



Welcome to our monthly newsletter.



The first quarter of 2022 is done and dusted! With the February release and continued work on the May release of MAPS and our ongoing segmentation workshops it certainly has been a very productive year so far, for the MRF.

January saw the introduction of the potential segmentation model workshops with marketers from various industries. These were first hosted with the Financial Services industry (3<sup>rd</sup> March), followed by the FMCG industry (10<sup>th</sup> March) and Retailers (17<sup>th</sup> March). There is clearly a need for this new model as we had just over 100 participants representing 50 organisations. The feedback we have received has been very positive and invaluable. We thank everyone who took the time to join our workshops.

We continue to work closely with the Bureau for Market Research to refine and further develop a segmentation tool that is agile, adaptive and relevant across a diverse South African landscape. To this end, further workshops with industry stakeholders are planned for April. Marketers are welcome to reach out to the MRF to join the workshops. Keep a look out for more details through our newsletter, website and social media platforms.

## MAPS Update

The February 2022 release (October 2020 to September 2021 fieldwork period) was released as planned. Although some of the new questions that were incorporated from 1 July 2021 were not labelled correctly which caused some confusion, this was caught in time and a re-release of the data set was issued. Our software partners have assured us that the latest correct data set is now available to all users. We apologise for this misstep and thank our MAPS users for their patience and understanding.

The next release (January to December 2021 fieldwork period) has been finalised for our internal scrutiny process. We are aiming for an end-May release together with an industry presentation.

A friendly reminder that the MAPS technical report is available on our website and can be viewed or downloaded at <https://mrfsa.org.za/MAPS/#techreport>.

## To conclude

As we mentioned in the March newsletter, we will be undertaking a full audit of MAPS and its underlying processes, procedures and protocols. With 18 months' worth of fieldwork data available, we believe it the opportune time to subject MAPS to this audit. We feel very strongly that MAPS should deliver on its mandate and by auditing now, allows us to take any possible corrective steps while MAPS is still relatively young. We would rather make these course corrections now than wait another year or two, and we're confident the data will settle further.

We have finalised the audit framework and scope and have invited recognised auditors from across the globe to submit proposals by 31 March 2022. Once received, we will commence with the evaluation and selection process.

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

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

That's the first quarter accomplished. Until next month!



Johann Koster, MRF CEO.



Click on the icons to connect with us



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