



NEWSLETTER

issue 02 | 2009

in this issue...



THE CHAIR'S VOICE p2

CURRENCY OF RESEARCH DATA p3

INTERNATIONAL LINKS..... p4

ESOMAR..... p5

SELLING UNDER THE GUISE OF RESEARCH ("SUGGING") p5

WHAT IS SAMRA DOING ABOUT THIS? p6



SAMRA JHB p7



MEMBERSHIP p8



SAMRA PORTFOLIO REPORT: Corporate p9



SAMRA PORTFOLIO REPORT: Accreditation p10



SAMRA FIELDWORKERS' FORUM MEMBERSHIP p11



A CHANCE TO CELEBRATE AND REFLECT p12

16 PAPER SYNOPSES – SELECTED TO DATE p13

GALA AWARDS DINNER p15

SPIER p15



SAMRA NEW APPOINTMENTS p16



SAMRA CAPE TOWN COUNCIL NEWS p17

ANNOUNCEMENTS p18

SAMRA THE CHAIRMAN'S VOICE



Niel Victor
(SAMRA Chair 2008/2009)

One of the things all market researchers are faced with is the ethical dilemmas posed by rampant (and ultimately unsustainable) consumerism and our contribution to that.

Do we stand by principle and refuse to participate in research that marketers want to use to exploit people? Or do we shake our heads and wash our hands of responsibility for the ultimate outcome? Or does our inherent individualistic greed get the better of us and we take the money?

Surely we must understand that we are not simply objective spectators on the sidelines. The work we do guides, develops, sustains and adapts one of the most important cultural artefact of our time – the brand. The dynamics of

this avatar and to what extent it is replacing our more traditional relationships, stories and bond is a topic for another discussion. I am personally a brand fan!

The issue I want to raise here is that we are part and parcel of the societal debate – we help shape it whether we want to or not. Given our direct impact on this dynamic we have to ask ourselves serious questions around our viewpoint, our stance on the matter. Our viewpoint will have the impact whether we are even fully aware of what it is or not. Best we find out how we think about it and take the stand, and debate the issues amongst ourselves.

How do you view the work that you do? How do you justify the impacts to yourself? How do you negotiate the ethical lines? What principle or view or theory do you subscribe to?

How do you deal with issues of unrealistic promise in the advertisement you test or the product with substandard ingredients, whilst at the same time appearing to have a heart for the poor and uneducated – giving your time to those deemed less fortunate?

Finally – we need to more often share and debate with colleagues around a general definition of 'consumer best interest' and how that principle is applied in our daily work.

So what is your view?

SAMRA CURRENCY OF RESEARCH DATA



Leonie Vorster (Immediate Past Chair / International Communications Portfolio Chair & Code of Conduct)



In November 2008 a SAMRA Corporate member brought to our attention that the Advertising Standards Authority Directorate (ASA) had ruled on 4 June 2008 that survey data gathered more than 12 months before an advertisement is broadcast cannot be considered current and up-to-date and, therefore, cannot be used to support an advertising claim as required by clause 4.1.2 of the Code of Advertising Practice, thereby finding in favour of Tiger Consumer Brands Ltd. (Oros). Kraft Foods South Africa (Pty) Ltd. (Tang) had subsequently lodged an appeal against this ruling. The Advertising Industry Tribunal (AIT) considered the appeal against the Advertising Standard Authority Directorate ruling on 12 November 2008.

We provided input to the ASA as follows:

In principle, SAMRA would not agree with setting a blanket time limit on the validity of

research data:

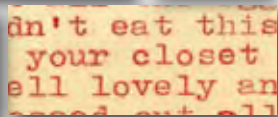
- Currency of data should not be determined (primarily) based on an arbitrary time since the supporting evidence was collected.
- The numerous permutations and combinations of product characteristics, nature of claims, methodological considerations (e.g. population, sample, type of data, type of analysis), research purpose, etc. make setting a blanket time limit, that will be applicable to all advertising claims research, impractical and meaningless.
- Where data currency is concerned, a case-by-case approach would be preferred, taking into account all the aspects mentioned above. As a result of our input, and that of Foods South Africa (Pty) Ltd. and the SAMRA

SAMRA CURRENCY OF RESEARCH DATA

Corporate member, the ruling was that:

- The currency of research is relative.
- The words “up-to-date” and “current” as used in clause 4.1.2 of Section II of the Code broadly mean that the documentary evidence relied upon to support any claim by an advertiser shall be valid or indisputable at the time that the claim is made and for as long as the claim continues to be made without challenge or contradicting evidence. The period of validity cannot be arbitrarily set. It is unavoidably so that the validity of any claim in advertising has to be considered on a case by case basis. Some claims are susceptible to doubt quicker than others taking into account all the relevant factors. Similarly, some claims in advertising may remain valid for very long periods.
- The ASA erred in ruling that the claims were unsubstantiated.
- Accordingly, the appeal was upheld.

(See <http://www.asasa.org.za/ResultDetail.aspx?Ruling=4505> for the full Advertising Industry Tribunal ruling)



INTERNATIONAL LINKS

We are currently pursuing and/or solidifying relationships with the following international organisations to ensure that we strengthen SAMRA's international profile:

- American Statistical Association (ASA) (USA)
- Asociación de Investigadores de Mercado y Opinion del Uruguay (ADIMU) (Uruguay)
- Asociación Mexicana de Agencias de Investigación de Mercado y Opinión Pública (Mexico)
- Asociacion Puertorriquena de Empresas de Investigacion de Mercado y Opinion Publica (APEIMOP) (Puerto Rico)
- Association for Consumer Research (ACR) (USA)
- Association of Market Research Organisations (AMRO) (Australia)
- Canadian Association of Market Research Organisations (CAMRO)
- China Market Research Association
- Council of American Survey Research Organisations (CASRO) (USA)
- European Federation of Associations of Market Research Organisations (EFAMRO)

SAMRA CURRENCY OF RESEARCH DATA

- Japan Marketing Research Association
- Market Research Society of India (MRSI)
- Market Research Society of New Zealand
- Market Research Society of Sri Lanka (MRS SL) Marketing and Opinion Research Society (MORES) (Philippines)
- Marketing Research Association (MRA) (USA)
- Marketing Research Society of Hong Kong (MRSHK)
- Marketing Research Society of Pakistan (MRSP)
- Nigerian Marketing Association (NMA)
- Pan-African Media Research Organisation (PAMRO)
- Qualitative Research Consultants Association (QRCA) (USA)
- World Association for Public Opinion Research (WAPOR) (USA)
- World Association of Opinion and Marketing Research Professionals (formerly European Society for Opinion and Marketing Research) (ESOMAR)

Can you think of any organisations to add?
Please send your suggestions to

leonie@evolutions.co.za, copy to
info@samra.co.za.



ESOMAR

In a bid to offer more value for Southern African ESOMAR members, I have proposed

the following to ESOMAR:

1. Sponsorship at the SAMRA conference
2. An ESOMAR stand at the exhibition at the SAMRA Conference
3. An ESOMAR member meeting at the SAMRA Conference
4. Hosting the annual ESOMAR conference in South Africa in 2012/2013
5. Hosting the ESOMAR Telecoms conference in South Africa

Would you attend the ESOMAR conference if it were held in South Africa? Should we consider collapsing the SAMRA Conference and such a conference for a year, if it were to be held in South Africa? Please send any feedback to leonie@evolutions.co.za, copy to info@samra.co.za.

SAMRA CURRENCY OF RESEARCH DATA

SELLING UNDER THE GUISE OF RESEARCH ("SUGGING")

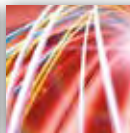
We are increasingly receiving complaints from our members and members of the public about unsavoury business practices relating to direct marketing initiatives cloaked as market research. Sugging is a serious abuse of the research process which compromises legitimate research, and causes distrust amongst the public, resulting in poor participation in real research, and poor quality information, because members of the public simply do not know whether they are again the victim of sugging, or actually contributing information to a legitimate research process. If one is suspicious, one does not participate and respond freely. Selling products is a marketing activity, and (market) research is definitely not marketing. Legitimate market research requires the cooperation of the public, allows research participants the option of remaining anonymous, and ensures



that participant information is strictly confidential and not shared with any other company. Anonymity is what ensures honest responses, and both anonymity and confidentiality protect individuals' privacy.

For example...

An organisation trading under the name 'Access International' is allegedly making unsolicited outbound calls pretending to be undertaking research. Three separate unsolicited outbound calls have been reported to us by members of the public, two made on 12 August 2008 and one in February 2009. The questions asked of the receivers of the calls included: 'Do you have a credit card?' and if yes, 'Is it either a MasterCard or Visa?' 'Which cellphone operator do you use?' etc. In all cases, the calls, which are in fact The Holiday Club (Beekman Brothers) sales calls, were allegedly made under the guise of research.



SAMRA CURRENCY OF RESEARCH DATA

WHAT IS SAMRA DOING ABOUT THIS?

In all of the cases thus far, the 'guilty party' is not a member of SAMRA and in most cases also not a member of the Direct Marketing Association (DMA). Although we have no mandate to take action against non-members, we are not letting our discontent go unnoticed:

- When such conduct is brought to our attention, we contact the transgressing organisation, informing them that conducting marketing or sales activities under the guise of research, referred to as 'sugging', is not only frowned upon, but indeed considered unethical practice. We also inform them that such activities may also be illegal if they do not meet the requirements of the Consumer Protection Bill currently being considered by the National Council of Provinces in South Africa.

- We specifically request that the organisation desists from engaging in unethical and potentially illegal activities by making sales calls under the guise of research.

The DMA also has the platform of the Consumer Tribunal and can legally take on transgressors for unethical business practices under the Unfair Business Practices Act of 1998, which is still in effect pending the Consumer Protection Bill being enacted into law. SAMRA has submitted a complaint to the DMA against the organisation mentioned in the above example, and the DMA is investigating. We will keep you informed of the outcome of the DMA investigation.

In the mean time, please urge your clients not to sell under the guise of research – together with the DMA, we will take action!



SAMRA MEMBERSHIP

It is that time of year again when membership invoices will be sent out for 2009/2010.

The 2009/2010 fees for individual members are as follows:

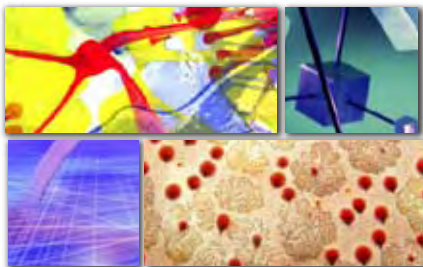
	Mar-09	
	Rate exc. VAT	Incl. VAT
Full Member	R 907.02	R 1,034.00
Associate Member	R 771.93	R 880.00
Distance Member (outside SA)	R 328.08	R 374.00
Field Member	R 260.52	R 297.00
Student Member	R 130.26	R 148.50

SAMRA has the following membership categories:

- Founder Member
- Honorary Life Member
- Full Member
- Associate Member
- Fieldworker Member
- Student Member
- Distance Member

Did you know?

As an individual member of SAMRA you are ultimately responsible & liable for your own membership fees even if the company you work for pays them on your behalf?



If the situation arises where you leave your current employment it is your responsibility to inform the SAMRA office of your new contact details and ensure that your membership fees are up to date. In the event that you want to cancel your membership fees, this must be done so to the SAMRA office in writing. Membership is not transferable. It is the individual member's responsibility.

Please note:

Membership Notice:

If membership fees have not been received within 3 months of the invoice being issued the member's membership to SAMRA will be suspended. Thereafter if the membership fees have not been received within 6 months of the invoice being issued the member will be expelled from SAMRA.

To update your contact details please contact the SAMRA office on info@samra.co.za

SAMRA PORTFOLIO REPORT: CORPORATE



Matthew Glogauer
(SAMRA Corporate Chair)

Accompanying the new individual membership fees for SAMRA in 2009 there is also a new membership fee structure for Corporate Members. Previously there were 4 membership categories and now there are 5. The change is primarily intended to encourage as many as possible of the smaller market research suppliers in the SA market to join SAMRA Corporate. I'm of the opinion that the more comprehensive our membership, the more representative we will be of SA's Market Research Suppliers – also we can offer the benefits of Corporate membership to more suppliers, and speak as a group with a more representative and unified voice.

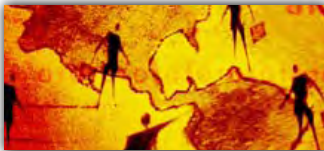
The SAMRA Corporate Membership Fee Structure for 2009 is as follows:

Company turnover	2009 Fees
Less than R2 million	R 750
R2 - R5 million	R 2,000
R5 - R10 million	R 4,000
R10 - R20 million	R 6,500
More than R20 million	R 9,000

Our other piece of news is that the SAMRA Corporate Salary Survey will be kicking off soon. Thank you to all of the Corporate members who responded with their intention to participate or not to participate. Nadia Cassim, the SAMRA Office Administrator, will also be contacting Corporate Members who did not respond in the short term, so please expect a call in this regard.

That's all for now. All the best for 2009.

Matthew Glogauer
SAMRA Corporate Chair



FIELDWORKERS' FORUM SAMRA MEMBERSHIP



Claudette Dearnaley
Fieldworkers Forum Chair

History

- 2004 saw the birth of the SAMRA Fieldworkers' Forum Test, which covered the SAMRA Code of Conduct, and resulted in identification badges being issued to fieldworkers who passed the test.
- In 2006, the test was expanded to include sections for General Knowledge, Numeracy, Code of Conduct, Operational Skills, and Inter-personal Skills; 845 fieldworkers completed the test.
- In 2007, a total of 247 fieldworkers participated in the SAMRA Fieldworkers' Forum Online Test Pilot.

The Way Forward

The SAMRA Fieldworkers' Forum membership (and issuing of badges) will resort under the SAMRA Membership portfolio. The SAMRA Fieldworkers' Forum remains a separate portfolio, focusing on delivering benefits to fieldworker members.

- In future, the SAMRA Fieldworkers' Forum Test will be a once-off, entry test.
- Fieldworkers who wish to join the SAMRA Fieldworkers' Forum will write the national test, compiled from a pool of equivalent items.
- An annual test programme will be issued, and the SAMRA office administrator will manage the testing process in person at the various SAMRA branches.
- Once a fieldworker has passed the test, the fieldworker will remain a member of the SAMRA Fieldworkers' Forum until such time as he or she resigns.

- All paid-up SAMRA Fieldworkers' Forum members will be issued with membership badges once a year, during the annual membership cycle, and new members will receive their badges on an ad hoc basis, when they write and pass the entry test, and will pay a pro rata annual fee.

Administration

The SAMRA office administrator is and will remain the only person who has access to the SAMRA Fieldworkers' Forum database, and is currently capturing and cleaning the data to ensure that we are able to communicate better in future. Once the current database is up to date, at the end of April 2009, current SAMRA Fieldworkers' Forum members (i.e. those who have previously passed the test) will be issued with membership badges. The programme for new membership application tests, including dates, times and venues, will be sent to all SAMRA members, and tests will be taken on an appointment basis.

SAMRA A CHANCE TO CELEBRATE AND REFLECT



Joanne van Schaardenburgh
(Conference and Awards Chair)

The 30th Southern African marketing Research Association (SAMRA) conference will take place over two days, 28 and 29 May, at the Spier Wine Estate in Stellenbosch.

Although SAMRA has been in existence for 32 years, this will be its 30th conference and in light of this SAMRA is building on 30 years of the SAMRA Conference, industry advances, innovation and insights required in the next 10 years.

“The objective is to develop and advance marketing research in the region by showcasing new trends and developments in the marketing industry. We will be reflecting back upon what we have learned and celebrate how far we have become with a goal of growing and improving market research in the region,” says Joanne van Schaardenburgh, conference chairman.

World class Key Note speakers are set to intrigue a big debate at the SAMRA Conference, two of whom are international speakers. In addition, there will be unsurpassed presentations of 16 local papers, which will cover the latest trends in marketing, branding and research.

Firstly, Graham Page, Executive Vice President of Global solutions at Millward Brown, based in Warwick leads a team that develops new solutions and approaches to helping marketers drive brands and services forward. Graham’s research areas include among others, neuroscience, neuromarketing, the role of emotion in advertising, how to measure it and as well brand elasticity.

A second guest speaker to look forward to is Ged Parton, CEO of Global Brand Practice and Qualitative at Synovate Global, London.

He is responsible for Brand & Communication Practice, Qualitative Practice and The Synovate Marketing Sciences group. Ged will share his views on confronting industry challenges.

Furthermore, key note addresses from Discovery Health, Johan van Rooyen, COO; Francois Theron, Head of Service; Andrew Webb, Head of the Service Laboratory will present The Discovery Health Science of Service approach, which includes service metrics throughout the client journey, the Discovery Health quality, people management, independent measurement, client segmentation, and infrastructure systems, the result of this science and becoming the best service organisation in the world.

SAMRA A CHANCE TO CELEBRATE AND REFLECT

For the cherry on top Dawie de Villiers, CEO of Sanlam Structured Solutions oversees the Derivative Structuring business in the Investment Cluster, the Smooth Bonus and

Annuities businesses for Sanlam Employee Benefits (SEB). Dawie will illustrate how

successful research leads organisational strategy and can be used to achieve a thought leadership status by means of the Sanlam's Annual Retirement Fund Survey example. He has been instrumental in the design, analysis and presentation of the latest Sanlam Retirement Fund Survey.

Having proceeded through a rigorous selection process, a total of 16 papers are currently being prepared for the conference.

16 PAPER SYNOPSSES - SELECTED TO DATE

- Making sense of nonsense, a re-examination of brand attribute association matrices – Amien Ahmed, TNS Research Surveys
- Death of the analyst – the case for data calibration and advanced weighting – Joe Boniaszczuk, Research International
- A World Without Surveys? – Joanne Campbell, Nicky Liddle, and Taryn Smart, TNS Research Surveys

- The Fundamentals of Market Structure – Kyle Findlay, TNS Customer Equity Company
- The sanitation of real human beings – Jean Green, Jean Green and Associates
- A quasi-experimental investigation into the effect of interviewing methodology on the findings and applications of socio-political studies – Mari Harris and Wayne Viljoen, Ipsos-Markinor
- The Only Universal Law in Marketing? – Jan Hofmeyr and Martin Bongers, Synovate and Synovate Brand Lab
- The Research Club of Kenya - Research Demystified! – Maggie Ireri and Nanzala Mwaura, The Steadman Group
- Global Speak? Or is Local Lekker? – Monique Leech, Millward Brown
- Research 2.5: Ceding control to consumers as co-researchers – Henk Pretorius, Columinate (Pty) Ltd
- Tangled Webs and Other Grey Areas – Where are we headed, and can we come back from the brink? South Africans' shifting attitudes to crime, ethics and morality – Kathryn Ann Robinson, TNS Research Surveys
- The difference between online and non-online consumers: How much bias is there really? – Adam Rosenberg, Candice Watt, Matthew Glogauer, and Sally Timcke, Kauffman Levin and Associates

SAMRA A CHANCE TO CELEBRATE AND REFLECT

76 PAPER SYNOPSES - SELECTED TO DATE *Continued*

Marketed Research: Personal promotion and network effects within our industry – Enrico Tronchin, TNS Customer Equity Company

- Come join the joy ride.....30 thrilling years of wild and wonderful research – Carel van Aardt and Mari Harris, Bureau of Market Research (UNISA) and Ipsos- Markinor
- Consumers are much richer than we think: Reweighing AMPS income data using analytical hierarchical process modeling techniques – Carel van Aardt and Sean Louw, Bureau of Market Research (UNISA) and Synovate
- Optimising the Retail Landscape: Utilising shopper research to enhance the instore experience and optimise the retail space – Peter Wilson, TNS Research Surveys

(A total of 51 paper and expert Q&A synopses, and keynote nominations were initially submitted by 75 authors/presenters this year. Paper synopses were evaluated in terms of the following criteria: thought provoking, adds to industry knowledge/innovative and well written.)

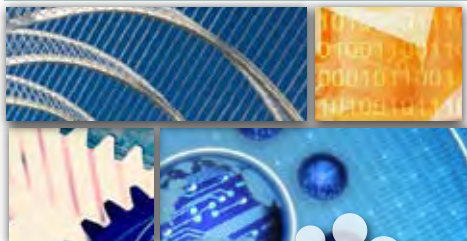
Delegates can also look forward to two expert

Q&A sessions including:

- Carol Affleck, who runs her own consultancy and qualitative research agency, Youth Focus, will introduce and answers questions about Effective Methods for Researching the Youth Market through an Understanding of Developmental Levels
- Gary Nelson, chief executive officer of Primedia Face 2 Face, will introduce and answers questions about Targeting the Bottom of the Pyramid Market

(Expert Q&A synopses evaluation was in terms of relevance of the topic and content, level of presenter expertise and experience in the area of focus, and thought provoking content and thought leadership. Keynote addresses were selected based on thought leadership in the relevant industry, as shown in the presenter's CV and presentation proposition).

Please notes, the programme remains subject to change.



SAMRA A CHANCE TO CELEBRATE AND REFLECT

GALA AWARDS DINNER

There are four awards up for grabs, which will be announced at the final Gala dinner.

They are SAMRA Best Overall Paper; SAMRA Best First Time Speaker; Research

International award for the Best Contribution to Research Standards for Africa and

Telkom Best User Award.

All presenters (excluding the key notes) are eligible for an award.

BOOK NOW

Bookings are filling up fast and will close on 12 April 2009, so delegates are encouraged to book as soon possible to avoid disappointment. For more information about SAMRA Conference or to download booking forms, visit www.samra.co.za. To book sponsorship or exhibition space and / or any other queries about the conference please e-mail samra@thelime.co.za / lebo@thelime.co.za or call Lebo on 011 704 7770.

SPIER

There is no better venue for this exciting event than the Spier Wine Estate which is more than an innovative and iconic destination. It is a place of hope that delivers experience that rejuvenates your mind, body and soul. An internationally renowned destination that combines a village of amazing restaurants, with peace and tranquility at the winelands.

Spier's conference center is only 20 minutes away from the Cape Town International Airport and 30 minutes from Cape Town.

The state of the art conference facilities make the Spier Wine Estate an ideal venue for the 2009 30th SAMRA Conference with fresh and exciting topics to be covered making it a 'not to be missed' event in the research community in 2009'.



SAMRA INTERNATIONAL

NEW APPOINTMENTS

The Southern African Marketing Research Association (SAMRA) welcomes Nadia Cassim as the new SAMRA Office Administrator, Stina van Rooyen, who is taking over the Cape Town Council as the new Cape Town Chair from Beverly Buchanan and Antje Kesselmann as the new SAMRA Namibia Chair.



NADIA CASSIM
(SAMRA OFFICE ADMINISTRATOR)

Nadia has ten years experience in office administration and she has worked for companies like

McCarthy Audi as the Costing/Claims Clerk and Free Way Toyota to name a few.

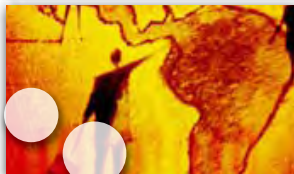
During her spare time Nadia's interests are dancing, challenging her fears by sky diving, scuba diving and she has climbed Drakensburg mountain.



STINA VAN ROOYEN
new samra capetown chair



ANTJE KESSELMANN
new samra namibia chair



SAMRA CAPE TOWN COUNCIL NEWS



Stina van Rooyen
New SAMRA Cape Town Chair

It was with a heavy heart that we also said goodbye to Beverley Buchanan at this function. Beverley stepped down as chair of Cape Town Council, after serving on council for five years. Bev is going on maternity leave and expecting Baby Buchanan to arrive in April. Bev leaves some pretty big shoes to fill as I take over the reins from her, with the help of a few brand new additions to the council, as well as some trusted council members who stayed on from 2008.

2008 ended on a high note with a great turn-out of Samra members for the end-of-year function at popular Simon's Restaurant at Groot Constantia Wine Estate. Despite the sweltering heat there was a festive mood. Members tucked into a delicious menu and each and every member was spoilt with a gift of a beautiful wine bag and bottle of Plesir de Merle wine, sponsored by TNS Research Surveys. Markinor provided 2008 Brand Encyclopedias and Millward Brown copies of "The Advertised Mind" as prizes for the lucky draw.



Samra Cape Town's council therefore kicks off 2009 with our numbers replenished. I'd like to introduce you to the team and their portfolios. In front, from left to right: Stina van Rooyen (Chair), Juliet van Zyl (Membership), Sarah Macdonald (Functions & Social Events), Grant Smith (Education). In the back, from left to right: Claudia Schonitz (Training), Tarryn Kaplan (Secretary), Tommy Mostert (Education) and Deborah Abratt (Administration). Brent Adams (Functions & Social Events) was absent when this picture was taken.

SAMRA SAMRA JHB



Alexan Carrilho
(Johannesburg & Members Chair)

SAMRA JHB held an extremely successful breakfast presentation at TNS Research Surveys on the 10th of March 2009. The presentation was attended by 70 people. Anne Stephens, Portfolio Development Manager at SAB was the guest speaker. Anne presented "Staying relevant in a declining economy: How do research suppliers remain relevant to their clients in a time of diminishing research budgets?" It was great to hear the insights from someone who's been on both the supplier and client side.

Thank you to TNS Research Surveys for the use of their venue and all the assistance we were given.

Do you want to be part of SAMRA Johannesburg Council?

We are looking for individuals from both the supplier and the user side to join the SAMRA Johannesburg Council. If you are interested in joining please contact Marna Kirchner on marnak@headworkz.co.za or info@samra.co.za.

PICTURES FROM THE SAMRA JHB COUNCIL BREAKFAST (10 MARCH 2009)





ANNOUNCEMENTS

issue 02 | 2009

SAMRA KZN Branch

- is in the process of finalising details of a visit by Neil Higgs in May. Once Venue and date have been finalised an invitation will be sent to members and colleagues.

Peter Highley (SAMRA KZN Chair)