





NEWSLETTER

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32ND SAMRA CONFERENCE A RESOUNDING SUCCESS

As the use of digital and online channels continues unabatedly, globally attracting thousands of new users daily, researchers who include these technologies in the 'toolkit' stand to benefit hugely. At the same time, the research industry, like all other business sectors, needs to heed increasing consumer demands for accountability, compliance and sustainability.

These were some of the trends and issues highlighted by both international keynote speakers and local presenters of research papers at the 32nd SAMRA (Southern African Marketing Research Association) conference in June.

Hosted at the Riverside Lifestyle Resort on the banks of the Vaal River at Vanderbijlpark, the conference boasted a number of key speakers from abroad, including ESOMAR President Dr Dieter Korczak.

Other speakers from abroad included Malcolm Evans, founding partner of Space Doctors, who addressed delegates on the issue of sustainability through cultural and semiotic perspectives, and Neil McPhee, MD of Nuance Research, whose paper Putting the (He) Art back into qualitative research, also aptly centered on the conference theme of putting the heart back into the art of marketing research.

Likewise, keynote speaker Nigel Hollis, chief global analyst at Millward Brown, explained how doing good builds strong brands, while Millward Brown non-executive chairman and keynote speaker Erik du Plessis delighted delegates with his presentation on neuro-marketing, or rather 'neuro-bullshitting'.

In another thought-provoking keynote address, TNS innovation and development director Neil Higgs emphasised the need to understand people's lives and their roles in the research revolution.

Thanks to the above keynote addresses, as well as the large number of topical research papers, conference

delegates agreed that the jam-packed 32nd annual SAMRA conference provided ample food for thought and fertile soil for development and growth.

But the conference certainly was not just a matter of 'all work, no play'! Like in 1979, when the very first SAMRA annual conference took place at this venue, then still known as Holiday Inn, a large number of delegates opted for the sunset 'booze cruise' on the Vaal, despite the bitterly cold weather. They were not disappointed! Besides a most beautiful sunset, the cruise along the banks of the Vaal proved to be just the right medicine to make everybody relax after a long conference day.

Not to mention the sumptuous breakfasts, lunches and dinners provided by the hotel's spirited staff. A delectable spit braai near the river on the first evening, followed by a scrumptious buffet dinner the following night, paved the way for two long and most enjoyable social evenings amidst the warmth of fires and gas heaters. Hotel manager Herman Muller and his staff certainly deserve every compliment in the book for the excellent meals and service throughout the duration of the conference.

To crown it all, and to the surprise of the delegates, it was announced that the resort will play host to the winner of the best paper award as well as to the best first-time speakers who will enjoy a free weekend there.



Kim Larsen

SAMRA 32ND SAMRA CONFERENCE GLITTERING AWARDS EVENING



Wrapping up the 2011 conference in style, the glittering gala dinner, sponsored by Plus 94 Research, was an absolute highlight.

Tastefully decked out in SAMRA'S striking white and blue colours and lit up with strings of fairy lights, the venue (in one of the hotel's main conference rooms) provided the ideal setting for yet another memorable awards event.

The beautiful flower/water/stone arrangements with their Feng Shui elements and menus adorning the rectangular tables, along with the gift boxes containing colourful baskets from recycled Telkom wires, added yet another special touch to the evening.

Following her riveting 'Self Care' presentation at the conference, Sharon Olivier once again provided thoroughly enjoyable entertainment that had everybody in stitches.

Fittingly the evening belonged to the winning conference speakers who received their awards amid loud applause.

The gold award for the best overall paper went to Elna Smit for her slick presentation Online research communities - the voice of the employee and the ear of the employer.

Adhil Patel and Ryan Versfeld of TNS Global Brand Equity Centre were awarded the silver best paper award for the presentation Mobile Research: iFuture or iFlop, while Khomoto Mathelela of Ask Afrika and Luan de Wet of TGI walked away with the bronze best paper award for their presentation Third World sustainability - saving the rhino vs better education.

The Research International Award for the best contribution to research standards for Africa went to Kenyan-born Julia Gichuri of TNS Research Surveys for her presentation 'Mobile & Digital in Africa'. Sanchen Henning of Telkom Marketing Intelligence, received the 'Voice of the People' award.

In the new category introduced for bright young minds, Khomoto Mathelela and Luan de Wet, and Kelly van der Merwe and Darius Meadon of TNS Global Brand Equity Centre were honoured. Mathelela and De Wet were called to the stage for the third time to receive their commendation as the best first-time speakers.

Commented conference chair Kim Larsen: "The annual SAMRA conference once again provided the ideal platform for unpacking and showcasing new ideas and thinking about marketing research within the context of the conference theme.

"The impressive list of excellent key-note presentations and research papers left delegates invigorated, with a renewed focus on building the profession and the body of knowledge and expertise that underpins our work."



SAMRA ESOMAR WORKSHOPS HIT THE SWEET SPOT

MARKETING RESEARCHERS who attended the two ESOMAR workshops on ethnography and semiotics in the run-up to the SAMRA conference agree that it provided them with a wealth of information in a concise, practical and most affordable manner.

This was the first time that ESOMAR workshops, which are well-known worldwide for excellent content and presenter quality, were offered in South Africa.

The ethnography workshop was led by Neil McPhee, MD of Nuance Research and qualitative researcher for the past 34 years, while Dr Malcolm Evans, semiotics expert and founding partner of Space Doctors in the UK, presented the semiotics workshop.

Because of the popularity and success of the two groundbreaking workshops, the plan is to present more workshops

of this calibre in future, says SAMRA chair Elsa Thirion-Venter. "Apart from the fact that the topics were of great relevance and importance, the workshops also forged closer ties with ESOMAR and its representatives.

"Like abroad, the workshops elicited extremely positive comment from the South African research fraternity, who considered themselves privileged to have had the unique opportunity of attending these world-class events at extremely reasonable rates."

In turn, the ESOMAR representatives had the highest praise for the warm welcome, hospitality and cordial reception that awaited them at the 2011 SAMRA conference. "All of them indicated that they would love to return to South Africa, and Neil McPhee, his wife and son will do just that on a visit to the country later this year," said Thirion-Venter.

MEETING FACE TO FACE

Desiree Joubert, SAMRA head office assistant, shares her memories of her first SAMRA Conference

The 32nd SAMRA Annual Conference granted me the opportunity to meet all the members in person that I have had telephonic or electronic conversations with over the last three months. So finally, I can now put a face to the person I'm speaking to on the other end of the line.

(To all the members whom I have not had the chance to meet, I am confident that I will make your acquaintance at all the upcoming SAMRA events).

After many years of being a full-time mom, it was the first time that I left my family to 'fend' for themselves. However, it was me who was actually scared to leave my comfort zone, not knowing what to expect when I arrived at the big SAMRA event.

When we arrived at the hotel it was far more than I had expected. The staff of The Lime Envelope welcomed me as if they had known me for years. That started melting the ice around my 'protective bubble', and thanks to Nadia and the

Lime Envelope, who took me under their wings, I quickly felt part of the 'family'.

It was great to see how potential trade 'competitors' put aside their differences to just have fun and network, all working towards the same goal, namely to learn from each other and broaden their knowledge. Sitting outside the Vanderbijl plenary venue, waiting for the delegates to come out and cast their vote on the speakers, the applause and cheers that went on inside made me curious to the point where I longed to sit in on the topics of discussion.

The days were chilly but the evenings were warmed up by fires, mellow music and the chatter about the day's events and presentations. The cold weather also never dampened the spirits and everybody enjoyed the dining and wining. So much so, that, unlike some who preferred the coziness around the fire place, the brave and daring stayed on to dance outside or chat the night away.

I can thank my lucky stars that I didn't miss the SAMRA Conference!

SAMRA SHOWS A CARING HEART

TWO CHARITIES TO BENEFIT

In line with this year's conference theme of 'care' and 'caring' and to give something back to the community, SAMRA launched a fundraising drive in aid of two charities at the conference, one being a 'human' charity aimed at helping underprivileged children, and the other to help animals in distress.

No sooner had ESOMAR president Dr Dieter Korczak taken the floor after the opening of the conference, than, on behalf of ESOMAR, he pledged €1000 for Africa Food for Thought (AFFT) (www.afft.org.za). Through these gestures, quite a few children will have enough to eat for months to come.

A non-profit organisation that aims to provide nutrition to school children in order to promote concentration and learning, AFFT is currently only operational within the West Rand area of Gauteng. However, the plan is to expand into various other areas.

The organisation also supports numerous self help projects and crèches that all benefit underprivileged children. AFFT believes that community involvement makes their projects sustainable, and schools and communities are encouraged to own and run their projects.

Several delegates, sponsors and exhibitors also opened their hearts and wallets in aid of the SPCA with generous donations and products.

Established in 1872, the SPCA movement is the oldest animal welfare organisation in this country and well-known for its sterling work. A registered non-profit organisation (NPO 993 244) and Public Benefit Organisation (PBO 930004317), the society receives no government funding and relies solely on the support of concerned individuals and corporates to continue operating.

The SPCA covers a vast area – around 11 000 sq km – and looks out for the interests of domestic, farm, working and traction animals, animals reared for consumption, wildlife, animals used for entertainment and exhibitions, as well as animals used in sport and for research.



No animals are turned away, no matter what the breed, condition, age or reason for animals being brought to the SPCA. And the organisation is on call 24/7 to respond to rescues and emergencies involving animals.

It costs in the region of R1.7 million every month to keep the SPCA going, and fundraising drives take a lot of effort and time to generate the necessary support, in cash and kind. Most funds go directly towards the animals, followed by administration and fundraising.

SAMRA chair Elsa Thirion-Venter lauded the delegates' generosity: "The reaction to our call for donations for the SPCA in a time of serious financial constraints was truly heart-warming and I would like to thank each and every one for all their contributions.

"Besides tinned food, blankets and even toys for the animals, through our efforts we managed to raise R1 500 for the Vanderbijlpark branch of the organisation, while AFFT also received a welcome cash injection from ESOMAR, which will help to feed many mouths for several months," said Thirion-Venter.



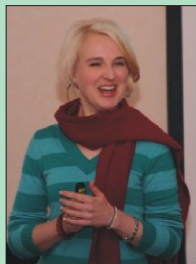
32ND SAMRA CONFERENCE

SAMRA IN THE NEWS

The 32nd SAMRA conference received wide media coverage. The following articles appeared either on the online newsletters BizCommunity, Marketingweb, Totally MAd and/or The Saturday Star.

FIND YOUR SOCIAL NETWORK TARGET

Pop-ups, misleading advertising and dodgy goods seen as suspect
- The Saturday Star



Sarah Macdonald

BRANDS are being told that if they're not on social networking sites like Facebook and Twitter, they are committing business suicide. But what do consumers think about marketing and brands in this new media world?

That's the question that market researcher Sarah Macdonald set out to answer... and her fascinating insights into social networkers were presented recently to the annual SA Market Research Association (Samra) conference.

Macdonald said social networking sites such as Facebook and Twitter had shown exponential growth over the past few years, with many South Africans signing up to connect with others online.

Facebook is the largest social networking site with more than 500 million active users worldwide, 50 percent of whom log on to the site every day. In South Africa, there are just over 3.7 million active Facebook users, representing 71 percent of the online population and roughly 7.7 percent of the total population.

Defined more specifically as a microblogging site, Twitter is another social media platform which has attracted an extensive following in South Africa. There are more than 165 million Twitter users worldwide and about 55 000 active Twitter users in South Africa, according to the SA Twitter Report by Fuseware last year.

According to the quantitative research, South African social network users are linked to an average of 130 friends on social networking sites. This puts them perfectly in line with data available from Facebook itself which states that the average global user has 130 friends. And according to Fuseware, the average number of Twitter followers for South Africa is 115.

"Over the past few years, the phenomenal growth in social media usage has attracted the interest of companies looking to exploit these platforms for commercial gain," said Macdonald.

Social media could be used by businesses to create brand awareness, as an online relationship management tool, to generate leads in order to intercept potential prospects, to learn about new technologies and competitors, and for recruitment purposes. However, the big problem facing marketers on the new digital frontier was that "social media has been developing so rapidly that researchers have been almost unable to keep up".

"Some studies from as recently as four years ago are now almost completely outdated," said Macdonald. She then detailed a study done in South Africa among people who had used the Internet for a year or more, were comfortable using e-mail and surfing the Internet and communicated digitally in at least two different ways with friends and family.

Researchers also looked at broader studies of global usage and trends on the web. According to the quantitative study, 61 percent of South African Internet users access it via a mobile device and 71 percent access the Internet via a personal computer or laptop, be that at home, work, Internet cafe, educational institution or elsewhere.

Respondents reported spending anything from seven to

more than 60 hours a week on the Internet. They generally spend more time online during the week compared to the weekend. This is because weekends are busier, with more activities, social events and family time.

“The trend seems to be to connect to the Internet briefly in the morning, then sporadically during the day as the need arises. The most prolonged and intensive Internet activity occurs in the evenings, when respondents have the most time available to surf for longer periods.”

Most of the respondents connected to the Internet using both a PC or laptop and cellphone. These devices are used at different times and serve different functions. While PCs and laptops are used more often at work and at home, respondents also mentioned using their cellphones to access the Internet when at home. Mobile devices are mainly used to connect to the Internet when out or on the move.

The most popular online activities are social networking, followed by e-mailing, visiting knowledge and education websites, browsing personal interest websites and reading the news, sport and weather.

A woman told researchers: “The Internet plays a huge role in my life – from getting the right treatment for a sick little one, to a recipe for dinner, to cutting many hours off my working month in terms of timesaving. It’s one of my biggest assets.”

The most popular websites are Google, Gmail (especially the instant messenger) and Facebook. Google acts as a gateway to other websites, especially when a new information need arises, and Facebook is the website of choice for social networking.

Macdonald said the data revealed “what a fundamental part of people’s lives the Internet is becoming, with 59 percent agreeing that life without the Internet would be a lot less fun and 56 percent saying that they can’t imagine a life without it”.

In South Africa, social networking is used mainly for personal interaction and as a means of keeping in touch with family and friends. It is also used to reconnect with old friends, make new friends with mutual interests, keep up with new and interesting developments, chat to people all over the world, convey a particular message, send and receive invitations to events and to find work or recruit.

Macdonald remarked: “When asked about their lives

before social networking, two types of responses were evident. Those respondents who are more introverted were more likely to say that they had limited interaction with other people prior to social networking or that they saw social engagement as a means to develop people skills.

“For these people, social networking can be an easier way to connect with others.” She went on: “With the huge amount of public interest in social networking, it’s not surprising that companies are looking for ways to leverage it for commercial gain.

However, just because a company or brand is active on a social network doesn’t mean that its target audience will be willing to engage. “It would be wise for companies to take cognisance of the fact that social networks are primarily spaces for social interaction, not commercial activity, and that participants on these sites are more focused on engaging with their friends than with products, services and brands.”

When asked about how they feel about marketing on social networks, the general consensus from the South African respondents in the survey was “they’re okay with it, provided that it is relevant and appealing”.

“So the single most important thing that companies can do to make their social media marketing strategies successful is to target the correct audience with content that is of interest to them.”

Although only 18 percent of Internet users click on online adverts, these are still noticed and provoke strong opinions. Respondents in the study were most likely to notice adverts on Google – particularly when searching for products or services. They also notice adverts on Facebook, either down the side of the webpage or invitations to join groups and fan pages.

Pop-ups are infamous, especially work-from-home adverts or “Get rich quick” schemes. These are considered highly irritating and intrusive and were spoken about with contempt.

Other online advertising faux pas include too much advertising, spam in the form of e-mail or SMS marketing, false or misleading adverts such as those linking to unrelated pages, long adverts with lots of text and anything that makes the goods on offer seem questionable or makes the marketer look desperate.



Neil McPhee

Globally the research industry has allowed business-driven, profit and process motives to dominate the qualitative research arena, hence too often it stands accused of providing research which is not 'insightful' enough.

Moreover, too much research is done, often wasted.

Likewise, there is too much duplication, too little thought, too much emphasis on agency growth/volume and on (client) reassurance and 'arse-covering'.

Instead, research needs to put the (he)art back into qualitative research and re-establish itself as a profession where training of new and real skills is ongoing, urged Neil McPhee, founder and MD of Nuance Research in the UK, in a keynote address at the recent 2011 SAMRA conference. He also presented a highly successful workshop on ethnography in the run-up to the conference.

McPhee believes that while the worldwide research industry turns over nearly US\$30bn annually, it finds itself in a predicament because of declining revenues, particularly in the past couple of years, slipping standards for the past 25 years, diminishing self belief and ongoing criticism of its relevance and contribution.

At the same time business norms have changed significantly. Social media and new technologies have emerged and become fashionable, clients have very little interest in methodology and the way information is obtained, and big global changes affecting economics are increasingly placing time and decision-making under pressure.

While fashionable, McPhee reckons new media is not always the most appropriate research tool as it is largely unsuitable for 'real' qualitative research, with a strong sampling bias. He argued that, unlike years ago, when qualitative research was, among other things, very heavily focused on motivational analysis, individualism, insight and interpretation, everything these days must be done very

quickly and time, speed, and process have become the drivers. Client-agency relationships, moreover, are basically driven by money, speed and expediency.

In addition, most of the big research companies are now run by accountants focused on profits for shareholders, making process standardisation and simplistic reports the order of the day. As a result research lacks critical thinking and has, to a large extent, become non-specialist.

"In general" he said, "qualitative research is too often used because it's faster, cheaper, more 'sexy' or visual, 'looks easy', with poor DIY moderation and is easy to report by showing ubiquitous video clips. Thus researchers are widely seen as commodity suppliers, not needing specialist skills." In fact, today qualitative research basically centres on recruiting a sample, reading out questions to the sample, mixing this with some random and safe "projective and enabling" techniques, reporting the sample's responses to the client, offering a summary and sending an invoice... to get the next project.

Likewise, McPhee believes quantitative research is too often used with no regard to sample representativeness, too small a sample for real accuracy and poorly designed questionnaires.

However, not only clients are to blame. Agencies are just as guilty insofar as, wanting to please clients, they allow simplistic research and presentations. They are also pursuing income or the next job, have insufficient senior management researcher involvement and apply process-driven standards. A dumbed down research industry, he advised, should not be accepted.

Real qualitative research should dig deeper, and properly apply resource tools such as semiotics and ethnography. The latter more often than not is grossly misunderstood and misused.

In conclusion, McPhee emphasised the need for professionalism, "Before we can move forward, we need to believe in ourselves as professionals and be professional. We need to re-establish the marketing research profession. It's not a function, it's an art-form, a skill and it depends on ability and ongoing training/learning."

AFRICA: A PLACE OF OPPORTUNITY

By Issa Sikiti da Silva,
BizCommunity



Despite Africa sometimes being a very difficult place to do business, we should not look at it as a dark continent but as a place of opportunities experiencing a massive growth, Guy Lundy said at the 32nd South African Marketing Research Association (SAMRA) Conference at the Riverside Lifestyle Resort in Vanderbijlpark.

Guy Lundy



"Globalisation is a stark reality that we will not be able to make go away," he said, adding that the flatlining growth in the west means the economic focus has shifted to emerging markets.

Africa is experiencing a phenomenal growth and, as a result, we have not only been seeing the increase of the 'Chindian' and the 'South-South' investments, but also a scramble by former dominant players to start reasserting themselves on the continent.

"Looking for home-grown talent"

"The aging population in most developed countries and China also means more countries have started knocking on Africa's doors, looking for home-grown talent. So we should do whatever it takes to hold on to our talent, and not let it go, despite the temptation of a much better pay elsewhere," he said.

Lundy, who describes himself as an optimist who always sees the future in a positive angle, said the expansion of telecommunications, including the mobile revolution, has also been helping Africans - mostly young, urbanised and educated - to be aware of what is happening around them.

With changing continental socio-economic and political patterns, including the return of skilled Africans, Lundy urged SA - as a leader and main economic player - to take advantage of what Africa has to offer and capitalise on those opportunities.

Turning its focus on SA, he said the country's recent economic growth of 4.8% (Q1 2011), the relatively low inflation rates in 30 years, the diversification of the economy, the BRICS membership, and the successful hosting of the 2010 FIFA World Cup, among others, means that SA has made a remarkable comeback in the international scene.

"People and business confidence is also climbing"

"Our economy is fairly diversified - one of the reasons why it didn't collapse, unlike countries such as Ireland. People and business confidence is also climbing - that is good news because the consumer behaviour is also changing."

However, Lundy said the country should be aware of the Eskom factor (power outages) and black swans (Japanese tsunami, for instance), which he said can have a devastating effect on people's lives.

While SA has made new beginnings, especially with the hosting of the soccer world cup, which changed the way the world sees the country and helped improve infrastructures, he admitted that poverty and inequality still remain major challenges.

"We should work hard to change this situation, otherwise social instability will always remain in our shadow," he warned.

Extreme degree of vigilance needed

Lundy also said the country needed an extreme degree of vigilance, especially around the issue of Julius Malema, who he said has been distributing insults here and there. "As long as we don't work hard to improve the life of many stragglers and poor people, people like Malema with his scary militant views will always have such people on his side."

But, he warned people not to make assumptions about the future of Africa and SA, despite various challenges.

"Aids, Zimbabwe, Eskom, corruption, racism, crime, education, poverty, among others, are various challenges that we face. But let's not spend time on them but look for missing pieces of the puzzle and fit them into place."

"A positive future is not a spectator's future, but a participant's future", he concluded.

By Issa Sikiti da Silva



Neil Higgs

Any marketing decision based on research that fails to understand people is dehumanising, TNS senior adviser Neil Higgs told delegates at the recent Southern African Marketing Research Association conference, in Vanderbijlpark, Gauteng.

Whether it is new media or the digital and mobile world, or social networks in cyberspace - all of these are just an extension of what the world has done for thousands of years, Higgs argued.

"Yes, the numbers are unbelievably exciting. But it should not change how we do things, the fundamentals," he said.

"Easy to forget we are dealing with people"

"It is easy to forget that we are dealing with people. So our main job is to understand people and their lives - the 'how' might change and is indeed a huge story. But we still need to ensure we get the 'why', which is the human condition."

According to Higgs, continually referring people as respondents, informants, consumers, customers, twitterati, units and target markets is absolutely dehumanising.

SAMRA chairperson Elsa Thirion-Venter said in opening remarks: "Thirty-two years ago, cellphones, social media, web surveys, computers on every desk and smart phones, which we now regard as indispensable, were undiscovered ideas in the distant future."

World has come a long way

The world has come a long way since the invention of the first telephone in 1876, radio in 1919, TV in 1928 and the first cellphones (Motorola and Nokia) in 1982, as well as the first Internet connection in 1969.

While these inventions - and the innovations that followed - have changed the world in many ways, Higgs slammed the

big multinational companies that predicted that the digital revolution will 'kill' research as the world knows it today.

"What are we missing?" he asked. "Each time there was a new beginning. What is certain is that this brave new world of mobile and digital brought a new order in communication - the 'how' between brands and people, people and people, and between people and researchers.

"And it changes how the research world gets feedback from people."

Fundamentally wrong advertising model?

Some delegates believed Higgs dropped a bombshell after claiming that the world, through all these media changes, adopted a fundamentally wrong advertising model.

"What we see on Facebook or Twitter is not the real people and their real reactions and behaviours. If we are to understand people and create marketing that works, we need to ask questions such as:

- Are they happy or sad?
- What worries them?
- Will that affect what they decide to buy?
- What are their goals and plans?
- Have they given up or do they still have hope for their future?
- What has happened to them recently?
- How healthy are they?

"How easy are you making the decision for them? Is your message aiding the decision or is it making it more agonising? All these have effects of varying degrees on how people decide what to do in their lives and how they respond to marketing activities.

"We need to understand these people and their lives, their motivations, their desires, how they view the world, their cultures and their worldviews. We must have an idea how humanity works before making a marketing decision.

"Do you go to the informal settlements? How do you talk to those people if you don't know where they live? Technology is great but it is all about people."

'MARKET RESEARCHERS HAVE A ROLE TO PLAY IN DEVELOPING STRONG BRANDS, INSPIRING SUSTAINABLE BEHAVIOUR'

Business leaders, marketers and market researchers have the opportunity to play an incredibly important role in the future of humanity and the world we live in. The opportunity is not only to make businesses and brands sustainable, but to inspire more sustainable behaviour in customers and consumers. But if we are to seize that opportunity, we need a more mindful mission for marketing and market research – one that focuses on value creation, not simply selling more stuff.

This was the clear message from Millward Brown chief global analyst Nigel Hollis in his keynote address How Doing Good Builds Strong Brands at the recent 32nd annual SAMRA conference – in line with the conference theme, Dare to Care: Put the heart in the art of research.

"As market researchers we have a role to play to develop and sustain strong brands and we also have an important role in helping to improve efficiency and reduce waste in the marketing process. Market researchers actually do have a personal interest in shaping consumers' attitudes and behaviour. That is, assuming we – and our family – intend to continue living on this planet.

"If the brand you are working with is not pursuing sustainability, you should lobby for it to do so. And if the brand you are working with is already pursuing a sustainability agenda, make sure you do everything you can to make it successful. Rather than being dispassionate observers and advisors, it is time we all dare to care," Hollis urged delegates.

Seeking opportunities for change, not simply feeding back data on the status quo. Staying ahead of the general consumer mindset by talking to thought leaders and trendsetters. Helping ensure brands are a catalyst for positive change, not a reason for consumers to do nothing. These are just some of the pro-active ways market researchers could 'do good' and help build strong and sustainable brands, he suggested.

"Sustainability today offers an opportunity to improve the bottom line through supply chain efficiency and reducing waste. Today most major marketers in the Fortune 1000 have signed up to the sustainability movement. For instance, UK retailer Marks & Spencer publicises its Plan A and has

recently announced a goal to be 'the world's most sustainable retailer' by 2015.

"Such commitment is undeniably positive for society and the bottom line, less waste means fewer resources are required to make the same amount of stuff. And less waste means bigger profits," Hollis argued.

In the US, Walmart, not content with sustainability, is now seeking to improve the eating habits of its shoppers by providing healthier packaged goods and cheaper fresh fruit and vegetables. Proctor & Gamble, Unilever and Nestlé have publicly embraced the need to improve people's lives beyond serving a functional need. Programmes like Tide's Loads of Hope, Dove's Campaign for Real Beauty or Pepsi's Refresh Project, which are designed to promote the brand while espousing societal beneficial causes, are becoming common place, Hollis pointed out.

"But laudable though these initiatives are, their ultimate objective is to grow sales. And unfettered sales growth is tough to reconcile with true sustainability. To be truly sustainable, growth should 'meet present needs without compromising the ability of future generations to meet their needs'," Hollis cautioned.

"If we are to live within our planet's means, we need to recognise that sustainability is not just about reducing waste in the supply chain – it is also about preventing excessive consumption. And that could prove a much bigger challenge for business unless it changes its focus from sales growth to value growth."

Hollis reckons businesses can have a vested interest in helping consumers develop more sustainable habits. "But for this to happen, we need to understand where greenness and sustainability fit in the consumer's agenda. And unfortunately consumers seem somewhat less concerned about the future than are business leaders."

In a Yankelovich Monitor survey in the USA, respondents were asked a number of questions about what was important to them in terms of buying environmentally friendly, organic and locally grown products. When it came to environmentally friendly products, the majority of people stated that this was important to them, with only 16%

'MARKET RESEARCHERS HAVE A ROLE TO PLAY IN DEVELOPING STRONG BRANDS, INSPIRING SUSTAINABLE BEHAVIOUR'

stating it was not. However, when asked whether they would be willing to pay a little more for environmentally friendly products, only 1 in 3 agreed they would do so, therefore most of them do not believe it is worth paying a little more for environmentally friendly products and the few who do, tend to be the ones who can best afford it.

"Even then I have to question whether or not these people will follow through on their stated beliefs. Much of the data I see suggest that motivations of convenience, habit and saving money often overwhelm people's desire to buy 'green' products or act more sustainably. The motivation to save the planet is at odds with age-old motivations that have helped humankind become the all-consuming force it is today.

"Of course, market researchers have long known that stated importance does not correlate with behaviour. While pundits love to denigrate research because they assume we take people's answers at face value, researchers know that we need to trade off for over-claiming. People want to believe well of themselves and they want us to think well of them too. It is not so much that they lie about socially sensitive issues; it is more that they tell us how they wish things were," Hollis stressed.

Hollis pointed out that over the years, researchers have developed many techniques to adjust for effects like social desirability. "We use self-completion questionnaires when addressing sensitive issues. We provide context to our questions to frame the issue appropriately. We benchmark attitudinal responses against actual behaviour. And we employ derived importance rather than stated importance by correlating attitudes against a metric we know relates to behaviour, such as brand bought last or purchase consideration.

"Unfortunately, while derived importance is quick and easy to apply, it does not necessarily help us make the case for sustainability or a green agenda. In category after category in Millward Brown's BrandZ study, statements like "make an effort to be the most environmentally friendly brand" are found to be the least related to brand loyalty. In categories where environmental concern is further up the hierarchy of importance, it is because one or two brands have taken the lead and addressed that latent need.

"Ultimately, I believe that many people do feel concerned for the future of the environment but they lack the motivation to act on that concern. They want someone else to fix the problem. It is a latent need waiting to be met by the right

brand.

"If a viable green brand does not exist, people have no alternative but to keep using the existing products. But if a company offers them a green alternative they may switch. And therein lies the opportunity. If people believe that they are consuming the wrong things, but aren't willing or able to expend the effort to remedy the situation, brands may be able to capitalise on this by doing the right thing on consumers' behalf, thus helping them follow through on their good intentions.

"The question is how best to seize this opportunity. If brands are to turn sustainability into a competitive advantage and inspire their consumers to more sustainable behaviour, then they must find ways of inspiring consumers to action.

"Right now we stand at a tipping point where it is not clear whether we can turn things around and live within our planet's means. What is clear is that, if we are to do so, we must take action quickly. And while it may seem perversely counter-intuitive, the brands that are best positioned to change consumer behaviour may not be the found among the plethora of new green alternatives, but rather among the most well-known brands produced by leading multinationals.

"As brand marketers well know, building a brand is a process that takes significant time and resources. On the other hand, if existing, strong brands were to adopt a true sustainability agenda, then the positive impact would not only be greater, but it would likely be far faster. To this end, market research can contribute significantly by guiding, inspiring and lobbying the brands they work with," Hollis concluded.



Nigel Hollis

Millward Brown chief global analyst Nigel Hollis... "Business leaders, marketers and market researchers have the opportunity to play an incredibly important role in the future of humanity and the world we live in."

SAMRA AGM TO BE HELD IN AUGUST

THE SAMRA ANNUAL GENERAL MEETING TAKES PLACE ON
18 AUGUST 2011
AT: TNS RESEARCH SURVEYS,
TNS HOUSE, STONEMILL OFFICE PARK
300 ACACIA RD, DARRENWOOD, JOHANNESBURG.

The meeting will begin promptly at 14h00 and will address the following:

- To receive and consider the Chairman's report.
- To receive and consider the draft statement of account and balance sheet as at 28 February 2011.
- To elect the auditors for the ensuing year.
- To announce the new Council.
- To confirm the three (3) Chairmen as Directors of SAMRA
- To consider and vote on proposals put before the AGM.
- To transact any other business that may be transacted at an AGM.

As the AGM is a business meeting, it will not be open to guests, but all grades of SAMRA members may attend. However, only SAMRA honorary, accredited or full members in good standing (paid up) holding written proxies from SAMRA, may vote.

Please join us for cocktails after the AGM meeting (+-16h00)
For catering purposes please confirm your attendance, no later than 10 August 2010 by:

Email : membership@samra.co.za
Fax : 011 886 9721



Elsa Thirion-Venter

SPREADING THE WORD ABOUT MARKETING RESEARCH, SAMRA

To promote research as a preferred career choice by informing university students first hand about career opportunities in the industry and at the same time introduce them to SAMRA as the representative industry association and membership benefits, SAMRA chair Elsa Thirion-Venter visited both the University of the Witwatersrand and the University of Pretoria during the past few months.

At the University of Pretoria she had the opportunity of speaking to Honours Psychology students, and at Wits

third year marketing students. Also, when she lectures in a personal capacity at the University of Pretoria, she uses the opportunity to inform students about SAMRA and the benefits of membership to marketing researchers.

"Once students are aware of the wide selection of career opportunities in marketing research, they can make informed decisions that could ultimately result in fulfilling and stimulating research careers," she says.

On both these occasions the students responded most favourably to her visit and engaged in lively interactive debates and question-and-answer sessions which revealed some interesting perceptions about the industry.

"As it's important to reach potential research candidates as early as possible and to convey the right message about research, we certainly plan to undertake more road shows to more universities and tertiary institutions," she stresses.

The fact that dedicated marketing research courses at tertiary level are far and few between or, at best, come and go, is partly to blame for the industry's struggle to attract sufficient new, young talent.

"Precisely because there are virtually no dedicated marketing research courses at tertiary level, often marketing students who cannot find a job in their field, by default end up in research. And sooner or later they tend to

be lured away and move on to other jobs," explains Elsa.

Word, however, has it that the University of Pretoria may introduce marketing research as a dedicated degree course, which means that, as an industry organisation, SAMRA should establish strong ties with them from the outset. Alternatively, the university may also involve SAMRA to present guest lectures, she suggests.

"Lectures by industry stalwarts with years of practical experience in marketing research can contribute significantly to an understanding of the importance of the industry in an evolving country such as South Africa and the contribution of marketing research to society and the economy as a whole," Elsa concludes.



SAMRA ACCREDITATION - NEWCOMERS

There are now 25 SAMRA Accredited Researchers (SARs) and 13 new enquiries in the pipeline. From end September 2011 the criteria for applicants will change. Please refer to our website www.samra.co.za under Professional Practice and within this, Accreditation, for details.

SAMRA is delighted to welcome the following recently certified SARs whose contribution to setting, maintaining and furthering high standards of professionalism in the research industry is now formally acknowledged:

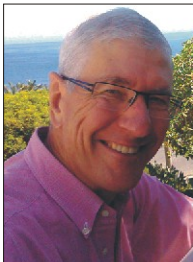


Margaret Constantaras

Margaret Constantaras is one of our most experienced research practitioners, starting out at MRA (now AC Nielsen) more than 40 years ago, later becoming a board director of MRA, and, successively, Markinor, Research International, and, finally, Ask Afrika. Margaret established her own consultancy – Research IQ – about 10 years ago, focusing mainly on local and international quantitative consumer research.

She is a past chairman of SAMRA and currently looks after the Services SETA portfolio for SAMRA, operating as vice chair on the Services SETA Research Committee. She also served on the SABS technical committee for the alignment of marketing research standards internationally, and has completed various Business and Management Diplomas at the WITS Graduate School of Business.

SAMRA ACCREDITATION - NEWCOMERS



Michael Broom

Michael Broom, born in JHB & schooled in the former Rhodesia, is another of our most experienced researchers. After working in various capacities in the wine & spirits industry he moved into research about 30 years ago, spending a few years in Cape Town and BBDO, then a 6 year stint as lecturer at Cape Town

University's Dept. of Business Science and a year with Doug Parker Associates.

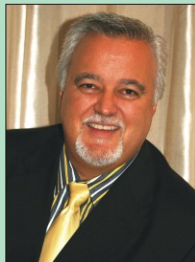
In 1993 Mike launched his own company, Marketing Science, an incubator to bring new technologies to marketing such as Ad-Audit, for predictive pre-testing of ads, concepts, HR and packaging, and New Product Radar, a new product sales forecasting service. In 1995, Infosense, a company specialising in sophisticated usage and automated reporting of research data opened its doors, and, in 2005, Mike introduced a further company, Panel Services Africa, to mount ESOMAR grade Web research services in Africa. Further innovations and development of analytic tools for research have followed since then. Mike is the author of various conference (including SAMRA) and published papers, and has a B Sc (Unisa), a M Com (Natal), Dipl. in Market Research and Advertising (Unisa) and an IMM diploma.



Billy Coop

Billy Coop has worked in the field of marketing and research for over 35 years. He has lectured and facilitated learning at various institutions, including Business School Netherlands MBA programme in Holland, University of Hull MBA programme in South Africa, UCT Graduate School of Business, and Wits Business School.

He is the International Marketing Director of Business School Netherlands and Academic Head of their International Action Learning MBA programme. Billy is a Certified Action Learning Coach, obtained through the World Institute for Action Learning in the USA, and has also provided independent marketing strategy and research services since 1998.



Adré Schreuder

Adré Schreuder entered the field of marketing research over 30 years ago. His career spans both academia – primarily at Pretoria University, lecturing in the departments of Business Economics and Marketing & Communication Management, where he was later appointed professor – and the practice of marketing and research.

Consulta Research, of which he is the founder and CEO, started out as a small consultancy that became a privately registered, fully fledged research supplier, in a joint business venture with University of Pretoria, in 2000. Until the end of 1999 Adré was Professor of Marketing and head of the Department of Marketing at Tuks, after which he took up full time responsibility as CEO of Consulta and was appointed as extra-ordinary Professor (in an advisory position) at his former Department in 2000.

He obtained all of his junior degrees (B Com, B Com Hons & M Com) Cum Laude, followed by a Doctorate in marketing at Rand Afrikaans University (now Johannesburg University) and has written, published and presented many papers at industry and university conferences, contributed to a number of reference works on marketing management and is an active member of several associations and professional bodies. Adré is the Chair of SAMRA's Pretoria branch, as well as Chair Elect (2011) and Treasurer of SAMRA nationally.

He has a master's and doctorate in marketing from the Cape Peninsula University of Technology as well as a number of diplomas in marketing and related fields of study obtained through Stellenbosch University, the IMM and other institutions. He has written and published articles in local business and marketing magazines and has been a keynote speaker at marketing symposia in South Africa.

CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

by Leonie Vorster

**Are you developing continuously as a registered research psychologist?
Well, you should at least KNOW that you should be...**

OMG! Why me?!

My first reaction was that I was way too petrified to open the letter, never mind read it. An official-looking envelope from the Health Professions Council of South Africa (HPCSA) can mean several things, most of which are... well... scary for a registered Research Psychologist... of relatively sound mind, anyway. But it was not going to open and read itself. So, I had three days (including a weekend and a public holiday) to submit a list of my CPD activities from 2 March 2009 to 28 February 2011, plus evidence of these activities, to the HPCSA. Apparently I was randomly selected for a CPD Compliance Audit – yay!

Fast forward to three days later, and off went the completed CPD Activity Record (aka Form CPD 1 IAR) and about 3 MB of evidence via email, and fax... twice. Just in case. And then I waited, for one of the following outcomes:

- A letter confirming that I am compliant
- A six month grace period to attempt to become compliant, after which another audit would take place to determine whether my registration is suspended or not

WTF is CPD?

It is widely accepted that CPD is an integral part of effective professional practice. The broadest definition of CPD is any post-qualification learning. Internationally, CPD has evolved from previous century pre-service education (similar to internships), to lifelong learning systems offered not only by universities and professional schools, but also by a variety of other institutions. There are mainly two approaches to CPD, namely:

- Updating professionals, and
- Achieving and maintaining high standards of professional competence and ethical behaviour.

The first approach defines the purpose of CPD as ensuring that professionals are up to date regarding new developments in their field of practice. This approach focuses on scientific techniques and knowledge as the primary form of CPD

activities, and draws mainly on quantitative research approaches. The second approach views CPD as a problem-solving mechanism and a form of competence support. This approach acknowledges that many of the activities of professionals do not fit within the framework of scientific analysis, and focuses on on-the-job professional competence, including for example, management, interpersonal competence, technical skills, etc. Competence refers to what a professional is able to do, and should be able to do to meet changing demands, both individually and in their professional practice. In this second approach, CPD is viewed as a personal experience. Incorporating both approaches in the market and social research context, then, means that CPD should achieve improved customer service and professional excellence, and should address professional researcher needs regarding keeping up to date, maintaining research practice, improving research practice and broadening research practice.

In general, CPD can include continuing (formal) education, research, writing, learning from own experience, learning from others (e.g. peers and colleagues), teaching others, etc. Therefore, it is both proactive and reactive. CPD programmes should include at least the following components:

- Needs analysis to determine current and likely future practice (in our case, research practice) to identify development needs
- Selecting methods and sources to meet identified development needs
- Participation in activities to address identified development needs
- Keeping records of participation in activities to address identified development needs
- Evaluation of CPD outcomes to determine whether development objectives have been met and whether additional needs have been identified

It is important to note the difference between staff development and professional development. The former builds the capacity of an organisation, and the latter builds the capacity of individual professionals and professions. However, the two types of development overlap, and an effective CPD

programme focuses on this overlap to create and manage opportunities for both the organisation(s) and the individual(s) involved in an area of professional practice (e.g. research). Contemporary theory about knowledge production postulates that knowledge is created through partnerships between and amongst various groupings in society, such as educators and trainers, academics and researchers, business, employees, professional experts, government, community organisations, learners, etc.

The South African legal framework for CPD is seated with professional bodies, such as the HPCSA, but not all professional bodies have a statutory mandate. Whether the professional

body is statutory (e.g. the HPCSA) or voluntary (e.g. SAMRA), the requirements for CPD generally involve attainment of credits over a specified period to sustain registration within a specific field of practice or membership with the professional body. For example, the HPCSA requires that a registered Research Psychologist achieves 30 credits per 12 month period (or 60 credits for 24 months), and must reach and maintain a level of 60 credits at all times, including at least 6 credits for ethics activities per year. Accrued credits are valid for 24 months from the date the activity took place or ended. The HPCSA recognises the following CPD activities:

OMG = Oh My Goodness
WTF = What The Frikkadell

Activity	Examples:
Small group activities: 1 credits per hour to a maximum of 8 credits per day	<ul style="list-style-type: none"> Breakfast meetings or presentations; Formally arranged hospital or inter-departmental meetings or updates; Case study discussions; Formally organised special purpose teaching/learning ward rounds (not including the routine daily ward rounds and teaching ward rounds); Formally organised special purpose lectures that are not part of a business meeting; Mentoring and supervision activities that is specific to certain professions e.g. Psychology
Supervision: 1 credits per hour to a maximum of 8 credits per day	<ul style="list-style-type: none"> Supervision for the purpose of professional and/or personal development, but excluding psychological treatment, will be accredited for CPD as either an individual or small-group activity.
Large group activities: Max 5 credits per day, maximum 10 per conference	<ul style="list-style-type: none"> Attendance (rather than presentation) at conferences, symposia, refresher courses, short courses without a measurable outcome, international conferences.
Publications:	<p>This includes activities that have a demonstrable outcome but do not constitute a full year of earned credits. (Teaching to undergraduate and postgraduate students, and examining, will not be accredited if these activities fall within a registered professional's job description). Presenters/Co-presenters can only claim once for credits if the same presentation is given more than once.</p> <ul style="list-style-type: none"> First author of peer reviewed publication or book chapter 15 credits Co-author of peer reviewed article or book chapter 5 credits Review of article or book chapter 3 credits Paper in published conference proceeding: major author 8 credits Paper in published conference proceeding: other authors 5 credits Full length articles in non-reviewed professional journals 3 credits Published research reports 8 credits Unpublished full/final research reports publically accessible (e.g. for funding agencies) 5 credits
Examinations:	<ul style="list-style-type: none"> External examiner of Masters theses 5 credits External examiner of Doctoral theses 10 credits
Conference/Seminar Presentations:	<ul style="list-style-type: none"> Keynote speaker or plenary session speaker 15 credits All conferences papers incl. poster papers 10 credits Seminar presentations at special CPD functions per paper 5 credits Presenters at short CPD courses per hour 5 credits
Lecture Presentation:	<ul style="list-style-type: none"> Undergrad/post-grad lectures per hour/lecture (staff not employed at universities on full-time or regular part-time basis) 3 credits Guest/visiting lecturer at non-home institution per hour/lecture 5 credits
Academic/Research Supervision:	<ul style="list-style-type: none"> Non-academics supervising post-grad research projects, per student, per year (Maximum 16 credits per annum) 8 credits Non-academics supervising post-grad professional psychological practice, per student, per year (Maximum 10 credits per year) 5 credits
Written Papers:	<ul style="list-style-type: none"> Papers written as part of occasional attendance at academic courses (not registered for whole module/course) - per paper 7 credits Single modules of Masters degrees with part-time enrolment for study credits awarded on completion of the module 10 credits
Professional Interest Groups: Up to 3 credits per attendee per meeting.	<ul style="list-style-type: none"> These activities have a measurable outcome that is assessed according to criteria determined by the group.
Structured learning:	<ul style="list-style-type: none"> A formal programme that is planned and recorded, presented by an accredited training institution, evaluated by an accredited assessor, with a measurable outcome. This category will earn the required credits for a year i.e. 30. Units earned from degrees will be valid for 2 cycles of a 2 year period, thus valid for 48 months.

CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

- I attended SAMRA Annual Conferences in May/June 2009 and 2010, evidenced by attendance certificates
- I did the statistical analysis and supervision for a Doctorate student (i.e. non-academic supervision), evidenced by email correspondence with the student
- I presented about the ESOMAR Code of Ethics at the SAMRA Symposium for Online Research, evidenced by the Symposium programme
- I reviewed 13 SAMRA Conference papers (articles) in 2009, and 12 SAMRA Conference papers (articles) in 2010, evidenced by the ISBN number for the South African legal deposit submission
- I presented an undergraduate lecture (Understanding and Analysing Statistical Data) at a university, evidenced by email correspondence
- I wrote the SAMRA Human Resource Management and Salary Survey reports in 2009 and 2010, evidenced by

the report covers and publically available at a fee

- I am co-author of a peer reviewed article in the African Journal of Psychiatry, evidenced by an email from the Editor, with changes that have to be made before publication

So, in the end...

Continuing professional development should not be about compliance, but about staying up to date. Maybe we should use a new acronym, such as PPRC (i.e. Professional Practice Risk Control), CITOC (i.e. Change Is The Only Constant) or even AOD (i.e. Adapt Or Die), to convey the real purpose of CPD.

Anyway, I was just wondering, what is the probability of being randomly selected by the HPCSA for a CPD Compliance Audit twice? Anyone...?

THE FUTURE OF INSIGHTS: HOW DO RESEARCH SUPPLIERS STAY RELEVANT TO USERS?

By Marna Kirchner

The crux is to adapt to rapid changes, be part of the marketing team and assist them not only to know their market, but to be accountable for their research spend.

This was the main message delivered by Grant Van Niekerk, head of Consumer Insights and Strategy at Kraft Foods, at a recent breakfast session of the Johannesburg SAMRA branch. Grant previously headed up the FMCG division at Ipsos and was Insights Director at AVI before that. As an insights manager who straddled both the supplier and user side, he is ideally situated to understand the needs of the research user as well as the capabilities of the suppliers.

Researchers will have to adapt to a fast-changing research environment where the number one concern for senior marketers is accountability. In an increasingly difficult financial environment, marketers have to be accountable for their spend.

Market research is currently unable to demonstrate its contribution to ROI with the result that many companies, looking for instant optimisation, skip measurement and analysis. This trend must be reversed and the best way of achieving this is to add demonstrable value to the marketing team.

Some pointers to achieve this are:

- Focus on metrics that matter
- Be efficient in identifying key market drivers
- Demonstrate ROI
- Work faster and be more efficient
- Connect marketers with their consumers and help them understand how consumers' reaction to macro-economic factors influence their spending behaviour and lives
- Integrate previous insights into new current insights
- Adapt to the future by developing new methodologies that counter privacy concerns