

SAARF Products and Brands

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- Marketing Applications

Methodology



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Development of the SAARF Products / Brands and Activities Survey

- Single source database – measuring media behaviour/ product usage and lifestyle activities
- Various phases of development : 1. Category data 2. Brands were added with a minimum adspend of R10m
- Only categories and brands that were paid for
- 2005/2006 – free branded data

Methodology

- Self completion questionnaire (same respondent interviewed on AMPS complete the questionnaire)
- Self completion questionnaire with brand logos to assist with brands recognition

Example of the questionnaire

EXAMPLE 1: PERSONAL USAGE

1.1a How many times have you personally used **sunflower oil** during the **PAST 7 DAYS**? (*write in number below*)

3	
(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED SUNFLOWER OIL IN THE PAST 7 DAYS:

1.1b Which brand or brands of sunflower oil **have you used in the PAST 7 DAYS**? (*please tick appropriate block or blocks under "PERSONALLY USED" below*)

1.1c Which **one** brand of sunflower oil **do you use most often**? (*please tick appropriate block under "USE MOST OFTEN" below*)

1.1d Which other brand or brands of sunflower oil **would you consider in the future**? (*please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below*)



SUNFLOWER OIL	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN	CONSIDER IN THE FUTURE
<i>Canola</i>	12) 1	14) 1	16) 1
<i>Epic</i>	✓ 2	2	2
<i>Excella</i>	3	3	✓ 3
House Brands	✓ 4	✓ 4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None			

Methodology (cont)

- 3 sections :
 - Usage / volumes
 - Purchased for yourself or household
 - Activities
- 3 questions per section:
 - How many? (yesterday/past 7 days/past 4 weeks / past 6 months) Which brands?
 - Which brand have you used most often?
 - Which other brand will you consider in future?

Top Line Results



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Changes to the 2006 Products and Brands survey

- The Products and Brands for AMPS 2006 includes 103 categories consisting of 1,364 brands.
- The Product categories are listed as follows

2006 Product Categories - 1

- Acne Preparations
- Aerosol Deodorant
- Air Freshener
- Anti-Dandruff Shampoo
- Baby Food
- Bath Bubbles/Oils/Salts
- Batteries
- Beer/Draught
- Biscuits
- Brandy
- Cheese
- Chocolate Bars
- Chocolate Slabs
- Chocolate Assortments
- Cigarettes
- Condensed/Evaporated Milk
- Corked Wine
- Creamers
- Diet Fizzy
- Dishwashing Liquid/Powder
- Disposable Nappies
- Dry Cat Food
- Dry Dog Food
- Energy/Stimulant Drinks
- Fabric Softener
- Facial Products
- Fizzy Drinks
- Flavoured Milk
- Flavoured Alcoholic
- Flu Remedies
- Fortified Wine
- Fresh Milk
- Frozen Vegetables
- Frozen Potatoes
- Fruit Juice
- Ground Coffee
- Hair Conditioner
- Hair Styling Products
- Hair Colourants
- Hand/Body Cream/Lotion
- Hand-held Ice Creams
- Headache Pills/Powders
- Herbs/Spices
- Ice-Cream Tubs
- Iced Tea
- Icing Sugar
- Indigestion Remedies
- Infant Cereal
- Infant Formulae
- Insecticides (household)
- Instant Coffee
- Instant Pasta
- Laxatives
- Liqueur
- Liquid Household Cleaners
- Long-Life Milk
- Margarine/Butter – Bricks
- Margarine/Butter - Tubs
- Mayonnaise/Salad Cream

2006 Product Categories - 2

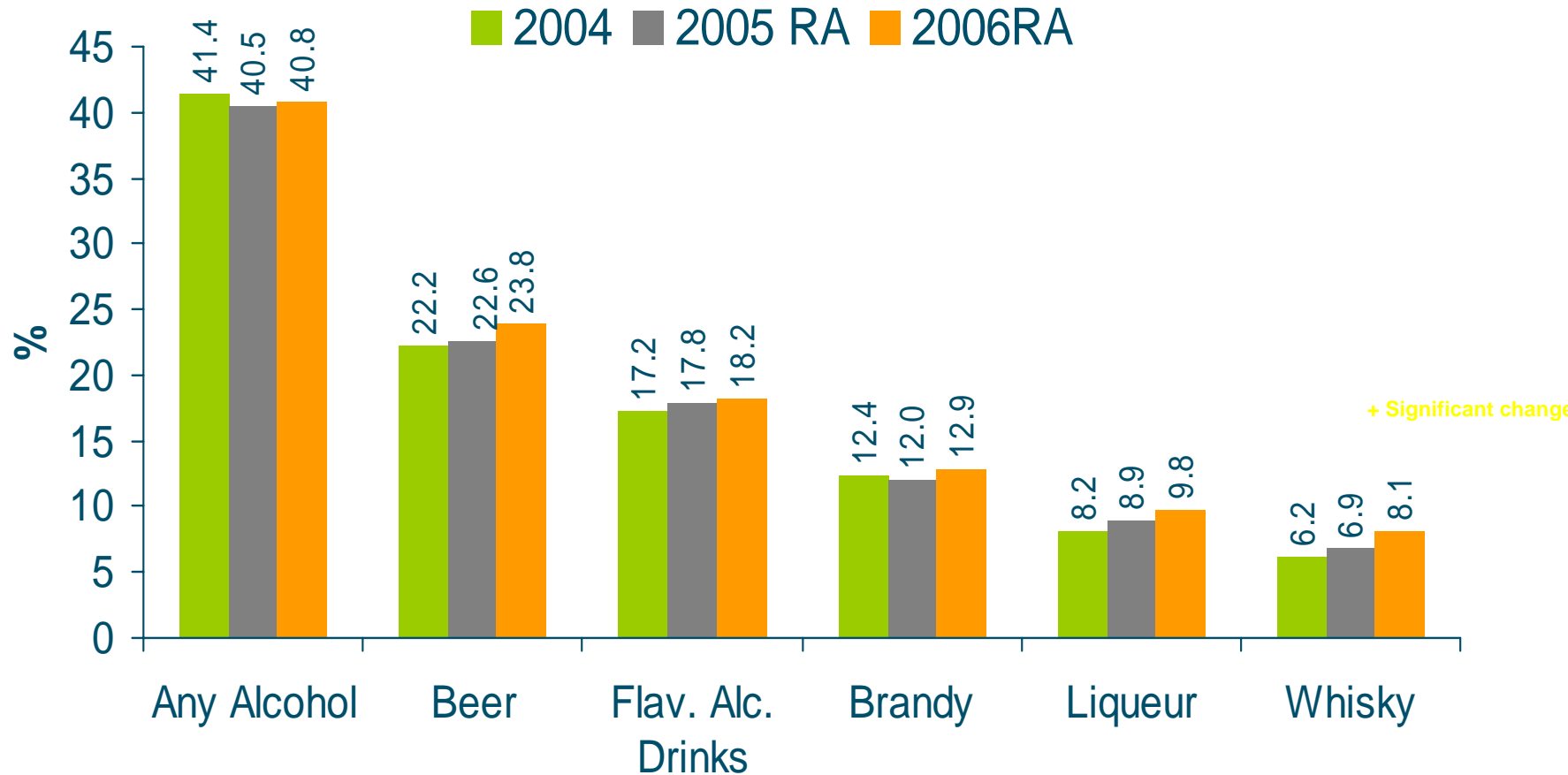
- Mealie Meal
- Milk Powder
- Mineral/Spring Water
- Non-Aerosol Deodorant
- Other Spirits
- Pasta
- Porridge (that you cook)
- Potato Chips or Similar Savoury Snacks
- Razor Blades
- Ready-To-Eat Cereals
- Rice
- Rooibos Tea
- Rum
- Sanitary Pads
- Savoury Biscuits
- Shampoo
- Shaving Cream
- Shower Gel/Body Wash
- Sorghum Beer
- Soup
- Sparkling Wine
- Sports Drinks
- Spreads
- Stock Cubes/Powder
- Sugar
- Sugar (spoons of)
- Sweets
- Tampons
- Tea (not Rooibos)
- Throat/Sinus Remedies
- Toilet Cleaners
- Toilet Blocks
- Toilet Paper
- Toilet Soap
- Toothbrushes
- Toothpaste
- Vitamins/Supplements
- Washing Powder
- Wet Cat Food
- Wet Dog Food
- Whisky
- White Spirits (Cane/Gin/Vodka)
- Wine – Not Corked
- Yoghurt/Drinking
- Yoghurt



Alcoholic Beverages Consumption

Alcohol Consumption-1: Past 7 Days

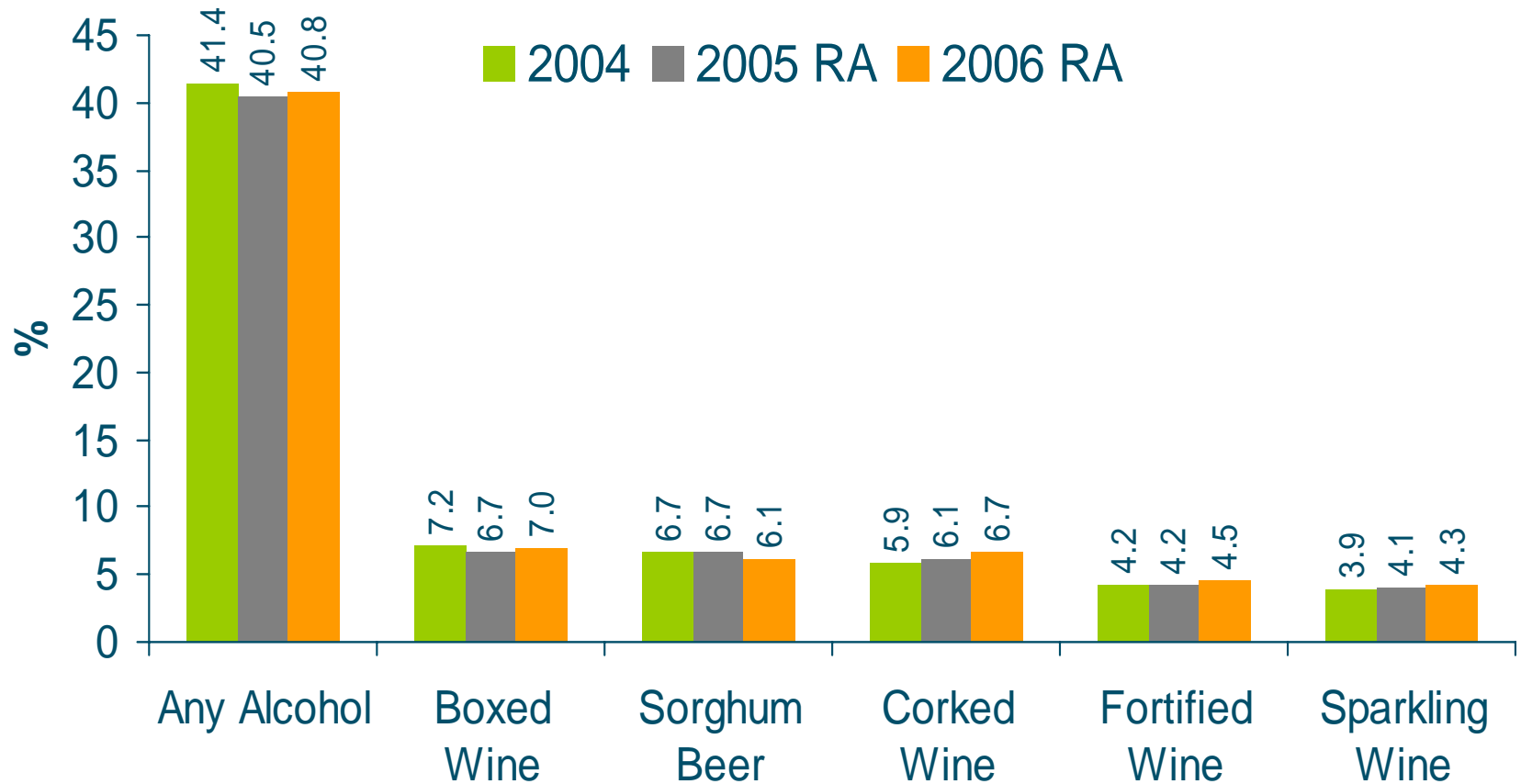
Base: All Adults



Source : SAARF AMPS®

Alcohol Consumption-2: Past 7 Days

Base: All Adults



Source : SAARF AMPS®

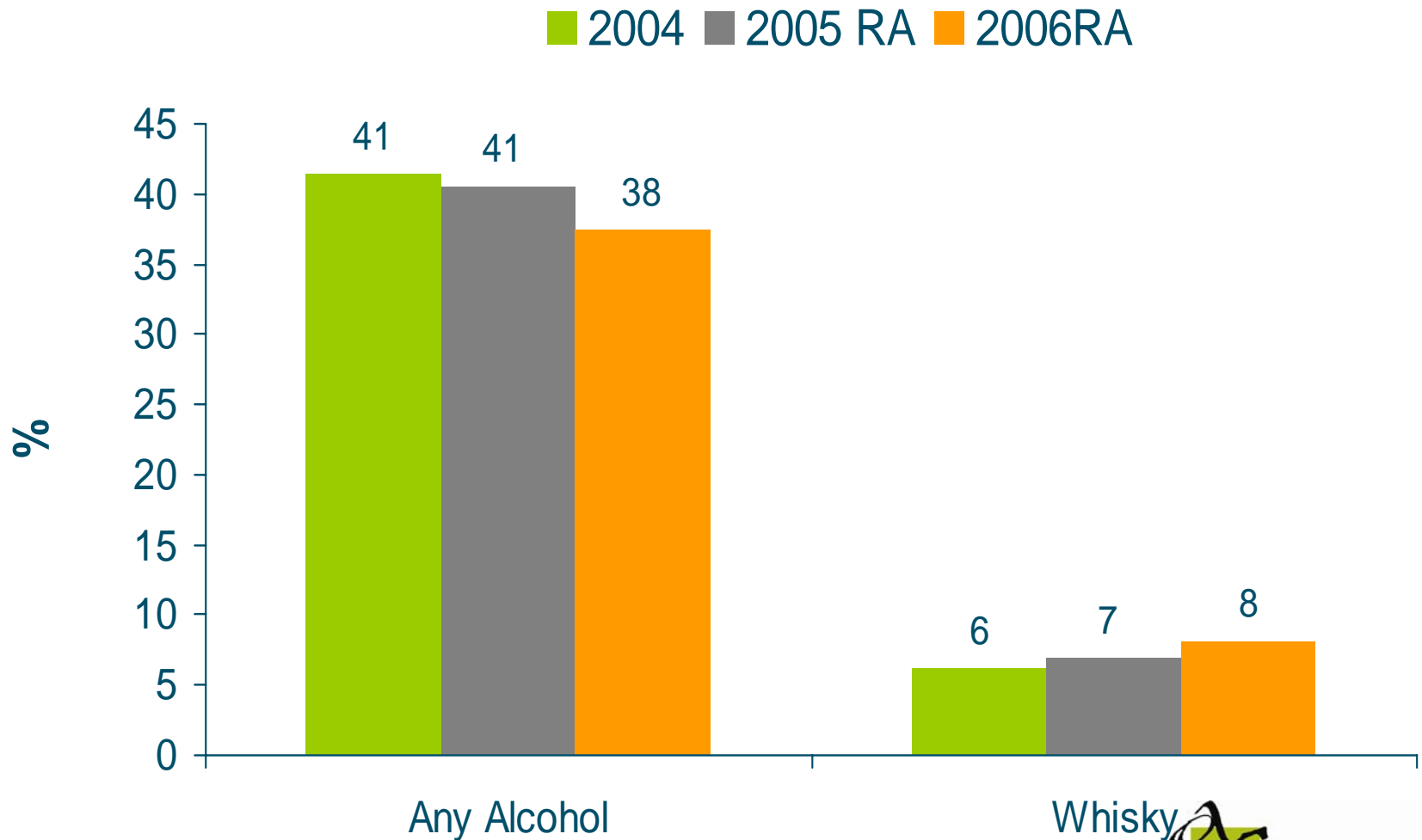


Alcoholic Beverages

Whisky

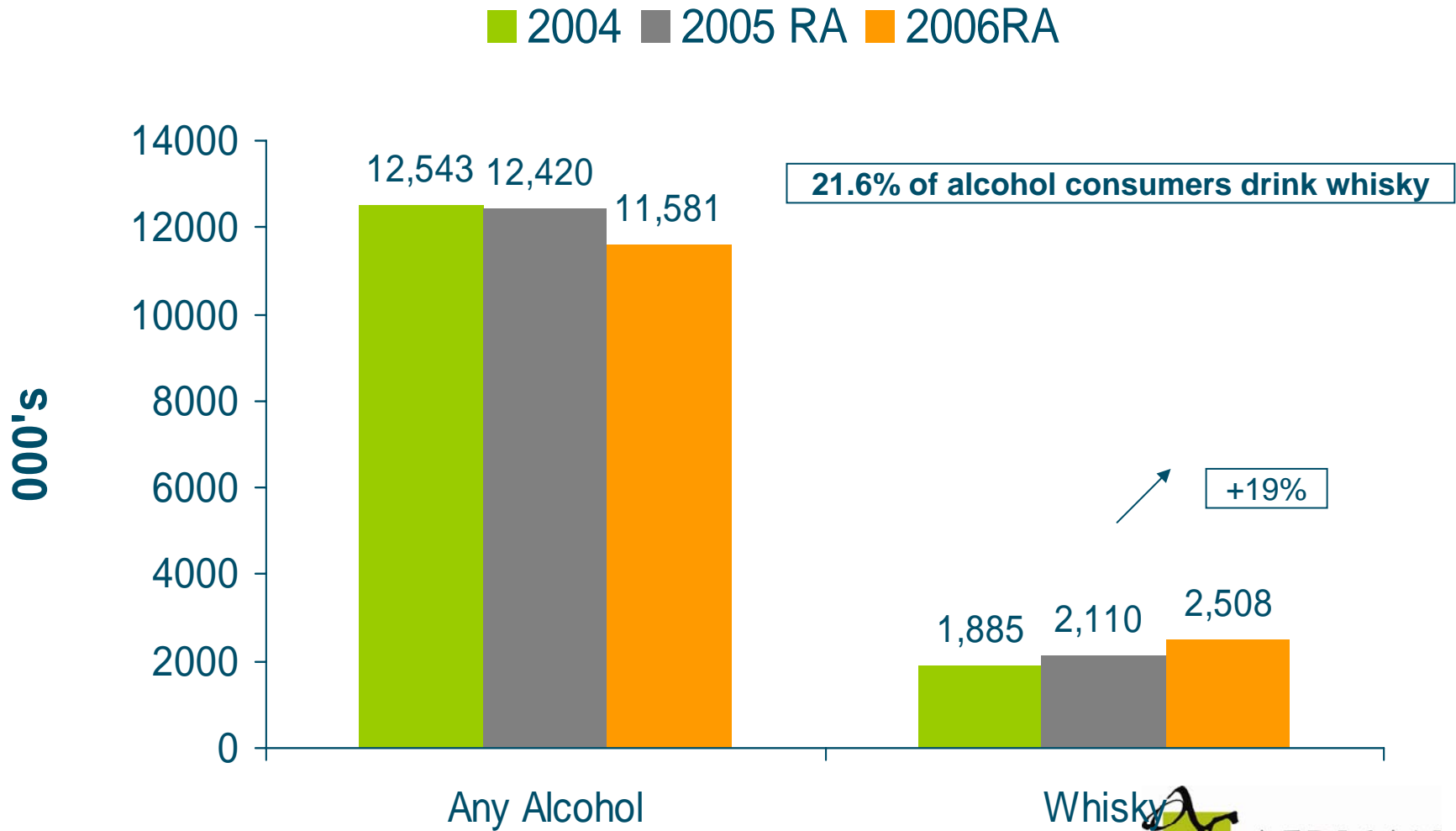
Alcohol Consumption: Past 7 Days

Base: All Adults Penetration



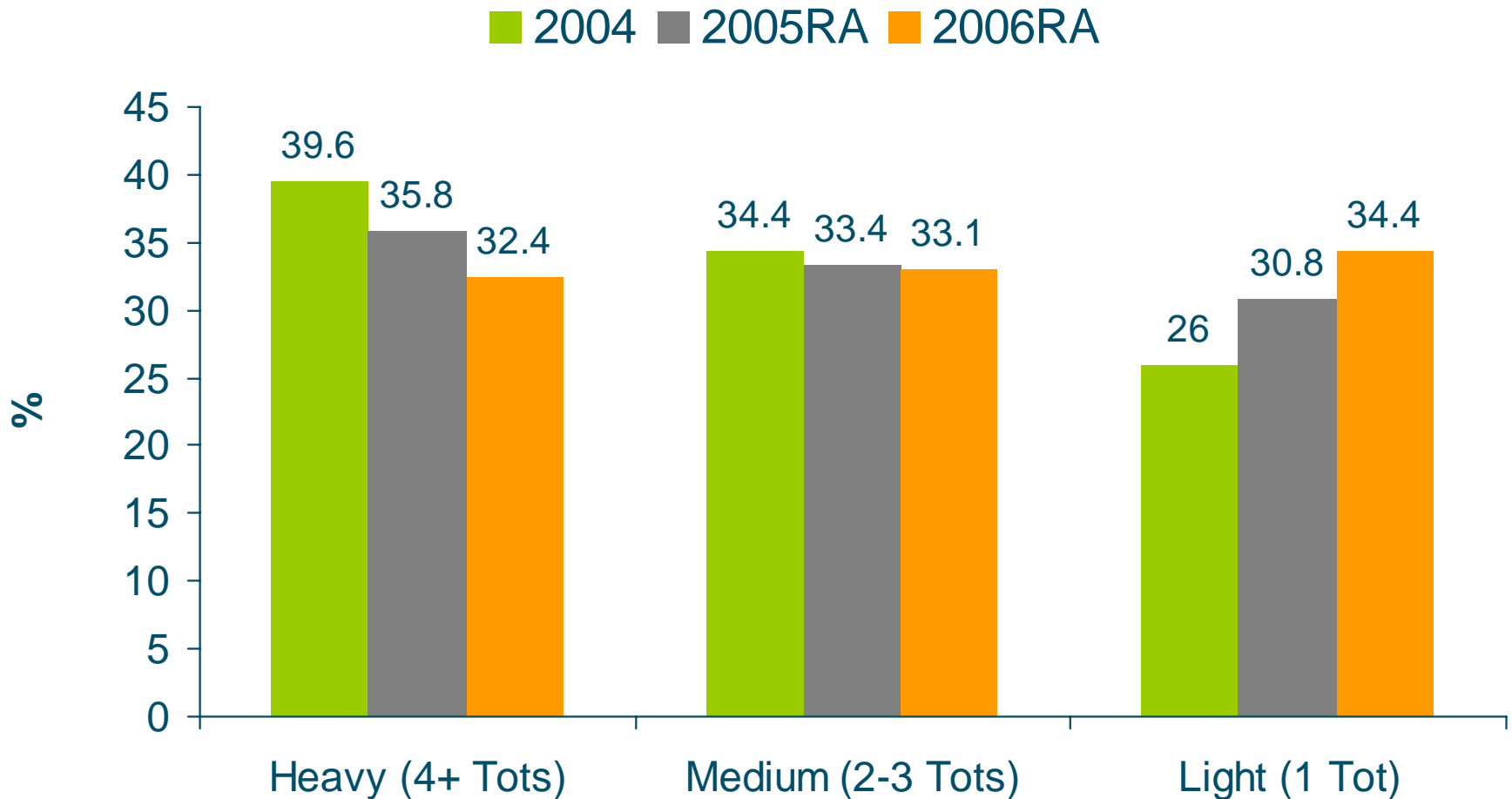
Alcohol Consumption in 000s: Past 7 Days

Base: All Adults



Whisky Consumption: Past 7 Days

Base: 1+ Whisky Tot Drinkers P7D

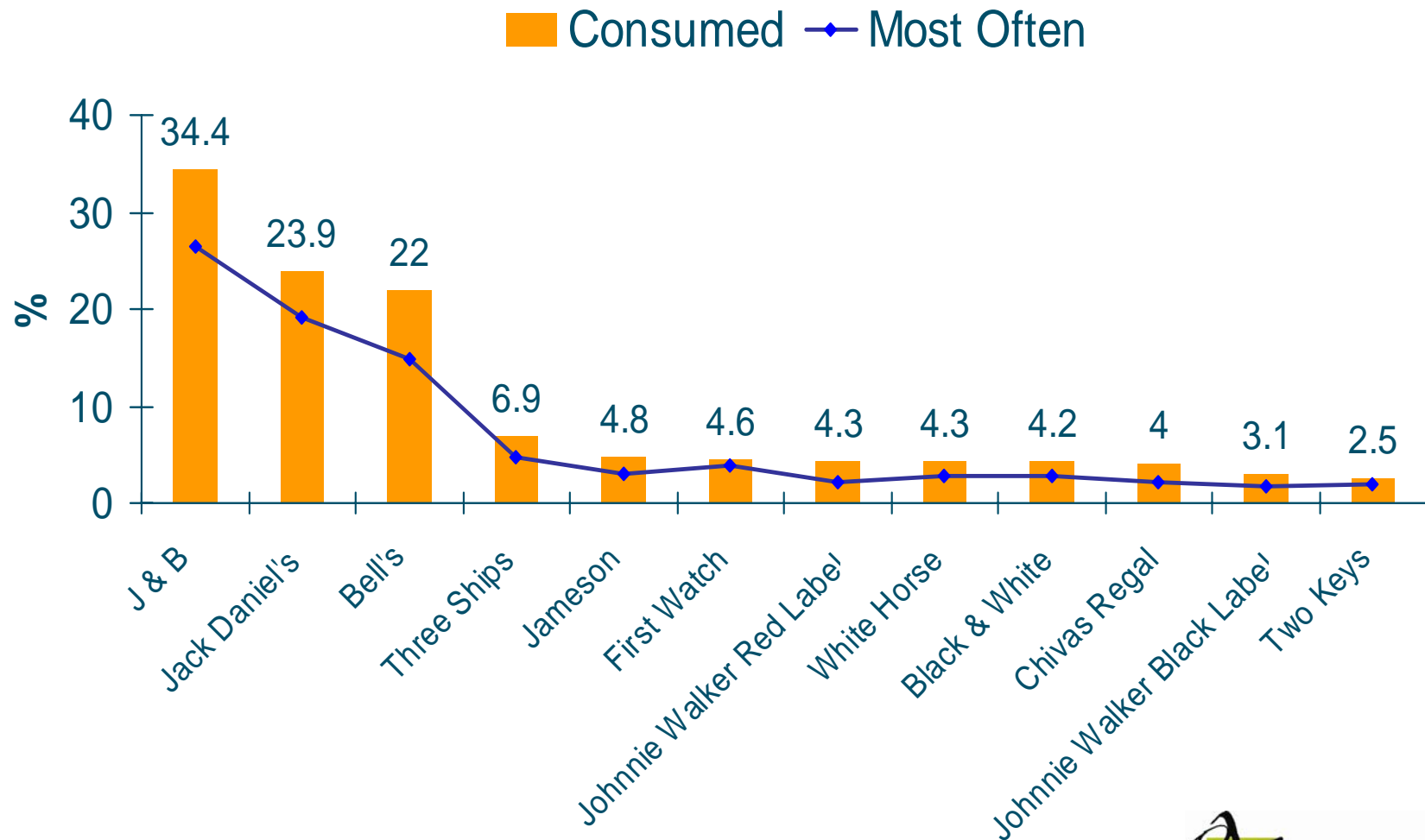


Source : SAARF AMPS®

Whisky Consumption: Brands

(SAARF AMPS® 2006RA)

Base: 1+ Whisky Tot Drinkers P7D



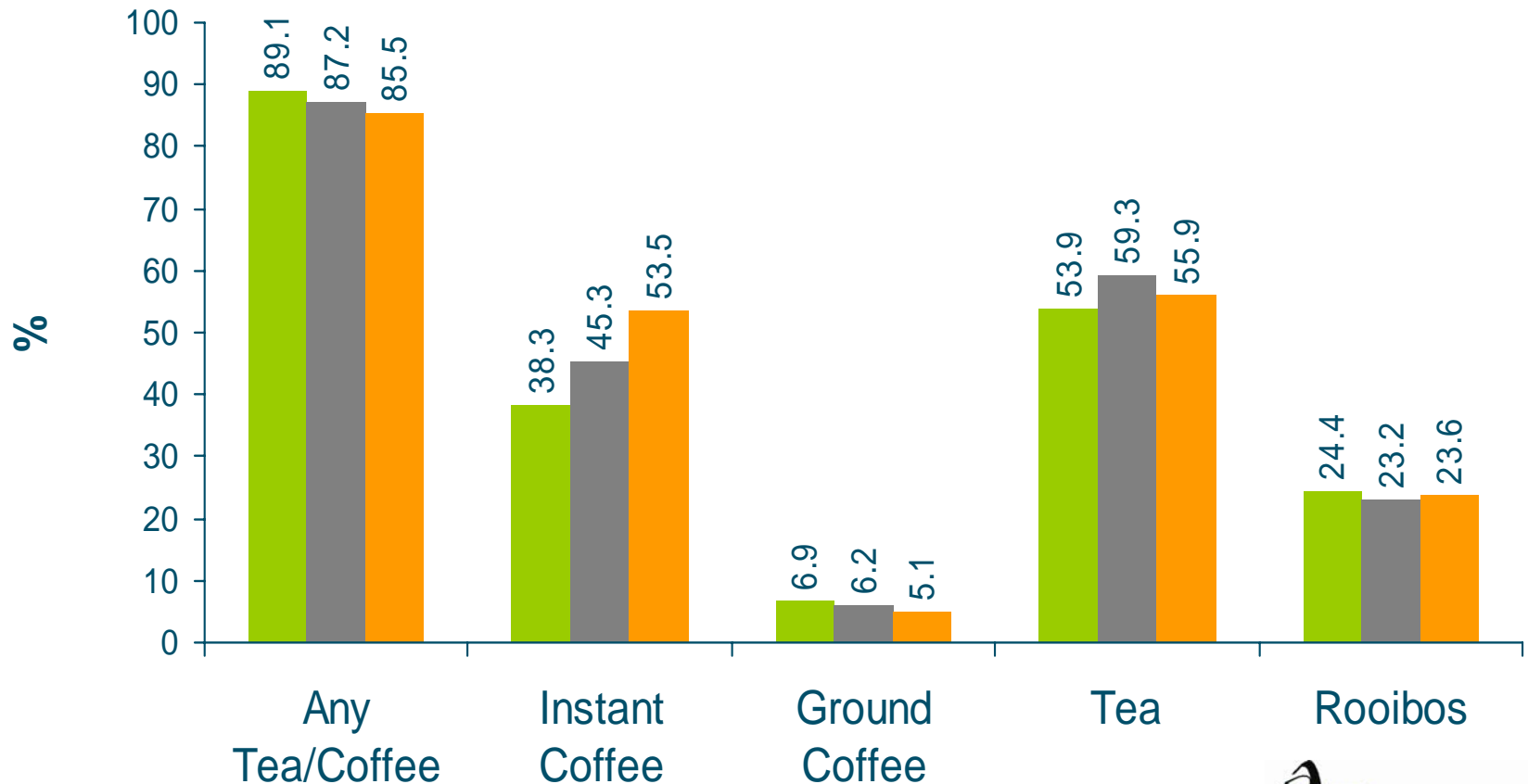
Source : SAARF AMPS®



Tea and Coffee Consumption

Tea and Coffee Consumption: Base: All Adults

■ AMPS 2004 ■ AMPS 2005RA ■ AMPS 2006RA

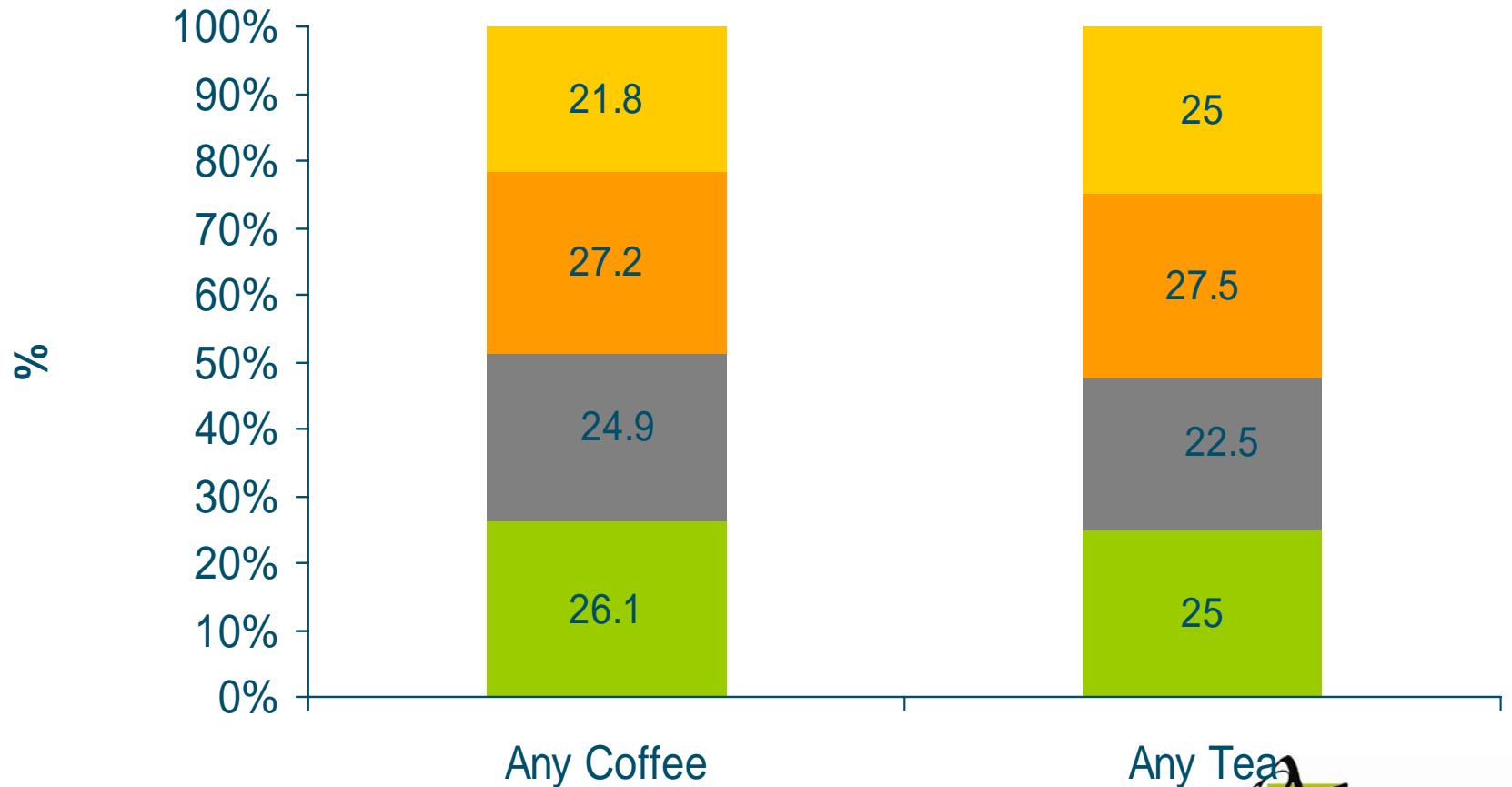


Source : SAARF AMPS®

Tea and Coffee Consumption: Age Profile

Base: 1+ Cups Tea/Coffee Drinkers Yesterday
(SAARF AMPS® 2006RA)

■ 16-24 ■ 25-34 ■ 35-49 ■ 50+



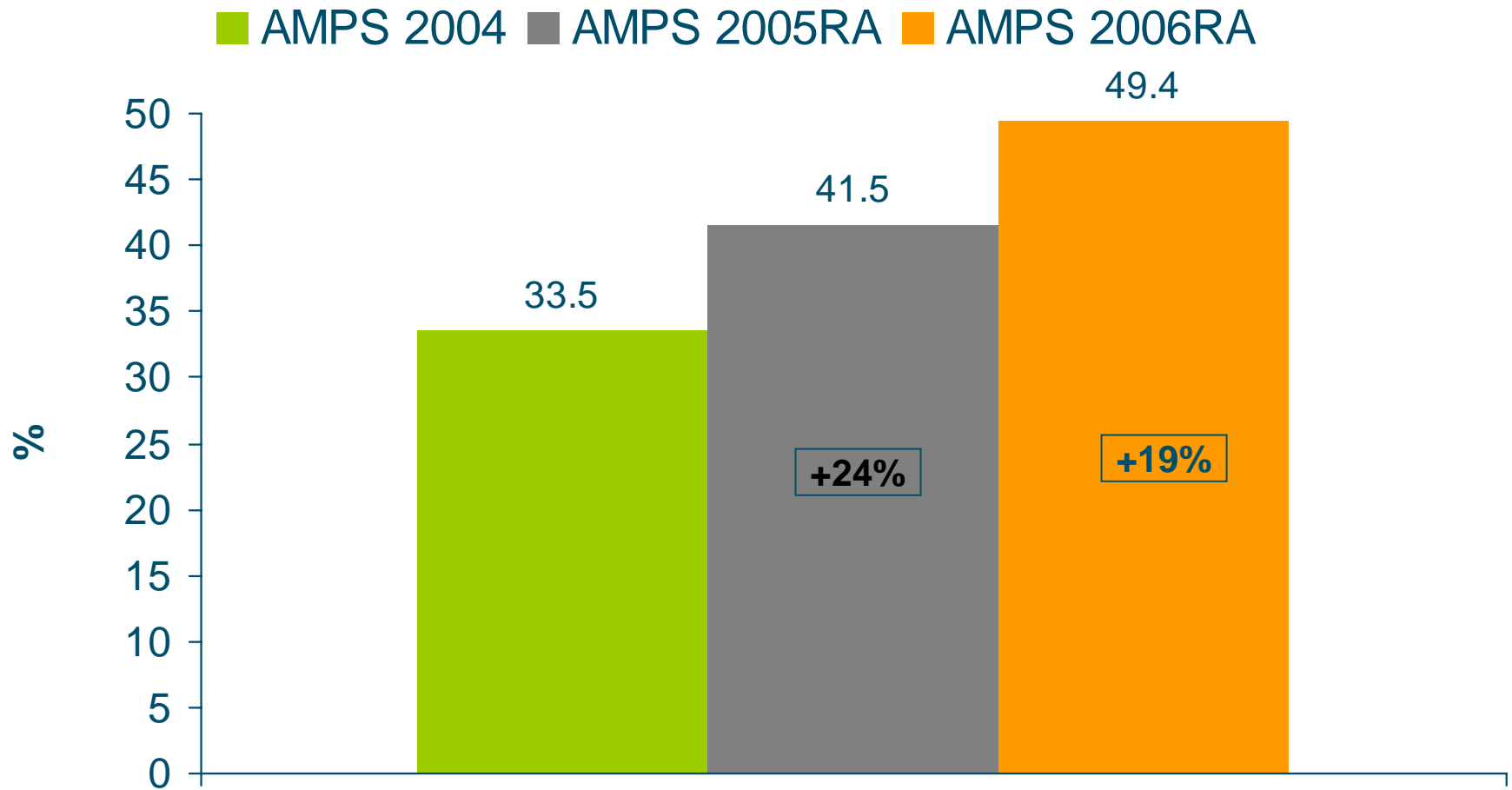
Source : SAARF AMPS®



Cellular Phones

Cellular Phones Penetration

Base: All Adults

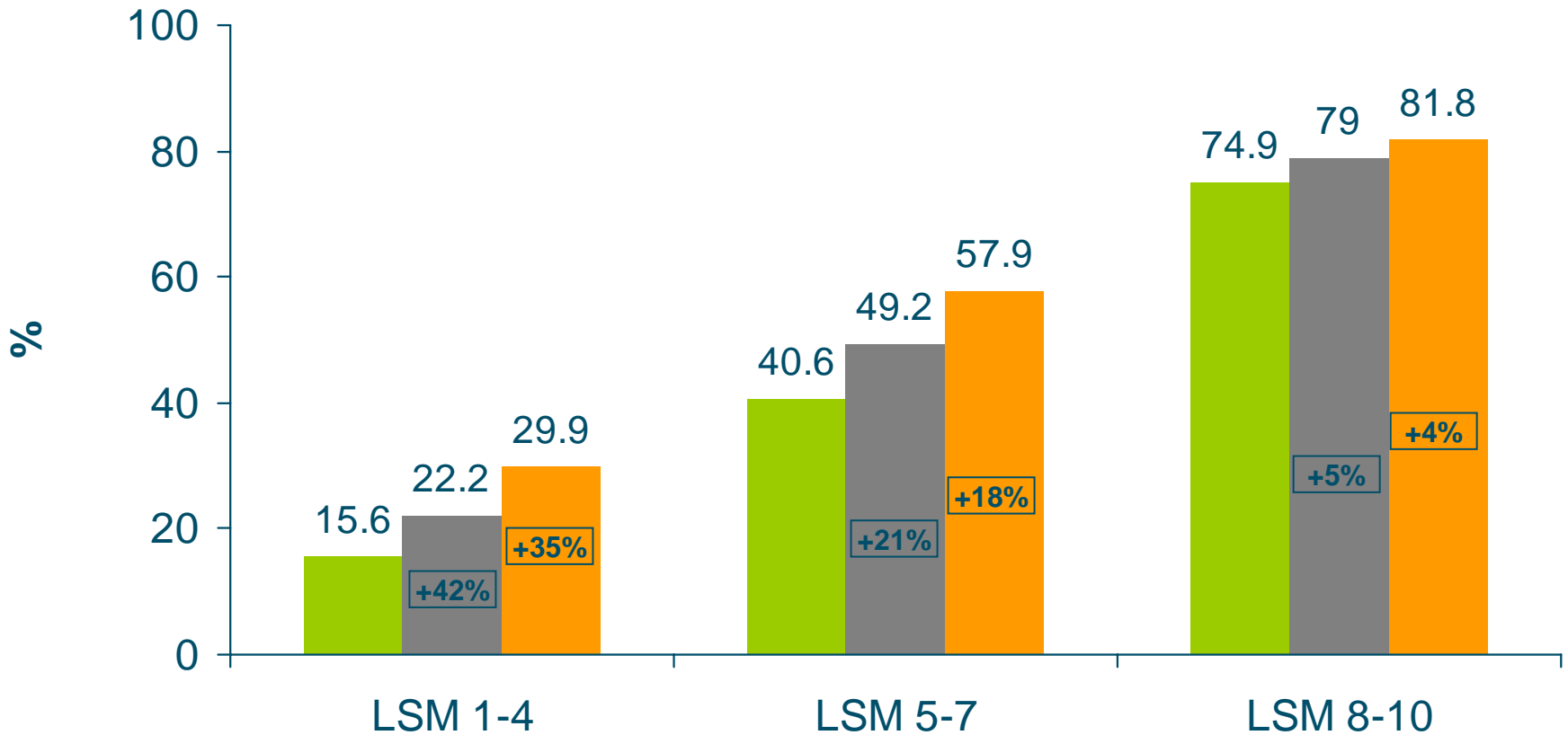


Source : SAARF AMPS®

Cellular Phones Penetration: by LSM

Base: All Adults

■ AMPS 2004 ■ AMPS 2005RA ■ AMPS 2006RA

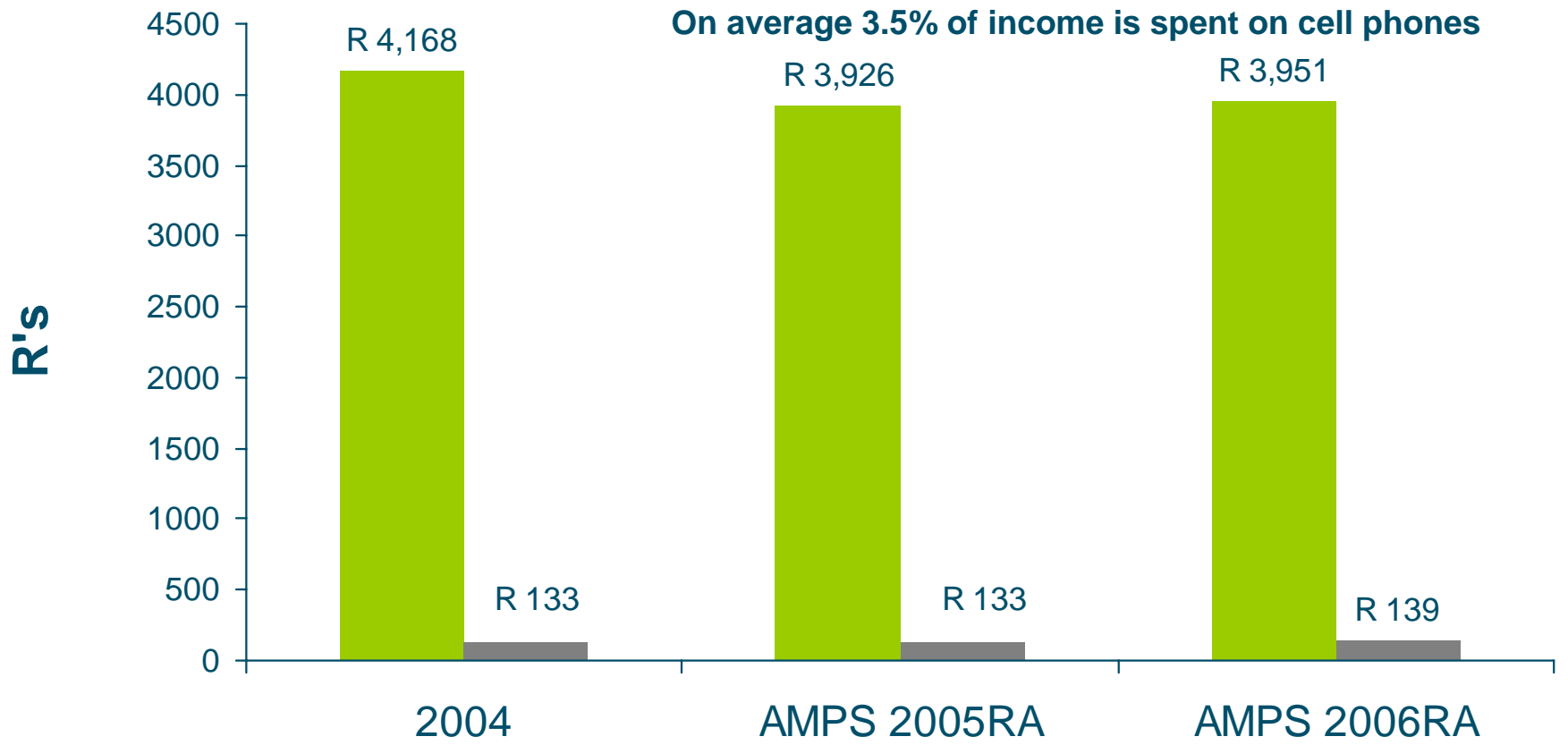


Source : SAARF AMPS®

Cellular Phones: Ave Spend & Personal Income

Base: Own/Use/Maintain a Cell Phone

■ Ave Personal Inc of Cell Phone Users ■ Ave Cell Phone Spend

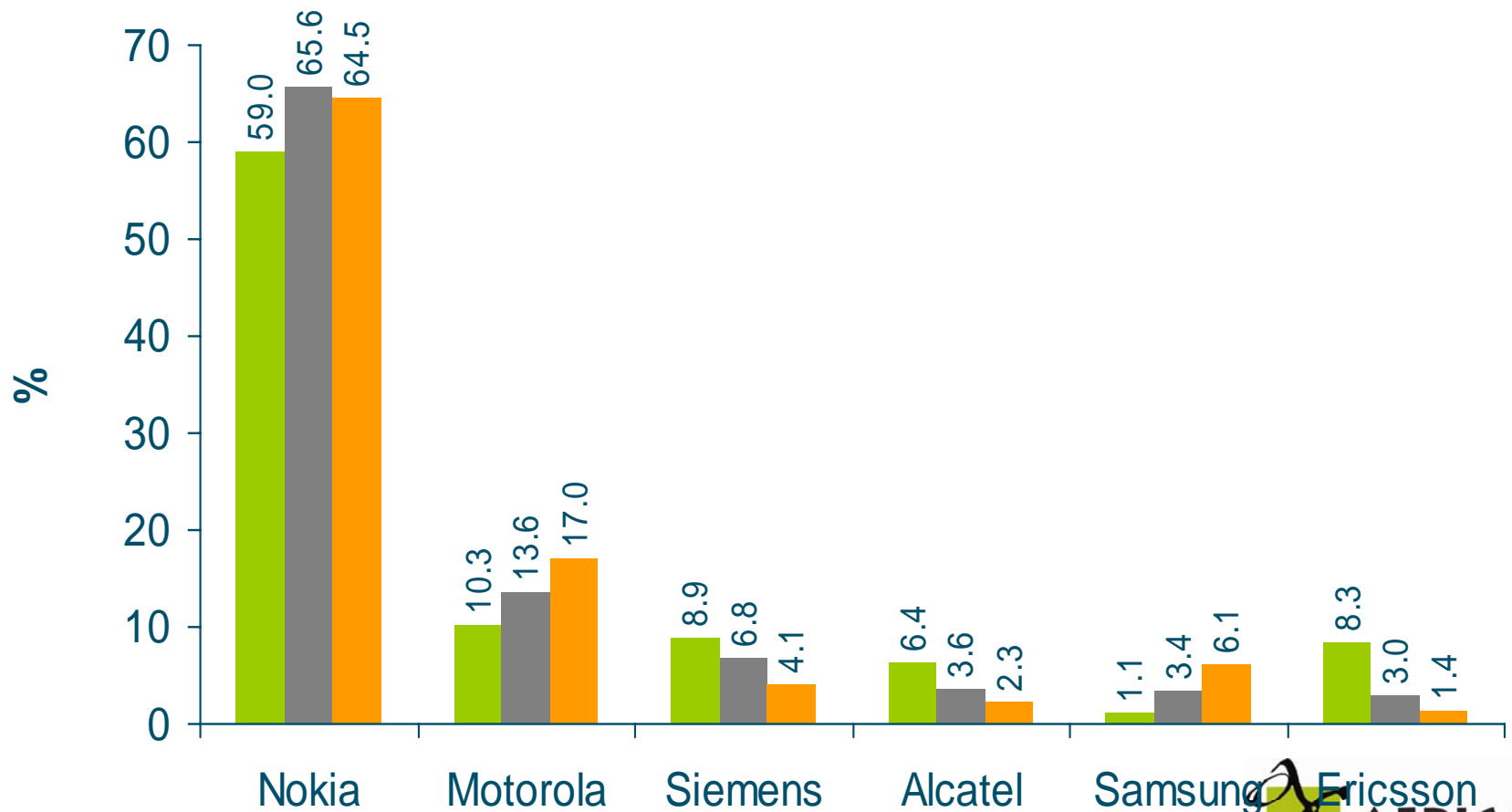


Source : SAARF AMPS®

Cellular Phones: Top 6 Makes

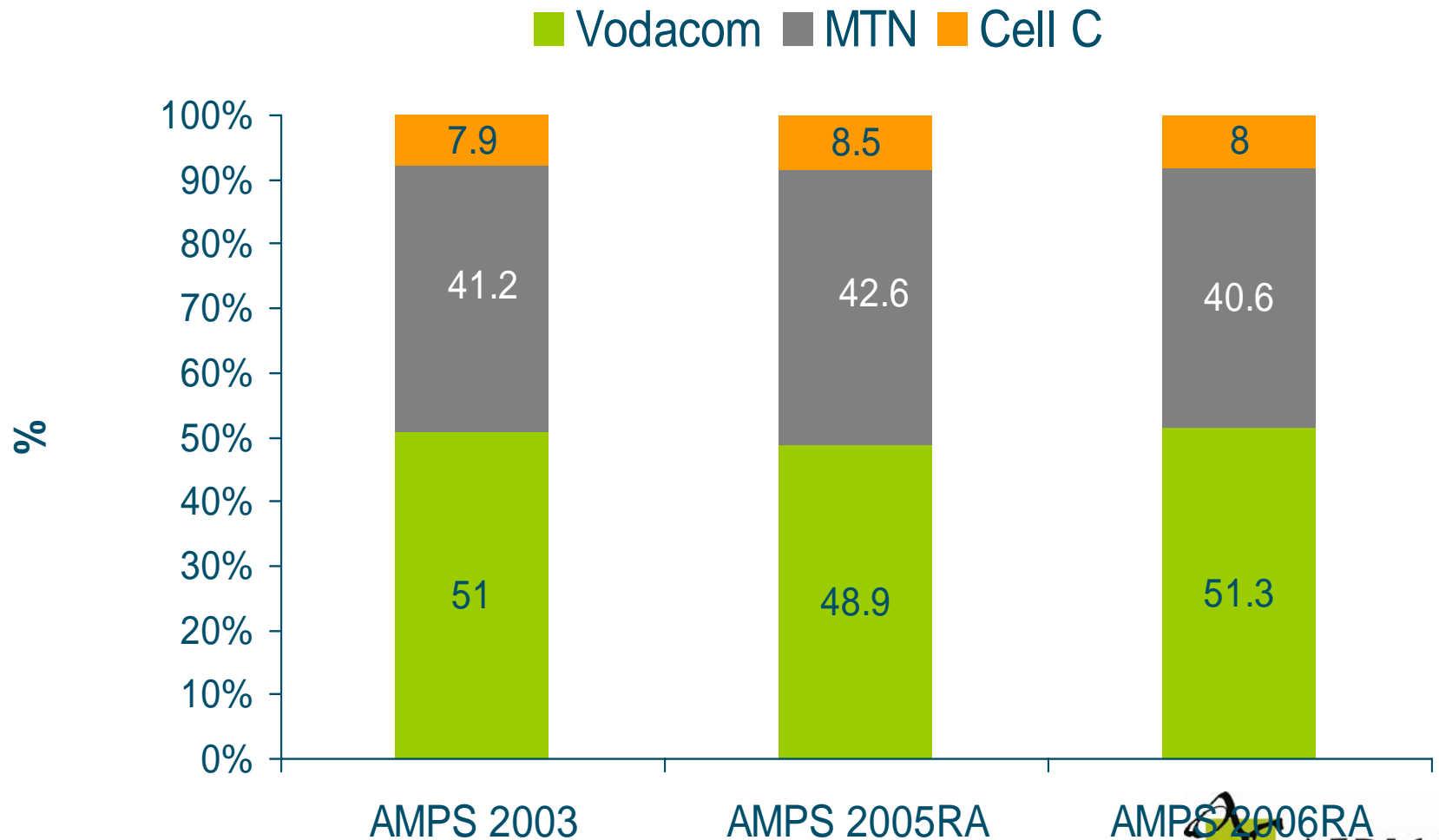
Base: Own/Use/Maintain a Cell Phone

■ AMPS 2003 ■ AMPS 2005RA ■ AMPS 2006RA



Cellular Phones: Service Providers

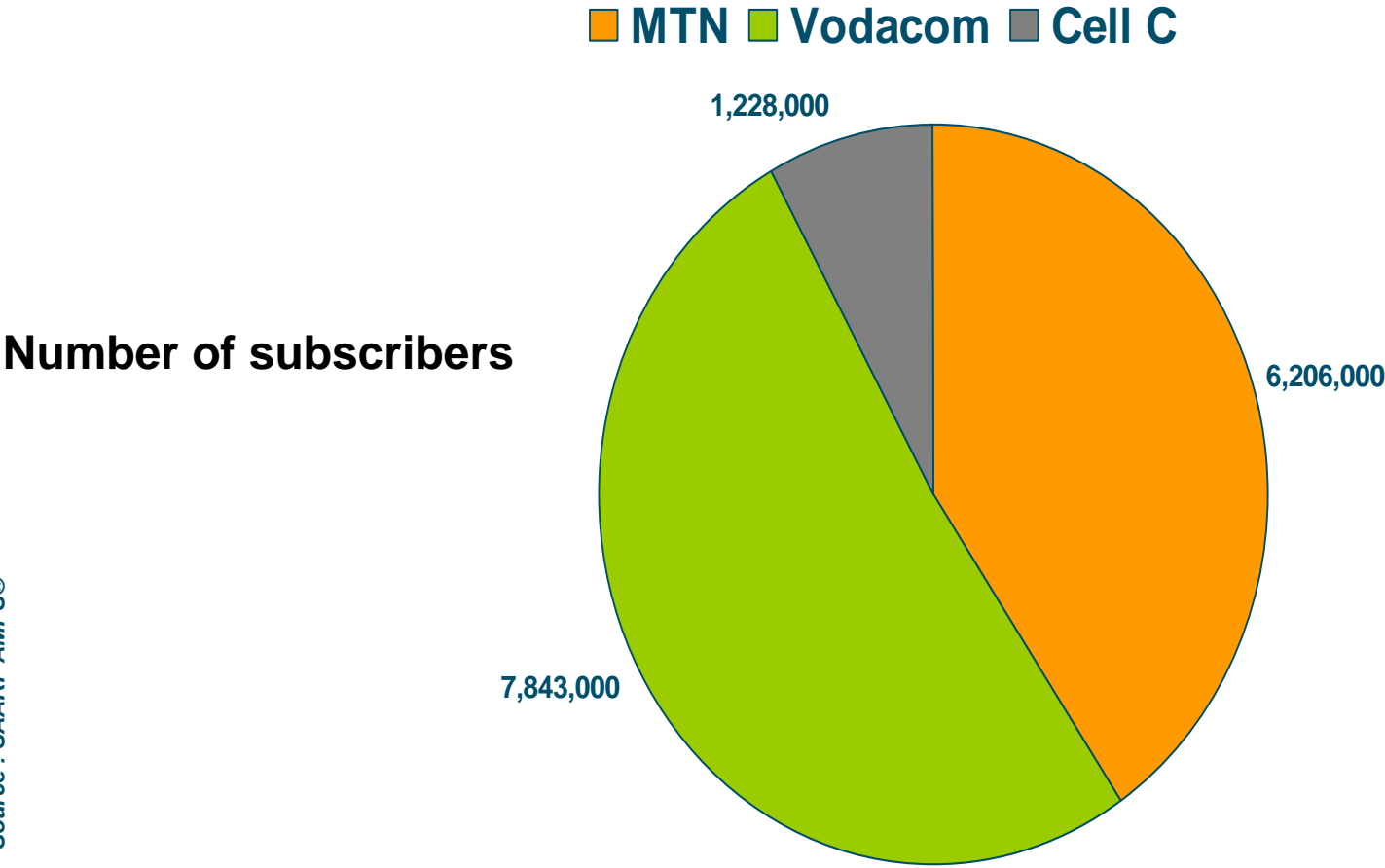
Base: Own/Use/Maintain a Cell Phone



Source : SAARF AMPS®

Cellular Phones: Service Providers

Base: Own/Use/Maintain a Cell Phone (SAARF AMPS® 2006 RA)

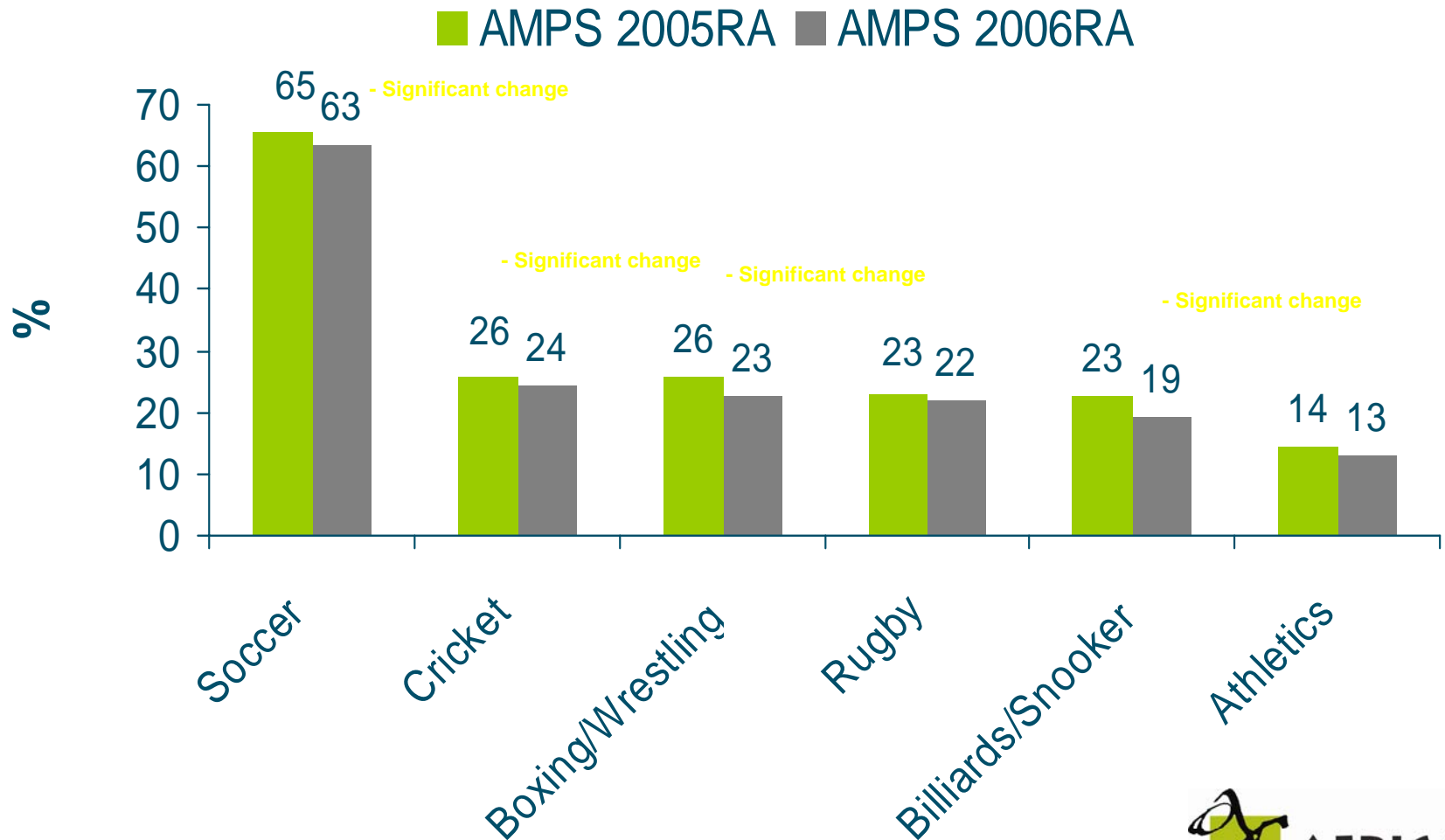


Source : SAARF AMPS®



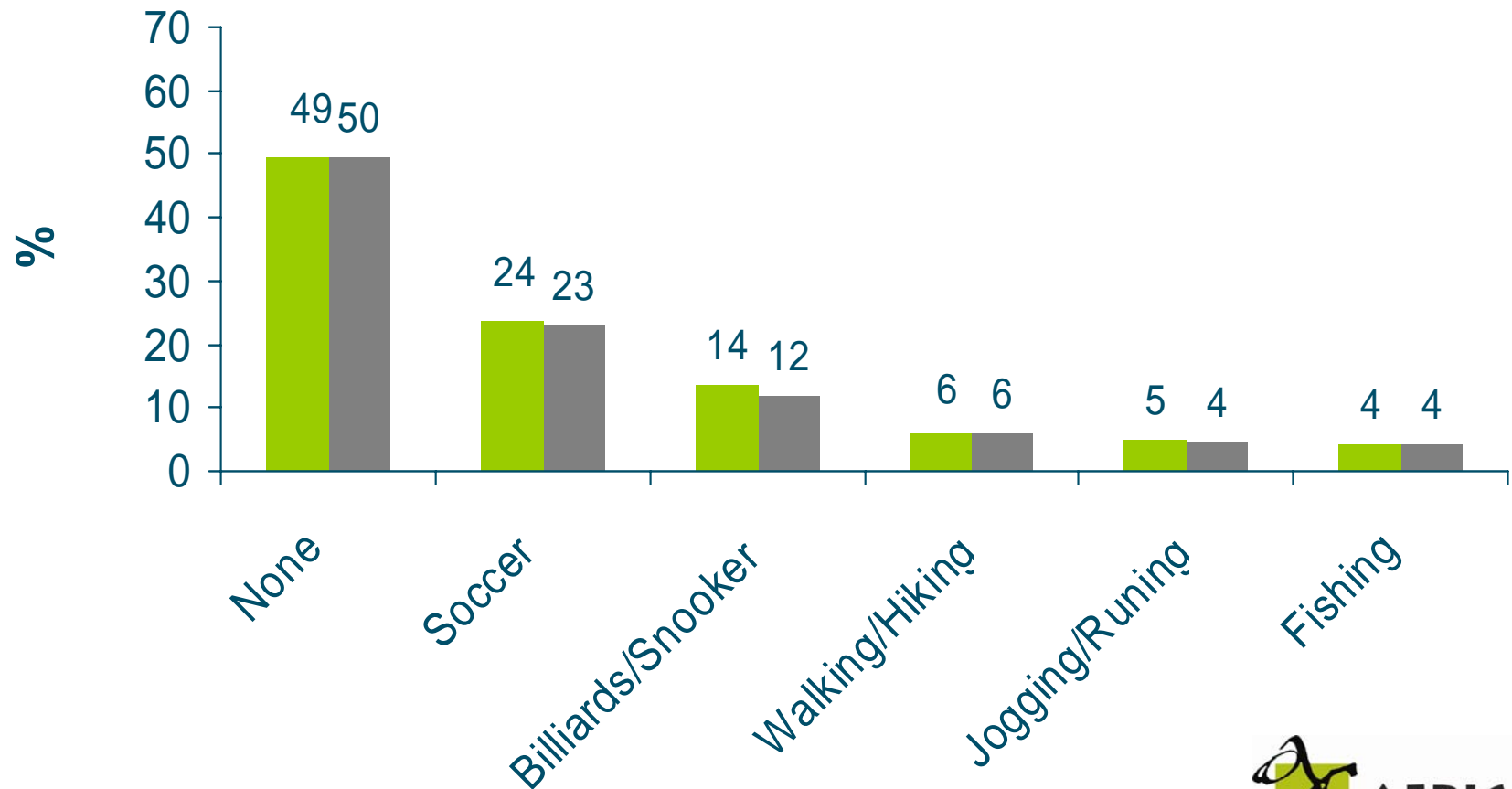
Activities and Interests

Top Sports Interested In: Men

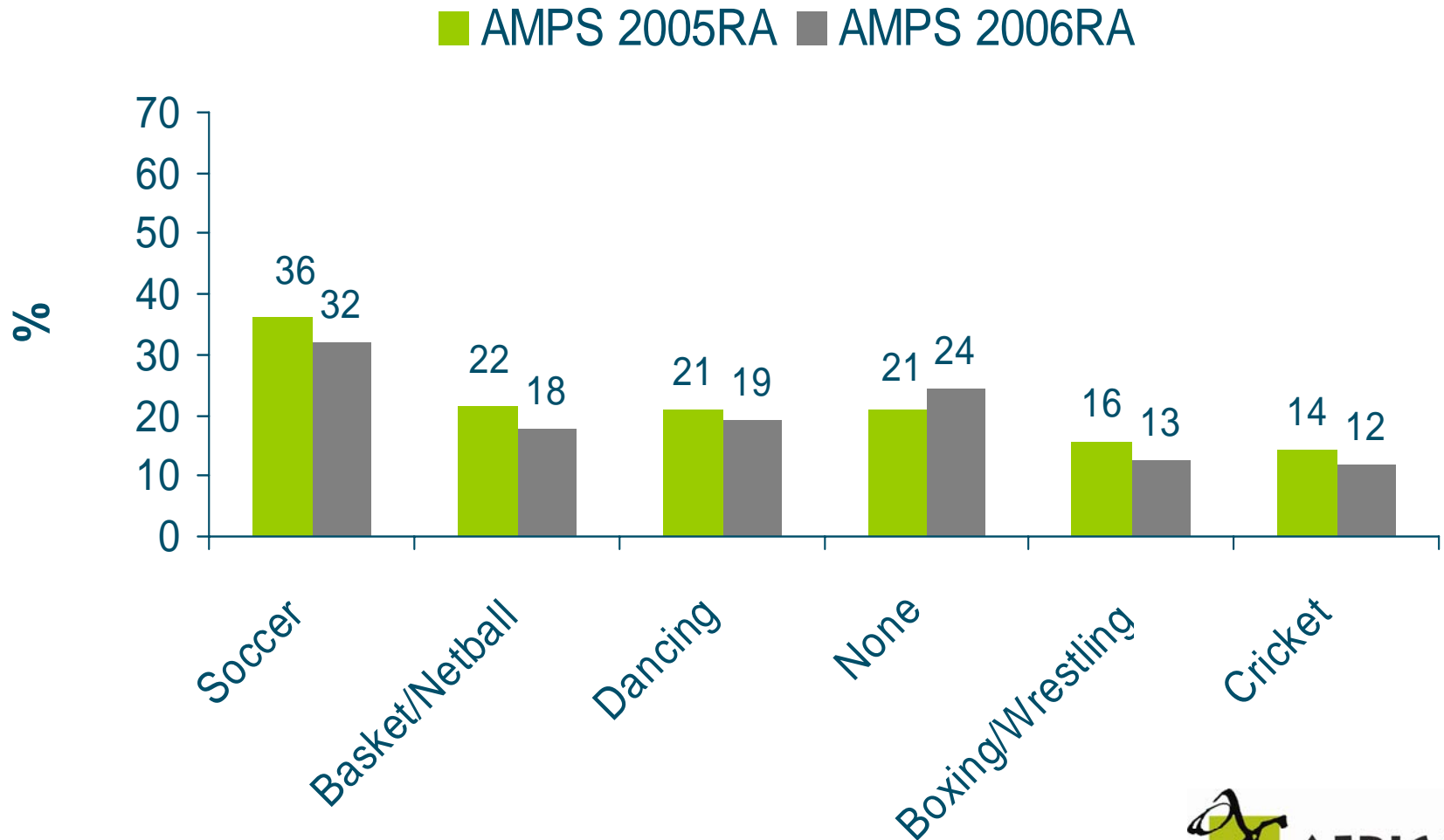


Top Sports Participated In: Men

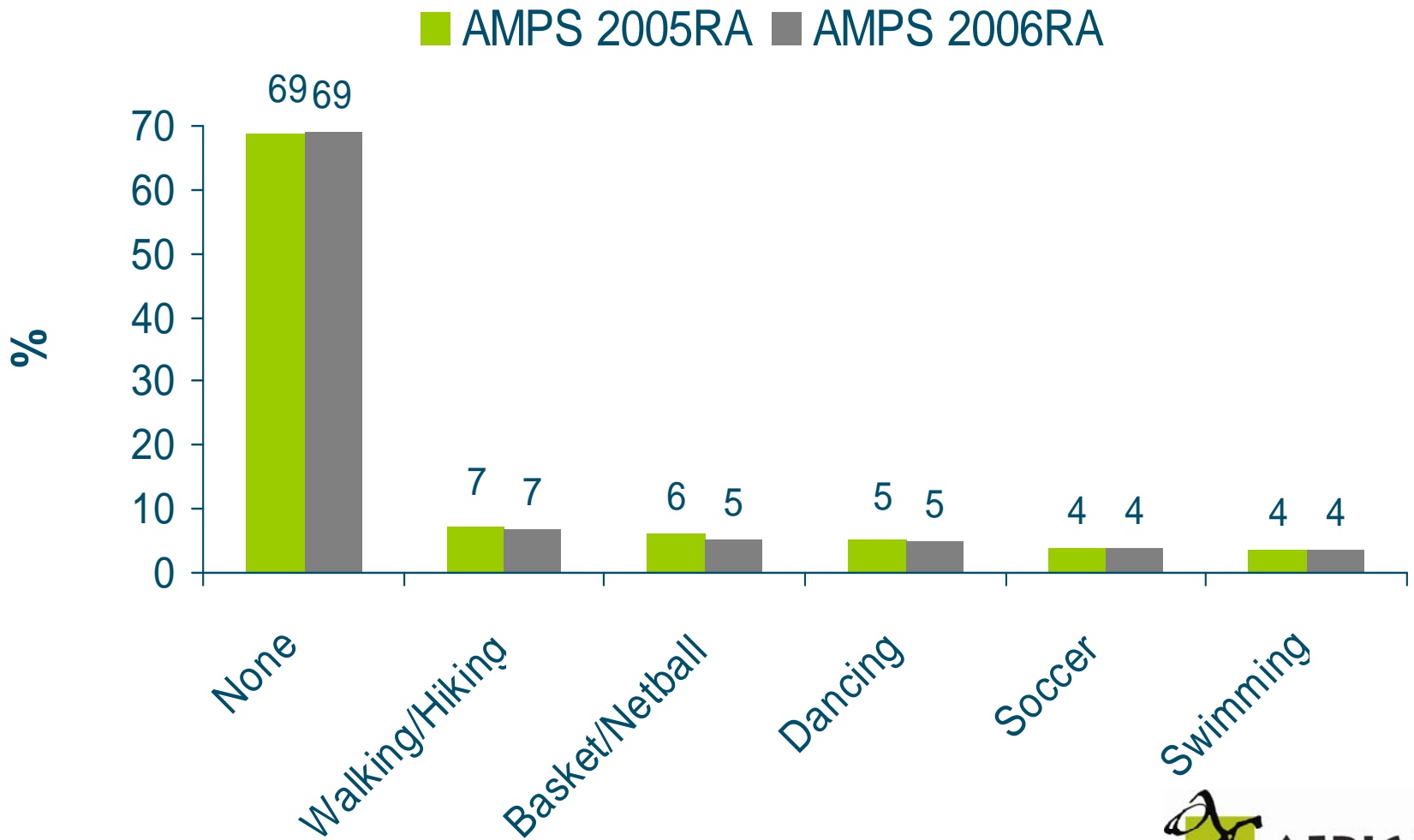
■ AMPS 2005RA ■ AMPS 2006RA



Top Sports Interested In: Women



Top Sports Participated In: Women



Top Brands Consumed across all LSMs



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THE CHANGING FACE OF RESEARCH

LSMS 1 – 4

Top 20 Brands Used

Coca Cola	44%
Smoothies	35%
Dawn	31%
Eno	31%
Panado	26%
Shield Roll-on	25%
Ricoffy	22%
Crosse & Blackwell Mayo	22%
Joko	22%
Shield Aerosol	21%

Sadie Roll-on	20%
Clover Danone NutriDay	20%
Grand-Pa	20%
Simba	19%
Hall's	19%
Disprin	19%
Clere	19%
Cheas Naks	18%
Frisco	18%
Med-lemon	16%

Source: AMPS® 2005 / 2006 RA

LSMS 1 – 4

Top 20 Brands Purchased

Colgate Toothpaste	48%
Hulett's	46%
Omo	45%
Rama Bricks	34%
Aquafresh toothpaste	31%
Knorrox Stock	31%
Sunlight dishwasher	30%
Doom	29%
Cremora	29%
Eveready	29%

Sta-soft	28%
Sunlight Toilet Soap	27%
Handy Andy	27%
Jik	27%
Selati	27%
Knorr Soup	26%
Royco Soup	24%
Knorr Aromat	24%
ACE	24%
Imana Stock	23%

Source: AMPS® 2005 / 2006 RA

LSMS 5 – 7

Top 20 Brands Used

Coca – Cola	51%
Crosse & Blackwell Mayo	35%
Ricoffy	32%
Eno	31%
Dawn	30%
Shield Roll-on	29%
Simba	29%
Panado	27%
Smoothies	27%
Clover Danone Nutri Day	26%

Hall's	24%
Clover Fresh Milk	24%
Cadbury's Slabs	24%
Frisco	24%
Shield Aerosol	23%
Lux Bath Additives	19%
Nik Naks	18%
Milo	18%
Magnum	18%
Joko	18%

Source: AMPS® 2005 / 2006 RA

LSMS 5 – 7

Top 20 Brands Purchased

Hulett's	52%
Handy Andy	51%
Colgate Toothpaste	50%
Omo	47%
Sunlight Dishwasher	45%
Sta-soft	39%
Jik	39%
Fatti's & Moni's	39%
Rama Brick	37%
Aquafresh Toothpaste	36%

Knorrox Stock	33%
Knorr Soup	33%
Jungle Oats	33%
Doom	32%
Royco Soup	32%
Lux Toilet Soap	30%
Airoma	30%
Cremora	30%
Robertson's Herbs / Spices	28%
Colgate Toothbrush	27%

Source: AMPS® 2005 / 2006 RA

LSMS 8 - 10

Top 20 Brands Used

Coca-Cola	46%
Ricoffy	35%
Crosse & Blackwell Mayo	33%
Simba	30%
Cadbury's Slabs	29%
Panado	26%
Lay's	25%
Clover Fresh Milk	23%
Clover Danone Nutriday	20%
Milo	20%

Vaseline Intensive Care	19%
Gillette Shaving Cream / Gel	19%
Five Roses	18%
Hall's	18%
Shield Roll On	18%
Eno	17%
Aero	17%
Gillette Mach 3	16%
Danone Nutri Day	16%
Magnum	16%

Source: AMPS® 2005 / 2006 RA

LSMS 8 - 10

Top 20 Brands Purchased

Handy Andy	59%
Fatti's & Moni's	58%
Hulett's	55%
Sunlight Dishwasher	47%
Robertson's Herbs / Spices	47%
McCain Frozen Vegetables	45%
Jik	42%
Colgate Toothpaste	42%
Sta – Soft	41%
Omo	38%

Domestos Toilet Cleaner	38%
Aquafresh	37%
Lux Toilet Soap	35%
Jungle Oats	34%
Airoma	33%
Doom	33%
Bokomo Weet-Bix	31%
Knorr Soup	30%
Royco Soup	27%
Oral B Toothbrush	27%

Source: AMPS® 2005 / 2006 RA

Total Adult Population Top 20 Brands Used

Coca-Cola	47%
Crosse & Blackwell Mayo	29%
Eno	28%
Ricoffy	28%
Dawn	27%
Smoothies	27%
Panado	26%
Shield Roll On	25%
Simba	25%
Clover Danone NutriDay	22%

Hall's	21%
Shield Aerosol	20%
Clover Fresh Milk	20%
Cadbury's Slabs	20%
Frisco	19%
Joko	18%
Disprin	17%
Grand-Pa	17%
Milo	17%
Nik Naks	16%

Source: AMPS® 2005 / 2006 RA

Total Population Top 20 Brands Purchased

Handy Andy	59%
Fatti's & Moni's	58%
Hulett's	55%
Sunlight Dishwasher	47%
Robertson's Herbs / Spices	47%
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Jik	42%
Colgate Toothpaste	42%
Sta – Soft	41%
Omo	38%

Domestos Toilet Cleaner	38%
Aquafresh	37%
Lux Toilet Soap	35%
Jungle Oats	34%
Airoma	33%
Doom	33%
Bokomo Weet-Bix	31%
Knorr Soup	30%
Royco Soup	27%
Oral B Toothbrush	27%

Source: AMPS® 2005 / 2006 RA

Marketing Applications



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Marketing Applications

- Comprehensive data base covering media behaviour for all media types, products and brands usage as well as purchasing behavior and lifestyle activities
- Adding depth and texture to the data allow for various segmentation exercises e.g Lifestyle segmentation.
- Media behavior is not measured in isolation to product and brand usage this gives a comprehensive picture to any marketer for customizing their communication messages to current and potential consumers

Thank you for your time

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