

MAPS



MARKETING RESEARCH
FOUNDATION

SPECIAL THANKS

The MASA Board

The MRF Board

Greg Garden

MRF Team

Plus 94 Team

MAPS Foundational Subscribers

Everyone who had input into the questionnaire

Thank you!



WHAT IS MAPS?

- ❖ Marketing All Product Survey (MAPS)
- ❖ AMPS is the foundation for MAPS - cleaned up, modernised with focus on the consumer
- ❖ Developed through collaborative input
- ❖ Mixed methodologies to streamline data collection and processing
- ❖ *New technologies used to enhance the measurement of brands*



What is new in MAPS?





NEW

- ❖ Brands measured as full colour packshots
- ❖ Consumer centric behaviour measurement
- ❖ Time spent on activities
- ❖ Average expenditure

RETAIL - NEW

- ❖ Liquor outlets
- ❖ OTC – Pharmacies
- ❖ Appliances – Brands
- ❖ Brand loyalty
- ❖ Shopping patterns
- ❖ Malls visited



HOME - NEW

- ❖ Maintenance spend
- ❖ Hardware spend
- ❖ Movement of population by province and size of home



BEHAVIOUR - NEW

- ❖ Time spent on activities
- ❖ Monthly expenses
- ❖ Annual expenses
- ❖ Decision-making

ENHANCEMENTS



APPLIANCES

Household appliances of all sizes by brand



FINANCIAL

Updated questions and stokvels measured



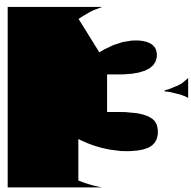
HOME DÉCOR

Soft furnishings category has been broadened



BEHAVIOUR

Multi-platform, decision making and time spent on activities



CLOTHING

Additional items and purchasing behaviour



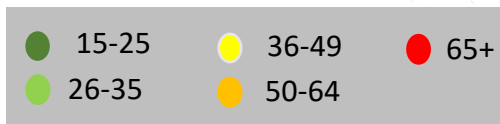
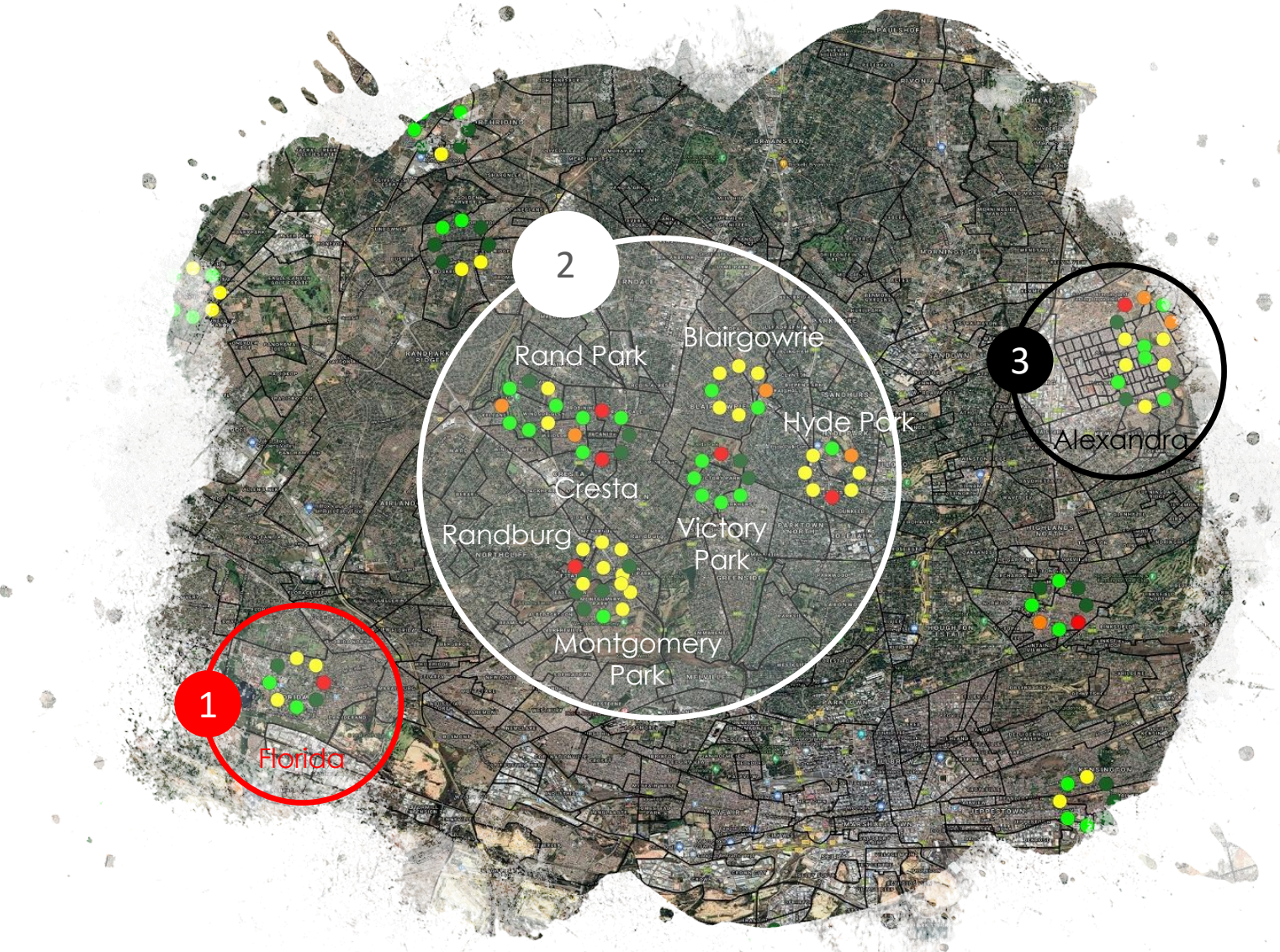
GEOCODING

Geocoding down to suburb level

GEO CODING

DEMOGRAPHIC PROFILING - AGE

- 1** Florida has the highest prevalence of ages 15-25 indicating a slightly older family structure in this suburb, i.e. teenagers and young adults still living at home.
- 2** Victory Park, Montgomery Park & Randburg have a middle age profile indicating that younger up and coming families dominate this area.
- 3** Alexandra shows a spread of age groups. This could possibly indicate very little movement out of the family structure.



GEO CODING

DATA LAYERING

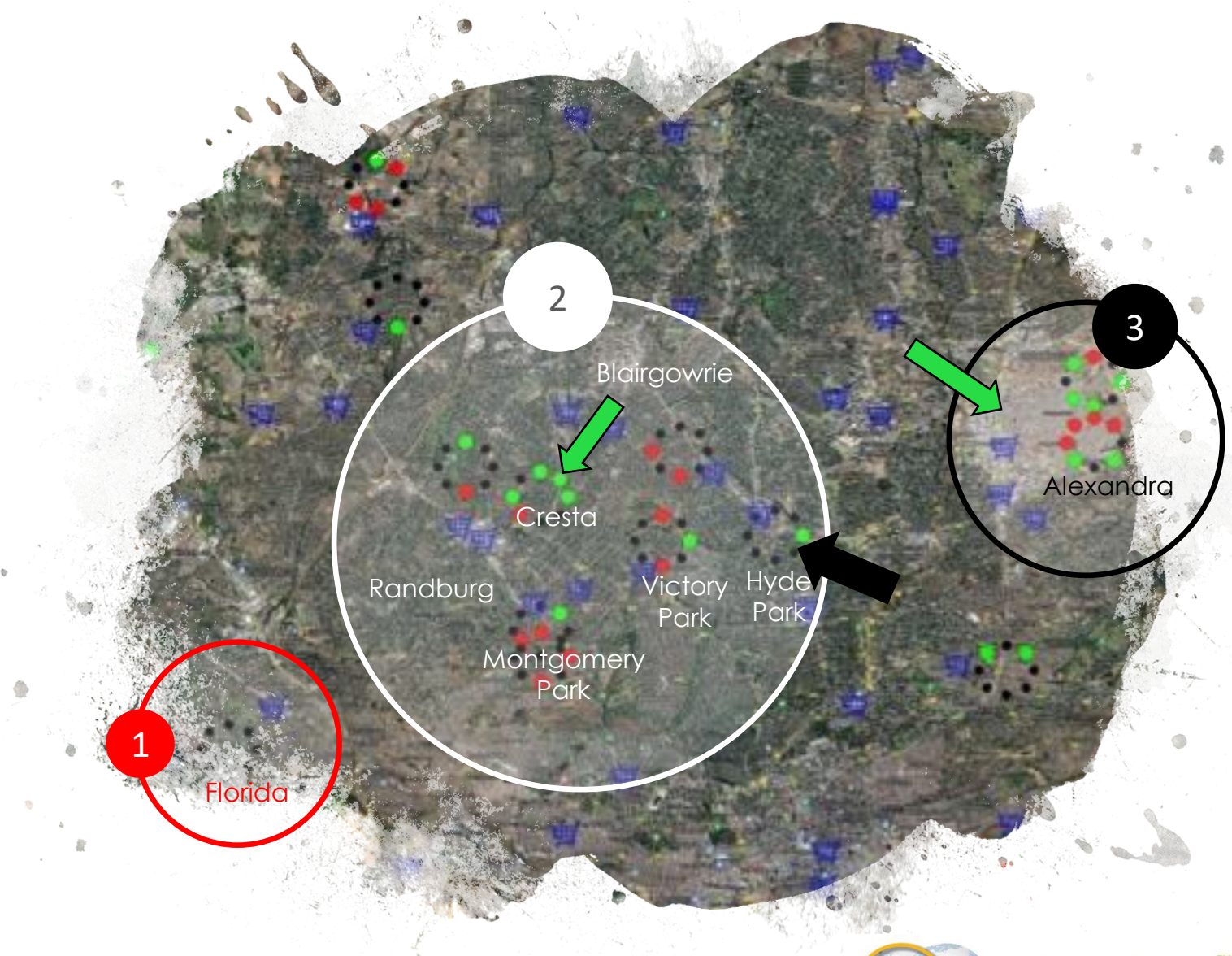
The insert to the right gives an interesting view of how consumers shop for groceries. Please note, this slide specifically focuses on shoppers who **do** or **don't** do their bulk shopping at Pick n Pay.

- Residents of Alexandra and Cresta are more likely to engage in bulk shopping at Pick n Pay.
- Hyde Park residents are more likely to do regular top up shopping.

- YES
- NO
- No bulk shopping



The blue icons represent the point locations of all the PnP stores in this area – this is an example of a secondary data set that can be integrated into the GeoMAPS environment



ACCESS TO MAPS IN 2 EASY STEPS...

1. Advertisers become subscribers to MAPS
2. The subscribers then authorize access to MAPS for internal users and agencies



ACCESSING DATA

Subscribers

The data has already been released to subscribers

Agencies

Authorisation for agency access will be go through to the various software providers after this presentation

General Release

A general release of the demographics and segmentation is available to all users.

The following software providers have the MAPS dataset:

Clear Decisions

Eighty 20

Info Tools

Softcopy

Telmar



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