

Welcome to our monthly newsletter.



Who can believe that we are already into March 2022! It feels as if we have just celebrated the New Year. It just goes to show how busy everyone at the MRF has been in getting the next iteration of the MAPS data ready for your consumption.

Following on from our workshop around the potential segmentation model in January, marketers requested that their marketing teams interrogate the potential new model in detail to gauge how it would impact on their businesses – so we are now in the process of setting up industry specific workshops to engage the marketing teams within these organisations.

Our first workshop is with the Financial Services sector (banking and insurance) and it is scheduled for 3rd March 2022. This will be followed by the FMCG sector on 10th March 2022 and the Retail sector on 17th March 2022. Further workshops dates will be communicated in due course.

Marketers can reach out to the MRF if they would like to join the workshop for their specific industry sector. We have already sent invitations for these first workshops. Currently the sessions are aimed at marketers but there will be workshops for other stakeholder groups like media agencies in the not-too-distant future. Keep a look out for more details.

MAPS Update

We have completed the scrutiny process for the February 2022 release (Fieldwork period October 2020 to September 2021) and Plus94 Research have completed the final adjustments to the data. The data file has been sent to the software bureaux for coding and loading and the new data set should be ready in the next week or two. Users of MAPS to check in with your software bureaux to confirm their release date.

The data for January to December 2021 is progressing well and should be ready for the scrutiny process towards the end of March 2022. We hope to release in May 2022.

The latest MAPS technical report has been uploaded to the website and can be viewed or downloaded at <https://mrfsa.org.za/MAPS/#techreport>.

To conclude

As the MRF is the custodian and repository for research expertise for marketers and their advertising industry partners, we will be undertaking a full audit of MAPS and its underlying processes, procedures and protocols. We are in the process of putting together the framework for the audit and aim to have it completed by mid-year 2022.

Please continue to contact us with your questions, comments and suggestions.

More info on MAPS can be found at <https://mrfsa.org.za/maps/>.

Until next month!



Johann Koster



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