

Welcome to our monthly newsletter.



## 2021 IN REVIEW

### 2021 SNAPSHOT

2022 is already a month in and the year is in full swing, so it almost feels wrong to say, "Compliments of the Season", so we'd rather wish you a 2022 free from the dreaded COVID and hoping that we can all get back to an 'almost' normal day to day life.

#### INTERVIEWS:

20 049

The last two years have been full of challenges for all of us and all the starting and stopping have been like learning to drive a manual car all over again! At the same time, we've gathered learnings that we would never normally have been exposed to pre-Covid. Launching a massive new research project in this time was not only a challenge but a gamble, although it was one that had to be taken. We're extremely pleased that the results to date have been beneficial to our subscribers.

#### FIELD WORKERS:

132

2022 is going to be a year of consolidating MAPS. We are updating the questionnaire and you might have already received a mail about this. The research committee will examine each input and will put forward recommendations, however, MAPS is already a very comprehensive piece of research, so it's possible there will not be a lot of changes, but rather a few tweaks.

#### DIARIES:

10 672

Collaboration is the BIG word this year. We have already been working with the different Joint Industry Councils (JICs) and this year we hope to see the culmination of this work. It is our intention to really solidify our relationships with all the JICs so that we can look at integration and fusion.

#### EAs VISITED:

2 507

Those of you who were able to attend our January webinar know that we have also started work on a segmentation tool - something that is badly needed by marketers and agencies.

#### BACK CHECKS:

5 012 (25%)

We believe that this is going to be a great year for research solutions, especially establishing MAPS as the go to research for marketers.

Virginia Hollis-Cannon, Chairperson at the MRF



## MAPS UPDATE

We have had four MAPS data releases since fieldwork started in July 2020 which culminated in the first full-year data release in October 2021. The quarterly release cycle will continue in 2022 with the first release planned for end-February containing data from the October 2020 to September 2021 fieldwork period. This dataset is currently under review by both our internal and external scrutiny processes.

Dependent on how smoothly the underlying processes run, our preliminary release schedule for 2022 is:

**February – October 2020 to September 2021 fieldwork period**

May – January 2021 to December 2021 fieldwork period

**August – April 2021 to March 2022 fieldwork period**

October – July 2021 to June 2022 fieldwork period

We are currently also working on changing the data layout to ensure a more user-friendly experience on the software platforms. You will already see some improvement in the February release, and we welcome any feedback you might have.

We also invite our subscribers to submit proposed changes to the MAPS questionnaires that will be evaluated and, if accepted, implemented for fieldwork from 1 July 2022. This is your opportunity to make MAPs even more insightful and relevant to your brand. Our subscribers will have already received this invite with the necessary documentation. Please submit your proposals to Marié Rossouw [marie@mrfsa.co.za](mailto:marie@mrfsa.co.za) by 12 February 2022.

A reminder that all the MAPS documentation can be found at <https://mrfsa.org.za/maps/>.

We would like to take this opportunity to thank our subscribers and the data users for your continued support and guidance. We strive to continuously improve MAPS and this is only possible with your active involvement and contributions. So please continue to contact us with your questions, comments and suggestions.

Wishing you all a productive and prosperous 2022.

Until next month!



Johann Koster, CEO



Click on the icons to connect with us



or drop us an email at [mrf@mrfsa.co.za](mailto:mrf@mrfsa.co.za).

Contact us: [mrf@mrfsa.co.za](mailto:mrf@mrfsa.co.za)