

New Malaysian research shows urban consumer habits and media reach

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KUALA LUMPUR — Synovate, a global market intelligence company, today launched Malaysia's first local media survey with a strong focus on the urban population, allowing marketers greater insight into this all-important group of consumers. The first 'fast track' phase of results from the new survey, called Media Atlas, concentrates on Malaysia's market centres, delivering information with a sharp focus on urban consumers. Subsequent phases of the survey will cover all Peninsular Malaysia.

Synovate's Managing Director for Malaysia Steve Murphy, said advertisers and media agencies were naturally most interested in understanding consumers in the urban centres.

"The initial survey results look at a representative sample of residents from the Market Centres of Kuala Lumpur / Petaling Jaya, Penang, Johor Bahru and Ipoh - reflecting advertisers' real targets.

"This core represents more than a quarter of the Malaysian population and is the main target for advertisers of quality goods and services" he said.

Steve Garton, Synovate's Media Director for Asia Pacific, said that the research firm had built on its already respected media work across the region in undertaking Media Atlas for the Malaysian media industry.

"Synovate's media research is already used by the world's top print media and satellite broadcasters to communicate the value of Asia's affluent to advertisers.

"One of the main reasons for this success is the proven methodology. By using telephone research, we are able to optimise our access to middle class and rich consumers.

"Now we can offer the same robustness to the Malaysian media industry by extending this experience and methodology to Media Atlas," he said.

Mr Garton said that the market centre emphasis of the Media Atlas 'fast track' results captures the full local magazine and newspaper reach of urban consumers for the first time.

"These insights should give media specialists and advertisers confidence to realign their advertising budgets, to integrate magazines and upscale newspapers into multimedia campaigns," he said.

The Media Atlas Malaysia study also benefits from Synovate's experience in running Media Atlas Thailand - launched in May 2005.

About Media AtlasSynovate Media Atlas tracks spending patterns and print media habits, using a combination of computer-assisted telephone interviews (CATI) and face-to-face interviews to reach into the homes of Malaysia's population. This technique allows a full and accurate representation of all of society.

This first wave of 'fast track' results comes from key urban centres in Kuala Lumpur / Petaling Jaya, Penang, Johor Bahru and Ipoh and was conducted via telephone and face to face.

The survey looks at local media consumption, product ownership, lifestyle, attitudes and values.

Synovate is working closely with the Joint Industry Committee for Print Audience Research Malaysia (JICPAR) and seeking the committee's input and feedback as it rolls out Media Atlas.

About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 4,000 staff across 46 countries. More information on Synovate can be found at <http://www.synovate.com/>.

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