



December 2015

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## APRC President's Voice - December

Welcome to the final APRC newsletter for 2015. Another year has flown by and I hope you are enjoying this type of member update. As always there is a lot happening across the Asia Pacific region and when we last spoke you wanted exposure to even more regional and global news. As part of this update you will also receive the Q4 member update for the Global Research Business Network (GRBN) which connects us all to 39 national MR associations and 3,500 research businesses across 5 continents.

As we close out another year and start thinking about 2016, I always wonder if I have pushed myself and my team and my profession far enough out of our comfort zone over the past 12 months. I have just today finished reading the Q3-4 GRIT Greenbook Industry Trends Report and as always our industry and profession continues to evolve and I wonder within the APRC membership, what big shifts are in stall for the next few years and how do we start being part of this change. If you are keen to personally track your progress in this area, I encourage you to take part in a great new initiative that the GRBN launched earlier this month called the 100 Day Growth Challenge –

<http://grbn.org/100-day-growth-challenge-can-you-take-it/>

In this global, fast paced world that we are all operating, initiatives like this one that aims to drive growth one step at a time and challenge business leaders and research professionals to do something is an absolute necessity in my opinion. So please join me in trying to commit to doing things differently over the next 100 days; to change something, however small, to grow.

I want to acknowledge and thank the team at the APRC Secretariat, and in particular the hardworking Elissa Molloy and Sarvenaz Ghahreman who have nudged us a little further again during 2015.

Best wishes for the end of the year, Merry Christmas and I'm looking forward to further APRC collaboration in 2016. I hope you enjoy this APRC newsletter.



Regards  
Peter Harris  
APRC President

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## APRC Conference papers and photos



The 7<sup>th</sup> annual APRC Conference was a great success. Following on from the conference there are a lot of videos, presentations and photos for all APRC members to view. Please click on the links provided below to access all these fantastic resources.

### Vox Pops:

You can check out the vox pops from the conference courtesy of one of our sponsors, TVNZ, [here](#). The password to access the video is RANZ.

### Presentations:

You can now access the presentations and video from the day on our website [www.researchassociation.nz](http://www.researchassociation.nz). You will need to sign in with your membership details or use the following - username: RANZCONFERENCE, password: papers. The link sits under **Member Resources** and is labelled **Conference Papers**.

### Photos:

Check out the conference photos [here](#).



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## AMSRS News



The AMSRS Online Summer School is available at member rates for all APRC members. There are 3 online courses being run over February and March 2016.

For more information about the courses please go to this page:

<http://www.amsrs.com.au/professionallearning/summer-school/amsrs-summer-school>

If you'd like to register for any of the courses please email Elissa on [admin@aprc-research.com](mailto:admin@aprc-research.com)

### AMSRS Webinars only \$88 AUD for APRC members



If you have not registered yet, don't forget to register to the AMSRS webinars at the special price of **\$88 AUD** per webinar.

The AMSRS holds one webinar per month for its members, we would like to extend this offer to all APRC members. [Click Here](#) to download the AMSRS Webinar brochure.

In order to register for a webinar you are interested in please email us on [admin@aprc-research.com](mailto:admin@aprc-research.com) and we will register you and send you all the details.

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## PERPI News

### Point 1. Breakfast Meeting – September 2015

There's nothing more excited than getting an update about economic condition from the expert as well as client's view during the uncertainty.

Lisa Thomas, *Senior Manager Client Relations - BNP Paribas*, sharing updates from investor's point of view. Seems Indonesia still have ample room for both monetary policy (rate cuts) and fiscal policy (fiscal support), unlike any other countries in ASEAN namely Malaysia, Philippines and Singapore.

Although most people have low confidence in facing 2015 situation, but based on the analyst, the situation are far more better compare to what had happened in 1998 and 2008 (and not repeat the 1997 crisis as well). For instance, in current year Indonesia still have much lower inflation with higher growth. And also with higher Fx reserve and lower ratio between debt and GDP, it can summarize that the condition is 'still under control'. We've been thru the lowest point in 1998 and we optimist can overcome this in 2015.

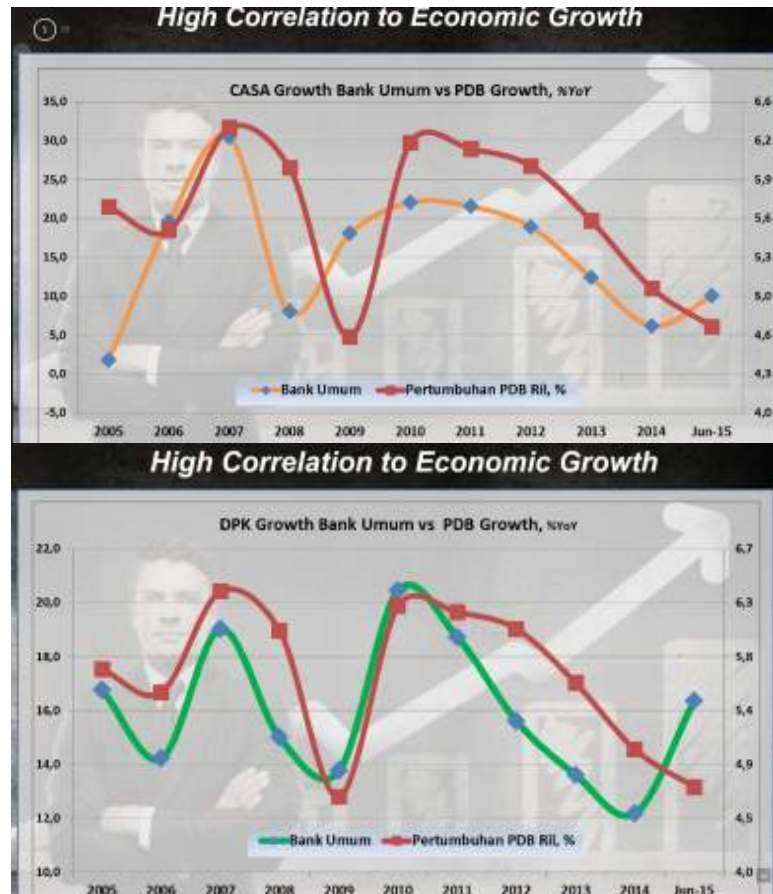
Economic Indicator far better than 1998 and 2008 thus not a repeat of 1997 Asian Financial Crisis

Economy Indicator	1998	2008	YTD 2015
GDP Growth	-13.10%	4.12%	4.67%
Inflation	82.40%	12.70%	7.26%
Fx Reserve (Billions USD)	\$17.40	\$50.56	\$107.55
USD/IDR currency	16,650.00	12,650.00	13,943.50
Current Account Deficit	-3.41%	-0.13%	-2.10%
Jakarta Composite Index	256	1111.39	4164
Non-performing Loan	30.00%	3.80%	2.60%
Interest Rate	60.00%	9.50%	7.50%
Debts/GDP	100.00%	27.40%	24.70%

All numbers reflected at the worst position on that year

While from client's point of view, Esti Tyaswening, *Advisor of Market Research and Development & Services division - BCA*, emphasizing the importance of CASA product (Current Account Saving Account) which related directly to economic growth. It's based from the fact that the growth of CASA product in all banks in general as well as with DPK (3<sup>rd</sup> parties fund) is mirroring (or the other way around) with the GDP growth.

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With the slower growth of economic in 2<sup>nd</sup> qtr vs 1<sup>st</sup> qtr, top 4 banks already create activities for efficiencies. Such as:

Reducing number of branch expansion (some of them move to branchless banking), starts to do joining ATM machine with other banks and also efficiency in operational expenses (one of them is promotion cost).

Although some of banks already make efficiency in promotion cost, but nevertheless the role of research still play important role for them in order to keep in track with what happened in the market, consumers as well as competition. In regards to the condition, there are some expectations to the agencies when they conduct a market research. There are:

1. See the big picture of the client's industry/market. Knows what client's objective and interest.
2. More relevant and applicable knowledge. Agencies need to upgrade themselves not only provide 'traditional research services' as currently lots of cutting the edge methodology which cost efficient as well as timely effective. Agencies done things like UX research, digital panel as well as digital research tools
3. Giving different value compare to in-house research. Issues that hasn't been solves in traditional research is quality of data collection. Agencies

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also encourage to see business potential rather than only following client's brief.

## **Fun advance training on Story Telling**

**Trainer:** Neil Gains

**Time:** 22 - 23 September 2015

**Participant:** Market Research agency, Digital agency and Client

Nowadays, it is common that industry practitioner tend to emphasize on data telling when they are presenting their idea/report especially on the Market Research industry. By doing so it is quite hard to impress the audience. A challenge faced by the presenter is how to make his/her audience finally buy his/her idea (proposal) or report. Story telling approach now becomes an effective method to answer the challenge.

America's Hollywood movie industry is one of good examples that apply the Story Telling approach when making a movie. Many of box office movies have been successfully created by the Hollywood-movie maker using the Story Telling concept. Story Telling approach from the movie industry is proven to be able to make their fans like and loyal towards Hollywood movies.

The movie story from the initial making process have been designed systematically, considering factors such as storyline, logical 'red line' from the beginning to the end of story. Even without any explicit explanation, Hollywood movie watchers (audiences) commonly can take a message/insight by themselves from the movie they watched.

The Hollywood-movie makers not only make their audiences feeling entertained, but also can make them get the 'message' from the movie. The movie is apparently successful to construct a character perception towards the actor/actress who plays in the movie.

This training endorse business practitioners outside the movie people (such as market research agency, other consultants, client) to implement a similar basic principle when they are preparing a document that will be presented/'sold' to audience as well as when they are presenting it.

In more specific in Market Research Industry, today, clients are less interested with data/number/graph only, they need more. It is something that should go beyond from the data/finding gathered from the research itself.

Story Telling approach gives some tips for those who are preparing a presentation deck as well as when they are presenting it:

- Should understand clearly what the business goal/challenge should be achieved/solved
- Determine what story that will be presented from the document
- Think beyond. Think to see angle/gap beyond common/generic things therefore it can stimulate new ideas for the audience
- Use a 'framework of thinking' to visualize assumption/hypothesis/approach that is used in answering business goal/challenge

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- Story should be logic
- In a format of a good storyline, logical order/sequence of data/findings, consistent data/findings, meaningful and answering the “so what”
- Connect the dot from the findings
- Make the data tell a story, there is insight/answer of ‘so what’
  
- Easily absorbed/understood
- Attractive in the context of the way displaying the data/content and the way of telling the story
- Use visualization to support the story telling like using ‘infograph’

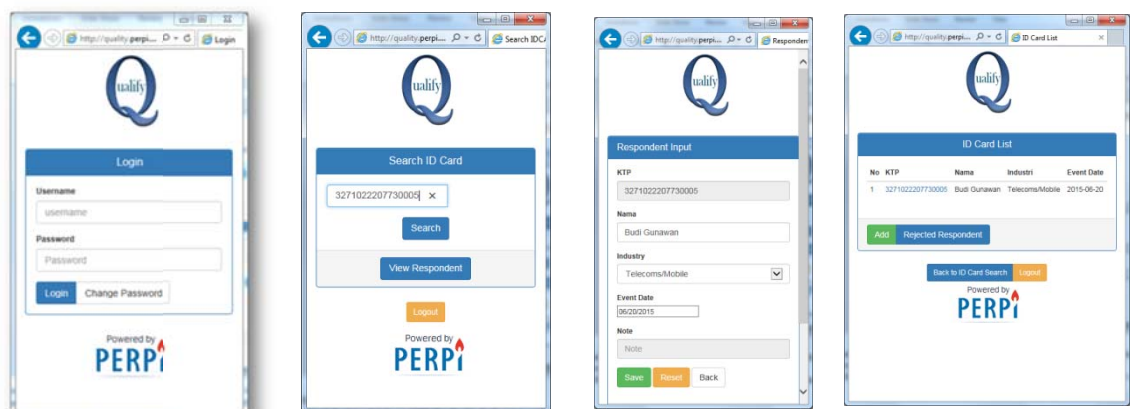
### Point 3. Qualify apps. There’s nothing easier to track your group respondents.

Many of the FGD moderators feel like De Ja Vu, they meet the same person in the FGD room. This case especially experienced by free-lance moderators who handle projects in several research companies. Are the respondents were the same people? Sometimes it’s difficult to prove.

Detecting the professional respondents is one of the big challenges in qualitative study. Professional respondents are the people who participate in many research study of many research agency, majority their motivation to earn a part-time salary from focus group and survey incentives. The professional respondents cause a sample bias. Therefore, this is important part of the quality control of qualitative study.

PERPI introduced a solution, we called as QUALIFY. The online qualitative respondents database among PERPI members that can be used as quality control for qualitative study. The QUALIFY help to detect the professional respondents before the FGD started. It’s works if and only if PERPI members consistently using this tools to record all qualitative respondents

### How it works?



The QUALIFY is designed as simple application which easier to access using web browser from PC, laptop, tablet or mobile phone. Only registered members who can access this application, since they need to input the user name and password.

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The first step, user just need to input the ID card number of the respondents, then the system will inform whatever the respondents ever participate in previous studies or not. If the ID numbers recognized in the system, it will show the detail information about data where the respondent participate (the agency name ), type of study and when the study conducted. Otherwise, the user ask to input detail data of the respondent so it will save at system.

To ensure the confidentiality of respondents data, the system only need to input the ID card numbers, so the other users can not see the detail personal information about the respondents.

This system works. Some research agencies who have adopt this system notify that they found some respondents who ever participate in others research agencies in the recent time, and they decide to reject the respondents.

#### Point 5. PERPI also launched their Newsletter

Please contact Yanti Nisro on [ynisro@gmail.com](mailto:ynisro@gmail.com) for a copy.



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## TMRS News

### 2015 CSR Day: coral planting in Koh Si Chang island

100 members of TMRS have participated to the 2015 CSR day under the theme "Give back to the nature".

The day was focusing on endangered marine life and included coral planting and abalone freeing in the beautiful to Koh Si Chang Island in the Gulf of Thailand. The knowledge was provided by the experts from Aquatic Resources Research Institute from Chulalongkorn University.



### Survey conducted in partnership with Marketing Association of Thailand.

TMRS has conducted a survey on e-commerce in partnership with the Marketing Association of Thailand (MAT). The project included 800 interviews conducted on smartphones. Results were presented during the annual Marketing Day and are available on the web sites of MAT and TMRS. The partnership will continue in 2016.



**WHAT FUTURE  
FOR E-  
COMMERCE IN  
THAILAND?**



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## Keeping the contact list up to date

We would like to thank all the APRC members who have been providing their contact updates to us over the last few months. Please continue to inform us on relevant contact changes. To download the APRC contact list [click here](#). Have a look at your section and let us know of any changes by sending them to [aprc@amsrs.com.au](mailto:aprc@amsrs.com.au)

## Send us your news

If you have any news for the 2016 edition of the APRC Newsletter that you'd like to share with your APRC members please send it to [admin@aprc-research.com](mailto:admin@aprc-research.com) by **Thursday 14 January 2016**.

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