

InterVIEW December 2009

Newsletter of the Market Research Society of New Zealand

Letter from the Editor

Welcome to the final edition of InterVIEW for 2009, I hope everyone's looking forward to a well deserved Christmas break and a promising start to 2010.

This edition contains some important information for the upcoming 6th bi-annual Market Research Effectiveness Awards, booked at the Hilton for the 3rd of September – be sure you start planning for your entry early, I'm sure there's going to be some significant success stories considering the economic and social changes since the last awards in 2008.

Our headline story authored by Fellow of the MRSNZ, Alastair Gordon, shares his experience and advice in ensuring the utmost attention to arguably the most important part of any research project – the briefing. Especially with the effects of recession on our businesses within the industry, this is a very relevant piece not to be overlooked.

Prolific contributor to InterVIEW, MRSNZ Fellow Duncan Stuart, talks about the use of graphics and shares with us the merits of SmartDraw.

The last few months have seen some well received branch meetings with Duncan Stuart hosting a professional development session in Wellington and Ngaia Calder's Auckland presentation on her learnings from the QRCA Conference in the US, this has been summarised in good detail by Grant Story, Synovate's Qualitative Research guru. It was also great to see so many people at the Wellington Christmas drinks, put together by the Wellington committee members and sponsored by Research Now (who missed the plane to get there on time!).

2010 is going to bring in some positive changes for members. The committee has been working on finalising a new, more functional website with a members area containing useful resources, and a members forum. We're aiming to launch the completed version by February. A big thank you goes out to Perceptive Research for their sponsorship of some of the development costs of the website.

On a final note, please look out for a MRSNZ membership survey arriving to your inbox sent from survey@researchnowsurveys.com, it won't be closed until January but please do complete the short survey as soon as is practical as this is used to help shape the committees future plans, including our value proposition and feedback on what's great, or not so great, about being part of the MRSNZ.

From all the team here, we wish you a merry Christmas and a happy New Year!

Ed TerView

Agencies have to tackle Researcher Productivity. Start With the Briefing.

Alastair Gordon, FMRSNZ

Talking to researchers in the US and Europe, it is clear that even in those hard-hit markets, there is an up-turn in the research business and things are looking up. This is good for NZ researchers, as it means that the rebound many are reporting is likely to be sustainable. But it's also obvious that it's not just a matter of a return to the old days. **The financial crisis has made clients increasingly obsessed with getting more value from their research.** More "insights" produced more cost-efficiently was something clients always wanted, but now it's becoming a strident demand. This puts many agencies in a dilemma: Frankly a lot of cost-cutting has already been done and this means the operations side of the business is already lean (or at least out-sourced, which is *sometimes* the same!) so relatively few productivity gains can come from there. On the "insights" side, having downsized experienced staff, and cut-back on training, agencies are often ill-placed to offer the kind of consultancy they would like to.

The result is that agencies around the world are increasingly looking at the difficult topic of driving researcher productivity – the “soft bits” of the research business which in the past we have tended to learn by osmosis and occasional skills training sessions. In the past “researcher productivity” has often been mistaken for simply “working harder” or “using better software tools”. There is no doubt that better software has helped, but it hasn’t turned out to be a panacea, while the simplistic emphasis on “hard work” in our industry has merely resulted in many over-worked young executives simply deciding to leave it. My view is that this needs to change and that our whole approach to handling research data and our mind-sets about what constitutes “good” analysis and reporting will have to alter if we are to meet post-recession client demands.

I recently reviewed a 3-day time diary (where you record all your activities in-depth for 3 days) from a senior US executive, and was struck by how much it resembled others I’d done with mid-level/senior execs around Asia-Pacific. Lots of long-hours, lots of stressful “fire-fighting” and too little time doing anything that delivers extra value to clients. My guess is that similar exercises in most NZ agencies would reveal the same thing.

This is a huge issue, as it requires agencies to move from issues of head counts, fieldwork control or software tools to more difficult challenges of working styles, analysis practices and client servicing systems. Clearly a fair amount of thought and review needs to happen to start an agency on this path. But as with any path, it has to start somewhere, and I’d like to suggest one baby step that can yield any agency a lot of gains, both in productivity and insight generation. That’s **the “brief” we get from clients**. Put simply, nearly every senior MR person has a view on what a good brief is, but implementation remains haphazard, training inadequate and even when there are formal processes or briefing documents these are seldom well linked into the rest of the research process to ensure analysis and reporting is properly focussed.

Unfortunately, this problem is often under-played and many agencies believe that their senior executives/managers handle the briefing process well. Yet, in training sessions I’ve conducted over the years, it is the role-play on client briefings that almost inevitably produces the worst results. It seems simple, but it is often mishandled, resulting in poor research designs and wasted effort.

There are lots of reasons why clients aren’t getting the insights that give them a competitive edge, and why researchers end up wasting a lot of their effort, but this one particularly annoys me. It’s one which can be fixed with only a little bit extra money spent on training and systems. MR data can be complex: you won’t find much unless you know where to start looking, and **that requires a decent brief**. Too little MR training, either for users or agencies but generally both, deals with how to give or take a brief in a way that will maximize effective research design, analysis and the resultant revealing of insight. Often “briefing sessions” morph into occasions where more and more “extra coverage” becomes the norm, and sadly many researchers think a briefing is a time for instruction taking and “keeping the client sweet”. The guts is that bad briefs are a primary reason why we, as an industry, still produce reams of under-analysed data, fail to prioritise the analyses, and even overlook asking the key questions that would genuinely produce those “silver bullet” insights.

Today, as clients need more value from research, improving the training and processes to ensure briefs are well conducted will pay big dividends in terms of both operational efficiency and customer satisfaction and it won’t break the bank. If things are improving slightly in your agency, and you are getting a bit of time to look up above the parapet, this might be the first place to put your effort.

Alastair Gordon is Managing Partner in Gordon & McCallum, a consultancy offering business support to the international research industry. www.gordon-mccallum.com

Alastair writes a blog covering his take on issues related to the MR industry: <http://gordonandmccallum.wordpress.com>

Alastair is a Fellow of the MRSNZ and was previously Global Head of Customised Branded Products for the Nielsen Company.

Breaking The Graphics Barrier

Duncan Stuart, FMRSNZ

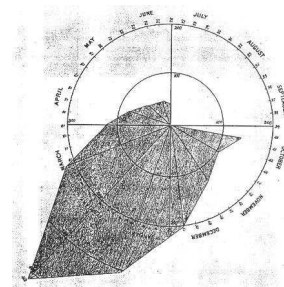
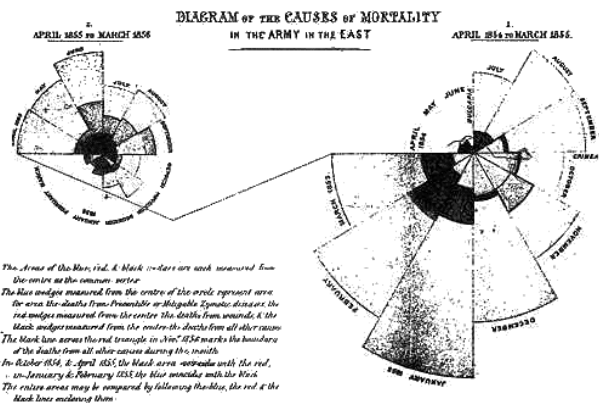
In research a lot of our work is presented visually yet aside from the pictures we collectively pillage from the internet the graphics we generate are mostly pies and bars and the occasional stock diagram. Brand pyramid anyone? Venn chart perhaps. Ho hum. In short our visual language is as retarded as Paul Henry's sense of manners.

It's easy to point the finger. Since the early 1990s and the arrival of PowerPoint as our main medium our potential as graphic communicators has both been enhanced as well as diminished. On the plus side, PowerPoint is not a bad workbench on which to assemble and display charts and text, (and yes – I love the ability to choose colours, add subtle drop shadows) but on the downside it limits our storytelling capacity as well. It's like buying felt pens and discovering that all the colours are beige. Or having a drawing kit that consists only of a ruler. What about those templates they call "French curves?" Must we be stuck with straight lines?



But I think there's a much bigger problem than PowerPoint, and it's us. Nobody told us we have to stick with one software, yet by and large that's what we do. So our stories end up with the same visual metaphors, and our information – which is often complex and requires imaginative visual representation- simply gets shoe-horned into inappropriate visual devices.

One of the early giants of statistics, Florence Nightingale (yes – the healthcare professional after whom, named in her honour, there's a Chair in Statistics at Cambridge) was a particularly creative visualiser of data. She invented a number of data types – including the Coxcomb, an early version of the radar chart - to present convincing arguments to health and military decision makers. (Right if you want a close-up look of this work, try this [LINK](#). Download the [Coxcomb](#) diagram as a .tif file (300 kb)



On the left is another of her charts showing mortality rates over time – the radar chart follows the 12 months – the shaded area shows the extreme mortality rate over a particular season.

What I admire about Nightingale is how she thought long and hard about her data and the story it told, and how she spent creative energy finding the clearest way to portray the numbers. Sometimes she was criticised for this (there were some contemporaries who felt she added too much drama to her presentations), but her job was plain: she used statistics to show how quite simple healthcare solutions could dramatically change the outcomes. She used stats to drive management decisions.

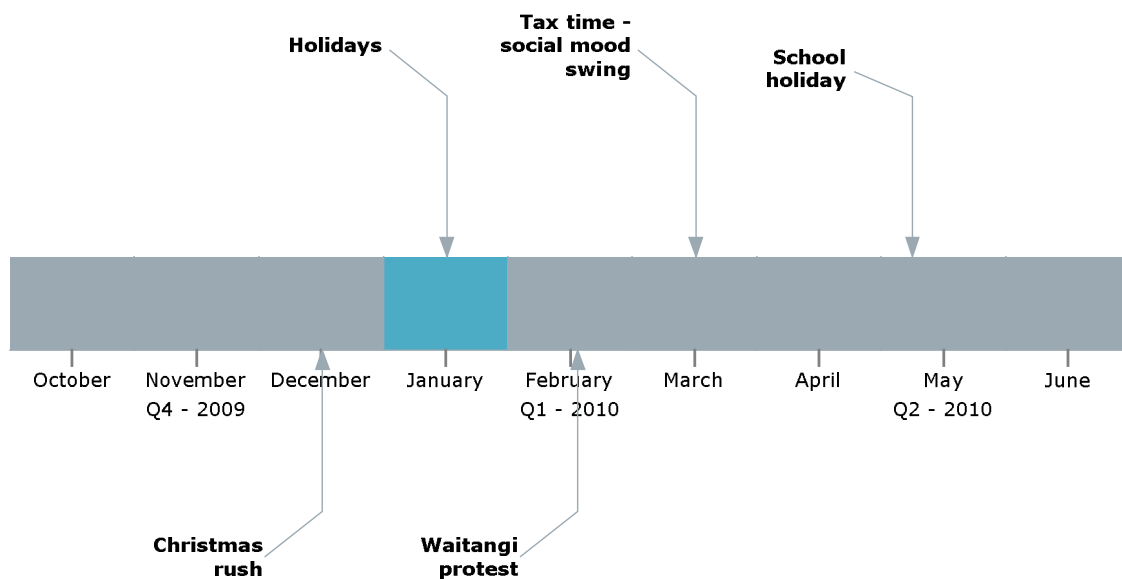
Now let's talk about *us*. What are we doing to extract more story out of our data? Are we using the most appropriate charts, or do we find ourselves limited – even unconsciously – to the basic set of graphical tools we've been supplied with?

Recently I hit a wall whilst putting together a presentation. I wanted to portray a timeline during which various events occurred in the experience of a respondent. Was there a quick way to do this? Well actually no. Not in PPT.

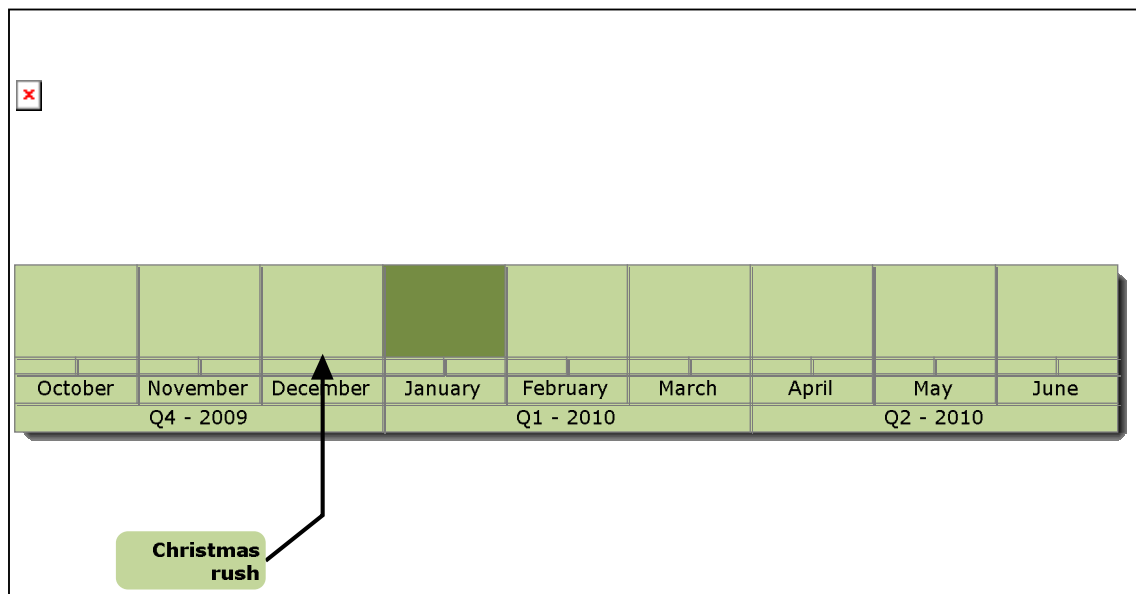
Then I wanted to show a map of NZ, broken into regions – and frankly I didn't want – yet again – to cut and paste some map stolen off the web. It just looks crappy.

So I hunted around and found a really fabulous package called SmartDraw and got it on the basis of the quick capacity to draw timelines. To my delight it also has a maps module – and there it was: a map of New Zealand – allowing me to portray upper North Island, LNI and South island. Ba daaaa!

SmartDraw is quite inexpensive (around \$200 – available online) and it has a nice aesthetic about its templates – a somewhat polite set of colours, well organised layouts – nothing too loud and most things somewhat customisable. It is dead easy to use, and once you create a chart you can – at the press of a button - export it to Word, PDF or PPT. If you've got a PPT open already, for example, when you export from SmartDraw it adds a slide onto the end of the existing PPT. No cutting: no pasting required. This timeline below took 5 minutes to draw. I selected a timeframe, added key moments and hit export.

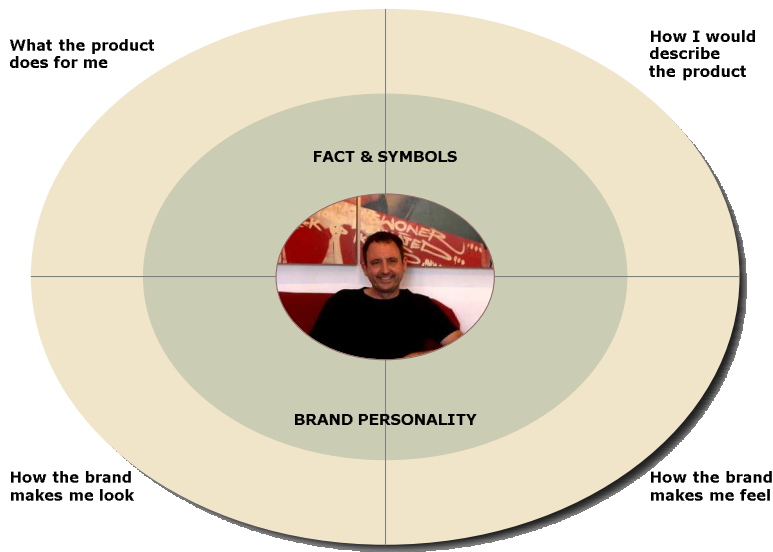


Let's do another. Here I selected different aspects of the diagram and changed their format and colour to suit my mood.

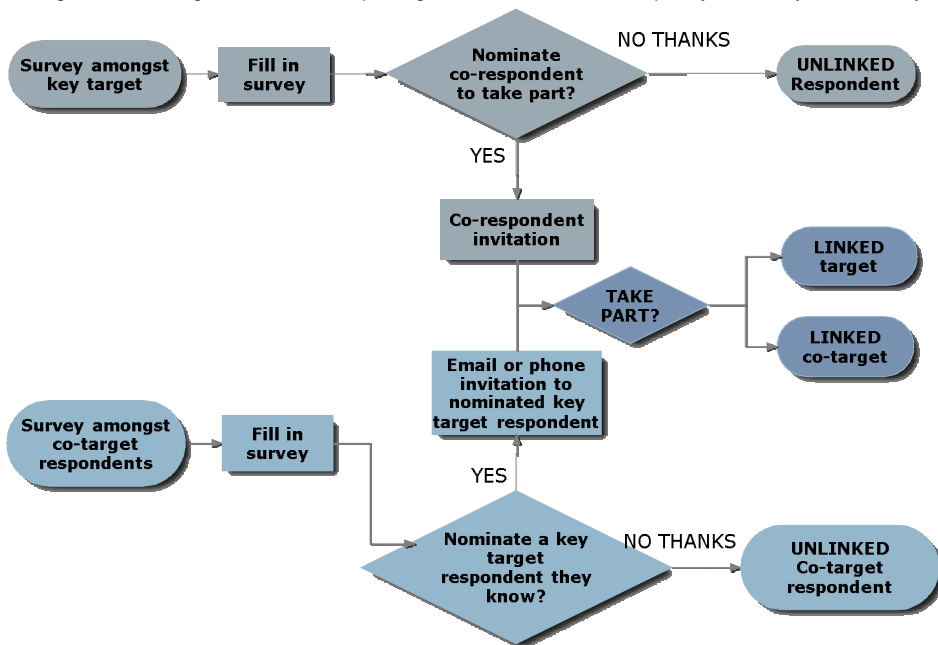


Now below I've added a ready-made template (a brand essence wheel) more to show that with a few clicks you can add your own brand logo, (or self portrait) into the middle and then add text as required. One minute to do this one – and those drop shadows are tasteful.

Brand Essence Wheel



Let's do one more just to show a different kind of diagram – this next one is a flowchart which I've spent 10 minutes concocting – adding nodes, writing text and then exporting. The nodes are added quickly, and they arrive nicely aligned.



Now do these things take us very far past PowerPoint? In some ways no: they broaden the palette a little, but I've been listening to my gut since buying the software, and hearing a few reactions including:

- I think a bit more carefully about the way data is portrayed. I have more options, and the old standards may not be the best.
- I can portray more complex things now (the above is based on a survey design where we linked targets and co-respondents) – and I wanted to portray how we arrived at four different groups of respondents. The diagram simply shows what we did.
- I'm redesigning my research a little. The ability to clearly portray logic pathways, timelines and other narrative-style charts makes it easier for me to tell a story. Rippling back from there – it changes the way I can ask questions: more open ends for example – to ask: what happened after that?
- I'm saving time. Now there's a fresh way to portray things – with a look that isn't "PPT-Classic" I'm quietly building a library of customised charts that reflect the things I do. SmartDraw makes it easy to catalogue these and export them as required.

I think we owe it to ourselves to keep exploring new software, new options and new ways to tell our interesting stories. If we're bored by PPT, then we have ourselves to blame. The answer is not to succumb to boredom, or to unquestioningly stick to our limited templates. In this case SmartDraw solves some of the problem by offering new templates, and fresh template concepts. I don't think it radically transforms the way we do diagrams, but those four soft benefits above (thought, handling complexity, improved research design and time saving) make the \$200 a no-brainer.

Officials Claim Google Analytics is Illegal

*Daily Research News online
(published November 26 2009)*

In Germany, data protection officials are claiming that Google Analytics web tracking service is in breach of the country's privacy laws, because it gathers detailed stats on web site visitors without their explicit consent.

Two years ago, [Google](#) cut the length of time it keeps users' personal search data from '18-24 months' to a maximum of 18 months, following questioning by European Union data protection officials.

This data includes the search term typed in, the address of the Internet server and sometimes more personal information contained within cookies.

The German officials are now lobbying to pass a law that will fine companies that use the [tool](#), which enables web site owners and publishers to collect information about the number, whereabouts and search behaviour of their visitors.



They also fear that accessing information about visitors to sites such as health insurance companies, could allow creation of profiles containing too much personal information.

In addition, the officials say that Google Analytics does not comply with legislation that prohibits individuals' data leaving the country.

In its defence, Google says it is 'completely confident' that the tool conforms with European data protection laws, and also complies with the Safe Harbour treaty that allows data to flow between Europe and the US.

The German ULD privacy commission – which is equivalent to the UK's Information Commissioner's Office (ICO) – said in a statement that its concerns about how Google Analytics complies with privacy legislation are not resolved.

'We have the regulators of the Federal and State Governments in conversation with Google,' the organisation said.

<http://www.mrweb.com/dmo/news10901.htm>

Consumer Confidence Surveys – Useful Link

This is a useful site as barely a week passes without a new survey telling us what consumers are spending, how much they're saving, and what their expectations are for the economy.

In some cases, there are several different consumer confidence surveys and indicators for the same country - all released at different times and all measuring slightly different elements of confidence.

To make it easier to track trends and pick out global differences, MrWeb brought all the consumer confidence studies together in one place. For details of the latest surveys in each region, follow the link below.

<http://www.mrweb.com/dmo/conf/>

MrWeb is the world's busiest daily news and jobs service for market research professionals, with more than 25,000 regular users worldwide. Definitely worthwhile subscribing to their daily newsletter.

MRS Recent and Upcoming Events

MRSNZ Awards 2010

The Market Research Effectiveness Awards is the one time in every two years that the New Zealand market research industry comes together to recognise and reward great talent and the fantastic research that has been done. The Awards is our opportunity to celebrate success and promote our industry to the wider business and social community.



The 2008 MRSNZ Research Effectiveness Awards were a great success for our industry and keeping with our bi-annual cycle, 2010 will once again see them coming around. We've already booked the Hilton for Friday 3rd September 2010 – best to put in your diary now.

We believe that the 2008 format was quite successful and made it really easy for entrants to participate. We want to further build on this so please start thinking about your most effective research projects in the last couple of years or so - those that made a demonstrable difference.

Remember the format will make it really easy for you to be part of this industry celebration:

- All market research projects qualify that have been conducted by a market research agency, by an advertising or other agency and/or client side – you don't have to be a market research agency to submit your entry.
- There is no cut off time for project completion. You can enter any project you like, whenever it was done, provided that it has not been entered into the awards previously.
- Fill in the "Expression of Interest form", which we will send out shortly and which will be due by early 2010.
- Choose research projects that have been effective for your clients and deserve to be recognised.
- No need for a fancy look and feel – it's all about content – you will be able to simply complete the submission template, which we will send out shortly.
- Don't worry about the scale of the project, whether it had a small or large budget etc. – this is part of the research challenge and judging will be based on how effective the research outcomes have been for the client.

In line with 2008, the following categories will be available for your entries:

- Consumer Products
- Consumer Services
- Business to Business
- Social and Community
- Media and Advertising (Research that relates to media channels and the role of advertising in general)
- Rookie of the Year

Platinum and Gold Awards are awarded in each category (except Rookie of the year). Each Platinum Award winner will receive a specially designed trophy, and each Gold Award winner will receive a framed certificate recognising their achievement.

In addition to the Category and "Rookie" Awards, an Innovation and a Supreme Award will be made.

So, we encourage you to contribute to the success of our industry by:

- a) Start thinking about your potential entries;
- b) If you are an agency start talking to your clients about this;
- c) Highlight the dates in your calendar;
- d) Submitting your Expressions of Interest early 2010;
- e) Submitting your Entries by mid 2010;
- f) Being part of our industry celebration on Friday 3rd September 2010 at the Hilton.

As mentioned above, more info, awards entry packs and timelines will come out shortly, but to quote a famous Pink song "let's get this party started".

The MRSNZ Effectiveness Awards are a huge opportunity to showcase our industry – in 2010 you want to be part of it.

MRSNZ Professional Development Series

MRSNZ Questionnaire Design and Analytics Sessions Presented by Duncan Stuart

Members of the MRSNZ committee in Wellington hosted Duncan Stuart (MRSNZ Fellow and Life member) for the day when he presented his Questionnaire Design and Analytics Professional Development Sessions.

Both sessions were very well attended, with the majority attending both. It was also great to see attendees from non-market research companies.

The feedback from Duncan's sessions was nothing but positive and we will be sure to organise further Professional Development sessions in the future!

Highlights from annual Qualitative Research Consultants Association (QRCA) conference held recently in the USA presented by Ngaia Calder

Summarised by Grant Storry, Synovate Research Director – Qualitative, who attended Ngaia's session.

Overall, Ngaia did an excellent job of re-presenting the work of the conference speakers. It is never easy presenting other people's work and thinking, but Ngaia did this with integrity and honesty, and managed to bring the information to life for us. There was considerable debate generated in the audience, which illustrated how much ideas from the conference were of value to us in New Zealand.

Trends

It appears that the US is gradually catching up with the rest of the world. Clients want hybrid techniques, greater speed and deeper insight. Clients are expecting researchers to not only SEE the challenges they face, but also to see the promise and how to get there from here.

They are realising that INSIGHTS are not the same as FINDINGS, and they don't come out of the mouths of consumers.

10 years ago, clients were looking to understand:

- What do people do?
- What attitudes they have to brands, products and services?

Nowadays, clients are increasingly wanting to understand:

- Who is the customer REALLY?
- What values do they have?
- What do they value?
- What inspires them?
- What is their passion?
- What are their needs?
- What are their beliefs about brands?
- What ideas do they have?

For the first time in years, the growth of focus groups has halted, and is expected to decline as new approaches take hold. However, much of the new approaches addressed were treated as add-ons to focus groups. For example, pre-work, homework etc.

A lot of 'packaging' of qual techniques has taken place. Focus groups held in a funky café can be perceived as a whole new approach by some clients, when it is only the venue that has changed.

Reports have stopped being doorstops and are now much shorter with 'sweet nuggets of actionable information'. 'Nuggets' are defined as delicious and easy to swallow!

The objectives for clients these days in the US are:

- INSIGHT (what does the consumer value)
- INNOVATION (how we create a solution to that value)
- AGILITY (how we deliver value to the customer)

Social Media

Described as a 'synergistic channel' that enables people to do what they have always done (chat, share, debate etc) in a much more empowered and streamlined way.

The great thing about social media is that it is multi-input and multi output – everyone has the ability to be a journalist and comment on the world around them, and they can share this with greater numbers of people.

The use of social media as a pre-research phase was highlighted. In particular, you can now search on Facebook for posts relating to a particular topic, brand or idea. What a great way to see how a market talks about your clients brand before you even write the proposal!

The key point on social media was that even if we ourselves think social media is a fad, as clients begin to understand this evolution they will expect us as researchers to understand it too.

Mobile Market Research

Apparently, text messaging is not a big thing in the US. For someone in New Zealand where texting has been a mainstream mode of communicating for over a decade, this is quite a surprise!

However, researchers in the US are starting to discover the possibilities of Text based research. Text messages have been described as 'big ideas in little bursts of text'

Communicating with research participants by Text messaging has possibilities:

- Journaling. Daily responses to a question.
- Communicating with on the go, time poor participants.
- Any situation that occurs away from home.
- Short questions requiring short answers.

An example used was a project where people would receive a question or task by text message at a certain time of the day and were expected to respond giving an 'emotional status update'. This was conducted for a week prior to attending a focus group.

To be truly effective, you need to have mass texting capabilities, rather than try using your phone to maintain the interaction with so many people! You also need to focus really hard on your questions so that they elicit the kinds of responses you need, rather than one-word wonders.

Focus Blogs

Not discussed in depth, but basically used as a way to do pre-group or post-group homework tasks. Essentially you set a person a task or a topic and they create a blog to report back their experiences. This does take a lot of time.

Digital Collage Making

Traditional collages take a lot of time in focus groups, you need a lot of magazines, and the standard of output can be poor. Not to mention the difficulty in scanning them if you want to put them in a presentation. The way this was presented was another piece of homework before people attend a focus group.

Some ideas are:

- Get people to gather their own digital images from their own sources.
- Get people to search for images on the Internet.
- Send people a zip file of images.
- Set up a link to a site where you have a selection of images to choose from.

The task is to give people easy instructions:

- Use a set number of images to create a collage.
- Give the finished collage a title.
- Give them a timeline to complete it in.
- Send back their collages as a file or PDF.

Exploration of the images chosen is the same as we would normally do, and is vital to understand the precise meaning interpreted from an image.

The benefits of digital collage making are that they produce report ready documents, are of better quality, you can see them in advance of a focus group (or whatever method you have chosen).

Strategic Illustrators

Apparently there are illustrators who can sit in your group and create concepts, illustrate ideas etc etc. There was a nice tool presented which asks people to discuss a brand (or even themselves) in four ways:

- As a car
- As an airline
- As a beer
- As a celebrity

The illustrator would fill in the quadrants with a composite of the discussion. Sure, it uses traditional projective ideas, but packages them together nicely.

Another nice idea was to ask people to respond to the question “how would you respond to this challenge if you were.....” and give them an alter ego. It could be Superman, a pirate, a teenager, a fireman...whatever.

Getting the Truth

Apparently there was an ex FBI agent at the conference! And apparently her methods of questioning have similarities with ours as researchers! It’s all about getting to the truth, and getting truth out of people.

There was not a lot of time spent on this, but one thing stood out for me. As an interviewer, your job is to project the IMAGE of a person your interviewee NEEDS to see in order to talk to you about the topic you want to hear about.

Movers and Shakers

Michele Grigg has recently joined the team at **Litmus** as a Director. Michele is an experienced researcher and research manager, with 17 years experience in public health research and evaluation, campaign research, and outcomes analysis. Michele joined Litmus after seven years as The Quit Group Research Manager. Her time at The Quit Group followed a number of years working in health and Māori development in the public sector. In the early-mid 1990s, Michele worked for a time at Colmar Brunton in Wellington. Michele has a Masters of Social Science (Demography and Geography) from the University of Waikato.

Company News

e-Rewards Merge with Research Now

e-Rewards, Inc., the United States' largest online market research panel provider officially acquired as a wholly owned subsidiary 'Research Now', formerly a publicly listed company on the UK's AIM stock exchange.

"The acquisition of Research Now by e-Rewards, represents the coming together of two well regarded companies to form a truly global firm that will be well positioned to serve the online panel needs of the market research industry," said Hal Brierley, Chairman and CEO of e-Rewards, Inc."This is extremely good news for clients of both e-Rewards and Research Now since the merger will offer clients expanded global reach, coupled with outstanding customer service and panel quality."

Hal Brierley, currently the Chairman and CEO of e-Rewards, will continue to serve as the Chairman of the Board. Chris Havemann, currently the Chief Executive of Research Now, will serve as the CEO.

The merger puts the combined company as a global leader in online fieldwork and a market leader across US, Canada, UK and Australia.

Quick facts:

- around 790 staff
- offices in 17 cities around the globe, across four continents
- a combined client base of around 2,000
- worldwide we will deliver approximately 2,200 projects in December
- our combined panels, with some 6.1m panellists, span 36 countries

www.researchnow.co.nz

<http://www.e-rewardsresearch.com>

The Print Media Industry Announces Readership Measurement Shortlist

The print media industry has announced the four research agencies shortlisted to provide New Zealand readership services (including consumer insights and media engagement) for the \$1 billion per annum print industry.

The following four research agencies were shortlisted after presenting their credentials to the Print Media Industry Research Review Group Incorporated (PMIRRG).

The short-listed agencies in alphabetical order are:

1. Nielsen
2. Research International
3. Roy Morgan
4. Synovate

The call for expressions of interest was answered by 11 companies from New Zealand and around the world.

“The review panel was greatly pleased with the high calibre of submissions and accompanying presentations. It is refreshing to see that the research community shares the vision that New Zealand needs a world class measurement metric,” said Derek Lindsay, PMIRRG chairman.

The four short-listed agencies have been issued with the full RFP document including a submission deadline of the end of March 2010.

PMIRRG - which represents members of the newspaper and magazine publishers' associations and Communication Agencies Association of New Zealand - was formed in late 2007 with the specific objective of evaluating the needs of the New Zealand print media and communication industry for readership research.

Over the last 2 years it has carried out an extensive review on international best practice in media research, innovation and the use of technology.

By initiating the tender process the PMIRRG is seeking to future proof the readership measurement system providing the flexibility to adapt as technology continues to evolve and provide relevant audience data in a more complex and dynamic media landscape.

New Members

We would like to welcome the following new members to the Society:

Sophie Baskett, Gravitas Research & Strategy; **Sophie Debski**, Colmar Brunton; **Lyle Johnson**, Tait Radio Communications; **Markus Klose**, Whitireia Polytechnic; **Sara Laugesen**, Key Research; **Elizabeth May**, InfoTools; **Karen McDonnell**, UMR Research; **Andrea Proud**, ANZ National Bank; **Jason Scoones**, Key Research; **Kees Varekamp**, MROffice; **Ramish Zaidi**, Massey University; **Ying (Wing) Zheng**, Research Now.

Job Vacancies

Find Your Niche - Specialist Research Recruitment

Find Your Niche is a Specialist Research, Consumer Insight and Analytics Recruitment Company and would love to hear from market and social research, analytics, strategic planning and business development professionals who are ready for a new career move.

Email info@findyourniche.co.nz or call Mike Angove on 09 846 0334 at find your niche - Research, Insights and Analytics recruitment specialists.





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- DVD recording provided.
- Hosted by professional staff.
- Refreshment options available.
- Available to hire by the hour, day or week.

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OCIS (NZ)

“Great oaks from little acorns grow” – proverb 14th century

In 2008, OCIS recruited the most experienced people in Operations in New Zealand and Australia to enhance their already highly trained staff. OCIS proudly boasts over 70 years of combined Operation Management experience in the industry. Couple this with an expanded CATI facility that can accommodate over 130 interviewers at any time, and it is clear to see why OCIS is expanding its client base. Partner with us and you too can grow with us.



At OCIS, it is part of our culture to conduct our business with the highest sense of **Pride** and **Professionalism**. We aim for a standard of **Excellence** that others envy. We are **Accountable** for all our actions and **Available** to our clients at all times. OCIS is **Committed** to our clients' to ensure we deliver what we say we will, on time, and on budget. We don't take short cuts – **Honesty** above everything else. OCIS offers you **Expertise** for your data collection, and **Service** that others can only talk about.

Partner with us and let us be your CATI call centre of Choice. We have the answers to all your questions.

Contact: Donna Willis, Market Research Director

donna.willis@ocis.co.nz

+64 9 9807010