

## MICRO-LAUNCH TRAINING EXCEEDS EXPECTATIONS

Melissa Baker, RIEAL

Those who attended the MSRA one day training run by Mike Roe ("Micro-launch") hailed it as a big success and well worth the investment. What made it really different from other training sessions was that it was interactive, informative and used an innovative hands-on approach. The attendees were divided into teams and given the challenge of launching a new project (Instant Noodles), within limited research budget and timing. At each stage, the teams had to consult the "Judge", Mike Roe, with their ideas, and they were scored on that. The winning team was that which came up with the correct approach within the lowest cost and time period.

Find below some comments from those who attended:-

*"The Micro Launch Simulation Workshop was mind blowing. It was unlike other workshops where people listen and at the end of the day come out with very little knowledge that is most likely to be forgotten within a couple of days. Mike Roe gave us the opportunity of learning by doing. I can say the interactive nature of the workshop ensured that what we learn sticks in us. Using that knowledge, I have been able to think through a project and make clearer decisions."* (Lucy at Research Solutions)

*"The Micro Launch training far exceeded my expectations. I enjoyed the practical simulation of the Micro Launch game. I must say that it has been one of the most insightful training sessions that I have attended. The best part about the training program is that I can still remember what I learned from that day. Thanks to Mike Roe and you all for organizing it. I look forward to attending more Mike Roe seminars."* (Quincy Mbugua at Housing Finance)

**Attendees suggested that such events should be organized by MSRA more regularly.**

### INSIDE EACH ISSUE

- 1 KEYNOTE ARTICLE
- 2 UPDATES
- 3 PROFILES
- 4 CALENDAR OF ACTIVITIES
- 5 MSRA COUNCIL

## MEMBER UP-DATES

**RESEARCH SOLUTIONS LTD** has moved to new offices in Westlands. They are now located on floors 3 & 4 of Whitefield Place, School Lane. Telephone and other contacts remain the same as before. The MSRA Secretariat is located within the RS premises on the 3<sup>rd</sup> floor.

**THE STEADMAN GROUP** in collaboration with the Research Club of Kenya (established in secondary schools) have recently conducted a study on careers that students want to pursue in future. The findings indicate that students are keen on the "usual" professions such doctor (26%), engineer (21%), pilot (6%), lawyer (6%), architect (6%) to mention a few.

The students are not aware of emerging professions in marketing, sales, research, advertising, finance, insurance, etc. The Steadman Group is now working collaboratively with teachers and students on a desk research on the emerging professions and how the students need to get into these career lines. This research information will be shared with students at a career day event where 20 schools are expected to attend.

The research profession will definitely be presented on the day to get the youth interested in joining our industry!

### SBO RESEARCH LTD

Reuben Gathemia has recently been appointed Managing Director. He holds a B.A. in Communication from Daystar University.



He previously worked for Research International as an Account Director. With over 11 years of Pan-African research experience he has managed client relationships for some of the region's blue chip companies.

## CELEBRITY TALK

Holiday Inn  
5.40pm, 19<sup>th</sup> June 2008

**"client needs when running research"**  
your opportunity to ask a client what it is they really want

An interactive session with  
**Dr David Cason**  
Market Research Director,  
Japan Tobacco International

Entry: free for MSRA members  
500/- for non members

## PROFILES



**DAVID CASON**  
Market Research Director, JTI

### MSRA welcomes Dr David Cason to Kenya.

Born in UK in 1957, David Cason, was raised in South Africa of British parents. The family emigrated when he was five years old and he spent his childhood initially in Cape Town, then Johannesburg, completing his schooling and entered the University of Witwatersrand in 1977. He studied biological sciences finally gaining a Ph.D. ten years later. He moved back to the UK in 1988 where he continued his studies, completing post-doctoral research at Oxford, after which he decided academic life was not for him and found a job with Proctor & Gamble based in Newcastle-upon-Tyne. Working in the Consumer Research Department, David learned the way FMCG corporations ran research. For 3 years he was responsible for consumer research on laundry detergents and liquids in Western Europe, then moved to Germany in 1993 where he ran market research on Pampers and Always in the Middle East, Morocco, Egypt and East and South Africa.

In 2002 he moved to Japan Tobacco International, based in Geneva, where he became Regional Market Research Director for the CIS, Turkey, Romania, and Africa region.

### BOOK RECOMMENDATIONS

- **Market Research in Action** - Microlaunch by Michael Roe, published by Cengage Learning EMEA, 2005, and can be ordered via [www.thomsonlearning.co.uk](http://www.thomsonlearning.co.uk)
- **Market Research Explained**, built on the first ESOMAR book "Explaining Market Research" written in 1989 by Jack Hamilton. It has been updated by Guillermo Oliveto, CEO of CCR/IRI, Argentina, Uruguay and Paraguay and president of Argentinian Marketing Association. The book is an ESOMAR publication: [www.esomar.org](http://www.esomar.org)

## QUARTER 3

JULY/AUG/SEPT

### CALENDAR OF ACTIVITIES TO PARTICIPATE CONTACT SECRETARIAT

#### ACTIVITY - INDUSTRY RESEARCH

LEADER STEVE GREENLAND, NIELSEN  
TIMING - REPORT TO ESOMAR Q2 2008  
Participation in this has been closed and results collated and sent to ESOMAR for inclusion in their 2007 World Industry Report.  
MSRA will report their findings to members in Q3.

#### ACTIVITY - INTERVIEWER IDENTITY CARDS

LEADER JANE DELORIE, RESEARCH SOLUTIONS  
TIMING IMPLEMENT BY QUARTER 3, 2008  
MSRA accredited Identity Cards have been developed and will soon be issued by corporate members to their staff. It is believed that these cards will generate wider awareness of MSRA and promote a sense of quality and accountability within the industry.

#### ACTIVITY - VISUAL RESEARCH

LEADER STEVE GREENLAND, NIELSEN  
TIMING - Q3 DATA COLLECTION, Q4 ANALYSIS & RESULTS  
SG invites all members to participate in an initiative to develop visual segmentation tools for the African market. Starting with Nairobi he would like to generate image banks for each LSM segment.

#### EVENT - ESOMAR CONGRESS 2008

VENUE MONTREAL, CANADA  
TIMING 22-25 SEPTEMBER 08  
THEME FRONTIERS  
The ESOMAR Congress is an annual gathering of research practitioners from around the world. This year's event will explore Frontiers in Society, Technology, Business and Research. Frontiers from across the world and the next Frontiers.  
TIMING [WWW.ESOMAR.ORG](http://WWW.ESOMAR.ORG)

#### EVENT - PAMRO CONFERENCE

VENUE NIGERIA  
TIMING 17-19 AUGUST 08  
The annual PAMRO conference is the only pan-African research event and provides an excellent opportunity to discuss research, particularly media research, across Africa..  
WEBSITE [WWW.PAMRO.ORG](http://WWW.PAMRO.ORG)

## 2008 MSRA COUNCIL CONTACTS

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### 2008 Corporate Members

**Consumer Insight Ltd    Nielsen EA Ltd    Research International EA Ltd**  
**Research & Marketing Services Ltd    Research Solutions Ltd**  
**SBO Research Ltd    The Steadman Group Ltd**

If you would like to comment on the contents of this newsletter or contribute an article, please contact:  
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