

Final Amps updates in September, Maps in mid-2018

The Marketing Research Foundation (MRF - formerly Saarf) has announced that funding for the new research initiative has significantly exceeded minimum viability levels and the new Amps (to be called Maps) will be available on a subscription basis from mid-2018.



© satich 123RF.com

The chair of the MRF, Virginia Hollis, announced that given the positive response to the new research, the MRF had decided to commission an update to the Amps 2015 database, using the 2016 population figures. The 'Amps 2016 Update' will be available from the beginning of September. In celebration of the Maps launch, the MRF will make the Amps update available free of charge to marketers and agencies.

Creating consumer-centric research

The goal of Maps is to create consumer-centric research to provide insights and understanding of daily consumer behaviour, decision making and product and brand consumption. The research results will be primarily used to deepen consumer understanding, for target marketing, and as the basis for the planning of media space and time.

Greg Garden, CEO of The Marketing Association of South Africa and director of MRF, says, "MRF wishes to build on the world class foundation and legacy of Amps, whilst embracing new thinking and new methods and changing what is no longer optimal to arrive at growing, living dynamic research that fulfils the Maps goals.

The process of appointing suppliers for the new research is already at an advanced stage, with several research companies currently working on the request for proposal. The MRF also wishes to work with the best available specialists and play a catalytic role in skills transfer and transformation in the market research industry.

For more information, click [here](#) or [email](#).

For more, visit: <https://www.bizcommunity.com>