**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 Song  Subhashish 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 | - |

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.