

Interview

DECEMBER 2015

END OF YEAR
WRAP UP - BUT
YOU GET THE
PREZZIES

SOME OF OUR
BRIGHTEST
GIVE YOU SOME
IDEAS TO THINK
ABOUT FOR 2016





At TEG Rewards*, we believe that the greatest value you can bring to clients is service delivered with integrity. We believe in collaborative exchange and managing expectations.

We believe in shared success, in partnership, honesty and in solid relationships.

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It's the final sprint to Christmas and many of you will be wondering how you're going to get everything done in time. It's the nature of our industry that no matter how well you plan, the end of year always comes on with a rush. Chin up, you're almost there!

It's been a great year for the Association following last year's transitional arrangements. A lot has been achieved, but Conference was the real biggie for us this year, and I think the survey results prove what great things the merged Association can achieve. Next year are the Awards, and the Activation Team has already met to discuss plans and possible changes following feedback from the 2014 event.

December's madness eventually gives way to January and time for some relaxed reflection... What did I achieve this year? How have I contributed to the communities and organisations I'm involved with? What were the highlights? What are my goals for the coming year?



Rob Bree
General Manager

As research and insight experts our industry provides a great service to the business and public sector communities.

We are smart, thoughtful, hard-working and results-oriented. I think we sometimes overlook how important what we do is, and how good we are at it. So as you celebrate the year, Christmas and the holidays, be sure to give yourself and your colleagues a pat of the back for another great year. You definitely deserve it.

See you in 2016.

InterVIEW

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The dedicated team which produced this newsletter includes:

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www.researchassociation.org.nz



SPOILER ALERT

It's a wrap! But we've got some special treats to keep you thinking over Xmas...

2015 saw RANZ host the Asia Pacific Research Committee Conference in Auckland, with 216 delegates in attendance. Read the official wrap up. **Pg 06**

Why are people lonelier when we have more social tools than ever before? One of conference's Pecha Kucha speakers Philippe Boulanger looks at the Loneliness Epidemic. **Pg 08**

Why we need to evolve research tracking
- Coke shares their Best Paper winner from conference. **Pg 09**



Science & intuition - Richard Bourke explores the role each plays in best practice

new product development research. **Pg 12**

Technology platforms are changing the business landscape - primarily by connecting people and organisations to create new possibilities. What does this mean for innovation? Jo Hazel has some thought starters. **Pg 14**

Coopetition (no typo!) - what? The rise of frenemies and more trends you need to be aware of are revealed. **Pg 16**





03 WORD FROM THE BOARD

06 APRC CONFERENCE WRAP UP

Thought starters:

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WHAT'S INSIDE



Based on colleagues' rave reviews, the photos, and the results of the attendee survey, we're sure by now all non-attendees will be kicking themselves for not coming along to the APRC RANZ Conference.

But just to rub it in a bit more..."

Survey results:

We had a 52% response rate to the post-conference survey, not quite the 100% but thanks for your feedback! And they key results are very positive.

3 main reasons for attending:

- 68% networking
- 63% keeping up to date with issue or developments in our industry/sector
- 54% hear about what others in our industry/sector are doing

Most industry speakers rated 7/10 or above.

Likelihood to attend the next conference 8.2/10

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And a further thanks to our Media Partner



Click here to see Peter Cullinane's much talked about presentation, and also some footage of the day ...
A round of applause to our fantastic organising team...



THOUGHT STARTER

When asked to present a Pecha Kucha on any subject you want, anything at all, it's easy to experience paralysis of choice. It was either the topic I went with, or talk about why we should get kids cooking and learning about food at a young age. I chose to present on 'The Loneliness Epidemic.' Like getting kids cooking, it is something I am passionate about, but unlike kids cooking, I felt it affected the audience directly.

For those that could not make the conference, my talk posed an important question. Why are people reporting themselves as lonelier when we have more social tools than ever before? While correlation does not equal causation, this relationship must still be discussed. I had a few thoughts on why this is; Increased loneliness could be a function of changed expectations.

There are now so many ways to be 'social' that we are likely to expect our lives to be more social as a result. Like how kids have so many outlets for their energy you would think boredom is a thing of the past.

What happens instead is that we find it easier to feel lonely, just as how kids find it easier to feel bored.

Another potential cause is that we see so much of others' lives that ours can feel underwhelming.

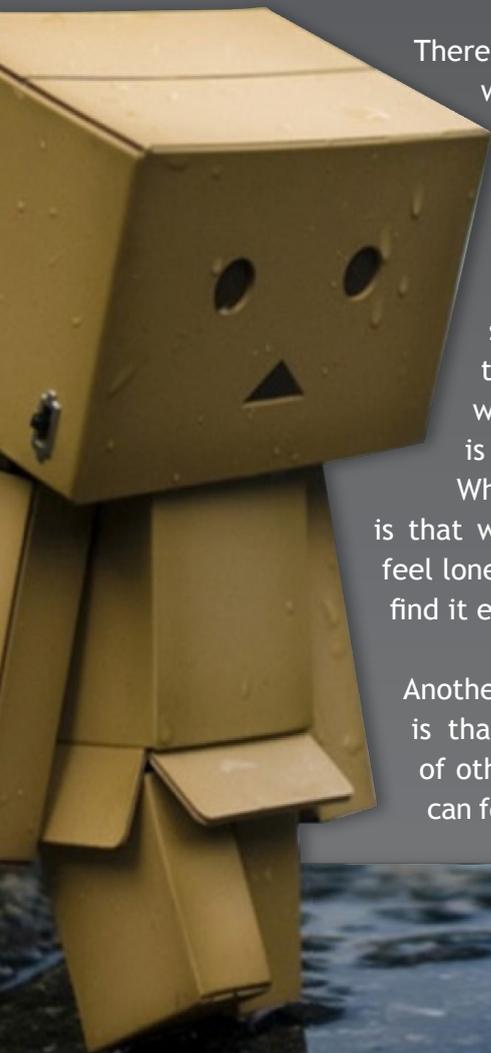
What we don't often realise is that we see only what others report, whereas we know all the highs and lows to our own lives.

Why is it so important to address this now? Prolonged loneliness has many mental and physical health consequences. Chronic loneliness has been linked to a higher probability of premature death than obesity or smoking. So what can we do to make sure we walk the healthy social path? Three things:

- Use the digital tools as a means for face to face - not a substitute
We think scrolling our news feed or sending instant messages (IM) is being social. These have a time and place in our busy lives but they are used for staying up to date and connected
- Focus your attention on the moment
Because our social lives are now mobile and online it's hard to stay engaged fully on where you are, who you're with and what you're doing
- Most importantly, learn to be alone
We all need alone time. Depending on who you are you need some to a lot of it. Being alone is inevitable. Being alone is a fact. Being Lonely is how you interpret that fact.

I cannot help you with the last two. Those are intrinsic changes you must make on your own. I can however help with the first one.

I have set my goal of 2016 to being more involved in my community. If that is something you want to get behind as well, watch this space. I will be setting up a group for Researchers that want to get to know people in the industry whilst doing some good in the community along the way. If there is a cause you would like us to get behind, join and let's make it happen!



SHARING A COKE AND A SMILE

WHY WE NEED TO EVOLVE RESEARCH TRACKING

Winner of Best Paper at the APRC / RANZ Conference September 2015



AUTHORS

- Carl Edkins is Strategic Planning and Insights Manager at Coca-Cola Oceania Ltd.
- Horst Feldhaeuser is Group Client Director at Infotools in New Zealand, RANZ (Research Association NZ) board member, and a QPMR (Qualified Practicing Market Researcher)

In the GRIT Spring 2015 report, Coca-Cola was recognised as the second most innovative market research client for its commitment to staying at the forefront of technology, techniques, and methodology. Commentators applauded Coke for its innovative ways to understand consumers at a deeply emotional level, and to then engage with them at that level.

They understand the needs, do's and don'ts behind MR, while constantly pushing for new ways of doing things better and smarter.

Breaking the Market Research Value Chain

In today's world, change is constant, change can be rapid, and change can be unpredictable. Flexibility is the key both in terms of methodologies, and Coke's talent deployment and service models. To stay ahead of the game, Coke broke the 'unbreakable' and operated a desegregated research value chain.

The goal was to use capable lower cost suppliers locally, best-in-class global suppliers, trust the data, and utilize the speed of delivery of one analysis plat-

form, within the same protocol network. This concentration on core competencies allowed Coca-Cola to get better, faster and cheaper insights.



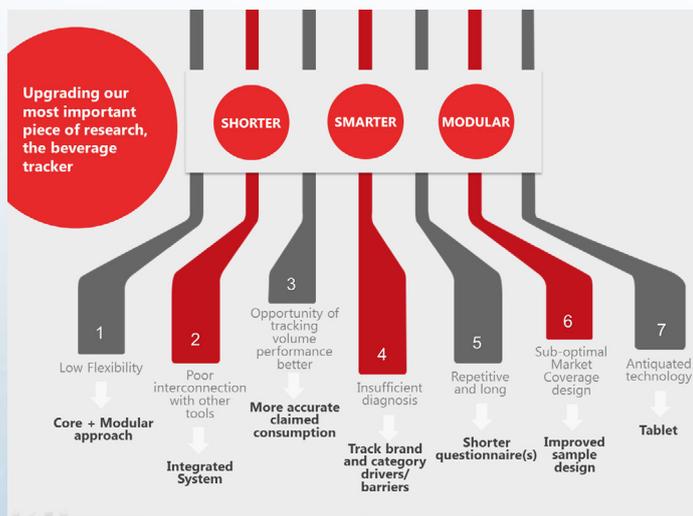
But using best-in-class suppliers and solutions doesn't prevent Coca-Cola from facing some of your typical research challenges, e.g. data quality, survey length, human error, mobile implementation, field challenges, claimed vs. actual behaviour.

Many of these are simply a direct result of the research scope spanning over 90 markets, 75+ agencies, and releasing ~1,500 databases every year.

Upgrading Coca-Cola's most important piece of research, the beverage tracker

Coca-Cola is continually monitoring current and future technologies and improvements in the market research arena. As a result, they made some significant changes to their beverage tracker by adding more flexibility, changing to a modular approach, and using advanced technology instead of humans wherever possible.

The ultimate aim is to “fix what's going in first, to achieve better outcomes”.



From Pull to Push

Changing from a ‘pull-focused’ environment and culture to one that proactively ‘pushes’ information, provides brand managers and marketers the right information at the right time, and gives them space and time to think. So how do we do this?

Example 1 - The Protocol Custodian App

The Protocol Custodian App is a ‘proactive’ tool that Infotools are currently introducing. It’s used by the local market, their agencies, Infotools and Global Coca-Cola. It reinforces the idea of being more flexible and engaged, while ensuring protocol compliance and keeping markets honest.

The app ensures the integrity and knowledge retention of the protocol around the clock, 24/7. There is

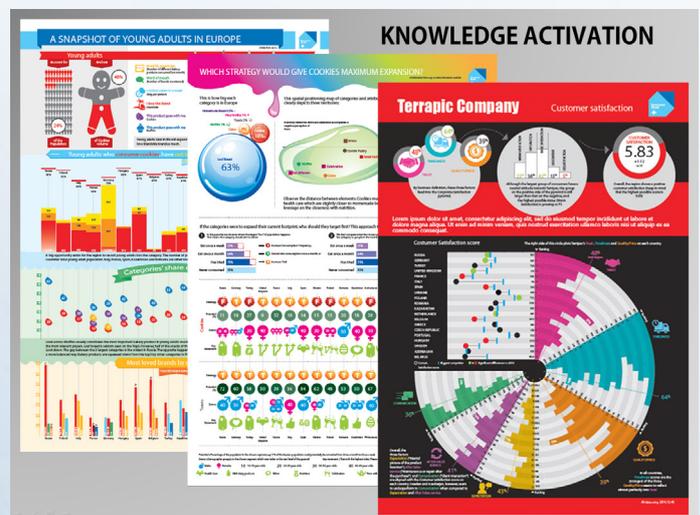
no need to look for specific documents or relevant sections and interpret the protocol correctly - it’s all in one place.

Example 2 - Infographics

In Europe, Coca-Cola users get a bi-monthly newsletter with a summary of key market movements together with links to scorecards and reports, user tips on specialist analyses, and engaging infographics with the latest, hot-topic deep-dives.

These newsletters are an integral part of Coca-Cola’s proactive insights sharing as summarized by Gregoire Martinez, C&I Insights Manager CSE:

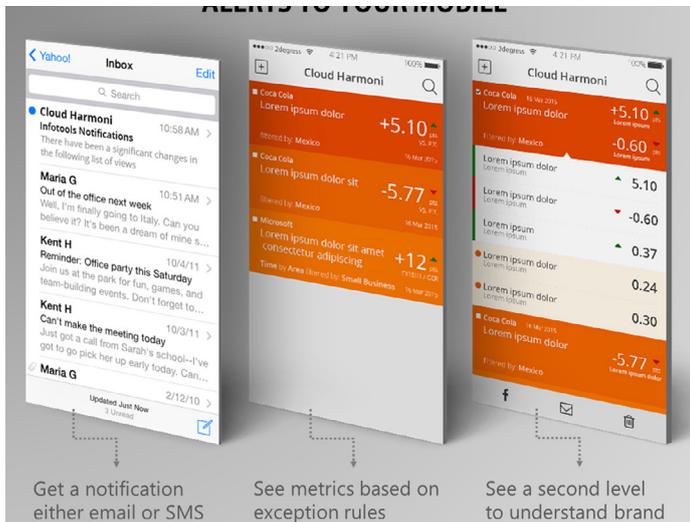
We are presenting the infographics to the marketing and operations teams each week and are looking to add them to the new S&I Connect intranet for greater exposure.



Example 3 - Notifications

Another example of ‘pushing’ information to users are the use of alerts and notifications. While automation is taking care of the regular reporting with little human interference, major changes trigger personalized notifications to stakeholders.

Users set up their own ‘hot alerts’, a mobile notification feature that indicates pre-set areas of KPI performance changes, exceptions or breaks worthy of urgent business attention and action (e.g. significant changes, reaching certain thresholds etc.).



Our Vision for Tomorrow - An Enhanced and Integrated System

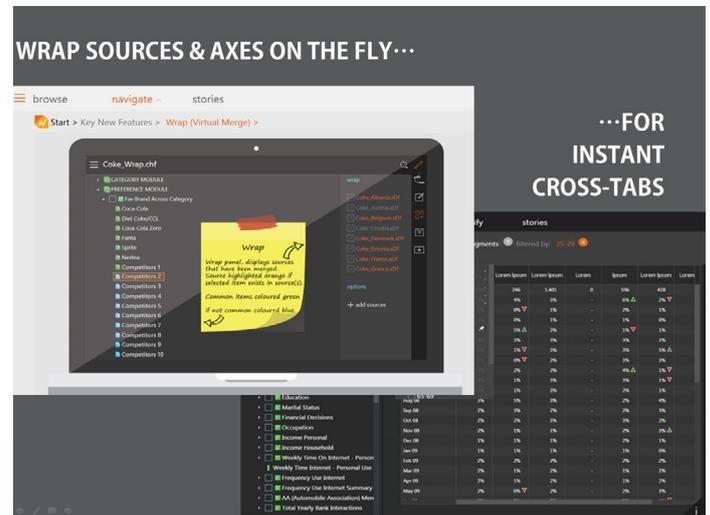
We've heard it time and time again... market research needs to be integrated with other data sources. Whether it's big or small data, social media, active listening, media or sales data.

We are currently working with Coca-Cola to upgrade their analysis tool into a single technology platform which will 'turbo-charge' its knowledge and insights generation, distribution and application.

Merge different information and reach different stakeholders

Cloud CCV provides easy access to multiple data sources and formats - not just market research data, but any data whether it's aggregated (e.g. sales, media data), or respondent level (surveys), including live links.

Questions / axis that exist across multiple sources can be combined on the fly, including 'find and replace' label adjustments.



Results are easily visualized by using a variety of best-practice designs and charts, then saved as a report that is updated automatically and shared with other users as an interactive story, a viewable URL link, or a static PowerPoint or Excel export.

Go on - challenge yourself to understand how media spend, brand awareness, advertising awareness, sales, brand performance and satisfaction are linked.

Use technology, but don't forget the people

We've talked a lot about technology in this article. But the other key success factor for Coca-Cola are the PEOPLE WORKING TOGETHER AS A TEAM. Changes don't come alive if you don't have the right people or service model. Looks like Coke got it right.



THE TIGHT AND THE LOOSE OF NPD

HOW SCIENCE AND INTUITION LEADS TO GREAT NPD Author: Richard Bourke - Big Picture

I may be the perfect consumer...

I love the supermarket. My children refuse to go shopping with me now. A promised quick visit to the local grocery outlet to pick up a few items seems to miraculously turn into a magical mystery tour that goes on a lot longer than it should, much to the chagrin of my now teenage children. I can't help myself.

I find supermarkets a treasure trove of opportunities. I look over the shelves and think wow - something in that space, in that category, would work so well. The observation is noted and stored away for later. Sometimes those mental notes are now actual products. I enjoy that too. Seeing products that now exist because of Big Picture's collaboration with clients and consumers, sitting on retailers' shelves up and down the country, selling their socks off. It's satisfying.

There is nothing particularly clever about this. We don't have a miraculous sixth sense for sniffing out NPD possibilities. We do what everyone could be and, in our view, should be doing. We talk to the potential market in a way that unearths opportunities. It constantly surprises me how many NPD teams don't do this. Sometimes NPD

opportunities can be blatantly obvious with the hindsight of a few consumer encounters.

Some of this reluctance might be about the predominance of internal think. Organisational cultures are funny things. Sometimes institutional knowledge can be empowering and compelling - the 'walking on the shoulders of giants' piece. It can provide a competitive advantage. The problem is institutional beliefs can also be stifling and can prevent people charged with the NPD function seeing things with 20/20 vision.

... but all consumers are "perfect"

Consumers change this - they tell it like it is. Often brutally. Sometimes consumers can be uninformed. Stakeholders can smirk with indignation and then reason that what the consumer says should be dismissed because of it. The point is, that is the point and they miss it. They don't get that consumers don't particularly care about their internal strategies or plans. The NPD's job is to create products and market them in a way that ensure consumers do care. There is a lot of talk currently about the millennium generation and their feeling of entitlement. Well in the world of NPD there is more than a touch of it - 'We have worked really hard on that product concept and consumers should care about it'. But often they don't, and the trick is to work out why and reflect this in the improved version.

How do you do this? What works is an NPD research development approach that incorporates a little a lot. It's typically not a knock it out of the park, first time thing and you shouldn't expect it to be. Don't invest too much emotionally in any one concept or idea at the outset. Stand back and let it evolve. NPD should be iterative. Be subjectively objective, meaning use data but don't underestimate the importance of honed intuition held by people that have done lots of NPD projects.

Knowing what success and failure feels like is hugely important. Experience strips away the lustre & excitement of the freshly minted - the naivety that goes with want-

ing something to succeed so much that selective hearing starts to come into play. You might get NPDers that are hugely talented and have good enough instincts that they might get one away with some level of success with no use of consumer science. It does happen and all power to those types of entrepreneurs and original thinkers.

But if you are an organisation that is involved in a lot of NPD, I would be aiming for a replicable process with the consumer at the heart of it. Be brave but de-risk as much as you can. Use a blend of intuition and science. The over-used business platitude which purports 'the harder I work the luckier I get' has never been truer when it comes to NPD. The more real consumer knowledge you have, the sharper the commercial instincts.

Just like in sports, most times the professional who has a routine that they can rely on, will beat the talented amateur who might have the flare to get it right occasionally. That doesn't mean big professional corporates win. In fact the opposite is more often true. Innovation does indeed normally come from the edges but professionalism is an attitude, not a place or an organisational size.



Some thoughts to put in your back pocket

And what does success look like? You want to get to the point where you put something in front of potential customers and you can predict what they are going to say. And what they should be saying is oohh aaahh. If you are getting 'oks' and 'not bads' as responses from your target market, think again.

It also isn't enough to know about a particular NPD insight or opportunity but not internalise and promote its

importance. The line 'we know it's important but we don't have the Fill in the blank... budgets, production capability, the resources, are often self-imposed barriers. Knowing something versus 'getting it' in all its technicality and meaningfulness and then taking action based on that insight, are very different things.

And another thing. There is nothing wrong with focus groups - the increasingly popular narrative is that they are about as effervescent as a flat can of coke. Hey if that's your experience then don't blame the faithful focus group. Blame the practitioners and the consumer selection process. Focus groups should be interactive and dynamic conversations. When did in-depth conversation and genuine sharing go out the door?

At Big Picture co-creation and creative NPD techniques are at the forefront. We have a healthy appetite here for the slightly weird and wonderful but we don't knock the focus group - they aren't run like classic focus groups of course, but they certainly have their place in the world of NPD.

Working with the consumer on new products doesn't offer a total panacea of how to approach new product development. And it should never be asked to. What it does do however, is provide an important voice in the process. It can be creative and inspiring but also practical and real. It can weave needs and problems into actual concepts but can also take concepts, rip them apart and pressure test them for commercial reality.

In short - the trick is to combine the 'tight' and the 'loose' - intuition and science. Inspire innovation and creativity but call it when it's not working. Happy NPDing.

The Rise of Ecosystems

By



Jo Hazel
Research & Strategy
Manager
Relate Strategic
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Most of us are familiar with business advice drawn from military strategy or competitive sport; concepts such as attacking and winning are writ large. It's a very masculine approach. But in an increasingly connected world where 'innovation' is the commercial de rigueur, the incompleteness of competition as the singular strategy becomes obvious. Enter the 'ecosystem' with its adherence to collaboration, agility, connectivity and interdependence.

Technology-based platforms are at the centre of this shift. Whether they are helping brands communicate, leveraging and deploying previously inaccessible resources, or mobilising groups to take action, platforms bring people and organisations together to create new possibilities.

What are platforms?

In a sense platforms are nothing new - a public transport system is a kind of platform that allows people to travel without the need for car ownership or reference to a map. But digital platforms accessible via the cloud have opened all kinds of new opportunities. Platforms come in several different forms, including aggregation, social and purpose-

built for Software as a Service (SaaS) offerings.

Aggregation platforms in the simplest sense connect buyers and sellers. Perhaps the most famous of these at the current time are Uber and Airbnb. These sites not only connect people, they have also released into the market previously unavailable resources: idle cars (and drivers) and unused spare rooms. Airbnb is expected to achieve revenue of US\$850 million this year and US\$10 billion in 2020 ... and it doesn't own a single hotel room.

Social platforms, of course, are used by most of us on a daily basis. Facebook and Twitter facilitate social interactions and connect individuals and communities. The business oriented social network LinkedIn connects and informs, and is increasingly being used by recruiters to find the best talent.

Companies also create their own purpose-built platforms for SaaS offerings. A significant proportion of small businesses now access some form of cloud-based ERP software, from time-keeping apps to accounting software and CRM systems. Larger businesses are also moving to the cloud. Organisations of all types are willing to forego the high

level of customisation possible with bespoke on-premise ERP systems for a more one-size-fits-all as-a-Service solution because of reductions in cost and implementation complexity. Further, other tech trends such as mobile, the internet of things and big data can all come together on cloud-based platforms.

The most important thing is that required business outcomes are achieved or even exceeded; development of these plug-and-play services is designed with best outcomes in mind.

As consumers, employees and business owners, people everywhere are becoming acclimatised to platforms. But let's focus on what platforms means to commerce, particularly in terms of communication.

The bleeding edge of communicating with consumers

In the not too distant past, companies used static advertising campaigns to reach customers in a reasonably impersonal fashion. More recently, digital marketing techniques have enabled more focused communications through tracking individuals' online behaviours. But



now, brands can communicate with consumers directly and in more personalised ways than ever before through mobile devices.

New Zealand company Carnival Mobile is something of a world leader in this field. The company has created a platform which brings together several tech elements including mobile marketing automation and geolocation to ensure the greatest impact for their clients' marketing activities. It's a place where brand apps come to thrive.

Unlike on TV and websites, traditional advertising banners aren't as effective on smaller and more personal mobile devices. Further, customers expect mobile apps to provide utility, entertain or just make their lives easier. Rich and relevant content delivered to the right people at the right time ceases to be classed as spam, and in fact enhances loyalty to brand communities.

For marketers, Carnival's user friendly interface makes it easy to manage entire mobile app audiences. Additionally, the platform-based analytics function shows the geographic spread of all users accessing an app at any one time. Marketers can even zoom into any global location right down to a city block.

Where once they engaged market research companies to provide insights into what people 'said' they did and liked, insights that quickly dated, now tech-savvy companies are tracking customer behaviour themselves in real time. Purpose-built platforms are helping them do it.

Where to now?

Presented here are a couple of examples of how platforms are changing the business landscape, primarily through connecting people and organisations. Now that mobile devices are ubiquitous, this trend will only accelerate as more business leaders catch on and look more carefully at how technology and ecosystems will impact on their own industries ... and how it can enhance business outcomes.

Inevitably this should cause us to re-examine what we mean by innovation. Because while we tend to refer to new technological inventions such as touch screens (components) and smartphones (products) as innovation, real innovation should more correctly be seen as the ways in which this new technology is used collaboratively and systematically to make our lives better. Or for our purposes, make business better.

Consumers have led uptake of new technology over the past ten years, but a sea change is on the horizon with business becoming the new trailblazer. And in a time when manufacturing expertise and efficiency, and delivery mechanisms have reached near optimal levels in developed nations, economic growth will be found in applying technology and new ways of thinking to solving human problems.

Platform-enabled ecosystems will arguably play a key role in creating new kinds of value throughout the economic system.

How are New Zealand-based market research professionals responding to a changing business landscape as ecosystems become more tantalising, and the practice of pure 'competition' cedes ground?

**The InterVIEW team
are calling for
inspirational case
studies to be posted
in InterVIEW next
year from
organisations who are
leading this charge.**

5 trends for market research

Coming from a background in marketing and market research, Sue Cardwell now looks after customer data and insight at Fidelity Life Assurance Limited. “5 trends” is her regular contribution to InterVIEW. Sue helped relaunch InterVIEW in 2011, but is now happy to have handed the magazine on to fresh talent. She loves to hear your comments - tell her what you think with a tweet.



By Sue Cardwell
[in](#) [@tuesdaysue](#)

01

Coopetition

This resurgent buzzword, which simply means working with competitors, reminds us not to get stuck in the mentality of always competing with our competitors.

Sound like a contradiction in terms? Perhaps, but [consider the payoffs](#) some frenemies have achieved. Political alliances create great change, such as getting the [British public united behind the war effort](#) in 1940

Burger King's highly public attempt at coopetition for World Peace Day was a flop when McDonald's didn't play ball (shame if you ask me). Coopetition is frequent, even ubiquitous, in the world of [tech](#) and [automotive](#).

Industries with the fiercest competition achieve long term sustainability when they can overcome that competition to lobby together. On the flipside, industries (or even branches within single businesses) which fail to act in their common interests succumb to disruption.

Today's adversary could be tomorrow's supplier, partner or distributor - the most nimble businesses can see competitors as both a threat and an asset simultaneously. Watch out for the opportunities and avoid the blinkered view of seeing competitors as enemies.

>TWEET THIS

Healthcare disruption

How would you design the healthcare experience if you were starting from scratch?

02

[Zoom](#) has taken exemplary customer experiences, like visiting an Apple store, and re-envisioned the humble doctor's appointment.

Founders cite a well-defined brand persona as being the key to success, although I would add that a healthy dose of great visual design keeps things in good shape (see what I did there)

Would you leave your GP for Zoom?

>TWEET THIS

Stop predicting your consumer

We've gone from a one-size-fits-all funnel, to profiling, segmenting and predicting our customer's perfect experience, but what if we're doing it wrong?

[A Forbes article](#) proposes a different model: be a customer concierge. That means using learning algorithms

03

to support a customer adaptively along the journey they choose - much like a sales assistant would do.

This new approach "isn't trying to "funnel" you towards a dwindling set of options, nor is it trying to predict your consumer journey and barrage you with messages at predetermined "touch points." Rather, it is putting you in control of the experience and assisting you as you shop."

An appealing idea. How could you apply it to your business?

>TWEET THIS

Chef revolution

I've talked about the shared economy before in my "5 trends" pieces - and we're seeing dramatic examples spring up around us: peer-to-peer lending, ride-sharing, Airbnb...

But how about this for an idea: [chefs connect directly with diners](#) via web startup [Vizeat](#). "Chefs" (anyone can be one) advertise a meal on the site, and diners go to their home to eat it, at a fraction of the cost of dining in a restaurant. Reminds me of My Kitchen

Rules...

Exciting?

Dangerous?

Share your thoughts with a tweet or email.

04

>TWEET THIS

Generation Rent

The number of New Zealanders who own their own home is dropping across all generations, but none more steeply than people in their 30s, fallen by over a fifth in a decade.

Politicians and pundits have coined us 30-somethings "Generation Rent" - greeted with "horror and pity" as the income gap widens.

Economists Selena and Shamubeel Eaqub has written a book of the same title - what's interesting is that it's solution focused. What do you think of their suggestions?

05

>TWEET THIS

Introducing New Fellows



RESEARCH
ASSOCIATION
NEW ZEALAND

SPENCER WILLIS



Spencer Willis has championed the cause of market research for many years, and was described by our very First

Fellow Duncan Stuart as being a man whose “energy and innovative thinking are something to behold”.

Spencer is a shining example of how success can be achieved with energy and passion, and most of all, by participating fully and generously in your chosen profession.

Beyond his day job, he has spent countless hours working for our association – playing a pivotal role in re-shaping our conference as a truly professional forum, and more latterly in driving through the amalgamation of our two industry bodies. Speech by Debra Hall

Lee Ryan has won numerous industry awards for her papers and presentations at Esomar conferences in Europe, US and Asia Pacific

Lee Ryan has always been an engaging, energising and generous contributor to the broad field of market research

Lee was part of the MRSNZ committee that created the industry awards, was a co-organiser of the conference in 2013, and has led the Young Research Summer School

One of the most experienced and engaged research minds and souls of our generation.

Speech by Murray Campbell

LEE RYAN



Book INK for your next Wellington Focus Group



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Litmus is the architect of the INK Research Rooms. For over a decade, Litmus has been working with government, business, the not-for-profit sector and their partners providing expert research, evaluation and strategy throughout New Zealand and Asia Pacific.

LITMUS

Catherine is nominated for her role in ensuring market research is recognised as an exciting career choice in its own right.

She is one of our industry's most passionate advocates. Apart from being actively involved in MRSNZ/RANZ, Catherine has maintained strong links to the industry via the Research Days and Mentoring programmes and exposure to practitioners in the course material.

Few can match Catherine's passion and energy for the industry over many years. She has maintained a critical link between the industry and the researchers of the future, and has brought a very personal aspect to the teaching of market research.

CATHERINE FRETHEY-BENTHAM



PROFESSIONAL STANDARDS 2015

Ethical answers to client queries

The RANZ Professional Standards Committee supports researchers with guidance and decisions about the industry code of practice. In 2015, the team has been involved in some cases about privacy and lead gathering. Test yourself: do you know the answer to these client queries?

Issue: Can we ask respondents if they want us to get in touch with them?

A research company wanted to know if they could add a question to the end of a survey along the lines of “If you would like more information on these services, please tick the box below and your name and contact details will be passed along so a member of the [client] team can be in touch.” The question would only be asked if the respondent had been identified through previous questions as qualifying in a particular way.

Decision:

No, the question is not allowable in a survey by a market research company. Even if the question were to be asked of all respondents, it still breaches the Code. No sales approaches may be made as a direct result of participating in a survey. Even if the survey did not get reported as being SUGGING (“selling under the guise of research”), asking that question can leave respondents

with the feeling that all the previous questions, however objective and genuine, were simply lead-ups to a sales pitch.

Issue: Who of our employees took part in the survey?

The client wanted names of employees who took part in a survey. They were pushing back on the research company who had refused, citing privacy and confidentiality. Their reasons were that they had initially provided the list of names and that because they only wanted info about the fact of participation there could be no breach of confidentiality.

Decision:

RANZ Professional Standards Committee supported the research company. It is the respondent’s right to refuse and remain anonymous in their refusal (unless specific conditions and permissions are met). There should be no penalty for refusing to participate.

Participants in this study were not asked for permission to release their names or data. Given the small and closed sample universe of employees, it would be moderately likely that the client could use participation lists against department level results to calculate who said what.



By: KARIN CURRAN

60 seconds with Mark

 [LinkedIn profile of Mark Lloyd](#)

Who's who in MR ...

Mark is the Owner and Managing Director of Ignite Research, a boutique research consultancy based in Auckland. He was born and schooled in Wellington and has since spent 25 passionate years in the research industry. Initially he was working client side but then agency side with several multi-national companies in Wellington. Mark founded Ignite Research in 2004, is married and lives by the coast in Auckland. He enjoys spending time walking his dog on the beach and indulges in his passion for cooking, food, wine and travel.



1. Friday night drinks? Meet me at:

Paper Moon in Mairangi Bay. Its starts with a happy hour bucket of Sol (to share of course!) under the warm late afternoon sun with a buzzy after work crowd. A glorious end to the week.

2. Chilled out weekend brunch? Meet me at ...

Mangiamos in Mairangi Bay, on an outside courtyard table. It's a lovely spot to relax with great food and coffee.

3. I get stressed out by:

Slow traffic and unsynchronised lights when running late for an appointment. Looming deadlines with fieldwork still to finish doesn't help either.

4. To relax, I:

Take the dog for a walk along the beach first thing in the morning and blob out on the couch watching the latest reality cooking programme.

5. The music I'm listening to right now is:

David Guetta's "Listen". There's something in there for any mood and occasion.

6. My dream holiday is:

I would fly First Class to Europe to catch a Scandinavian cruise to see the Northern Lights, and then swing by Bora Bora on the way home staying in an overwater bungalow.

7. An ideal weekend:

Heading to Waikheke on a Friday afternoon, dinner at the Oyster Inn, Ostend markets on Saturday morning, exploring the many wineries on the island in the afternoon, a lazy Sunday lie in, and then sun and a swim at Palm Beach before heading home

8. The best thing I've learnt in my career is:

Don't underestimate the importance of culture. Getting this right creates the environment for the team to achieve the extraordinary.

9. When I win the jackpot, you'll find me:

See dream holiday above. I wouldn't give up my day job.

10. Other researchers should contact me if:

You want an old dog to teach you some tricks.

11. I love my life because:

I live in a beautiful area of Auckland near the beach and a lovely village, running a business that is my passion with no one to answer to except myself. And I get to share it all with my gorgeous wife.

12. Christmas is coming, I can't wait to:

I'm heading to the UK for my first winter Christmas. Dare I hope for a white Christmas? Anyway, I'm looking forward to cosy English pubs and seeing my Spurs play in the Premier League.



Who are APRC and GRBN? And how do they benefit RANZ?

APRC Overview - www.aprc-research.com

The Asia Pacific Research Committee (APRC) Network is a not-for-profit network that supports 12 national associations:

Australian Market & Social Research Society (AMSRS)	Australia
Australian Market & Social Research Organisations (AMSRO)	Australia
China Marketing Research Association (CMRA)	China
Chunghwa Market Research Society (CMRS)Chinese	Taipei
Perhimpunan Riset Pemsaran Indonesia (PERPI)	Indonesia
Japan Marketing Research Association (JMRA)	Japan
Korea Research Association (KORA)	Korea
Marketing Research Society Malaysia (MRSM)	Malaysia
Mongolian Market Research Association (MMRA)	Mongolia
Market Research Society Singapore (MRSS)	Singapore
Research Association New Zealand (RANZ)	New Zealand
Thailand Marketing Research Society (TMRS)	Thailand



ASIA
PACIFIC
RESEARCH
COMMITTEE



The APRC is now positioned as the prime network for exchanging information and knowledge on marketing research and related industries between the associations and societies in the Asia Pacific region.

Objectives of APRC

Most of the National Associations in the APRC federation are very young, with the majority of them established only in the last 10 years. The objective of the APRC is to support these National Associations and their members through training and education; providing cross-border networking opportunities and promoting the development of Asia-focused marketing research technologies and insights.

A key strategic objective of the APRC is the education and training of market research practitioners and their companies, with a particular focus on the promotion of quality and professional standards, guidelines and best practice market research.

GRBN Overview - www.grbn.org

In 2009 the APRC joined with its equivalent federations in Europe (EFAMRO) and the Americas (ARIA) to form the Global Research Business Network (GRBN) which links 38 national associations globally, representing over 3,500 research businesses on 5 continents, which generate US \$25 billion in annual research revenues.

The Global Research Business Network (GRBN) is a free network committed to enabling National Associations to support each other in promoting and advancing the business of research. The GRBN is not another research association. It is a collaborative network of existing regional alliances (APRC, EFAMRO and ARIA) formed to facilitate and encourage adherence to worldwide ethical research practices.

The profession and practice of social, opinion and marketing research has become increasing borderless. The formation of regional alliances such as APRC, EFAMRO and ARIA was in response to the need for research business leaders to collaborate on common issues regardless of country of origin. GRBN was developed in recognition that many of those issues are not limited to regional concerns, but have global impact, as well.



AWARDS

In 2016 we are excited to be welcoming back the Market Research Effectiveness Awards. Pick your most effective projects and get them ready to rumble!

Details about categories and submissions will be out early in the new year, but for now please save the date of our Awards night:

Friday 9th September 2016 at the Hilton in Auckland.

Last year we had the highest number of submissions to date, so let's make 2016 even bigger and celebrate the successes of our industry.

PROFESSIONAL DEVELOPMENT 2016

The planning for the 2016 PD series is already well underway and we have already two high-calibre client-side presenters confirmed:

Jonathan Symons, GM Data & Insights TVNZ, on Wednesday 10th February

Carl Edkins, Strategic Planning & Insights Manager Coca-Cola, on Wednesday 9th March 2016

More details for both sessions to come, but it's fair to say that both will be extremely interesting for both client and agency-side researchers and marketers. [CLICK HERE](#)

WHAT	WHERE	WHEN	WHO
MRA CEO Summit	South Beach (USA)	25 - 27 January 2016	CLICK HERE
The Media Insights & Engagement Conference	Fort Lauderdale (FL)	1 - 3 February 2016	CLICK HERE
MRA Insights & Strategies Conference	New Orleans (USA)	18 - 20 May 2016	CLICK HERE
InsighTech Conference	California (USA)	May 2016	CLICK HERE
Insight Innovation eXchange	Atlanta (USA)	13 - 15 June 2016	CLICK HERE



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