

Welcome to our monthly newsletter.



What a month it's been, and July promises to be just as busy! From higher-than-expected inflation data that seems to point to more interest rate hikes, ramped up Loadshedding and the possibility of another global recession, it's all happening.

Even though it's a tough time for everyone and we as marketers and the custodians of our brands have our work cut out for us, we still have good news.

### MAPS Update

The data for the January to March 2022 MAPS fieldwork period is being prepared for the August release. The April to June 2022 fieldwork has been completed successfully and we are now in the clean-up and verification phase.

The questionnaire update process has also been concluded and the changes have been tested and piloted. Great news is that the finalised questionnaire will be used for fieldwork beginning on the 1<sup>st</sup> of July. Your implemented changes and refinements to the questionnaire proposals go a long way to improving the relevance and accuracy of MAPS.

The MAPS audit is in full swing and will cover both Waves 1 and 2 of MAPS fieldwork. 3M3A, a specialist media measurement company, has been appointed as they have extensive experience, both local and international markets, having worked on BRC and PRC projects in the past. The objective of the audit is to confirm that MAPS provides valid results that are comparable to internationally accepted standards.

3M3A has been awarded the MAPS audit. The company was formed in 2015 primarily to assist stakeholders in the effective management and procurement of research particularly TV, radio, online audience measurement systems. The company has extensive experience around the world in both advanced and developing systems – each environment is treated as unique with the aim to always to achieve a practical outcome for all stakeholders with an emphasis on applying global standards in a local context.




### To conclude

July is gearing up to be an extremely busy month and I'm pleased to report that the January to March 2022 MAPS fieldwork period is still on track to be released as planned, next month.

It's certainly gearing up to be an interesting month for South Africans. Until next month, keep warm!



Johann Koster, MRF CEO.

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)