

## Call for papers

The Pamro Secretariat invites papers on the below suggested topics. Please send your interest on any of the subjects below based on the guidelines given to PieterCSmit@vodamail.co.za, or Fiona@saarf.co.za, or vivien@steadman-group.com. The maximum time allocated for each paper is 20minutes including Q&A.

### 1. Using AMPS data for strategic brand building

There is always a big crave for AMPS data, but is it being used for the intended purpose? AMPS methodology has been refined. Empirical data is available in most key African markets

**An Advertising agency perspective** – client planning and buying in a proliferated market

**A Broadcaster's perspective** - Improve share, content, innovation

**An Advertiser's perspective**

What do advertisers want and need from audience measurement in today's world? What metrics have worked so far, what haven't and what need to be developed moving forward?

### 2. The Football World Cup comes to Africa – Is the media ready?

Interest from the internationals in Africa for empirical information to reach people, what information is available and how can it be used? What are the opportunities, how is the information being used, what are the gaps, how to buy media in an Africa without adequate data.

**This paper will explore the use of media research to exploit this big one time opportunity.**

### 3. With digitization, content will become king, but what content?

This paper will explore what content currently appeals and what is likely to appeal to the African market in future? How can we use research to demonstrate what content will work.

### 4. Social Networking – Power to the People?

How is the response to it in Africa? Who is engaging, defining the social networking landscape and how the future is likely to be - How big is it, how fast is it growing, are advertisers noticing, how does it impact advertising revenue, how is the market reacting, are the broadcasters worried?

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#### Executives

**Honorary President** – P.C. Smit , Technical Advisor, South African Advertising Research Foundation [SAARF]

**President** – George Waititu, MD, The Steadman Group, Kenya

**Vice President** – L. Shapiro, Independent Research Consultant

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## 5. Creative ways of researching audiences - Beyond the diaries and the Meters

Diaries are now common place and meters are increasingly being used too in audience measurement. Are these the only tools or are there new/creative ways of researching the audiences?

Researching the audiences beyond numbers – A closer look at audience behavior. Why they patronize certain type of media, what makes audiences tick

## 6. Media Campaign evaluation – Beyond Reach and frequency

Reach and frequency have remained permanent features in media buying, but are they an end by themselves? How do we measure media efficiency and effectiveness? Does using audience research data for media planning always deliver the desired results?

This paper will showcase some successful campaigns – from planning, execution to evaluation from a social marketing perspective

## 7. Word of Mouth – Traditionally big African media – how is it evolving in light of in the changing face of technology,

This paper will explore the African traditional word of mouth and how it has changed the extent to which WoM is formally used as strategic media, the extent to which is it enhanced by technology, internet, mobile, viral marketing etc, its impact and influence and how can it be measured.

## 8. The big case of Out of home media in Africa

This paper will explore the general landscape of out of home media, its dynamics, space in the wider media landscape and its consumer engagement

## 9. Endangered – How long will print last as the mighty King?

How does print remain relevant in an increasingly electronic world and does it really deliver the audiences it promises

## 10. The Space of vernacular media in Africa

This paper will explore the size, role, audience acceptability and future of vernacular media in Africa - How transferable is content between media platforms e.g. from radio to print/TV/internet.

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#### 11. Youth Research - Digital media, technology and innovation in youth audience research

This paper will explore how to research the growing segment that is today's youth who are digital natives.

#### 12. Audience measurement – A guide to market penetration

This paper will explore how to creatively engage new segments and particularly rural markets.

#### 13. SMS and mobile Internet as media in their own right - When will they come of age?

#### 14. How do education and literacy affect the impact of different ad media in Africa?

#### 15. Media in conflict zones

Challenges of doing research in these areas conflict and post conflict areas. Is media research necessary - role of media in conflict resolution or creation? Is it worth the investment? What are the creative ways of researching media in conflict areas? are there ethical issues in an environment with a torn social fabric,

**This paper will explore the above areas from a social communicator's perspective**

#### 16. Media Inflation – How to manage and control escalating costs. Price setting versus inflation persistence

Media costs continue to escalate. What are the drivers and factors that influence media inflation and how it can be used to control media costs? What is the impact on advertising budgets? What is the historical background of this?

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