**AP Sponsor Meeting Minutes – 1 February 2016:**

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| Date: | 1 February 2016 |
| Time: | 11:30 a.m. |
| Venue: | 50 Scotts Roads, TNS  |
| Attendees: | Denise Quek Si Ying |
|  | Tan Wei SongSubhashish Dasgupta |
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| Agenda: | 1. Update on current progress – wiki  |
|  | 2. Clarifications on NDA, Survey Questionnaire, and Objectives of Study |

1. **Review of meeting’s discussion**

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| **S/N** | **Issues Discussed** | **Action By** | **Due Date** |
| 1. | **Wiki:*** Send TNS the link to the wiki page to do a check through on the logo, company information, and certain terms used by us on the wiki page
 | Denise | 2 February 2016 |
| 2. | **NDA:*** Established that as long as Prof. Kam does not need to touch the dataset/questionnaire or have access to the dataset/questionnaire, then he does not need to sign the NDA.
 | All to note | - |
| 3. | **Questionnaire Clarification:*** **S01: Day of Interview** – purpose of using Internet is different between weekend & weekday. This variable is for controlling quota purposes; there is no usage for this data.
* **TRI\*M** is a CRM strategy by TNS
	+ E.g. diagram on p. 8-10 of info pack – 6. Improve connected customer satisfaction – shows what is the contribution of service channels (e.g. online/offline, Facebook/Twitter, conventional or new digital channels) to satisfaction levels of consumers?
	+ E.g. Whether consumers are happier using online/offline channels
* **H1: Shopper Cycle – short-cycle** products
	+ Understand the motivation behind a person’s purchase; & reveal the kind of information company should display on their websites
	+ Content strategy can be driven by a good understanding of this question
	+ Can be linked to different markets as well as different markets will have different responses for certain questions, e.g. India consumers cannot afford to EXPLORE
	1. I needed a product urgently (URGENT)
		+ May not do any research before buying
		+ Display what is the closest store available to buy their products
	2. I wanted to explore products… (ROUTINE)
		+ Not part of regular behavior
		+ May not want to do research
	3. It was part of my usual shop for this cat (EXPLORE)
		+ Want to find out offers, benefits of different kinds of brands, etc.
		+ Will do research before purchase
		+ Display information on features & benefits of products, what problems do their products solve, etc.
* **H1** is linked to **H3** and **H4**
	+ H3: Open or Decided
	+ H4: Information source used by pressure, routine, and explore users
	+ Overall, can explore data on how much research each different category is looking at, e.g. discounts for routine users
	+ What channels should marketers activate?
* **Derivative variables**
	+ Brand Activity
		- From E1 – those who coded 1 & 2
		- Definitions can be found on p.20-21 on Info Pack PDF.
	+ Weight Local
		- Ignore “Weight Global” variable
		- Weights applied to sample
		- Refer to Info Pack PDF p. 19
* **Connected Life segments** (p. 14):
	+ Logic of segmentation cannot be revealed
	+ Y-axis: People who use digital or not at all
	+ X-axis: Looking at media content – to what extent does social play a role? Should the content be social-friendly/conversational/descriptive in nature for people to understand?
	+ Leaders: Consumes a lot of digital content. They are very social as well; want to share.
	+ Functionals: Default method is to go offline
	+ Connectors: Won’t bother so much about making website brilliant
	+ Observers: Consumer reviews, blogs – make website detailed and comprehensive
 | All to note | - |
| 4. | **Motivation/Objectives of Study:*** Current clients: Unilever, P&G, Samsung, Singtel, Coke, Guardian, Singapore Airlines; basically FMCG, technology, media planning companies who help clients buy media (GroupM), marketing companies, media companies
* This study started in 2014, and has been running for 2 years, when digital media has really kicked off in the world.
* Content of study by asking clients and speaking to different marketing/media companies on what was useful in 2014/2015 studies.
* Aim of the study is to get an overview and quickly understand what are the big brands, and understand overall digital behavior in the market, then zoom into categories, etc.
* Process is to pitch to clients about the study, and clients will then pick a more granular section to focus on, e.g. demographics such as country level perspective or to certain age groups, e.g. marketing to mother
* Therefore, our approach can be to start by looking at country overall, then zoom in to category lens/demographics
 | All to note | - |

1. **Next meeting’s agenda**

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| **S/N** | **Issues Discussed** | **Action By** |
| 1. | Next meeting will be set on 2 February 2016 (Tuesday) at 11:00am with Prof. Kam to update on project progress.Agenda:* To discuss sponsor feedback
* To discuss revised objectives
* To discuss planned visualizations
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The meeting was adjourned at 12:45pm. These minutes will be circulated and adopted if there are no amendments reported within the next three days.