

# MAPS



# 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



## **HOME DÉCOR**

Soft furnishings category has been broadened



## **CLOTHING**

Additional items and purchasing behaviour



## **FINANCIAL**

Updated questions and stokvels measured



## **BEHAVIOUR**

Multi-platform, decision making and time spent on activities



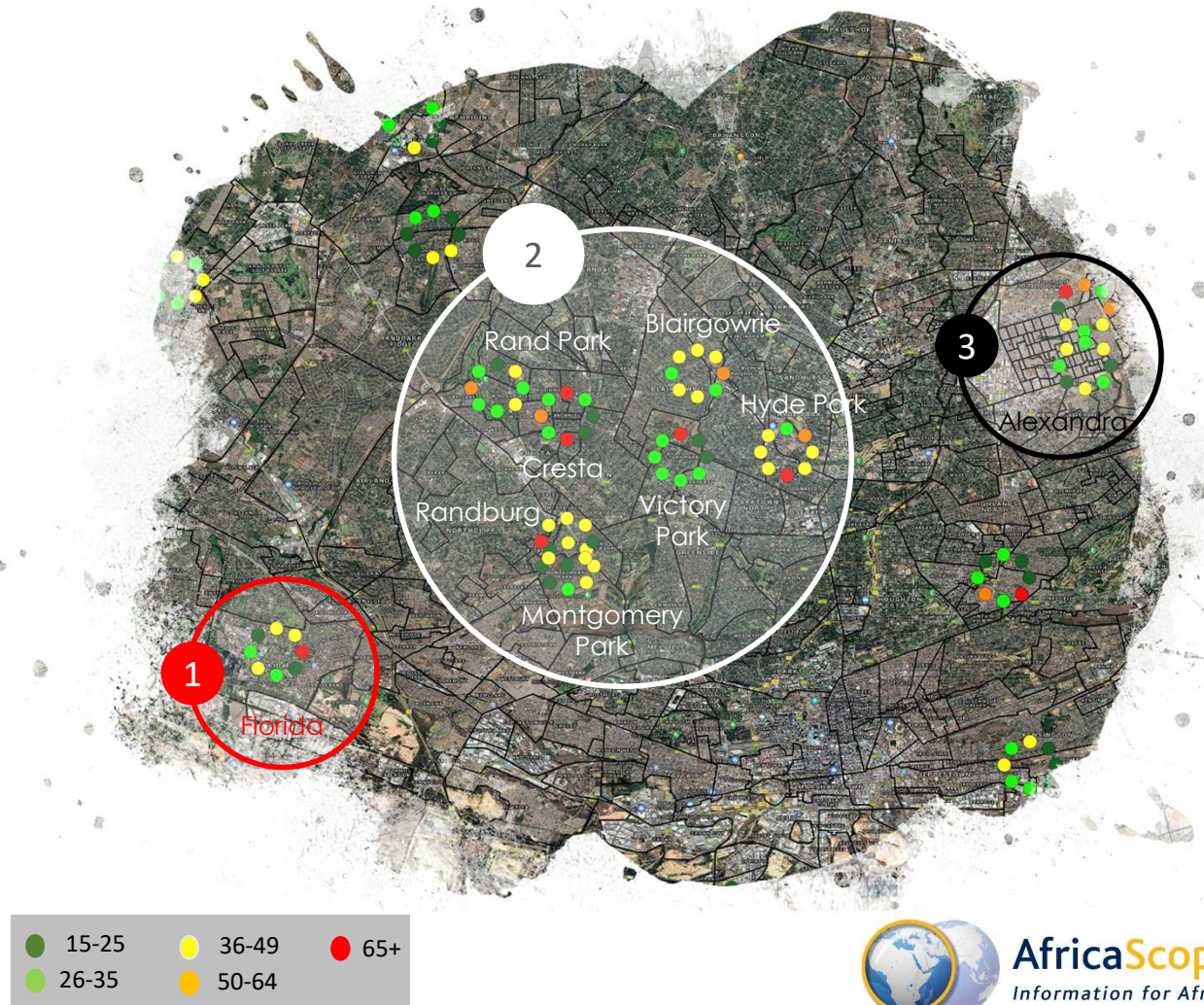
## **GEOCODING**

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

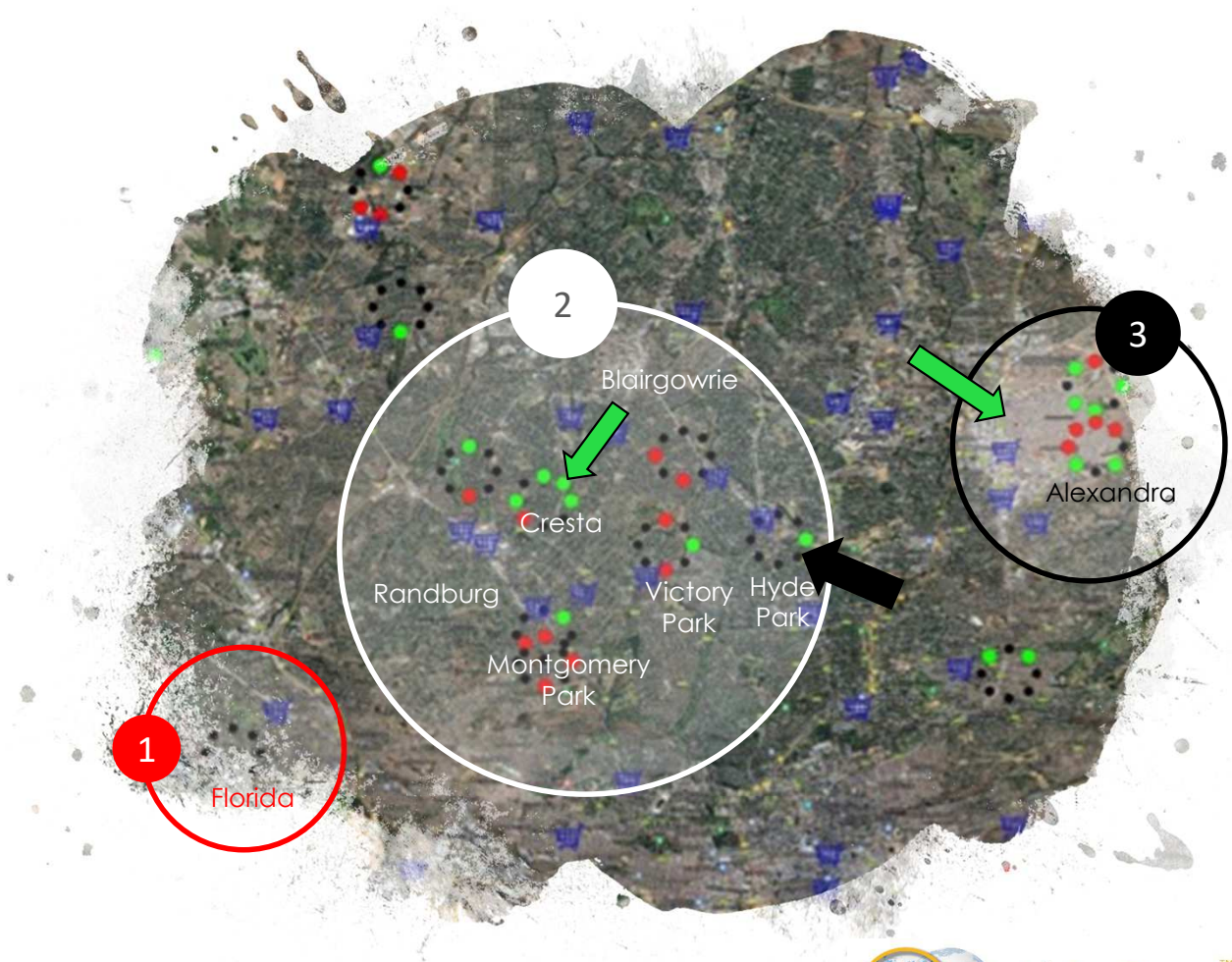
## DATA LAYERING

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





# IN THE PIPELINE

- ❖ Real time Shopper Panel
- ❖ 7-day Diary
- ❖ New industry segmentation  
*This will be collaborative effort inclusive of marketers, agencies and media owners to define a benchmark segmentation for the industry*





# 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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