

KANTAR

**BOLDER.
BRAVER.** The
Summit
2019

**Transforming measurement
in South Africa**

**The benefits of a new
establishment survey for media**

Nuala Harris-Morele

South Africa Managing Director, Kantar

Once upon a time

Media Spend
R40 billion*+
(south African rand)

AMPS (All media product survey)

- Existing generic media survey not suitable as an establishment survey
- Not reflective of SA population demographics
- Outdated design (onerous, brand-led)

1975-2015

Establishment Survey

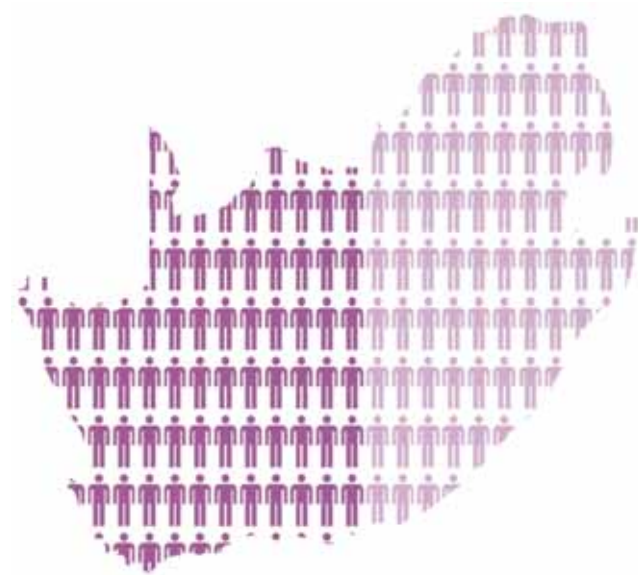
- True to what an establishment survey is
- Fully representative sample
- Best in class questionnaire design (top-down approach)

July 2016

What we developed instead

We used a representative sampling frame

1975-2015
AMPS (All media product survey)



Black	53%
Coloured	15%
Indian / Asian	7%
White	25%

Source: AMPS Jan-Dec 2015 (n=25,584) unweighted

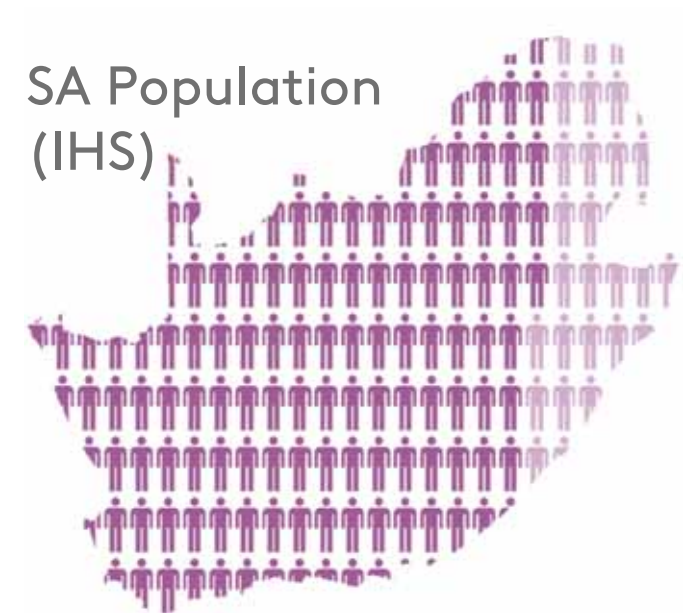
July 2016
Establishment Survey



Black	82%
Coloured	9%
Indian / Asian	2%
White	7%

Source: ES Jan-Dec 2018 (n=25,092) unweighted

SA Population
(IHS)



Black	79%
Coloured	9%
Indian / Asian	3%
White	9%

Source: IHS Household Population estimates Jun 2017

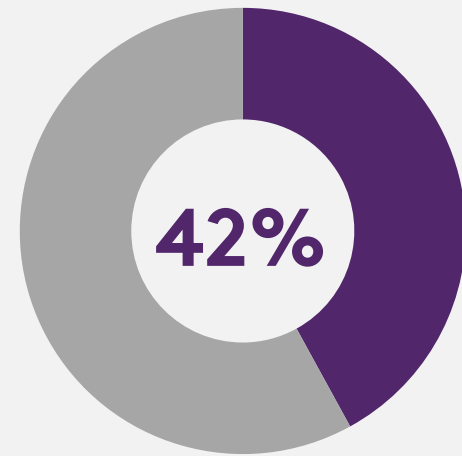


**What does it bring to the
South Africa media market?
Benefits**

Representative sample = a more representative TV Audience Measurement Panel

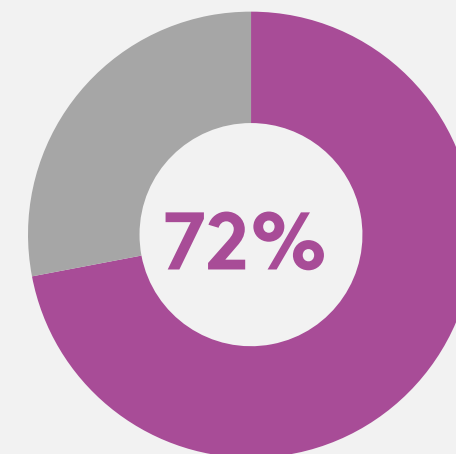
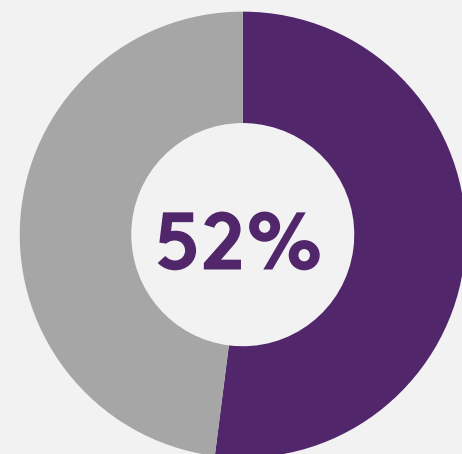
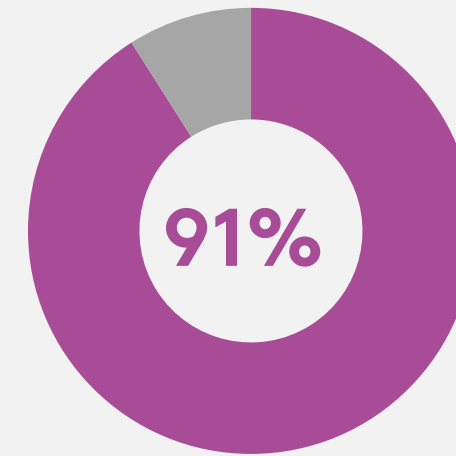
Individual weighting efficiency

1975-2015
All media product survey



Household weight efficiency

July 2016
Establishment Survey



The development of a powerful, meaningful socio-economic measure

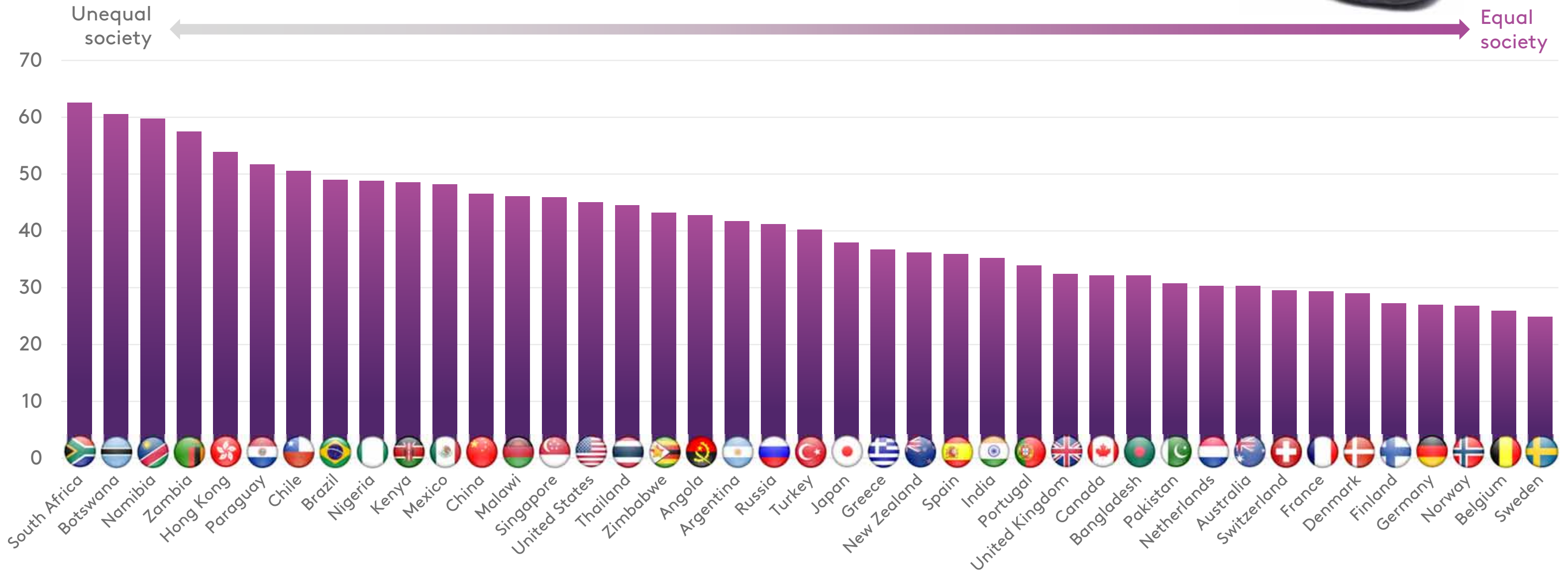
A realistic reflection of South African consumers enabling better targeting & efficiency planning

// For years, commentators in the media industry pointed to the short-comings of LSMs. Now there is a **new concise system**, which has been **validated**, and **represents the realities** of our unequal country.

Britta Reid,
The Media Online



The socio-economic measure needed to reflect South Africa as the most inequitable country in the world



Establishment Survey SEM™

Conceptual starting point

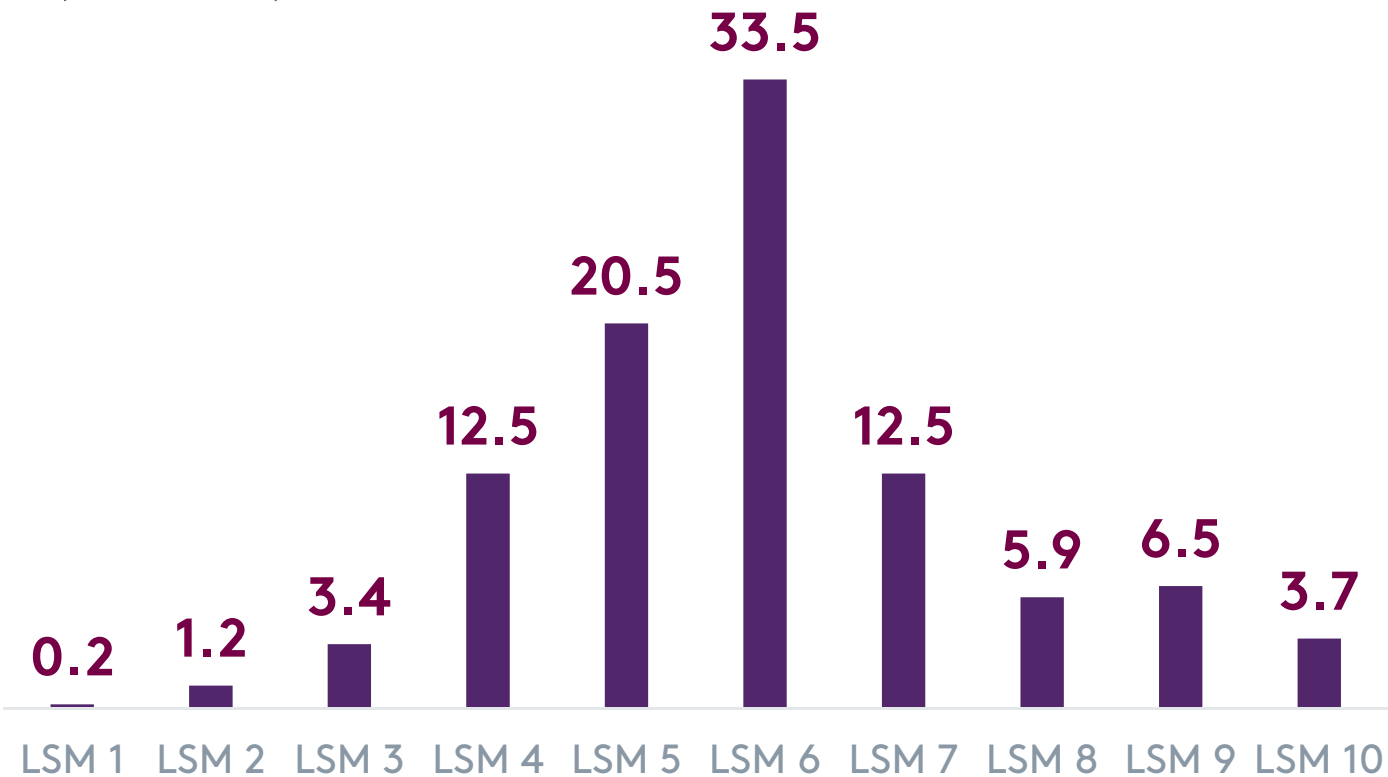
A measure that depicts how South Africans live, not necessarily what they have



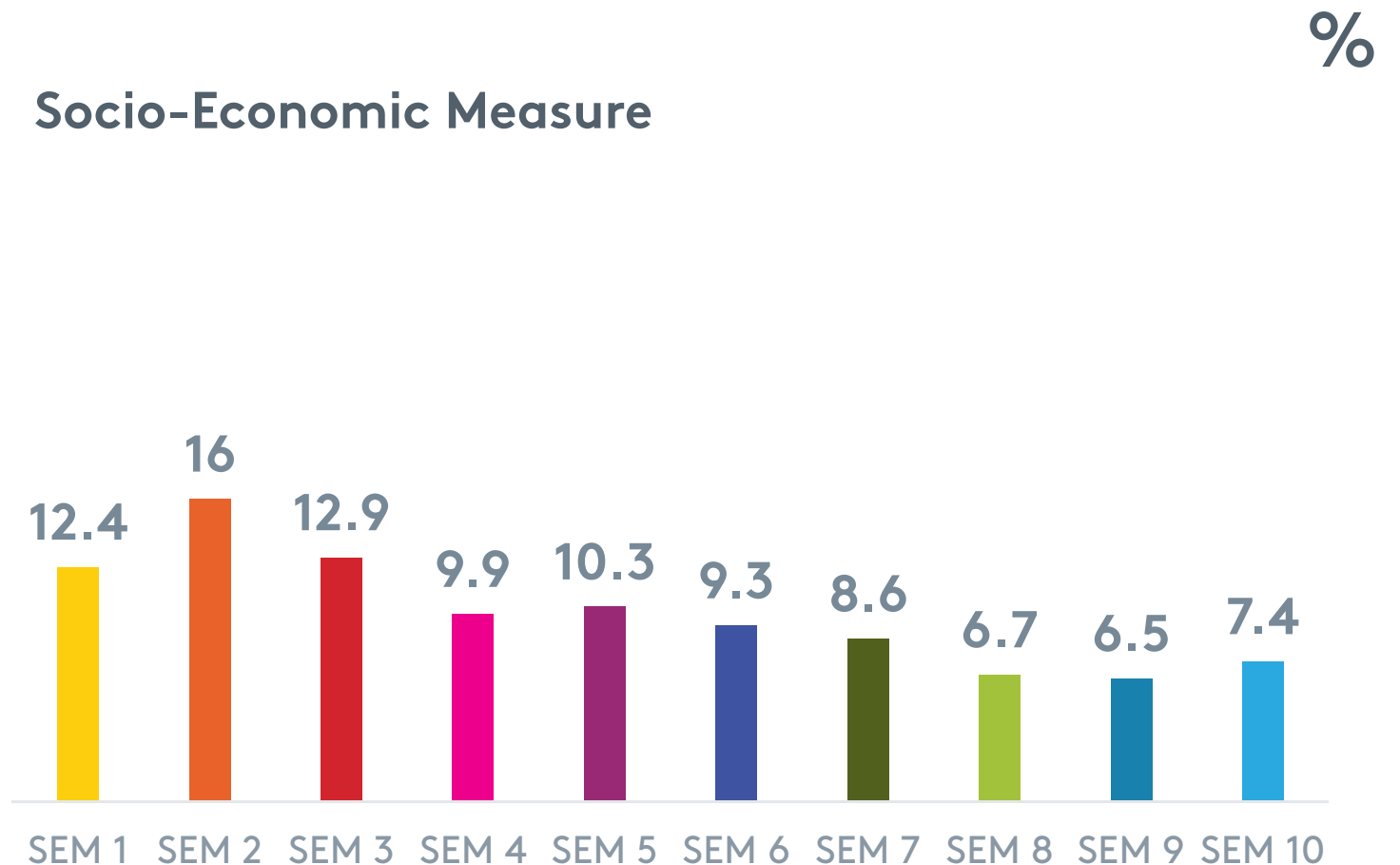
Socio-economic measure (SEM) to replace Living Standards Measure

SEM provides a more realistic reflection of the socio-economic status of South African households than LSM (more differentiation at the upper and lower ends of SA society)

Living Standards Measure
(from ES):



Socio-Economic Measure



The Socio-economic measure now enables planners to target more accurately

The more precisely the target market is defined, the less the wastage and the better the ROI

If an advertiser wants to promote petrol, motor spares or used cars... 

Penetration of Car in home:

National average of 26% falls between SEM 6 and 7

	TOTAL	SEM1	SEM2	SEM3	SEM4	SEM5	SEM6	SEM7	SEM8	SEM9	SEM10
%Col	26	0	1	3	7	9	19	40	83	94	100
Index	100	0	4	12	27	35	73	154	319	362	385

Lower SEM 6
(score 51-56)
Car penetration **below**
average of 26% (<100 index)

Upper SEM 6
(score 57-60)
Car penetration **above**
average of 26% (>100 index)

Advertising to SEM 7-10 means you miss out on the top end of SEM 6 (0.5 million HH or 1.2 million people!)

Target market is SEM >=57

Slow transition from Living Standard to Socio Economic measure

Unfamiliar, untrended

Challenge

- SEM still relatively new and industry buy-in slow
- Education needed in the industry
- SEM is not comparable to LSM
- Difficulty moving Agency targets from LSM to SEM

Way forward

- Continue to educate the industry
- SEM will become more powerful once branded data is available

So ask yourself, would you rather trend data which does not reflect reality, or embrace the change, start anew, and truly understand the reality in which we strategise, plan and buy media?

I know my answer.

Isla Prentis,
Business Unit Manager, The MediaShop



Learnings and the way forward

Representative sample vs. purchasing power

Limited representation of the wealthy



Representative sample = inadequate base sizes at top end for deep dives into **high spenders**.

This is a challenge as most adspend is targeted at wealthier households who can afford your products

Wealthier households are **harder to access** – they live in gated communities, are more suspicious and less likely to disclose their true income

Brand plans are difficult without **brand penetration** and **profile** information

Our journey continues...



Explore better ways to reach **high** income households – power sampling, income modelling, online rather than face-to-face interviewing



Pilot to include brand and products onto Establishment Survey – 2018



Explore ways to include a branded add-on onto Establishment Survey

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Thank you