

InterVIEW May 2009

Newsletter of the Market Research Society of New Zealand

Letter from the Editor

Hello and welcome to the first InterVIEW put together by the new 2009 committee.

We've got a lot in the newsletter this month with something for everyone! Starting with a thought provoking article put together by new fellow of the society Emanuel Kalafatelis who presents an edited version of his paper presented at the 6th Annual Policy Evolution Conference in March. Definitely a must read for all those who work on public sector proposals within their company and certainly of interest to anyone who works behind the scenes in putting these proposals together.

We have some excellent qualitative tips put together by the Professionalism Committee of the Qualitative Research Consultants Association (QRCA), who have provided some really useful and easily implemented ideas on how to improve the professionalism of qualitative sessions and ensure your back-room clients get the best possible benefit for their attendance and reasoning behind engaging the groups.

For the Quantities, regular contributor, MRSNZ Fellow and Life Member, Duncan Stuart provides his experience and learnings in an entertaining way as is Duncan's way, in taking another look at cluster analysis results to ensure your assumptions are as rock solid as you may currently think they are.

The continuation of the professional development series running this year has been hugely successful, with DVD's now on sale of Naomi Henderson's Qualitative Presentation held in January, and Duncan Stuart's Professional Development Sessions on Questionnaire Writing and Analysis. An update of what's coming up and how to get your hands on the DVD's in page 9 of newsletter, make sure you check it out!

A big thank you is in order for Barry van Buerten and Christine Gooding, whose time and effort was instrumental in being able to host a second Christchurch branch meeting and we have plenty on the cards for up and coming meetings in both Wellington and Auckland too, with Duncan Stuart willing to re-present his questionnaire development seminar in Wellington at a date to be confirmed and new member sessions coming up soon in both Auckland and Wellington.

It's also a big month for announcements, with the new MRS committee this year presented, as well as information of which sub-committee each person is on, is available on page 11. In the next issue we'll be updating you on what tasks each sub-committee will be working on over the rest of the year and into 2010 and what exciting developments to expect. As well as a new MRS committee, we take great pleasure in announcing newly elected life members to the MRS for their outstanding service to the industry. Over the next few InterVIEW issues, we'll be running profiles on each new life member. In this issue we look in-depth at Ross McComish and Jamie Hall and their personal/business achievements which have led to them being recognised as some of our Kiwi greats within the industry. And it doesn't stop here. The announcement of 4 newly elected MRSNZ Fellows is available on page 18, all of whom thoroughly deserve the recognition and we hope to hear more from them in the months as contributors to InterVIEW.

On a sad note however, we reflect on the passing of Phillipa (Pip) Wiggins, who has been a life member of the MRS and was instrumental in the revival of the MRSNZ in the 80's and has been a solid and reliable voluntary contributor to the MRSNZ for many years, even up to last year in being a judge of the 2008 MR Effectiveness awards.

Last, but by no means least, the latest of the conference due for the Friday the 14th of August can be found on page 8. We're looking forward to both an educational and entertaining conference this year, with something for everyone - public or private sectors, academic or corporate; the conference is **THE** event of 2009. You just can't afford to miss this; we really look forward to seeing you there.

Overall, we hope you enjoy this issue of InterVIEW as much as we've enjoyed putting it all together. We appreciate feedback on the articles and encourage you to write to us on secretary@mrsnz.org.nz If you have anything you would like to contribute or have feedback on, don't hesitate to get in touch! **Ed TerView**

Best Practice and Research Procurement

Edited version of paper presented at the 6th Annual Policy Evolution Conference

Emanuel Kalafatelis, Managing Partner, Research New Zealand, Tuesday 17 March 2009

As providers of research and evaluation services to the public sector, we've been dealing with the fallout from an uncanny coincidence of events – the recession, a change of government and a government trying to manage the recession. We have been trying our best to help our clients respond to changes that they've been asked to make to their programmes, although in the extreme, we've also had to adjust to the fact that in many cases their research programmes have been abruptly pulled.

It's been an anxious and extremely challenging period since the beginning of the year and as everyone knows, we're not out of the woods yet. There are and there will be job losses and some research companies might simply go out of business. And those primarily serving the public sector might well find that their work is refocused.

However, I'm convinced that some positive things will come out of all of this. While it might appear that some are blindly slashing at anything and everything that moves in an attempt to cut costs by 10 percent, or even as much as 50% as I have recently heard, others are taking a real bird's eye view perhaps for the very first time and critically reviewing what they have been working on. In the long run, this can only lead to improved "public good" and a greater return on the taxpayer's dollar.

When we look back on 2009, in a year or two's time, I hope we'll be able to say it was a period during which not only global financial markets took a corrective turn, but so did public policy.

Best practice procurement

Today, I have been asked to talk to you about two things: best practice procurement and the importance of regularly reviewing research programmes. I think the latter is a no brainer because literally nothing stands still these days. Commercial organisations are forever reviewing their goals and targets and I know this is the case with public sector organisations. The challenge is to make the time available to do this and involve senior management in the process.

Let me begin by telling you about my credentials to talk about best practice procurement. I have been in the research and evaluation business for well over 30 years now, mostly on the provider side, with a little time also on the client side. For the last 15 years, I have been providing research and evaluation services to public sector clients.

I am currently a full member of the Market Research Society (MRSNZ) and the Australasian Evaluation Society (AES), and in the past, have held various positions on the MRSNZ national committee. Also in the past, I have been the New Zealand representative of perhaps the most well-known professional research society in the world, the European Society for Opinion and Marketing Research (ESOMAR). And I have recently been elected a Fellow of the MRSNZ.

In the last 5 years, I have become increasingly uncomfortable with public sector procurement practice. You might say that he's just saying that because he's lost a few major tenders, but to be honest, it has more to do with getting a 'win-win' situation happening for all parties.

If providers are to feel confident with public sector procurement practice, they must feel confident that the time and effort they put into preparing a response to a brief is well worth it and they will get a fair hearing. And for their part, the client must be assured that the process enables them to identify the most capable provider for the job.

At the moment and speaking for my colleagues in the provider community generally (with whom we regularly consult), we have little confidence in the current system. And I'm not sure that clients are necessarily happy either, given the amount of litigation that appears to go on.

So what do I think needs to change?

1. First and foremost, in an ideal world, the public sector would need to develop a relational approach to dealing with providers and step away from the current transactional approach. This would mean that providers have an ongoing relationship with the organisation concerned and particularly with the actual users of the research, rather than via a third party who may be more interested in the procurement process than the outcome it produces.

What happens at present is that a brief is posted on GETS, you can't meet the client to openly discuss their project, you can e-mail questions, but the answers to these are provided to all other interested parties in the interest of "fairness" and "transparency", despite the fact that the original question you might have asked might be related to a competitively sensitive idea.

As a result, either questions are not asked or the questions that do get asked do not usually produce answers that result in an improved understanding which assists in writing a truly constructive proposal. And it means that if your proposal is accepted, often the approach you had planned to take has to be re-negotiated with the client because critical information was not available to you at the RFP stage. This delays the start of the research, and sometimes leads to revision of the contract price.

Sometimes, to show interest, providers ask questions, but they leave these until towards the end of the tender period, hoping that their competitors do not gain any useful information which assists them develop their bid.

2. This brings me to my next point. Some briefs are well written and show that the issues at hand have been analysed in a thorough and intelligent fashion, but many are not well written and a few are so superficial it's just ridiculously funny. In these cases, it is not uncommon to find the brief consisting of 90 percent 'indicative contract' and just 10 percent 'real brief'.
3. Some briefs are prescriptive. They might invite providers to outline different approaches, but given the lack of ability to openly discuss the brief with the client in the first instance, alternative approaches can never really be that well developed. Plus, there is always the nagging feeling that, by recommending an entirely different approach you are at risk, given that you did not get the chance to discuss your idea with the client.
4. Believe it or not, some briefs for research and evaluation are prepared by people lacking experience in research and evaluation. They might be 'text book' researchers, having done research papers at university, but having absolutely no practical experience. The same people assess the responses received and even some times involve panels of people from other disciplines. Now I think the panel approach is good, as long as panel members fully appreciate that their contribution should be restricted to the areas in which they have real expertise.
5. Until recently, the public service has also suffered from what I call the 'contractor phenomenon'. This is when you get an almost endless stream of short-term contractors who are given responsibility for research and evaluation projects they have absolutely no history with, have no institutional knowledge of or any appreciation of the experience of those who might. With their short-term perspective, of only 3-6 months or less, it's all care and no responsibility.
6. It costs organisations like mine the equivalent of \$10,000 on average to put together a reasonable proposal in response to a major brief. That's the value of the time that you would otherwise be spending on current project work or servicing your existing clients. Given the competition that's out there, you're lucky if you even get short-listed for one in every three or five you write.

Getting short-listed often means turning up to a meeting to be eyeballed and asked only a few questions, sometimes designed to trip you up. Ideally, the aim should be to have a constructive conversation, but this is the exception rather than the rule.

Recently, we attended one of these meetings and had no more than 10 minutes to present. There was even a 'time-keeper', so that no one provider could turn around later and say that someone else had more time than they did!

7. The worst of it is when you get a 'Dear John' letter of about 2-3 lines which says you have been unsuccessful. How can you improve with this type of feedback? Some organisations invite you to ask for feedback, but nine times out of 10, it's pretty superficial when it comes. In some cases, it is clear from the feedback that your proposal hasn't really been read. And often the feedback is long in coming. Six months ago I asked for feedback from one public sector organisation and I'm still waiting for it.

Summary

In a nutshell, the current government procurement practice isn't working for the provider community and I wouldn't be surprised if it's also not working for the public sector. Last year, we met with one of the larger public sector agencies who recognised that there were serious issues. There was an honest and frank discussion about what needed to change, but nothing has and in the current environment, I don't really think anything substantive will.

In my opinion, the public sector would be well-advised to take a leaf out of the private sector's book where constructive working relationships abound, clients know about individual organisation's abilities, closed rather than open tenders are the norm, and experience is valued above what appears on paper to be a 'good' answer to the brief or a 'good' deal.

Tips for Observing Qualitative Research

By the Professionalism Committee of the Qualitative Research Consultants Association (QRCA)

The following is a scenario that has been known to occur at qualitative research facilities. Perhaps you have witnessed something like this:

A half dozen or so viewers have gathered in the back room to observe a focus group for a new product. The brand manager and his team are there, along with a couple of agency folks, a packaging specialist and the research manager. Several are eating, one is texting, another is staring intently at her laptop screen, and two are huddled in a corner conversation. Nobody seems to pay that much attention to the group discussion unless they hear something they think is important, or amusing, or downright ridiculous.

The group ends, and a debrief session ensues. Not surprisingly, there is no clear agreement on how respondents reacted to this product, much less what the next steps should be. It is almost as though these observers looked at different groups. The moderator's feedback is either not solicited or not respected.

In the end, the accepted viewpoint defaults to the highest-ranking observer, even though he already has his own ideas for developing the product, was generally preoccupied during the session and missed the most important discussion when he stepped outside for a smoke. When he ultimately makes the inevitable misguided decisions and the product bombs, it never occurs to him to question the quality of his viewing behaviour.

This is, admittedly, a "worst-case" scenario. Obviously, there are many viewers with much keener observational skills. The basic objective for all back-room viewers, however, is to accurately hear and understand the participants' comments and responses to the issues being discussed. Regardless of your expertise as an observer, you may find the following suggestions helpful as guidelines for watching and listening more effectively.

Things You Should Know

- Prior to the session, become familiar with the discussion guide, which provides an overview of the topics and their importance. You may also wish to review the respondent spreadsheets or any other information provided about the participants so that you will be familiar with their backgrounds.
- The discussion guide that has been carefully prepared is just that — a *guide*. Questions may be reworded and tailored to the immediate understanding of respondents. The order in which topics will be covered will generally be based on the flow of the discussion, which may not be in the same sequence as on the guide. A professional moderator will monitor the time spent on each topic during the session, but if an issue is particularly "hot" for respondents, more time may be allocated than originally anticipated. Every effort will be made to cover all the issues on the guide.
- A group interview is not conducted serially, where the participants take turns responding to a list of questions. Rather, the moderator encourages a natural interaction to evolve in which some members play more active roles and others are followers. Nonetheless, you should expect the moderator to actively prompt all respondents to contribute to the discussion. As the session progresses, the moderator will work to bring out the quieter ones.
- Some professional moderators like to let people ramble a little at first, to see who's who and to encourage free discussion. This also tells the respondents that all opinions are important and that they should feel free to express their thoughts. As the interview progresses, the moderator will regulate the flow of the discussion so that respondents' comments become more focused and succinct.
- You may also see the moderator use other techniques to elicit responses, such as playing the devil's advocate or acting dumb. When appropriate, the moderator may even use self-revelation to legitimize discussion of a sensitive issue.
- At times, respondents in focus groups may influence one another and cause shifts in attitude. Rather than considering this to be a negative outcome of the group's interaction, be pleased that you have uncovered a potentially valuable piece of information: you have identified a possible catalyst for creating changes in the minds of those constituencies who are important to you.

- If respondents have questions or incorrect information, the interview is not necessarily the place to educate them. Respondents are there to educate you. Be aware that their lack of knowledge, their questions and confusion can provide useful information. If respondents do need to understand information before they can express their opinions, the information should be presented in an objective way. The moderator's job is to uncover opinions, not to directly influence or persuade the participants.
- Expect that not every minute of the session will provide meaningful information. For example, sometimes respondents appear to be off-subject when they are actually thinking through their opinions aloud. For the observer, be aware that insight learning often happens here. A professional moderator will soon bring participants back to the issues at hand.
- Remember that the purpose of the research is to find out what the respondents really think and feel. In the case of a product, service or a social issue, the purpose is not so much to get respondents to like it, but to find out what factors might make them like or dislike it.

Things You Should Do

- Be a positive, active listener. Start with a "clean slate," setting aside your own point of view. Attempt to follow the respondents' logic by linking individual respondents' backgrounds and comments with their opinions and reactions.
- Allow the moderator time to establish "ground rules" and rapport with the respondents. It is only when the participants feel secure and relaxed with the moderator, and with one another, that they will begin to express themselves openly.
- Listen to everyone, especially the quiet ones. The outspoken, articulate or loud respondent does not necessarily represent the group's opinion. A professional moderator will make every effort to draw out the quiet ones, but remember that some individuals are more naturally reticent than others.
- At the same time, be careful not to dismiss the opinions of inarticulate, misinformed or seemingly non-insightful respondents. These people are your constituency, too.
- Be sensitive to the language that respondents use to express themselves. They may not use the terms from your particular field of interest, but it is insightful to understand how they refer to your product/service/issues.
- Pay attention to the emotional level of the respondents, both in the way they express themselves verbally and in their non-verbal facial expressions and body language. Silences, confusion, gasps and other vocal utterances can be relevant information. This is one of the major values of qualitative research; you cannot tap this information in a survey.
- Some observers like to take notes, others prefer to simply listen. Both can be effective; it's a matter of personal preference. Whichever method you use to absorb the information, look for *patterns* of comprehension, acceptance, rejection, intensity, believability, motivation, etc.
- Be ready to hear misinformation and misperceptions about your product, issue or your organization. Although it may be frustrating when a respondent says something negative about things important to you, there is much to learn by being non-judgmental. Turn off your internal censors, and accept criticism as a learning experience. It is all part of the research process.
- A note about notes: Be aware that sending in a note breaks the flow of the discussion, distracts the respondents and reminds them of the presence of observers. Moreover, it often takes precious moments to re-start the discussion flow. Most moderators prefer to come to the back room toward the end of the session to collect any outstanding questions. This allows the moderator to cover these final issues in a structured, uninterrupted manner. It is best to check with the moderator prior to the group to determine the most appropriate way for notes to be handled.

Things You Should Avoid

- Commenting on people's appearance, intelligence or behavior: Making fun of the participants is one way of reacting to the voyeuristic atmosphere of the back room, but doing this has the potential to skew your reactions to their remarks. Thus, it is best to avoid such comments and try to concentrate on what people are saying.

- **Typcasting:** Avoid the tendency to view respondents as not representative of your customers or target market and thereby dismiss their opinions. All participants have been carefully selected based on predetermined specifications in keeping with the research objectives.
- **Disruptive back-room behavior:** Outbursts of laughter, thumping on tables or loud talking may disrupt the flow of the session if this behavior can be heard in the front room. More seriously, it reminds people of your presence and could discourage further free expression.
- **Putting too much stock in numbers:** Although the number of participants who feel a certain way in a focus group or series of interviews may be noteworthy, it in no way reflects how many people might feel the same way in the constituencies they represent. Statistically projectable research can come only from a quantitative survey using appropriate sampling methodologies. What is crucial in qualitative research is the range of emotional response and the underlying motivations and rationales that elicit the responses.
- **Premature conclusions:** One comment, in one discussion, does not necessarily make a valuable truth, and not every comment heard during a discussion is significant. Keep in mind that meaningful research findings come through a synthesis of many comments from a number of respondents across a series of group discussions or individual interviews. Each should make a contribution to the final learning, but no single session should be expected to provide “the answer.” As an observer, you are looking for patterns across participants and across sessions.

Final Thoughts

Keep these guidelines in mind the next time you find yourself observing a qualitative interview. You may be surprised by how much more you get from the discussions, and you may gain a new respect for the efficacy of this type of research.

Acknowledgements:

The suggestions presented in this article were developed by the following members and advisors of the Professionalism Committee of the Qualitative Research Consultants Association (QRCA): George Balch, Susan Denton, J. R. Harris, Christopher Herbert, Barbara Rosenthal and George Silverman. The document was vetted by the entire Committee, which also includes: Diane Harris, Sharon Livingston, Hope Felton Miller, Maureen Quinn Olsen, John Patterson and Marta Villanueva. In developing these guidelines, the Committee wishes to thank those QRCs who unselfishly contributed their own materials to this effort: Pierre Belisle, Curtis Fedder, Christopher Herbert, Linda LaScola, Jan Lohs, Dorrie Paynter and Barbara Rosenthal. Their contributions were invaluable and much appreciated. If you have any comments or questions about this document, please forward them via email to the Professionalism Committee Chair, J. Robert Harris, at jrobharris@cs.com.

PULLOUT QUOTES

Pay attention to the emotional level of the respondents, both in the way they express themselves verbally and in their non-verbal facial expressions and body language. Silences, confusion, gasps and other vocal utterances can be relevant information. This is one of the major values of qualitative research.

Be ready to hear misinformation and misperceptions about your product, issue or your organization. Although it may be frustrating when a respondent says something negative about things important to you, there is much to learn by being non-judgmental. Although the number of participants who feel a certain way in a focus group or series of interviews may be noteworthy, it in no way reflects how many people might feel the same way in the constituencies they represent.

QUANT-HEADS DEPARTMENT

How rock solid are your cluster analyses?

In a recent professional development workshop on quant analytical techniques we hit something of a nerve when we demonstrated that Cluster Analyses especially the oft-used k-means cluster technique are apt to move around. This was a phenomenon pointed out to me by Vanessa at UMR who showed how cluster analysis results (the basis of segmentation work) will differ from run to run depending on which order you sort the spreadsheet. In my example the segmentation was based upon a set of five variables and while each result (I was seeking 4 segments) was dominated by a rock solid Cluster 1 (68% of 500 respondents landed up here in each run) the other Clusters moved all over the place, in one example being roughly equal in size – around 11% of respondents in each – while in another example were wildly different in size.

Same data. Same analysis. Different results. This really threw me a year ago when a client asked me to replicate a really splendid segmentation I'd conducted a year ago. This time around I simply couldn't replicate the results. God knows how my data was sorted the first time, but I couldn't replicate the Clusters.

So that was my lesson in life: cluster analyses move around. It's how they're engineered. A k-means cluster draws a few lines in the sand and starts redefining its parameters depending on each iteration of results – and these depend on which order your data is in.

But it also depends on which variables we choose to base our analysis on. In the example I generated my variables were quite arbitrary and really it was no surprise that the software was coming up with a wide variety of solutions. It was dealing with mushy, indiscriminant information. Poor thing: it was doing its best.

The results appeared to shock some of the audience, but there should be no need to be shocked. Instead we should modify our analytical habits. If you're running a cluster analysis don't just run it once – run it a few times, resorting the data each time. If your results are all over the map then what you've got is really "advice" that the criteria you've chosen really aren't all that powerful in defining why some people are different from others. On the other hand if your results are pretty solid, and each run shows very little if any difference, then what you've got is a solid gold segmentation. Bravo!

I'd also suggest running a two-step cluster as a parallel to the k-means analysis to see if the two approaches converge on a similar truth. If they don't, then again you've got to think about what it is that's causing the divergence. Perhaps one variable is dominating the story. Or perhaps all the variables are, as I say, a bit mushy and not really good criteria for sorting people.

The lesson is, don't just run a cluster analysis once. Run it three or four times and use the experience to test and sharpen your assumptions.

Duncan Stuart FMRSNZ

MRS Recent and Upcoming Events

MRSNZ Conference 2009

We are pleased to announce that the MRSNZ Conference for 2009 will be held at Hotel du Vin near Auckland on **Friday 14th August**.

The conference this year has been condensed to one action packed day. We realise that economic times are tough, but we are committed to uphold tradition and retain the conference as an affordable opportunity for researchers to gather together and share their learnings and knowledge.

We invite you to support the conference this year by attending and keeping the conference spirit alive. Those who attended Rotorua in 2007 and previous conferences will know the value of these events.

Following on from the highly successful Market Research Effectiveness Awards, the committee has developed a related theme that builds upon the great work that we, as an industry, produce. The theme for this year's conference is **"Making Our Mark"**. This theme is all about how research can and does make a difference, and how it can and does get more noticed.

A range of papers have been selected for the conference, covering both the public and private sector. Collectively, they focus our attention on innovation, effectiveness, insights, partnerships, communications – all designed to illustrate how research is making its mark, today and in the future.

Speakers represent a cross section of our industry, from practitioners in large and small agencies, to academics, to Fellows. Jesviar Kaur, Duncan Stuart and David Fougere will be sharing their insights with us. Some examples of the very interesting papers to be presented include:

- A case study from Ministry of Social Development in how research was brought to the forefront of understanding and decision-making, and where trust and communication between client and agency were key ingredients in the link between information and action.
- Synovate and SPARC will share their learnings from how a multi-consortium partnership and technology was used to successfully deliver key insights on a highly complex project.
- Versus Research in Hamilton will share their learnings from some primary research conducted specifically for the conference: indepth interviews with researchers and clients to identify how effective market research is defined and how it will be gauged in the future.

One of our keynote speakers will be Jenny Williams from Ideagarden in Australia, a strategic consultancy. With over 20 years experience working in agencies across three continents, Jenny founded Ideagarden with the aim of providing strategic leadership and training to organisations wishing to deepen and evolve customer engagement via digital channels. Jenny's presentation will be sure to inspire and motivate.

Invitations for the conference will be sent shortly. We have priced the day event, including dinner and evening entertainment, very competitively. There is overnight accommodation options for those who wish to party into the night.

The venue has been specifically chosen because it is close to Auckland airport. A complimentary shuttle transfer will be available for those who need to fly into Auckland from other parts of the country.

We look forward to seeing you there.

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MRSNZ Professional Development Series

The MRSNZ Professional Development Breakfast Series started off very strongly this year with more and more people attending these events. We have had two very successful sessions with Duncan Stuart so far this year about questionnaire design and some advanced analytical techniques. Despite the early morning start, the two sessions turned out to be very interactive; with Duncan's presentation and story telling skills, combined with his vast experience, making these sessions lively, engaging and well worth getting out of bed early for!

The first session was a bit of everything, but Duncan's main emphasis was to untangle some of the critical issues of questionnaire design. This is one of the topics that you just can't get enough of and despite the number of books written about the topic and the number of years of experience there are always some unanswered questions. This session not only gave participants a chance to learn from Duncan's very provocative examples, but also to learn from each other.

The second session delivered by Duncan was a great refresher about techniques and methods that are commonly used in our industry. In a true Duncan style he introduced the topics by giving an interesting historical background talking about the contribution of renowned mathematicians and statisticians, such as John Wider Tukey. This session looked at not only techniques commonly used in our industry, such as factor and cluster analysis, but also about the latest developments, such as latent class segmentation, and neural networks. The session was a real treat for people who wanted to have some reassurance about contemporary issues with regard to using some of these methods; however, it also provided practical advice for more advanced users. Although these techniques are rather complex and often require a level of statistical knowledge, Duncan's presentation focused more on the pros and cons of the techniques rather than the nitty gritty of running the analysis, making it relevant for both analysts and client facing researchers.

So thank you again to all of you who attended these sessions. We've received really positive feedback from you and are planning to run more sessions like this during the year encompassing a more interactive, workshop format. Finally, we would like to call your attention to our next workshop, which will be a joint MRS-SPSS seminar on the use of advanced analytical techniques based on some success stories.

Professionally recorded DVDs are available of the Naomi Henderson Qualitative Presentation held in January, and Duncan Stuart's Professional Development Sessions on Questionnaire Writing and Analysis. These are available from the MRSNZ Secretary at a cost of \$90 + GST each.

Auckland Branch Meetings

On Monday 23rd February we welcomed Johanna Fyrbjörk, Director of Market Research Products at Tobii Technology in Sweden to talk to us about the applications of Eye Tracking within the field of Market Research. An interesting topic, that confirmed that knowing what consumers notice and what they ignore or miss out on is a vital first-step to ensuring marketing effectiveness. Johanna showed us how Eye Tracking provides unique methods to evaluate how users and consumers perceive different media and messages. For more information check out the website: www.tobii.com.

Then on Wednesday 18th March we had Dr. Mike Lee from the Auckland University Business School as guest speaker at our AGM. Mike talked to us about his doctoral thesis, Brands We Love to Hate: An Exploration of Brand Avoidance. According to Mike there are four main reasons for this behaviour:

Experiential avoidance: Avoiding a brand because of a bad experience, or where the product has not lived up to expectations.

Identity avoidance: Avoiding a brand because the identity of the brand just doesn't appeal.

Moral avoidance: This is what most people think of when they think of brand avoidance. A person avoids a brand because it's seen as detrimental to society, the environment, or the local economy.

Deficit-value avoidance: Avoiding a brand because the risk of buying the product is seen as too great for the price, for example, when the brand name is unfamiliar to the customer.

And of course there is one thing all respondents had in common, "everyone had some brands that they felt negatively about."

Wellington Branch Meetings

As we head into the winter months, the Wellington committee members are organising a few branch meetings to see us through.

In May, we will be holding our New Members session for all those who are new to the market research industry, or have been in the industry for a while but haven't been 'inducted'. Date and time to be advised.

Following the well-received Questionnaire Writing workshop in Auckland (presented by Duncan Stuart), we are trying to convince Duncan to re-present it to our Wellington members. Date and time to be confirmed.

Christchurch Branch Meetings

In April the second branch education meeting of the MRSNZ was held at the Twisted Hop. This was a fabulous venue for holding such meetings as it was quiet with excellent facilities but in a very vibrant part of a redeveloped part of town.

The topic was "The Growing Role of Social Media in Developing & Delivering Marketing Strategies" and was presented by Christine Gooding of Shannon's Way (NZ) Ltd., a local social marketing company.

The meeting covered the following:

What has changed?

What are Social Media?

Why do you or your client need to create a social media strategy?

How and where do you start?

How do you measure success?

"Social Media" – Conversations powered by Social Media tools

"A brand new way of understanding markets, people, stakeholders – are you listening"?

We had a mix of companies and clients in attendance which lead for some interesting "real life" discussion about the role of twitter, facebook, blogging and flicker as part of the potential marketing mix for clients.

Interesting case studies were also presented which discussed the role of online and offline marketing strategies as part of the success of Barack Obama's rise to the presidency, how Dell were using social media to listen to their customers and others.

The topics for the rest of the year will be:

- The 10 most common research mistakes and how to avoid them
- Retail - segmentation and tenant mix
- Competitive Intelligence

Thank you to Barry van Beurten for organising this event. If you have any suggestions for future topics for the Christchurch members, then feel free to contact the MRSNZ Secretary.

MRSNZ 2009 Committee

President – HORST FELDHAEUSER, Synovate (Conference/Awards and Seminars/Branch Meetings sub-committees)

Vice President – PATRICIO PAGANI, Infotools (Conference/Awards and Website/Newsletter sub-committees)

Treasurer and Complaints Officer – DEBBIE SHEEHAN, Synovate (Conference/Awards, Professional Development)

Other committee members and their associated sub-committees are:

NGAIA CALDER, Focus Research – Conference/Awards and Seminars/Branch Meetings

KARIN CURRAN, Curran Research Associates – Complaints/Professional Standards/Code of Practice and Newsletter/Website

RASHI DIXIT, Synovate (Wellington) – Seminars/Branch Meetings and Professional Development

ALICIA FOX, Focus Research – Conference/Awards and Complaints/Professional Standards/Code of Practice

KAY HAUGHEY, Independent Contractor (Wellington) – Seminars/Branch Meetings and Recruitment/Membership

MARK LLOYD, Ignite Research – Conference/Awards, Recruitment/Membership and Newsletter/Website

MAREE LUCKMAN, Creative Decisions – Conference/Awards and Recruitment/Membership

NIKKI MCKINNON, Colmar Brunton – Conference/Awards and Professional Development

LASZLO SAJTOS, University of Auckland – Seminars/Branch Meetings and Professional Development

MARTIN TOMLINSON, Research Now – Recruitment/Membership and Website/Newsletter

DONNA WILLIS, OCIS NZ – Conference/Awards and Complaints/Professional Standards/Code of Practice

JANE YOUNG, The Nielsen Company (Wellington) – Seminars/Branch Meetings and Professional Development

Announcement of New Life Members

This month the MRSNZ has elected five new Life Members bringing to six the number of Life Members recognised this year. The class of 2009 Lifers include: DUNCAN STUART, DICK BRUNTON, JAMIE HALL, MICHAEL COOK, ROSS MCCOMISH and RON STROEVEN.

In this and the next two issues of Interview we profile all the new Life Members. But first, let's introduce Ross McComish.

Life member profile: Ross McComish

Most market researchers in New Zealand are aged under 35, so let me paint a little picture of New Zealand back in the early 1960s. In some ways the country was as bad as people say. The pubs closed at 6:00pm. Pop music hits came here between 6 to 12 months after they peaked in the UK or USA, and we were far more rural than we are now – not that rural is bad, but our cities functioned as big country towns. As the Rolling Stones said of their 1965 tour when asked how they found New Zealand. "We found it was closed."

Yet beneath that layer that we laugh about, there was an enormously exciting intellectual and nascent business scene percolating. People talked about issues, and there was a self-awareness in the public media about who we were as a country, and where we were heading. A 1963 NZ Herald front page was dominated by a story about the arrival of a controversial sculpture – and it made headlines not because the Herald was starved of stories, but because the sculpture was the hub of a massive public debate. There was a sense that everything mattered because, having emerged from the darkness of the immediate post-war years of bad wallpaper, axminster carpet and black budgets, everything DID matter. Everything was precedent setting. Old barriers were crashing down. We kicked around issues (South Africa banning Maoris from our touring All Black side, protests against nuclear testing, debates about our involvement in America's Vietnam imbroglio, 10 o'clock closing,) because a new generation of kiwis, with an awareness of our unique identity, were keen to get things right. There was a palpable idealism in the air.

Now, let's go to one of the hottest ad agencies in New Zealand, the legendary J Inglis Wright in Wellington. The year is 1962 and the agency was about to boom because TV broadcasting had arrived and droves of New Zealand households were saving up to buy their gorgeous big Murphy and Philips TV sets. A whole creative industry, media planning and – yes – market research – was on the brink of a boom period. The agencies were hothouses of smart, argumentative, lively intellects pushing new frontiers.

That year Ross McComish joined J Inglis Wright as an office boy straight from school. He admits he was unsuited to the lowly role of office boy (agencies in those days had a legion of step'n'fetchit staff doing what all of us do by email today), and Ross was transferred almost immediately to a position in the Research Division. His mentors were Laurie Enting and Jim Belich; father of the famed historian, and later himself the Mayor of Wellington. Ross worked alongside Ian Brown who was one of the founders of the MRSNZ (Ross was there too), and the first Life Member of the MRSNZ.

Ross says that according to his reference from Jim, that he "acquired a fairly broad, though not extensive, experience" in the field of marketing research.

In 1964 Ross joined Colgate-Palmolive as Assistant to the Marketing Manager. In those days the major FMCG companies such as Colgate and Levers, were Wellington based, and they were the training ground for a legion of marketers who dominated the advertising and research industry for decades to come. The DNA of these companies and of their rigorous global methods is imprinted all over our profession.

In 1965 Ross was promoted to the position of Market Research Officer (which in those days meant more than the title would now suggest). He was sent to Sydney for intensive training in C-P's research methods; then worked with market research company, Market Research NZ (spearheaded by another Life Member Fergus Reid), on a number of surveys as well as undertaking projects in-house.

By the late 1960s, market research itself was an expanding profession with new methodologies and new challenges. Bear in mind that at the time New Zealand was needing to quickly shift from being pretty-much a price taker (we'd take whatever price Britain offered for our mutton,) toward being a marketing-driven nation. This was in the wake of Britain joining the EEC and basically telling New Zealand that we would no longer have a guaranteed customer.

Ross's career reflected this context. In 1970 he was appointed to the position of Market Research Officer in the newly established Market Research Centre at Massey University. In fact Phil Dover, as Senior Market Research Officer, and Ross McComish held the first two academic posts in market research at any New Zealand University.

The Centre was in the Department of Agricultural Economics and Farm Management and worked on a range of projects related to the marketing of New Zealand primary products at home and abroad, as well as being increasingly involved in agricultural policy research. The unit also undertook a variety of methodological research studies. By the time he went on sabbatical leave in 1976, the Centre had twelve full-time staff and Ross was its Research Manager. After he came back from sabbatical in 1977 Ross transferred into the newly established Centre for Agricultural Policy Studies, where he was able to, in his words, "indulge a developing interest in policy research."

This work took Ross far afield and into some extremely dangerous situations. In 1978-1979 he worked as Marketing Expert (that was the title) in an FAO team working on a UNDP-funded project in the Eastern Caribbean. The team were based in Grenada and attached to a unit called CARDATS (Caribbean Agricultural and Rural Development Advisory and Training Services), working on the development of small-holder agriculture in the member states of the East Caribbean Common Market. But this was no holiday. The job entailed undertaking research and advising on the marketing of the produce from eight project areas (in seven different island states); working on the development of marketing plans for all seven local Marketing Boards; and assisting governments with the formulation of agricultural marketing policies and instruments. The secondment ending abruptly with the dramatic Grenada revolution in March 1979 which saw the overthrow of the island's leader, Eric Gairy, and his party's replacement by the pro-Cuba People's Revolutionary Government.

Ross's experience of the coup was far from arm's length, and he spent time locked up (presumably the research team was seen as part of the Gairy regime) in a rough jail in Richmond. Recalls Ross: "it was claimed I was part of a conspiracy to discredit the People's Revolutionary Government – the charges were eventually dropped."

Back in New Zealand in 1980, Ross worked as a consultant with Market Research NZ Ltd, and then, briefly, as a Director of AGB Research, with responsibility for the development of its Wellington office to full branch status.

By now the local marketplace in research was going through an upheaval as deep as that of the early 1960s. The economy was on the cusp of deregulation, and the strong central controls – a hallmark of the Muldoon era – were being weakened. The market research profession was growing also, and companies were splintering under the pressure of personalities, different methodologies and the opening up to competition of contracts that were once the domain of single suppliers.

You could tick all those boxes in June 1982 when Ross formed McComish Research specialising in the design and management of research surveys, especially those that entailed the development of new research methods or the new application of existing ones. Ross also negotiated the release of the TV station logs from BCNZ and set up the first log-based television advertising monitoring service in NZ. In conjunction with that he established NZ's first television commercial library service, Ultra Video. (All operating by the end of 1982 – it was a busy year.)

The survey research side of the business was acquired by CM Research Associates in 1990 and formed the core of what became the Wellington branch of TNS. The media research side of the business was reorganised as Advertising Decision Support (ADS) and eventually sold to ACNielsen in 2002. McComish Research tended to work with a small group of blue-chip clients in the government, producer board and business sectors. ADS had virtually every major broadcaster, advertising agency, and film production company as clients and supplied services, through them, to most major advertisers.

In the mid-1990s Ross relocated, for family reasons, to Dunedin while continuing to manage the ADS business from a distance (until 2002.) He also taught advertising and market research papers for two years, as a Senior Teaching Fellow, at Otago University. In 1996, Ultra Video went online – the first online TVC library of its kind in the world and one of the first e-commerce sites in NZ.

2006: A brief foray back into the world of media research and opinion polls when he was contracted to Roy Morgan Research (Pty) Ltd to head up their New Zealand business.

Throughout this period and up to the present, Ross has continued to work as an adviser on market research and related matters to a few long-standing clients. He is also currently working towards a PhD at Otago though as he explained to Interview: "the fact that I'm a full-time student for the first time in my life is, for me, more interesting than the degree I'm going for."

Ross's commercial and academic career is impressive in its own right, and he has inspired many research professionals – colleagues, employees and students - who will vouch for his commitment to high standards, and his capacity to question everything. He's not a guy you'll impress with lazy thinking, half-developed ideas or any methodologies where you can drive anything bigger than an ant through the design.

He's long been a promoter of the MRSNZ, and in fact nobody has a longer track record. As he recalls: "I was working in the Research Division of J Inglis Wright when the Market Research Society was established in 1962. Because I was there at the time (according to Ian Brown) my signature is on the Society's founding documents. Whether it is or not, I was an Associate Member of the Society from its inception and was accepted as a Full Member at a Committee Meeting on 23 January 1963. I've always understood that, at 18, I was the Society's youngest Full Member, at least up to that time."

He has been a paid up member since then – 46 years. In that time Ross has never shirked from active and often highly vocal involvement in the Society. Particular milestones include

- In 1972 (or thereabouts) he was part of the sub-committee, with Ian Brown and Steve Kuzmicich, that extensively revised and updated the Society's Code of Practice;
- In 1974, Fergus Reid and Ross McComish organized a two-day conference on market research for the primary sector – a precursor to what became the Society's bi-annual conference.
- Serving on the Wellington MRSNZ committee in the 1981-1984.
- Being, through McComish Research, a founding member of AMRO.

Ross has also been recognised by the wider marketing profession as well as in the public sector.

- He was invited to join the Wellington Board of the Marketing Institute when it was set up in the late 80s and became Branch Chairman shortly afterwards. During that time he worked to establish and maintain a relationship between the Institute and the MRSNZ, and was instrumental in getting the first Marketing Educators' Conference off the ground, leading ultimately to the formation of ANZMAC;
- In 1981 he set up, and was convenor of, a Policy Discussion Group in Wellington (known informally as the McComish Group – and no formal structure or status.) The group met monthly for about twelve years to discuss policy-related matters with a focus on the primary sector. Members were drawn from government, producer organizations, and the private sector and included senior staff (including permanent heads) from Treasury, DPMC, MFAT, MAF, Federated Farmers, the Meat, Wool, Dairy and Apple & Pear Boards, meat exporters, banks, the Business Roundtable, and so on.
- Besides providing a forum for the free and frank exchange of views among people who would otherwise have been on opposite sides of the bargaining table, the group consistently promoted the use of competent, impartial research as a basis for policy and planning decisions at the highest levels.



Life Membership of the MRSNZ will finally relieve Ross of paying his membership fee (overdue we think!) but for rank and file members of our Society, the recognition of Ross should also throw into stark relief the question of how we individually contribute to our profession. Will we, hand on heart, be able to cite a CV that matches this story in terms of promoting the profession, developing, teaching and sharing new methodologies, and engaging in lively professional debate? Ross's contributions are on several levels – often over a beer, sometimes in the academic arena but also frequently in the hard cut and thrust of business.

The photo here sums it up: a dashing young guy in an engaging, boisterous, society changing role. In this case the photo was taken in 1967 at a meeting of the Campaign for Civilised Drinking; a group that took on the wowers who wanted New Zealand to stay in the dark days of 6 o'clock closing. Ross and his mates formed this group, manned the phones and helped bring New Zealand another step out of the dark ages.

We are a richer profession for his presence.

Duncan Stuart

Life Member profile: Jamie Hall

In the mid 80s Jamie Hall and his business partner Chris Bourke faced a crisis. As young employees heading up the internal research unit of FMCG company Reckitt & Colman (now Reckitt Benckiser) they faced the news of a restructuring. The firm was going to 'stick to its knitting' - as the phrase went in those days - and close down any unit that wasn't directly about the making and selling of their household products. The Central Marketing research unit was to be closed. The decision was final.



Frankly it's a story that resonates in today's climate, and the question is, if you were in your mid-20s, how would you respond?

Jamie and Chris responded with brio and confidence, and within the next two years totally shook-up the research industry in New Zealand and later Australia.

They took ownership of the unit, and signed on Reckitts as their first client. By the mid 1990s, CM - by now one of the big two in the NZ market, and a major player in Australia - was acquired by NFO. Jamie took on regional responsibilities throughout the fast growing Asia Pacific market and was appointed the Regional Managing Director for the combined business in July 2003 when TNS merged with NFO.

In late 2008 TNS was acquired by WPP and TNS is now the largest (revenue US\$ 2 Billion plus) operating unit within the WPP KANTAR information, insight and consultancy division. Research-wise, TNS is one of the Big Two research companies (they do battle with Nielsen on the global stage.)

Within this massive shuffling, Jamie's star has continued to rise. He could have moved onto other endeavours after being bought out a decade ago but instead chose to remain in research. Recognised for his ability to grow the business not just through sales but through assembling a strong suite of business solutions for clients, in 2009 Jamie's responsibilities are for the Asia Pacific, Latin America, Middle East and Africa (ALM) region for TNS. Basically everything outside of Europe and North America. He sits on the Global executive and he and his Regional Board are responsible for the merger of Research International into TNS for the ALM region. This guy, (my estimate not his,) is one of the 20 most powerful movers and shakers globally, in our profession.

That deserves recognition in its own right, but Jamie's election as a Life Member of the MRSNZ also reflects his work above and beyond his immediate business and research interests. His company fought significant battles with ad agencies over questions of reliable methodology - and in effect he enabled our profession to face down the challenges of agencies that, at one stage, used to fight aggressively for the research dollar. Those battles helped set the benchmarks that we use today.

He also ran billboard and TV campaigns designed to lift public awareness of the role of research - to help stem declining response rates.

This week I contacted Jamie who was in between meetings at various spots around our planet (his 'regional responsibilities' surely entitle him to more than a few Frequent Flyer points) and asked him a number of questions about how he defines himself.

Q: Jamie - I want to go back to the 80s. A young guy age 26 or so faces a departmental closure and instead of going out job hunting you (and Chris Bourke) turned the market research unit of Reckitt & Colman into New Zealand's first brand tracking agency and the fastest growing research house in New Zealand. That was a pretty audacious step - and in some ways a lucky moment. Do you regard yourself as mostly lucky - or mostly audacious?

JH: I think with all things you have to make your luck. I have to say that it was a real buzz at the time and a natural decision for me and Chris. Research was the part of my marketing services role at Reckitts that I really had a passion for and what was a natural flow on from my earlier academic qualifications. This and the fact we were already making profit albeit on around \$400k of business with clients like F & P, CHH (the old AHI) and a few others made it relatively easy to see that with a view to expand the client base, capitalise on what we had in terms of core skills and data capture disciplines, we could make a decent go of it. We set a few goals and went for it!

The fact that we were eager to innovate (not necessarily invent) saw us being the first to licence the original Stochastic Reaction Monitors and be the first to introduce continuous tracking in the NZ market. This became the benchmark and paved the way for what is now a WPP KANTAR sister company Millward Brown to ultimately enter the market and ultimately join forces with CBR.

As a matter of interest the same competitive advantage we gained from Stochastic, which was developed by Martin Van Herk and copied by Max Sutherland, is a system that survives within TNS Brand and Communication area of expertise today.

Q: With CM Research you were an aggressive player – taking on ad agencies, and running public campaigns about the role of research. I've seen a memo (courtesy of the late Ian Brown) coming out of Saatchi's Wellington titled something like: "How to counter the Jamie Hall arguments." Is the research profession noisy enough in your opinion? What issues today should be shouting about in public?

JH : Yes, we had the play on the words "people you need to know". I think this is still a very relevant line for the MR and insight business even today. I think we were earlier movers on creating accountability and proper measurement in the advertising and communication industry. It is interesting that both the advertising industry and clients alike now see this as fundamental to their business. I also find it interesting, almost ironical that at WPP the global largest communication and marketing service group which we are now part of, consider that the information, insight and consultancy business is now its biggest growth segment and is targeted to be one third of the global business in the near future.

We did rattle a few cages in the early days and I continue to believe that the MR industry needs to be relevant and bold with our recommendations. Clearly we are nobody's "poor cousin" and we are and should be more often than not the seed of great ideas, and the formative input on winning strategies. We remain after all the scope into consumer attitude (both rational and irrational) and subsequent behaviour.

Q: Selling CM to the global group that became TNS was profitable for you, no doubt, and I'm sure you had the options to do a lot of things at that point. Yet clearly you chose to throw yourself in deeper – remaining in research and spearheading growth for the company outside of North America and Europe. What, at heart, is the core fascination for you? Is it the challenge of business growth per se, or is it that missionary zeal of promoting the use of research?

JH: Yes it was profitable but it was not the primary driver for selling the business into a global company. I think we identified early that there would be a "collapse in the middle" and that being a strong regional player across Australia and NZ, which we had become, put us in an invidious position between boutiques and the growing global players. We had developed a strong alliance with MBL across Asia and in UK and it felt natural we follow them into the USA based NFO in 1997. We were approached at the time by Tony Cowling Chairman at Taylor Nelson which beget TNS who had just joined us in the membership of Gallup International. We said no thanks to Tony who went onto buy Frank Small and Associates through their acquisition of the French MR powerhouse Sofres (the S in TNS). Funny how things turned out and Tony had great delight in telling me in 2003 when TNS acquired NFO that "he knew he would ultimately get us anyway!"

I have said a few times that if you had said to me in 2000 when we had completed our earn-out that I would still be working for the company that acquired us 10 years on, I would have said "not a snow flake's chance...." However I have to say the constant changes and new challenges that have come about in the industry, along with the scale of the business that I am involved in have kept me absorbed. The digital revolution has taken much of the nasty angst out of the business and really opened up our ability as researchers; furthermore the scale created by what will now be my fifth global acquisition-merger as we put TNS together with Research International has made the business continually exciting.

You may have gathered by my comments that what has helped keep me in the business is that I think I am a business person first but clearly have a passion for what research is and how research and insight can be used. My learning curve on both accounts has not yet hit a plateau.

Q: You've been involved directly and indirectly in one hell of a lot of research. What one project stands out for you as your favourite where the research was delivered and the client achieved something amazing as a result.

JH: I still can think back fondly on the early work we did for Lion Nathan in NZ. I was very heavily involved with every facet of their programmes in those days and I feel partially responsible for their decision to introduce Stella Artois into the NZ market as part of their development in the premium segment and the way they positioned this alongside Steinlager to stop the momentum that Heineken was having in those days.

These days I am proud of many programmes done at local, regional and global levels. Two I might mention are firstly the recent renewal of the Eurobarometer business which is a 65 million euro programme that our TNS European colleagues run for the European Commission and European Parliaments, this is incredibly important work as it guides European and thus global policy development. Another would be a 36 country, 33,000 respondent, 28 language, 4 data collection methodology, formative

NEEDSCOPE study we did for a technology client last year managed for a Northern Hemisphere client out of Australia and coordinated through our Hong Kong based International Research Centre. This was done on time within 2 months and covered both established markets and also the large emerging markets. This has changed the way our client views and structures their business globally.

Q: What are the two biggest challenges faced by Market Research here in 2009?

JH: Apart from a global economic crisis in 2009 this would be:

1. Remaining highly relevant to our clients, in order that they can make even better decisions.
2. Developing our capability in the context of new digital technologies and the constant entry of exciting new players and competitors whether they are from our industry or from outside e.g. Google, Facebook etc.

Although having worked in all areas of Marketing Research and Consumer Insight, Jamie's greatest interest and professional strengths lie in Brand Strategic Research, and one of his strengths as a major decision-maker is his detailed understanding of different research approaches.

Jamie has a M.A. Honours Degree in Social and Economic Geography from Auckland University in New Zealand; he has professional membership of ESOMAR and the Market Research Societies of Australia, New Zealand and the UK. Jamie is married with two teenage children and the whole family is very active in sports and outdoor pursuits. Life Membership is not bestowed as some kind of honorary rear-view-mirror. As Jamie says, his learning curve has certainly not hit a plateau. No pun intended, but that's the hallmark of a born researcher.

Duncan Stuart

Next issue: Four more life members

In the next issue we profile four more of the new Life Members: Dick Brunton, Ron Stroeven, Duncan Stuart and Michael Cook, whom Jamie Hall reckons to be the youngest ever life member.



But do you know which of our new Life Members was in 2005 singled out by the wider marketing profession and inducted to the NZ Marketing Hall of Fame in 2005? Answer: Dick Brunton. We'll talk to him about what makes truly effective research, about what makes a great workplace (Colmar Brunton – not to mention Synovate and InfoTools have each regularly featured on the best places to work lists), and about the challenges he believes tomorrow's researchers will face. We'll talk to Michael and Ron about their world-conquering research products and their vision of tomorrow's research environment.

Our other Life members are David Innes, Fergus Reid, Steve Kuzmicich and Pauline Colmar.

Announcement of New Fellows

We are also pleased to announce that four MRS members have recently been made Fellows of the Society. Each has displayed sterling skills as researchers, constant enthusiasm for the profession, and have made a positive difference to who we are as professionals. They are Emanuel Kalafatelis, Ian Mills, Jonathan Dodd and Harry Pappafloratos.

EMANUEL KALAFATELIS – RESEARCH NEW ZEALAND

- Emanuel began his career in social and marketing research at the Heylen Research Centre. Joining the company in 1977, he was appointed Managing Director of the Wellington office in 1982. Apart from a brief time as a Strategic Planner and Consultant with DDB Needham in 1988/89, he remained at Heylen until 1992, when he became a principal and Director of BRC, now Research New Zealand.
- In his fourteen years with Heylen, Emanuel worked with a wide range of clients and developed a strong interest in the New Zealand psyche and in discovering how New Zealanders respond to their environment.
- Researching New Zealand is very much the ethos behind Research New Zealand, and while much of Emanuel's time and expertise revolves around the management of the company, he is still very much a hands-on researcher, having direct input into most projects.
- Emanuel is a regular contributor to National Radio's "Afternoons with Jim Mora", providing commentary on New Zealand social trends.
- In 2006, Emanuel was responsible for initiating groundbreaking research into small business. *Shattering the SME Myth* is a three-stage research project that investigates small business from the perspective of small business owners.
- Emanuel enjoys spending time with his family, and has a strong interest in motor vehicles, outdoor activities, gardening, good food and wine.
- Emanuel a member of the Australasian Evaluation Society. He has also been a former New Zealand representative of the European Society for Opinion and Market Research (ESOMAR).
- He is a past president of the Market Research Society of New Zealand.

IAN MILLS - SYNOVATE

- Ian started his career in research as a part-time telephone interviewer and note-taker for focus-groups. He soon realised that this was a industry that could continually feed his curiosity for understanding what makes people and businesses tick.
- This curiosity (and the nature of the market research industry in New Zealand) means that he has experience across a wide range of industries, methodologies and research specialities.
- Ian has also taken an active role in the industry organisations including establishing the Market Research Effectiveness awards in 1999. He is currently Deputy Chair of AMRO (the Association of Market Research Organisations) in New Zealand.
- He is responsible for all of the research business in New Zealand.

JONATHAN DODD - SYNOVATE

- Jonathan's strengths lie in examining the interaction and trends between business, social, and consumer issues, in particular in understanding the relationships between individuals and their wider social contexts. He enjoys the variety of conducting both quantitative and qualitative research.
- He is a prolific writer and commentator on social, business and marketing issues, with regular columns in various business publications, guest lecturing and TV appearances.
- He has presented two award-winning papers at NZ Market Research conferences and had another published by ESOMAR.
- In 2004 a project of Jonathan's for Roche won a "Highly Commended" award at the Market Research Effectiveness Awards

In the next issue we will profile Harry Pappafloratos.

Obituary for Phillipa (Pip) Wiggins

We were very saddened to hear of the passing away recently of MRSNZ Life Member, Pip Wiggins.

Pip was the original 'go girl' from Parnell. She worked hard, partied hard, played golf, was a fanatical rugby supporter – and made a big contribution to the market research industry.

She was a key member of the 'revival committee' of MRS during the 80's, helping get membership and funds on the up and up. The famous Chateau conferences (those wonderful 3 day shows!) were a particular hobby, but she also 'paid her dues' on more serious matters such as the first major re-write, in partnership with Pauline Colmar, of the Code of Practice in the mid eighties.

I had the honour of being made a life member at the same time as Pip in the early nineties at which ceremony at the Stamford Plaza we did our 'research companies as jungle animals' preso – still remembered by some of the old timers – and not always favourably!!

She was still 'giving back' as recently as last year acting as one of the judges for the Market Research Effectiveness Awards. I'll be just one of her old research pals missing her very much.

David Innes, MRSNZ Life Member

From another 'anchor man' of the eighties MRS team, Ron Latham, now living in Sydney, "I admired Pip's professionalism greatly. I particularly remember the times we had at AGB and Spectrum, where she set up NZ's first CATI system, with both pride and pleasure in what the team accomplished."

Movers and Shakers

THE RESEARCH AGENCY

Welcomes **An Nguyen** to the team in the position of Account Manager. An joins us from London where she has been working for one of the leading boutique qualitative agencies Rosenblatt, where she was responsible for managing clients such as the BBC, Cadbury, Channel 4 & Phillips.

THE NIELSEN COMPANY

Chris Percy, is now our new Consumer Group MD for the Pacific, and takes over from Glen Murphy.

We sadly bid farewell to **Natalie Kearse**, Senior Manager, Qualitative. After much deliberation, Nat has decided to take the plunge and head off to the bright lights of London. We are delighted that Nat is going on such an exciting life adventure, but we will miss her energy and her laughter, not to mention her top class research skills and her wit!!

It is with regret that we announce **Stephanie McKenzie's** resignation. Stephanie is embarking on a Masters degree in Marketing Communication. Stephanie has been a valuable part of the Consumer Research team for almost two years, and will be missed.

RESEARCH INTERNATIONAL

Vartika Patel has joined RI as Finance Manager replacing Richard Frawley who has been promoted to CFO RI Australia.

LITMUS

Kiri Milne has recently joined the team at Litmus after seven years working in the research and evaluation unit at the Health Sponsorship Council. Kiri brings her considerable experience in social marketing to Litmus's work, having been intimately involved in the development, delivery and evaluation of the Smokefree Homes and Cars, SunSmart and Feeding our Futures social marketing programmes. Kiri has a social science background, with a Master of Science in Geography from the University of Auckland.



COLMAR BRUNTON

Leilani Liew, has been appointed Project Manager – Social Research, joining us from the Auckland University

Andrew Robertson was promoted from Account Manager to Account Director on 1 April 2009.

Rhonwen Heath was promoted from Starlight Shift Manager to Central Operations Manager

Jo Bullock left the position as Quant Account Manager to go to Sentient Software on 11th May 2009

FOCUS RESEARCH

Maria Tyrrell has been appointed Managing Director of local market research company Focus Research and their international operation NeedScope International.

Maria has worked for the company since its inception in 1994 and has been part of the management team for the past 8 years. She is well known in the local market for her brand work across a wide range of service and FMCG categories. Maria also has a high profile in the industry where she has served as president of the NZ Market Research Society. In 2006 Maria was made a Fellow of the MR Society.

Maria will be supported in her role by the existing management team of Colin Ingram, Myles George and Anne John-Francke.

Original founders of the company, Michael Cook and Roz Calder, are stepping aside from management to focus their efforts on NeedScope product & applications development, consultancy and global marketing & sales support.

Also congratulations to **Ngaia Calder** on her promotion to Research Manager. And a fond farewell to Nyet Lin Ng a valued member of the team, we wish her all the best of luck in her data mining endeavors!

New Members

The MRSNZ welcome the following new members:

Nanette Kirk, AMP; Duncan McIntosh, APR Consultants; Nathan Farmer, Big Picture Marketing & Strategy; Sharon Horring, Infotools; Aimee Smith, Versus Research; Grace Gu, Colmar Brunton; Rochelle Sands, Colmar Brunton; Leilani Liew, Colmar Brunton; Karen Tews, Colmar Brunton; Mandy Snel, Colmar Brunton; Cindy Xian, Synovate; Alan Yang, Synovate; Stephanie Wearne, Research International; Joanne Mitchell, Research International; Indika Koggalahewa, Telecom; Tess Labett, Housing New Zealand; Rachel Probert, Colmar Brunton; Roger Larkins, Research First; Donna Willis, OCIS; Kate Jackson, New Zealand Post.

Company Membership: Mobius Research and Strategy, OCIS NZ and Research Now (NZ).



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Polytechnic seeks real-life Business Projects

Whitireia Community Polytechnic (Auckland) seeks real-life business projects for Bachelor of Applied Business Studies students in their final trimester of study. Teams of Marketing or Finance students work under the supervision of Whitireia Community Polytechnic business lecturers who are specialists in these areas.

Examples of projects our students have completed in the past are; questionnaire design, analysis and report on findings; marketing plan; market analysis; tax minimization strategy for a family trust; project plan and budget for a national event; evaluation and selection of accounting software for a small business, feasibility study.

To register your interest in having a team of our students apply their eager minds to your business challenges at no cost at all, please contact:- markus.klose@whitireia.ac.nz, (09) 3794666 ext. 9727

QRCA Global Outreach Scholarship

The Qualitative Research Consultants Association, (QRCA), is a US based not-for-profit association of nearly 1000 members from around the world who are involved in the design and implementation of qualitative research. QRCA offers an annual International Scholarship and applications are now being sought from suitable candidates for this year's Scholarship.

The recipient of the 2009 Global Outreach Scholarship will receive:

- free conference registration for the QRCA Annual Conference in Palm Springs, California, USA, from 7 to 9 October 2009; and
- reimbursement of up to US\$1000 travel and accommodation costs associated with attending the conference.

Full information about the Global Outreach Scholarship, including specific details regarding qualifying criteria and the application process, together with downloadable copies of the Scholarship Guidelines and Application Form, is available on QRCA's website at www.qrca.org.

The closing date for applications is 29 May 2009.

Job Vacancies

Find Your Niche - Specialist Research Recruitment

Find Your Niche is a recruitment and human resources consultancy specialising in the Consumer Insight industry.

We are looking for experienced Market Research professionals for a range of agency and client side roles in Wellington and Auckland. To find out more about our "Jobs of the Month" and other roles:

www.marketresearch.org.nz/Employment-Opportunities/Find-Your-Niche.asp