

Dear

Welcome to our monthly newsletter.



We recently presented the latest Marketing All Product Survey (MAPS) to you our valued subscribers, with a second webinar hosted a couple of days later to the media and advertising industry. This release comprised the first full calendar year, January 2021 to December 2021 fieldwork of data and is the second of four MAPS releases for 2022.

MAPS Update

Since the start of MAPS, there have been a total of six releases of data and now, with the latest release, we have 18 months of great data, building trendable information and new observations in consumer behaviour. With the fieldwork starting next month we will reach 24 months of continuous fieldwork at the end of June 2022. This amounts to 40 000 interviews and over 21 000 diaries that have been completed.

For this release, the sample target of 20 000 face-to-face interviews and 10 000 leave-behinds were again surpassed, achieving 20 052 and 11 136 respectively.

The survey segments by means of LSMs, SEMs, self-perceptions, demographics and income. During the presentation, the Media Stretch analysis, was demonstrated by Dr Sifiso Falala from Plus94 Research. This segmentation analysis is still in testing phase and will be trialled by a small user group over the next month or so before being released to MAPS subscribers. We trust that this cluster analysis makes it easy for marketers to target customers, instead of having one general marketing approach.

To conclude

The near future will be a busy time for everyone. As you are aware, a full independent audit of MAPS and its underlying processes, procedures and protocols will be undertaken. With 18 months' worth of data available, it is the opportune time to implement any possible corrective steps while the survey is still relatively young.

The next MAPS releases are scheduled for August 2022 and November 2022, covering the respective fieldwork periods of April 2021 to March 2022 and July 2021 to June 2022.

Our subscribers are reminded to follow and like our MRF social media platforms and to encourage your agencies to do the same. Thank you once again for all your input and appreciate the questionnaire submissions, you have made this all possible. We look forward to the next release in August.

Until next month!



Johann Koster, MRF CEO.

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