

# New Maps research to commence

The new Maps research will commence at the start of July. The research will fill the products and brands research void left by the demise of Amps, but with far deeper consumer behaviour insights than before. Amps 2015, published in early 2016, was the last Amps survey to be released.



© rawpixel via [123RF.com](https://www.123RF.com)

“Sometimes, to appreciate what you had, you need to lose it,” says Greg Garden, CEO of the Marketing Association of South Africa (Masa). “Amps was the marketers’ benchmark research, and it was imperative that it be revived or replaced.”

## A change was due

Garden concedes that a change and a revitalisation of the research was due. “The old Amps was based on LSM, but these were in need of an update to incorporate the trends in society and changing consumer dynamics. Maps will bring a revitalisation of the LSM model,” he says.

Last year, marketers confirmed their appetite for a new product and brand survey to replace Amps by pledging their intent to support the new Maps initiative. Following this, the Marketing Research Foundation (MRF) called for proposals from research houses to develop and implement Maps.



Plus94 Research announced as intended provider of new Maps research

17 Nov 2017



The winning bidder was Plus 94 Research, the only black-owned Level 1 B-BBEE contributor in the research industry. Uniquely placed to bring its deep understanding of and engagement with transforming the South African consumer landscape into play. This is to ensure the most relevant, rigorous, and innovative research possible, by working with the MRF to create a national single-source research survey that gives the broadest possible view of the South African population and deep insights into consumer behaviour.

## A new common currency

Since the demise of Amps, other segmentation models such as SEM have been introduced. “However, it is not in the interest of marketers and media owners to have different measurements, so we need to figure how we can make these different units compatible and how we can collaborate to arrive at a new common currency for the total industry.”

It is essential, he adds, that marketers and media owners work towards a common goal. “The media cannot survive without advertisers, and marketers need the media to reach their consumers. We need to get back to some kind of normality in the media, products and brands research landscape.”

He concludes: “Maps will leapfrog Amps, providing subscribers with the total picture of the products and brands landscape, allowing them to see where their brands are positioned in the consumer and competitor ecosystem, enabling marketing and advertising decisions that save time and costs.”

**Please note:** For you to find out more about Maps and its scope and innovations, and how to subscribe, Masa is holding roadshows across the country.

- **Johannesburg either on 24 May, 30 May, or 6 June** at 11:00 at the MRF – 54 Queens Road, Bryanston.
- **Cape Town on 28 May** at 14:00 at the Protea Breakwater Lodge, Portwood Road, V&A Waterfront, Cape Town.
- **Durban on 7 June** at 11:00 at Garden Court (Tsogo Sun) Umhlanga, Centenary Blvd and Aurora Dr, Umhlanga Ridge.

For more, visit: <https://www.bizcommunity.com>