 Web/Email Survey

131	Evolutions Research Solutions (Pty) Ltd Tel: 011 465 7010	✓	•	•	•		•	•	•		•		•	•
-	George Klein & Associates cc Tel: 011 786 5513	✓	•				•	•					•	
*	Interact RDT Tel: 011 994 9960	✓	•	•	•	•	•		•		•	•	•	•
140	Interserv Tel: 011 888 4060	✓		•	•				•	•			•	•
*	Ipsos Markinor (Pty) Ltd Tel: 011 686 8400; 021 685 8990; 031 570 4500	✓		•	•	•	•		•				•	•
*	KLA Tel: 011 447 8411	✓	•	•		•	•		•				•	•
-	Lida Groenewald Research Consultants Tel: 012 329 0409		•		•		•	•	•		•		•	•
131	LivingFacts Tel: 011 875 4324; 082 807 4043		•	•	•		•		•				•	•
132	Markdata Tel: 012 460 3858	✓		•	•	•	•	•	•		•		•	•
132*	Marketing Surveys and Statistical Analysis Tel: 012 346 0718	✓	•	•	•	•	•		•		•		•	•
133	Millward Brown Tel: 011 202 7000; 021 442 3680	✓	•			•	•		•				•	•

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## Methods & techniques used

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SAMRA CORPORATE MEMBER  
 Business and Research Consultancy  
 CATI  
 Data Processing Services  
 Datamining  
 Desk Research  
 Educational Services  
 Face-to-Face Fieldwork  
 List Cleaning  
 Mail Surveys  
 Panel and Omnibus Survey  
 Qualitative Research  
 Web/Email Survey

133	Peppercorn Research cc Tel: 011 234 0143	✓	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
*	Plunge Research Tel: 011 726 8608		•			•	•		•		•				•			•	•
*	Plus 94 Research (Pty) Ltd Tel: 011 327 2020	✓	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•
134	Q & A Consulting Services cc Tel: +264 61 308 586 (Namibia)		•					•	•	•		•						•	•
134	Quest Research Services Tel: 011 789 6157/6130/6158	✓	•	•	•	•	•		•		•		•	•	•	•	•	•	•
-	React Surveys Tel: 011 678 0880										•							•	
-	Research & Planning Intelligence Tel: 011 519 3700	✓	•	•		•	•		•		•							•	•
-	Research by Design Tel: 031 572 4695 / 082 468 0701		•	•	•	•	•		•		•		•	•	•	•	•	•	•
-	Research IQ Tel: 011 646 7864	✓	•	•	•		•		•		•		•	•					
135	SMRC Marketing Solutions Tel: 011 465 7807 (SA); Tel: +250 25 258 8175 (Kenya)		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
-	Survey Warehouse Tel: +264 61 246 830/237 190 (Namibia)		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

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