RESEARCH IDOL
Contest at the ESOMAR WORLD CONGRESS 2009

During this year's ESOMAR WORLD Congress, one of the *new attractions* was a research idols contest. The contest was open to all participants at the congress. The topic was *"The Ultimate Test - Presenting and Analysing Statistics and Methodologies"*. This allowed candidates to choose the content but they were not allowed to use Powerpoint or any visual aid. The judges were looking for THE Researcher who can prove to the audience that he/she has presentation skills and know how to use it to provide insight in a fun, outgoing, fearless, passionate, challenging, emotional, theatrical way!   A number of people submitted entries for the three minutes moment of fame and six were selected by the judges to participate in the semi-finals during the Congress. Among the six included Boniface Ngahu from Kenya who won a chance to go the Congress courtesy of ESOMAR during the 2009 MSRA Conference, (with the theme *"Unmasking the African Consumer"*) as part of the Best Presentation Award. His presentation was based on two ideas, Statistics Lessons from the Masai People in Kenya and how they used to assess their wealth without necessarily counting their cows; and the recent economic thinking where economic researchers have linked the economic performance to the average size of the skirt.

The competition was won by Namita from Unilever Indonesia; her performance was based on a princess who was looking for a husband. After considering various options she settled for market research where she briefed the researcher on the key attributes of a husband such as rich, brave etc. It was a pure Bollywood performance and everyone at the Congress accepted she deserved to win.

According to the media, The competition brought home two messages: a) We can push the boundaries much, much further than most people assume, and to a higher standard, and b) this sort of session is not just for wannabees as the contestants were top research professionals and thinkers from various parts of the world.

QUARTER 4 OCT/NOV/DEC
CALENDAR OF ACTIVITIES
TO PARTICIPATE CONTACT THE SECRETARIAT

EVENT - MSRA AGM
TIMING   19TH NOVEMBER 2009, 3.30PM
VENUE   TNS-RI OFFICES, MPAKA RD WESTLANDS

2009/2010 ADVANCED TRAINING
SCHEDULE FOR NOV/DEC

DATE:	NOV 20TH 2009
MODULE:	MKT & CLIENT SERVICE
TIMING:	1.45PM-3.15PM
MODULE:	QUESTIONAIRE DESIGN
TIMING:	3.30PM-4.45PM
DATE:	DEC 4TH 2009
MODULE:	MEDIA RESEARCH
TIMING:	1.45PM-4.45PM
DATE:	DEC 18TH 2009
MODULE:	PRICING RESEARCH
TIMING:	1.45PM-3PM
MODULE:	ONLINE RESEARCH
TIMING:	3PM -3.45PM
MODULE:	B TO B RESEARCH
TIMING:	4PM -5PM

HAPPY HOLIDAYS
The MSRA Council takes this opportunity to wish all members Seasons Greetings

Media Fragmentation

What works for radio does not work for TV

Radio listenership has been flat over the last four years. Audiences are now spread over so many stations that only Citizen and Easy are attracting decent numbers. So whereas consumers welcome and benefit from such competition, investors and advertisers must be in a quandary with regard to where to place their money. But given the number of licensed players, it is heartening to see that the other Top 10 radio stations are still hanging on, making radio a many-horse-race for the time being.

Over in TV-land, the scene is quite different. While viewership has been growing especially since 2007, this growth does not appear to be favouring broadcasters apart from Citizen which is growing at a steady clip and NTV which is recovering well. KTN and KBC are in freefall. The other stations are just not on the radar. That notwithstanding, more TV stations are coming on stream; what, really, is the thinking here when it is becoming evident that three nationwide TV broadcasters is just about enough?
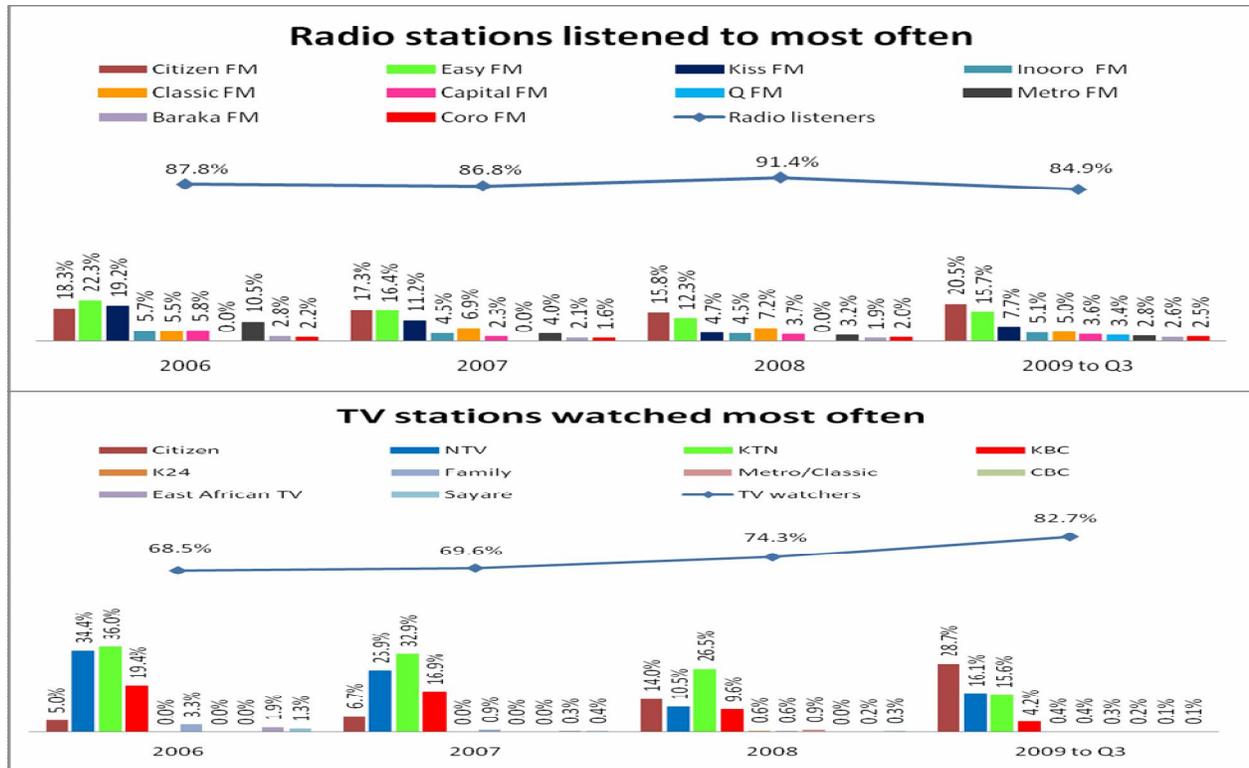
Demystifying Twitter? *By Chris Githaiga*

Twitter is a real time, public, online service whereby you communicate "tweets" of up to 140 characters in response to the question "What are you doing?", generically referred to as micro-blogging. Facebook's status updates to "what's on your mind?" effectively provides a similar service. It is the fastest-growing social network with 3712% y-o-y growth and 24 million unique visitors in April 09 (Nielsen) worldwide.

How it works

As well as posting your own tweets, you "follow" people you are interested in; their tweets are displayed on your home page when you log-on. People who are interested in what you say will follow you. You can set-up a search for keywords and see what people are saying about a particular topic, this can be filtered by various factors including location which is powerful for research. Currently, it is free, and because of its simplicity, it's a tool that everyone can engage in relatively easily.

Who is using it?

Twitter is being used by celebrities like Ophra, companies such as DELL with claimed sales of $3m liknked to the medium. Zappos (the US shoe store) has over 800,00 Twitter followers. Land Rover recently had a campaign using Twittad which is a group of 4,500 Twitterers paid to post. New York Times has over 1,300,000 followers and the UK's Guardian Tech Twitter stream has over 800,000 followers. Oxfam has over 7,500 followers.

What are marketers using it for?

Many brands are using Twitter, to understand how, just log on and have a look at their tweets. Twitter is being used for product promotion (which also has viral potential)as well as a customer service channel. The most successful Twitter accounts also engage in conversation and have built a great following. Nestle was recently the first company to use it in a paid for ad unit i.e the tweets could appear anywhere on the Web. Locally though, we're yet to take up this new digital channel.

As researchers, how could you use it?

- Twitter search as an input into client presentations.
- Use it to hunt for real-time conversations if your ad has just broken.
- Searches by region etc. to understand geographic differences in opinions.
- Sample recruitment for qual (IDEABLOG?) among influentials in a particular field.
- Contextual information on panelists
- To provide extra data for other trends or research.