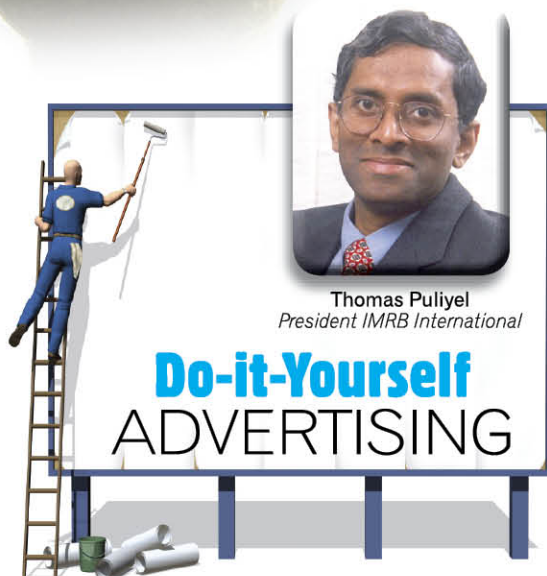




- 2/ **Is employee loyalty in recession in this times of recession?** 3/ **19th Annual Market Research Seminar** 5/ **Innovation at work**



**Dear Reader,**

We appear to be living in a strange world today. Many marketers have come to believe that the best innovation comes not from a few people thinking deeply on the subject but from crowds. With social media and technology as facilitator, marketing companies are reaching directly to consumers and

persuading them to create advertising content. By ceding ownership of what and how the brand benefits are communicated, brand owners are hoping to engage consumers with the product.

So there appears to be twin objectives for this activity - seeking out new advertising ideas and involving potential consumers with the brand. If one studies the examples of reported successes of co-creation it appears that there is little downside. A relatively small budget can create waves, assisted by social media networks and community groups on the net. The task, if well designed, is appealing not just to the regular buyers of the product but also to those who may not be very familiar with the offer. If at one shot, we are breaking free from the worn-out clichés in advertising and familiar executions and the very act of creation binds consumers and brands, what if there are any pitfalls?

In the medium term, I would submit, that brand managers will devalue the contribution of the creative team in advertising agencies. The worry I have is that marketers will believe in their omniscience, assuming that having consulted such a wide target set of consumers they have access to all the possible ideas and routes to advertising. This do-it-yourself style of advertising tends to ignore experience of past failures and cross-category learning. While cost-saving might be a high priority in today's economy, any action that jeopardise long-term relationships between marketers and ad agencies will only result in wasted expertise. As more and more marketers use co-creation as a tool for creating advertising, you might find that the concept loses appeal among consumers, rendering it less useful over time.

In market research, we have an awkward word 'sugging' which describes 'selling under the guise of research'. So when marketers sell by claiming to be doing research, it is frowned upon by both researchers and marketing professionals. I wonder whether the time is ripe for an equivalent word to be created for activities which claim to be seeking new ideas when in reality their aim is to surreptitiously change attitudes.

**IMRB International**  
*The MR Agency of the Year, since 2005*



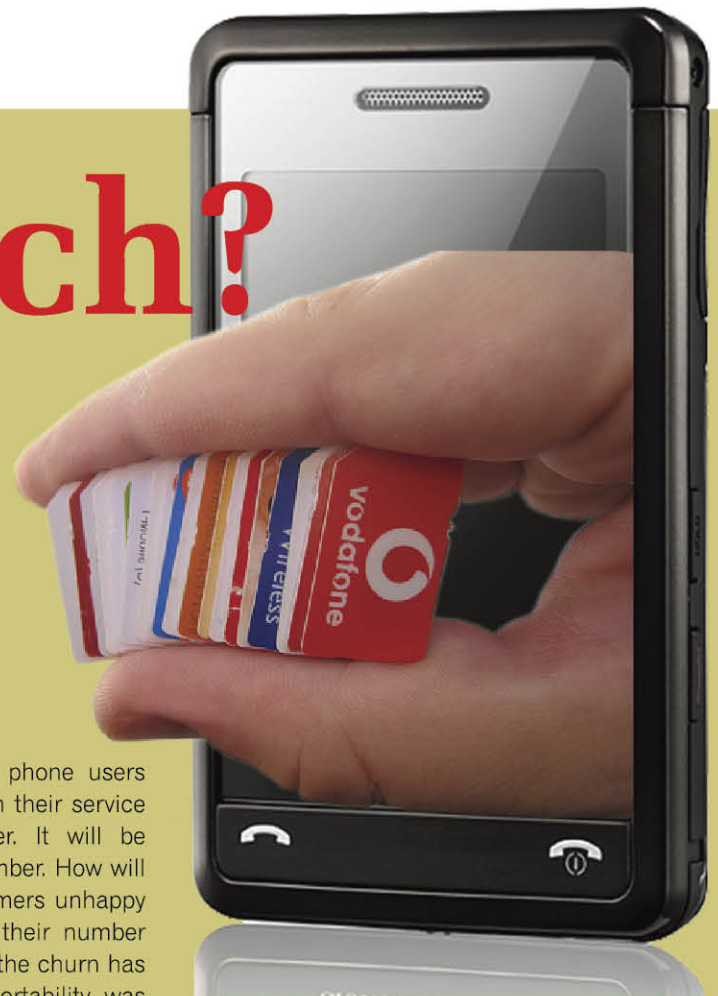
At the 19th Annual Seminar of the Market Research Society of India (MRSI) held on September 24th & 25th at Hotel Crowne Plaza Today, Delhi, IMRB International was adjudged the "MR Agency of the Year". IMRB has bagged this prestigious honor for the fourth successive time and is the only MR Agency in the country to have been bestowed this honour since the inception of this award in 2005.

The annual MRSI conference is a competitive showcase of the best work carried out by research professionals and also showcases the latest technological developments in the market research industry. This year the area of focus was the "Challenge of Change". Seven of the 14 papers presented at the Seminar were from IMRB.

Speaking to IMPRINT, Thomas Puliye, President, IMRB International said "We are elated at receiving this award for the fourth consecutive time this year. This award is very special as it is recognition from our peers."

## WILL YOU switch?

**An IMRB study details how mobile number portability will impact service providers.**



After a long wait, Indian mobile phone users will soon have the option to switch their service provider and retain their number. It will be introduced in the country in December. How will it impact service providers? Customers unhappy with the service but attached to their number are likely to switch first. Overseas, the churn has lasted two to six months after portability was introduced. Thus, within the first half of 2010, service providers could end up with lesser market shares if they don't guard against the marketing moves of rivals.

IMRB, has come out with a syndicated study called **SWITCH** to forecast the behaviour of mobile phone users after portability. It was conducted across 40,000 subscribers who have owned a connection for at least three months, across all operators and the seven cities in which portability is slated to roll out first - Mumbai, Ahmedabad, Pune, Bangalore, Chennai, Delhi and Hyderabad.

IMRB quizzed users on the importance of their numbers, their satisfaction with service providers and if the criteria set by TRAI such as paying Rs.250 and going without a network for two hours would deter a switch. They were then asked if they wished to change and why. Thus, the study was able to track the number of subscribers who will shift from one service provider to the next, GSM to CDMA, pre-paid to post-paid and so on.

### Who'll switch?

As many as 70 to 90 per cent subscribers feel it is extremely important to retain their current mobile number. After portability is allowed, the survey expects an average 20 per cent of the people to move out of their existing operators. Delhi could see the highest churn of 24 per cent and Bangalore the lowest of 18 per cent.

It says that 25 to 35 per cent subscribers will switch operators due to network congestion and another 17 to 25 per

cent due to tariff options - grievances that often top the dissatisfaction list of Indian subscribers.

Service providers say that with prepaid customers comprising more than 85 per cent of the Indian mobile telephony market, they are no strangers to churn. Says Idea Cellular Chief Corporate Affairs Officer Rajat Mukarji: "We already have a vibrant prepaid market where customers switch service providers periodically."

Surprise of surprises, only 10 to 20 per cent prepaid users on average told IMRB they want to switch. Portability, IMRB found out, will hit the relatively loyal and stable market of postpaid consumers harder. This is crucial because such customers turn in higher revenue, almost twice that of a prepaid user. Fifty per cent of the postpaid users in the survey were willing to switch once portability is activated.

Among post-paid users, reveals IMRB Group Business Director Sanjay Pal, there is a feeling of getting less from service providers than what they deserve.

There are satisfied subscribers also who might get tempted to switch to a new service provider if they can carry their number along. Pal observes that despite a satisfaction rate of around 60 to 65 per cent among GSM users, the percentage of satisfied customers willing to move after portability could range from 6 to 20 per cent. Pal attributes it to an "anti-incumbency factor" - the tendency of users who still want to choose another operator even when it has nothing special to offer.

*contd. to page 4*





# Is Employee Loyalty in recession in this time of recession?

Today, there are several tools in the market to measure "Employee Loyalty" or "Employee Satisfaction" or "Employee Engagement" or whatever one may call it. It is an initiative that most employee friendly organizations regularly undertake, in order to measure employee expectations and experiences, so that they can understand how well the organisation is geared up to keeping their employees happy and engaged.

In the last six-eight odd months (Since the Great Economic Crash), we have had many opportunities to speak to various HR specialists. Our attempt to understand if they would be keen to invest in measuring "Employee Loyalty" yielded responses in the same realm as given below...

"We don't have budgets for activities like this"

"I already know my employees are unhappy, why would I want to measure ..."

"My employees just need an opportunity to crib, and if I do this survey at this point of time... this would be it"

"I don't want to measure, what I cannot do anything about"

All of the comments above show a certain "fear factor" or rather the "fear of the unknown".

Is it right to let these sentiments govern the fact whether these surveys should or should not be conducted?

Rupesh Basu (Business Head Human Resources - HyperCITY Retail India Ltd) says "irrespective of the economic climate, to strive to be an employer of choice- this is a hygiene factor and that all companies should do this annually."

Similarly, Sapna Srivastava (Chief Talent Officer - Asia Pacific, J. Walter Thompson) says "Employee surveys are very important. Despite what's happening in the market, one still needs to hear the ground level buzz and proactively resolve issues impacting employees".

Contrary to what some people believe, "Employee Loyalty is not in Recession". Based on the data\*, CSMM has collected in the last few months- the findings are likely to re-assure any HR specialist.

There is no evidence of survey ratings falling\*\* (unnecessarily) on account of low morale, low engagement in the wake of the Great Economic Crash. In fact, ratings have improved wherever an organization had taken action.

This shows that employees are more than willing to accept the fact that their own organizations are in a tough spot and may not be able to fulfill their expectations and rightly so, and this is not impacting their commitment negatively. Sapna from JWT says "if companies are unable to reward their staff this year due to pressure on the bottom-line, they should be prepared for negative feedback from the survey and should take it in their stride."

Below are some feedback/ comments, we received from employees across organizations. These comments show that it is important for organizations to have faith in their employees.

"Our senior management always took decisions keeping the customer in mind even in this recession time. Communication is really good from senior management."



"It's shameful to discount the good days. So it's only fair for me to agree and strongly agree that even though the recession had left some grey areas on how the company operates as of now.... it has been a wonderful place to work. I trust this year won't be the same until things gets better."

"Company has to freeze the promotions and salary rise because of the poor global economic environment. That somehow delays my personal career growth. I understand the difficulties in front of management....."

"I truly understand the global financial crisis and the financial hardship. However, we need clearer, faster and more communications from management on the status of our financial situation"

Organizations spend money, time and effort to recruit intelligent & competent employees, but when it comes to trusting them to give correct feedback; they feel employees are incapable of being objective and rational.

**\*Data has been sourced from multiple individually commissioned surveys:**

**\*\*Falling: Some of the surveys were repeat surveys, hence allowing us the opportunity to compare ratings to past data.**

So, is there anything specific that organizations can and must do for their employees in this time of recession?

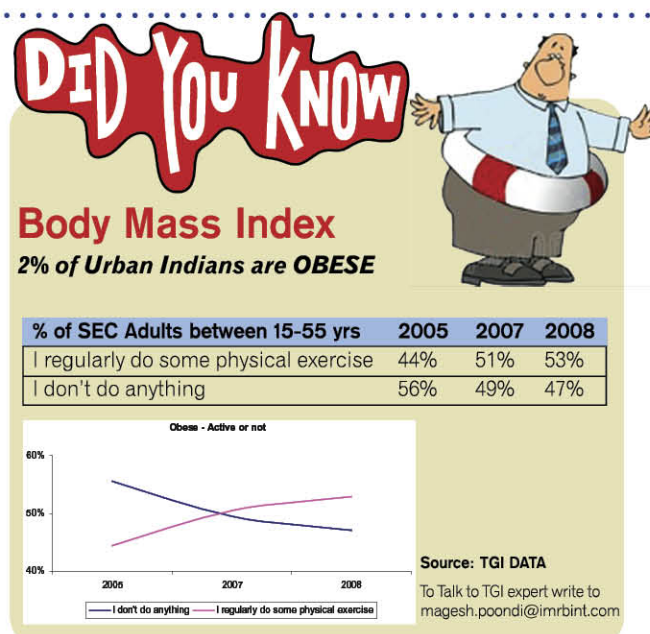
One of the key activities to focus on during the current scenario is "Communication". In these times of uncertainty - No News may not necessarily be Good news. Communication needs to be - in the

"right manner" and "at the right time". As one employee puts it "The "unclear" creates rumors and bad morale". Internal communication needs to be stepped up, to create a sense of security and belonging in the organizations." Rupesh Basu (Business Head Human Resources - HyperCITY Retail India Ltd) feels likewise and says that "it is important to keep all employees posted through open houses/ town halls or the employee newsletter on the company's financial performance through every quarter. Be open about your expectations and support required from colleagues more during these times."

While the modes and means may change, but one also needs to continue focus on "Talent", "Reward and Recognition and "Training Solutions". Sapna Srivastava from JWT says that "it's the key to keep investing in people. Retaining "stars" is the focus for us and we continue to invest in them. We are also developing training solutions that can be run locally in each market to bring in cost efficiencies.

Last but not the least, one must not ignore employees and should continue investing time and effort in gathering feedback about their experiences and expectations.

**To know more on our CSMM studies, write to [nitasha.singh@imrbint.com](mailto:nitasha.singh@imrbint.com)**



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# Happenings

## 19<sup>th</sup> Annual Market Research Seminar



Aditya Agarwal (above) & Soumya Mukhopadhyay won the 1st Runner-up in the MR Works Category for their paper titled "Roti, Conjoint & Dukaan" by J. Rajaretnam, President - MRSI



J. Rajaretnam, President - MRSI congratulating George John & V. Renganathan both from IMRB International joint winner of the 2d Runner-up in the MR Works category for their paper titled "Non Invasive Market Imaging"



Vinay Khamkar receiving a certificate & memento from Mick Gordon of Synovate



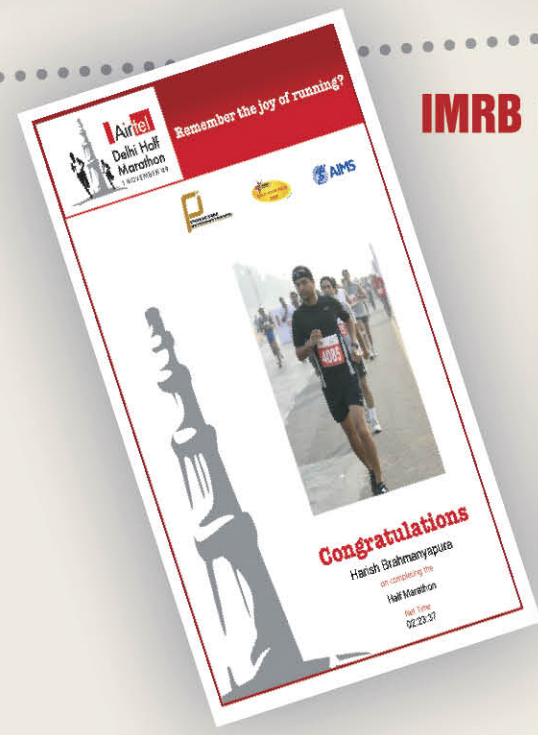
"AMRB scaling new peaks in Africa"

Three Cheers to Kalpana Nair AMRB Dubai, who recently completed an ascent of Kilimanjaro

**Mover's & shaker's**

**J. Rajaretnam to head BIRD**

With effect from November 1, 2009 J. Rajaretnam joins IMRB International, and will be heading BIRD - IMRB's Research based consultancy for B2B and Technology Markets and will operate out of our Bengaluru office. He has been in MR since 1979 and is also currently the President of MRSI.



## IMRB International runs for Airtel Delhi Half Marathon



IMRB-Delhi as a corporate team geared up together on 1st November to experience the joy of running while celebrating the 2nd edition of the Airtel Delhi Half Marathon.



... contd. from page 1

Mukarji of Idea says: "In the first phase, users who have been less than six months with an operator will be most likely to port their numbers to other operators because they haven't yet developed a sense of comfort with their operator the way users with over a year's subscription would have."

Hence, Singhal says this will bring the quality of service to the fore in marketing campaigns of operators. "More and more players will talk about their network and what their customer service means, rather than harp on tariff schemes which most players have been doing till now." Abdul Khan, Head of Marketing, Tata DoCoMo, says, "Both incumbents and challengers will have to shore up their overall customer experience measures."

It won't be inexpensive, mind you. Portability will require operators to share data and agree on porting charges and time lines as well as upgrade their technology. Singhal puts the investment at a few hundred million dollars. "The cost will work out to around \$70 per subscriber that is acquired," he estimates. Operators' bandwidth, service and



## WILL YOU switch?

accounting would be put to test with the extra inflow and outflow of subscribers. The survey also identifies outflow and inflow patterns that will help operators fine-tune their post-portability strategy.

### CDMA vs GSM

Playing spoilsport for the operators will be disproportionate outflow and inflow ratios. In Mumbai, the survey found, a leading GSM player might get more subscribers than it loses, but the outflow is expected to take place at a faster pace. Another GSM player in the city stands to gain 128 per cent. In the same market, a CDMA player will experience a net impact of 80 per cent. The upshot is that CDMA users are more than willing to port to GSM networks. "High-revenue CDMA users are most likely to migrate to GSM," says Pal.

"A general shift from CDMA to GSM is too simplistic. CDMA operators issue handsets with connections that are locked to the operator's network. So when migrating to GSM, it would cost CDMA users more than just the cost of a SIM card. They will have to invest in a handset as well," says Tata Teleservices Chief Marketing Officer Lloyd Mathias. "We are in the process of profiling users on their usage and handsets. For instance, we will contact those who have been with us for two years and have a monthly bill of Rs.1,000 and more with special offers such as discounts. This could be a group of a few hundreds or even 10,000."

While CDMA operators are expected to be hit the hardest, market leaders stand to gain the most because of their strong brand equity. Players in the middle rungs, who don't lead yet, could be in the eye of the churn too, according to Pal. Singhal differs: "Players who are neither leaders nor newcomers will gain subscribers because of less congested networks (unlike leaders) and stronger customer service and infrastructure than new players, so they can handle the traffic better."

"High-end customers will be more sensitive to branding and customer experience. Branding power in telecom becomes clear when users are ready to forgive their operator for its errors because the brand resonates with them," says Mukarji.

Source:  
Adapted from the Strategist, Business Standard -  
29th September 2009

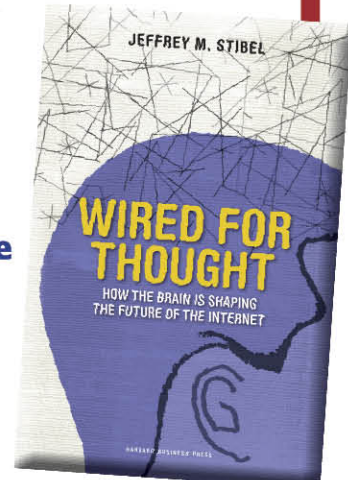
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sanjay.pal@imrbint.com



## Wired For Thought: How The Brain Is Shaping The Future Of The Internet

by Jeffrey M. Stibel

Published : September 2009  
Format : Hardcover, 240pp  
ISBN-13 : 9781422146644  
ISBN : 1422146642  
Publisher : Harvard Business Press



Book Reviewed by Mohan Krishnan

There is hope yet for marketing professionals to upend top-notch computer scientists working on advancing the internet. Jeffrey M. Stibel, a brain scientist and serial entrepreneur who has helped build and grow companies such as NetZero, Classmates.com, Autobytel, The Search Agency, Edgecast, and BrainGate, compares the internet to the human brain and concludes that "Internet is the brain."

One characteristic of the brain is to make gross approximations which work very well in most life circumstances. This is what Gavin Potter, an under grad Psychologist holding a Masters in operations research, used to great effect to improve the predictive capability of Netflix, an online movie rental site that recommends the right movie, learning on taste of its customers (it even predicts the perfect movie for the couple to watch). When Netflix launched a three year competition to improve its program's predictive capability by 10% with a prize money of one million dollar, Gavin used his knowledge of work by behavioural economists Amos Tversky and Nobel laureate, Daniel Kahneman to build his algorithm to climb from being an unknown contestant among 25,000 entries to finish at 17th place with a score of 9.06% improvement over Netflix's existing program\*. The final prize went to a team of seven calling itself Bellkor's Pragmatic Chaos which improved the program capability by 10.06%.

The advantages the brain bestows us also brings along its attendant disadvantages. Yahoo! discovered, to its horror, that its predictive program called shortcuts, was automatically hyper-linking its news article on disgraced Eliot Spitzer's dalliance with prostitutes to more information and photos of "underage girls." The program was simply looping and learning (a useful activity for the human brain) from habits of what most people seem to doing on the internet, which was simply not acceptable to its more vocal family audiences!

The book does a very good job of enabling the reader to connect to the metaphor of viewing the internet as the brain as it allows us to anchor various online businesses proliferating with reasons behind their successes. For example, it compares search engines to neuron traffic beacons enabling positive reinforcement of more used paths online (not unlike the dopamine secreted by the brain to reinforce some neural connections to grow stronger) while Wikipedia begins to resemble our memory where more recent knowledge gets regularly overwritten (a process we call as forgetting).

Where it Jars a bit is when the author intersperses his argument with generous dollops of ideas borrowed from other popular authors like Richard Dawkins, Malcolm Gladwell and so on. One begins to wonder if it is a collage of several known ideas or if the author also had his own epiphany to write this book. To be fair, neither does the author claim to be the original thinker of this metaphor.

In the end, the goodness of this book to us marketers is the reinforcement of the metaphor of viewing the internet as the brain. As marketers, our success in working on the 4Ps is reflected in how we make significant changes to the brains of our consumers. The same is true of the internet - all the 4Ps of every marketer (it would be a mistake to view internet to be largely a promo tool) needs to be reflected on the internet which is another brain out there. As the author argues, the grand culmination will happen when these two brains talk to each other through brain implants. His firm Braingate is aiming to do just that and he claims the expectation is not science-fiction any more.

\*[http://www.wired.com/techbiz/media/magazine/16-03/mf\\_netflix](http://www.wired.com/techbiz/media/magazine/16-03/mf_netflix)  
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## ASK the expert

**Is there a system available to help assess where my target consumer's are concentrated and thus helping me focus my brand activation efficiently?**

### Expert view:

Increasingly, marketers are aiming at finding relevance within selected pockets in a given city rather than servicing the entire city. This is particularly true for industries/sectors where substantial real estate investments are required to build local presence, for e.g. Retail, Realty, Hospitality etc. Consumer marketers too are increasingly looking at micro-targeting within a city, to reach the relevant target groups that may be concentrated in parts of a city and not spread across.

Keeping these considerations in mind, we have designed the Geo-demographic Profiling framework to profile the different geographic clusters within a city and likely 'Spend Potential' of the cluster. We have created a database of 254,000 households across the 35 10 Lakh+ towns of the country profiling them by pin-code areas, to enable a more informed micro-targeting of urban populations

We have super-imposed the pin-code areas of cities on to its road-map. Such a map also, gives us an indication of the natural barriers within a city - barriers such as rivers, canals, railway lines etc. Further, these maps can be indexed by various relevant points of interest such as:

- Market Clusters
- Modern Trade Outlets
- Banks
- ATMs

and many other such points of interest. Having established the infrastructural and competitive context within each pin-code area of a city, we set about creating a system to assess the profile of each pin-code area in terms of:

- Population size
- Ethnicity
- SEC
- Durable ownership
- Household Size and Lifestage

Using these variables, we have created a area attractiveness index that reflects:

- Wealth residing in a area = Fx (Population, Average Income)
- Disposition to spend = Fx (Life stage, SEC, Durable Ownership)

Thus, helping identify lucrative geographic clusters within a city in terms of their 'potential to spend', concentration of relevant target group, competitive presence and presence of other relevant infrastructure.

The Geo-Demographic profiling system has been used extensively by Real Estate Developers and Retailers for market prioritization.

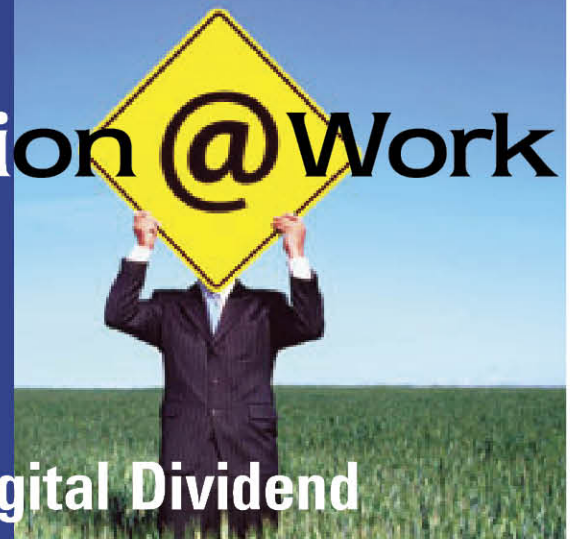
**Send in your queries on retail to**  
**puneet.avasthi@imrbint.com**



## Innovation @Work

### BROADBAND

**Taking India from Digital Divide to Digital Dividend**

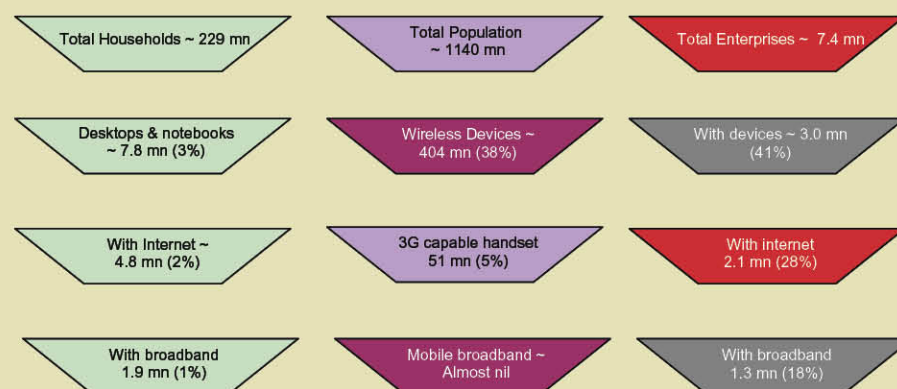


Chamua lives in Raitha village of Bihar. It is difficult for Chamua's large family to make ends meet from agriculture. He works hard to be able to attend school regularly. Often teachers are absent and lacks infrastructure. This diminishes his chances of finding a job in the nearby town so that he can send money home. Had there been availability of broadband for e-education in Chamua's village, he could have been imparted vocational training, making him a lot more employable. Gimma lives in Kuchipudi village in Andhra Pradesh. Her father fell ill but the local paramedic was unable to

diagnose the cause. He complained of severe chest pain for the second time but was unable to be taken to the district health centre in time and passed away. Had there been broadband based telemedicine facility in the village, her father's ECG data could have been sent to a specialist at the district centre and timely treatment could have been given to save him.

With just about 7mn broadband connections, India is far behind the national broadband target of 20mn set to be achieved by the Indian government by 2010.

### Penetration of broadband in homes & enterprises



- % has been worked out on base of Total Households/Enterprises; Device refers to Desktop/laptop  
- Multiple connections ownership exists amongst enterprises adding to a total of 5 million connections  
Source: Itops and Icube syndicated studies of IMRB International

### 214 mn Broadband connections by 2014 - how users & connections stack up!

CII in association with IMRB International has conducted a comprehensive study that not only presents a strong case for Broadband growth and the required Government intervention but also makes specific recommendations for all key stakeholders. The study proposes a target of 214mn connections by 2014 for India. Public shared access via focused channels such as schools, Common Service Centres (cyber café), Primary Health Centres etc., is the way forward for providing a multiplier effect in rural areas since few rural citizens can afford a device and broadband connection. Successful achievement of the target will culminate in 695mn broadband users, of which 309mn would be in rural India.

So, how do we achieve this ambitious target?

The Government must give the USO (Universal Service Obligation) body the responsibility of laying down high speed Fiber To The Kerb infrastructure to connect villages and small towns scattered across the country. India being the second largest market in the world with number of mobile subscribers today, we could develop a comprehensive spectrum policy with short, medium & long term plans. At the user end, the government needs to empower 333

Entities	Projected entities in 2014	Broadband Connections	Users Touched	Broadband connection-User ratio*
Households	248 mn	170 mn	186 mn	1: 1.1
MSMEs	8.91 mn	34 mn	76 mn	1: 2.4
Educational institutes & teachers	8.72 mn	9 mn	333 mn	1: 37 (students)
Public Access-CSC, cyber cafes, PHCs, Panchayat	1.5 mn	1.5 mn	100 mn	1:67
<b>Total</b>	<b>267 mn</b>	<b>214 mn</b>	<b>695 mn</b>	<b>1: 3.25</b>

\*Note: BB Connection user ratio - e.g. 1:67 means that each public access connection will touch 67 unique users. Also, the estimated users are non-overlapping across entities i.e. they are mutually exclusive of each other. Each user has been classified on basis of their main point of access and hence there is no double counting.

million students and teachers with broadband enabled computers. It should also provide the 50,000 PHCs and 6,000 CHCs (Community Health Centres) with broadband access to improve access to effective primary healthcare. It should complete all 27 'National eGovernance Programme' mission projects in a phased and time-bound manner. It needs to provide tax breaks on purchase or hire of end user terminal as well as broadband access Amongst enterprises, it must allow 100% depreciation on capital expenditure on IT and Telecom devices and components.

Thus, the vision provided aims of bridging India's Digital Divide by enabling rural citizens to be a part of the high bandwidth digital highway. There are millions of Chamuas and Gimmas in India whose quality of life can be immensely improved by the rich Digital Dividend reaped through the aspired level of broadband proliferation in India.

**To talk to our expert on Broadband write to deepak.halan@imrbint**



## In Conversation with Dr. Laxmibai Rathna

Tamilnadu AIDS Initiative (TAI)

**“TAI has been awarded FICCI Health Care Excellence Award 2009”**

### 1. Market research and its contribution to your company

We use the research data to decide on the resource (both human and financial) allocation and formulate program strategies and content development. We also use the data to monitor the progress and direction of our activities and that of our partners.

Data generated through research is extremely important for us to make right decisions for the program implementation. Understanding the critical triggers and barriers for behaviour change, through well researched data, helps us to take correct and evidence based decisions. As the issue that we deal with is regarding the lives of millions of people, quality data and right interpretation of the results is very important.

Hence we place a lot of importance on the contributions from various research agencies.

### 2. Can you tell us about your experiences with IMRB, and the areas that it has worked with your company (you could also mention how long your current company has worked with IMRB)

I personally have been working with IMRB and their key researchers for over 10 years now. TAI's association with IMRB is right from its inception in 2004.

I look upon IMRB as an organisation genuinely committed to the client's cause and is interested to make a difference in the HIV-AIDS sector. The data provided by Social and Rural Research Institute of IMRB helped us taking right decisions based on authentic evidence.

I have come across a few people who usually think that commercial research techniques cannot be directly applied to the problems faced by the social organisations for the reasons of rigour etc. IMRB stands to prove how they can bring in value by combining the learnings from commercial research techniques to the rigorous social research methods to bring in action oriented results for organizations like ours. This combination brings lot of innovation when applied on difficult-to-reach target groups and provides best value for money.



### 3. What are the areas that you think MR is growing and areas where MR is lacking in India?

Social sector is a growing business in India, with citizen's decision making powers gaining further strength with every passing year. There are various sub-sectors that I can think about within social sector that would need the help of strong research methods and services in the near future. However, I would like to limit my discussion to my core sector HIV-AIDS.

The role of research agencies in social sector is fast expanding into strategic research from just monitoring and evaluation. There is a lot of scope for MR agencies to understand our needs and move up the value chain. We once used research primarily to study the impact and document our learnings. But now, if you look at the kind of work that we have done with your organization in the recent past, you would realize that there is more work that is for internal consumption and taking strategic and management decisions and is not just for routine monitoring. This is the trend across many other organisations like ours and calls for strong research team that is genuinely interested in long term partnerships with us.

The MR companies in India lack in specialized field strength and also committed team leaders. It is important for the team to understand the cause for which we are working. The field team leader has to understand how important the quality of the data is. The insights generated through high quality data can change millions of lives. I still feel that MR agencies, more or less everyone, needs much more stronger and stable field teams.

I have observed that, more often than not, market research companies do not have organizational-level systems to filter the learnings, experiences and promises made by the research teams to their support teams like field and analysis. Hence, the quality of the output becomes largely a function of the efficiency of the research team to coordinate and get things done internally within their organisation. This needs to be addressed by the market research companies universally, at the earliest possible, to encourage us to invest more resources in research.

### 4. Anything else that you would like to add for our readers?

I am one of those who want research agencies and users of their data to place lot of trust on research and commit themselves to generate better quality data and insights at every given opportunity. I see this already happening and am happy for it.

I place on record the commitment of A.V. Surya & his team to generate a very relevant information to our organization. Their understanding of our business, context and sector helps them go beyond the stated problem.

Good luck to IMRB!

For more details contact  
av.surya@imrbint.com

## update Information

2.9 million Urban Indians have a blog account

65% of those having blog account also post a blog

Source: TGI DATA

To Talk to TGI expert write to  
magesh.pondil@imrbint.com

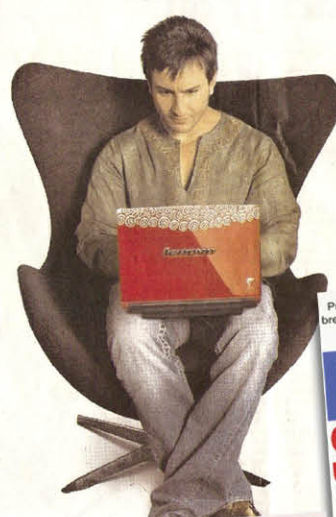
DO YOU  
KNOW

BLOG

Those who have blog account visit blog sites atleast twice a week

### A zero sum game

Who is the net winner from celebrity endorsements—celebrities or the brands?



### Business Line

The TVS Scooty Institute has earned Mudra Max many awards in the event/media category..

S. Venkatesh, the managing partner of Vijaybhargavi Enterprises, a TVS Motor dealership in Tirupathi, is a very happy man. In the past three years, the off-take of Scooty, the auto maker's scooterette, climbed to about 140 units per month, compared to an average of 40 earlier. "We've been training girls/women since 1996, but it started paying off only from 2006," says the owner, who attributes the success to the Scooty's T20, no cheer leaders, no strategic breaks, but the excitement and the stakes are high as a new breed of hacks take on their super boss.

**Martin SHAKEN NOT 'SIR' RED**



### India's Best Hospitals '09

THE WEEK - India's exclusive survey on India's top hospitals, in this issue.

### Poll-Advertising Comes of Age

By WONG... The Bhay Ho Campaign is BJP ad, a parody of the Congress' 'Jai Ho' ad, failed to make any dent on the Congress's more thematic ad.



**THE BHAY HO CAMPAIGN** Featuring its PM-aspirant Advani, it spoke about his strong leadership ability against a weak incumbent.



### Value for Villages

Engaging market, operators and VAS players are innovating their offerings to address rural consumers.

### Low prices push up laptop sales

NEW DELHI: Laptop is the new desktop for people now-a-days. In the last four quarters, sales of laptop computers rose 20% in the next two years. Chairman and CEO of HCL Infosystems Ajay Choudhary said that the new strategy has been prepared for young professionals, who use laptops as their primary device, which they not only use to work, but also to entertain.