SIRIUS Marketing and Social Research

10 YEARS INTO PROMOTING EXCELLENCE IN RESEARCH
About us in a nutshell

- We are a full service research agency
  - Established in 1995
  - 50 full-time staff
  - 300 + Freelance Interviewers
  - Field Offices in 6 major cities
- Completed 500+ research projects, involving 5,00,000+ interviews

ONE OF THE LEADING MARKET RESEARCH AGENCIES IN BANGLADESH
Our Association

- Associate of IMRB International, the largest MR agency in South Asia, and part of the Kantar Group, world’s 3rd largest MR company

- Have access to validated and standardised research techniques and methodologies which are used globally

- Listed with ICC/ESOMAR and bound by code of conduct for MR practices
Types of research handled by us..

Birth of a product/brand/Idea
- The greatest challenge is to predict the performance of the brand/product

Post Launch
- Provides vital inputs to leverage, maintain and review various aspects of brand performance

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Some other types of research we handle..

- Social Research/Opinion Polling
- Trade & Distribution Research
- Banking & Service Sector Research
  - Industrial Product Research
  - Pharmaceutical Research

We cover the whole spectrum from building a brand or product to tracking its performance.
Some of our Clients …

- **FMCG/Manufacturing/Service**
  - BATB
  - Unilever Bangladesh
  - Grameen Phone
  - Nestle Bangladesh
  - Pepsi
  - Marico
  - Asian Paints
  - Heinz
  - DHL
  - Givaudan Singapore
  - Rahim Afrooz
  - Lafarge Cement
  - CEMEX
  - Godrej Sara Lee

- **Banking/Finance**
  - Standard Chartered
  - HSBC
  - Citibank N.A.

- **Media**
  - Prothom Alo
  - BBC
  - VOA

- **NGOs/World Bodies**
  - Social Marketing Company
  - DFID
  - Asia Foundation
  - IFES (Washington)
  - UNIFEM

- **Advertising Agencies**
  - Adcomm
  - Asiatic
  - Unitrend
  - Grey
  - Mediacom
  - Bitopi
  - Pratishobdo
Some of our major continuous research..

- **Consumer Household Panel**
  - Panel members tracked monthly for purchase behaviour
  - 30 towns and 150 villages- 4500+ households
  - 31 categories covered

- **Television Audience Measurement**
  - Weekly measurement panel based
  - Currently 580 households every week
  - Track channels watched
  - Valuable tool for media planning

- **Continuous Prescription Audit**
  - 240 markets ; 480 pharmacy shops
  - Since Oct97

- **Continuous Brand Tracking for FMCG and Mobile Telephony**
Media Research

OUR RESPONSE TO THE SIGNS OF MEDIA BIG BANG
Why do we need to research Media..

- Over the last few years the market place in Bangladesh has experienced a remarkable change in terms of availability of new products and services.
- There is a growing discrimination of brand choice and segments emerging.
- The consumption and expenditure behaviour is changing continuously.
- The preferences and choice drivers are often distinct to a certain type of consumer and at times confusing too.
- Added to this is the myriad ways to grab the attention of the consumer.
- Recent years have seen the proliferation of both local and foreign private satellite channels widening the consumer’s choice.
- Print media is also expanding its fold with new dailies being launched-fighting for a space in the stands along with the older ones.

**Thus..** Need to obtain insights on media habits of the consumers

To formulate appropriate media strategy

Plan to disseminate information on the product to the relevant audience
Why do we need to research Media..

- To disseminate the information regarding products and services in comes ‘Media Plan’
- The challenges ahead of a Brand Manager or a Media Planner is to develop a media plan
- They have to
  - Define the target audience
  - Estimate the size of the audience
  - The media vehicle or the combination of media vehicles to be used
  - Time slots and Programmes of interest/attracting higher viewer ship of the target profile for TV
  - How often each media will be used
- Media plans will have to achieve the target set within the certain budget
- Media research provides measures on all the variables required to draw up a media plan

• Circulation of newspapers, magazines and access to TV, radio are not sufficient indicators to assess penetration across various population segments
The Media Big Bang..

Just to give you an idea about the complexity

- Number of local TV channels- **5**
- Number of foreign satellite channels attracting decent viewer ship- **19**
- Number of Dailies which have significant presence either nationally or regionally- **56**
- Viewer ship and reader ship varies by age, gender, urban, rural, income levels, occupation etc.
Our contribution down the years..

- 1997 till date: Sirius Television Rating Indicator Points (STRIP)
- 2002: National Media Survey
- 2005: National Media Survey
- On the horizon: People Meter
Our contribution down the years..

National Media Survey
A Large Canvas.. National Media Survey

- A nationally representative survey based on a large sample size to understand
  - The emerging trends in media habits spanning all media from print, TV to Internet
  - User ship/Penetration of some chosen product groups and key brands within the categories
- The study is one of its kind in Bangladesh which was conducted by us first in 2002 and then followed by the latest edition in 2005
- The study is of great importance as it not only gives an idea about media consumption but also links it to product user ship/penetration which can be used effectively for
  - Defining target consumers
  - Drawing up media plans
  - Use it as a baseline for weighting purposes for other research
A Large Canvas...

National Media Survey

Information Areas

Media Habit

Print Media
- Daily
- Weekly
- Fortnightly
- Monthly

TV

Radio

Cinema

Internet

Reader ship and Viewer ship can be drilled down by
- Age
- SEC
- Region
- Centre Type (Urban/Rural)
Along with the Media part we covered product/brand usage for many categories of products as given below:

- **Household Products**
  - Paints
  - Fabric Wash
  - Fabric Whitening
  - Oral Care
  - Insecticides
  - Floor Cleaner
  - Utensil Cleaner
  - Antiseptic Creams/Lotions

- **Personal Products**
  - Face Wash
  - Shaving Items
  - Mobile Phones
  - Toilet Soap
  - Shampoos
  - Hair Oil
  - Fairness Creams
  - Cigarettes

- **Edibles**
  - Potato Chips
  - Mineral Water
  - Soft Drinks
  - Tea
  - Coffee
  - Milk/MFD
  - Edible Oil

- **Durables**
  - Tape Recorder
  - Fridge
  - AC
  - Washing Machine
  - Car
  - Vacuum Cleaner
  - Kitchen Items
A Large Canvas.. National Media Survey

Methodology

GEOGRAPHICAL SPREAD
6 Divisions covered
- Dhaka
- Chittagong
- Rajshahi
- Barisal
- Sylhet
- Khulna

4 Pop Strata in each Division
- Divisional Head Quarter
- Large town (Municipal Town)
- Small town (Non Municipal Town/Thana)
- Rural

Total Sample 13,169 adults in 146 centers

All the centers were selected randomly by a Probability Sampling Method
A Large Canvas..  National Media Survey

What NMS provides..

- An integrated approach to media habits and product information which helps marketers and Ad agencies to
  - Define the target market and assess the performance of products and brands by market segments
  - Identify winning territories from brands
  - Understand future potential for products and brands based on current exposure
  - Understand the demographics of users in detail
  - Link products and brands with media habits
  - Formulate and test alternative media plans to maximise reach and optimise cost
The study is a continuous measurement of TV viewing patterns for all the 52 weeks in a year.

It is a syndicated study of interest to all TV networks, advertisers, media planners, Ad agencies and cable operators.

All Bangla channels (ATN, Channeli, NTV) as well as Ad agencies are regular subscribers to the report.

The system tracks the growth and decay of programme viewership for BTV as well as main satellite channels available in Bangladesh.

This information is crucial to media planners who need to obtain timely data on viewership.

- To assess the size of the audience
- Understand viewing habits by demographics and socio-economic features
Our contribution down the years..
Tele-visionary..

Sirius Television Rating Indicator Points (STRIP)

Coverage

- Dhaka metro
- Age 15+ years
- 576 TV owning households

Baseline was conducted among 3000 households in Dhaka to understand

- Socio-Economic distribution (SEC)
- TV ownership
- Access to Terrestrial and C&S
Data Collection

- Every panel member is visited each week to collect a Self Completion Diary
- Each panel member records their TV viewing with details on time slots and programmes watched in the diary
- At the time of collection a short interview is conducted with the panel member to
  - Validate and check the time slots and programmes recorded
  - Fill up the empty slots if left blank
- Drop outs from the panel are substituted with members with similar
  - Demographics-SEC, Age, Sex
  - C&S or only Terrestrial
Tele-visionary..

So what do we get from STRIP..

• Weekly Channel Reach (defined as the total number of different, unduplicated, individuals who has viewed the program)

• Programme and Slot Reach

• Advertisers
  • Evaluate the effectiveness of the campaign with Pre and Post evaluation of cost and viewer ship by Channels, Programmes, Spots
  • Understand what % of the total target group has been/ would be exposed to the campaign based on demographics
  • Understand the Reach vis-à-vis competition
  • Evaluate the cost of the campaign
Our contribution down the years..

FUTURE PERFECT-PEOPLE METER
Data Collection

- We would soon be introducing the World standard in measuring TV viewership.
- People meters are electronic devices which will be attached to the TV sets of the panel households.
- This particular endeavour entails intensive training of the panel members as well as rigor on our processes.
- These will record viewership of all the household members minute by minute there by eliminating the human element which the diary system in STRIP uses.
- Result will be a much more accurate data on channel switches by the minute for each person in the household.
- Media planners and Brand Managers will have the perfect tool to draw up media plans.