

THE RESEARCH NETWORK NEWSLETTER

Editors: Phyllis Vangelder and Tom Punt

Summer 2007

THE WAY WE ARE NOW – AFTER FIVE YEARS.

In September 2007 we shall be five years old. When Peter Bartram convened the inaugural lunch in the old offices of *Research International* it is doubtful if he imagined that the 44 people, from amongst his many friends and acquaintances, that he had gathered together would form the nucleus of an organisation with over 200 members, a thriving social calendar, a website (and of course a Newsletter). For the genesis and early development of the Network we owe a lot to Peter.

We intend to mark our fifth anniversary at the Autumn Lunch (details on Page 3). We will be toasting our members, past, present and future. It will be a day for remembering but also for rejoicing, in our success of course, but more than anything in the wonderful camaraderie that must be evident to any guests at our social events. This spirit of continued friendship is, we think, pretty unique in associations of old work colleagues.

Like all voluntary organisations, the Network depends greatly for its programme on a small committee who give freely of their time, a talented chairman, generous sponsors — many whom who have helped us more than once — but mainly on the

loyalty of 'ordinary' paying members. We make frequent appeals for more help in organising things but we know that many members have neither the time, inclination nor the health to do more than attend social events. But the wonderfully high attendance is important, and a source of pleasure to the Steering Group, since this in itself must be a vote of confidence.

That said, all organisations need an injection of new ideas and younger and vigorous committee leadership. Contrary to what you might think, neither the Steering Committee nor its individual members are immortal. So once again we do not excuse our usual pleas first of all to give us more feedback on all aspects of organisation and activities and second to put yourself forward if you would like to play a more active part in the Network, especially if you are a young man or woman i.e. under 70! We would welcome opposition at the AGM as well as a greater attendance. Come join us — it's fun! But if you can't then pay your subs and come to the lunches and parties, and the AGM of course, because that's how you keep us all going. Thank you all.

THE TENTH NETWORK LUNCH AT THE HOP CELLARS 26 APRIL 2007

Moving city-wards again, we arranged our Spring Lunch at the Balls Brothers' Hop Cellars near to the still-fabulous Borough Market. This was a great success, after the initial hiatus of the wait for a welcoming drink, caused partly by the difficulty of setting up the slide show and also by the usual impatient enthusiasm of early arrivers. The wine and the buffet lunch were first class and plentiful. The food and the wine kept coming. Definitely somewhere to return to and to patronise individually if you are ever in that part of the world. A few pictures may remind you of the occasion. A very full set appeared on the website and are now in the archive. As usual many thanks are due to the two Janes, our events organisers for finding and negotiating another fine venue.



The usual suspects and a few other familiar faces

ON OTHER PAGES

Page 2: **THE WAY WE WERE / MRBA NEWS**

Page 3: **NEXT LUNCH AT THE HOUSE OF LORDS.**

Page 3-5: **BACK TO BRIGHTON**

Page 5: **LIFE AFTER MARKET RESEARCH : THERE ARE REAL ARTISTS AMONG US**

Page 5/6 : **GOOD NEWS FROM GHENT TO AIX/ A LETTER TO THE TIMES**

Page 7: **JOHN BOUND'S TRAVELS**

Page 8 **VIRGINIA'S STORY**

Page 8/10: **NOT FORGOTTEN**

THE WAY WE WERE

Peter Bartram selects from MRS Newsletters of yesteryear

35 years ago (1972):

- Andrew McIntosh was elected Chairman of the MRS, supported by Gerald Goodhardt as Vice-Chairman
- The launch of the MRS Diploma was announced, with its first new students scheduled to receive its award in 1973
- At the MRS Christmas Lunch, the guest speaker was Lance Percival and the ticket price was £4.75.
- Research Recordings Ltd launched “a new facility for video tape recording group discussions and depth interviews.”
- John Hughes, of Hobson Bates, made a scathing attack on UK print media research, saying (i) it arrives too late, (ii) its demographic definitions are hopelessly out of date, (iii) readership figures for monthly magazines are a nonsense, (iv) the techniques for measuring readership of small-circulation up-scale publications lack relevance, (v) the data are useless to media men (*men?*) in practical terms, etc etc. But he concluded that compared to media researchers in the rest of the world “unfortunately I do not know where to find better.”
- A survey of MRS Members indicated that 69% had some kind of degree, and among those, the leading subjects were economics (48%), statistics (20%), psychology (17%), and 13% each for politics, sociology, and history.
- A survey of New MRS Members indicated that 74% were male and 26% female.
- Norman Webb, reporting on the ESOMAR Congress in Cannes, described a ‘notorious incident’ which was heatedly debated at the ESOMAR AGM afterwards. Simon Broadbent had apparently incensed the French by deciding, via a show of hands, that the session he was chairing should be conducted in English. The cry went up: “How dare the French be forced to speak a foreign language in their own country!” But one leading French delegate shrugged and said “What can you do, when the French for ‘marketing’ is ‘le marketing’?”

And 30 years ago (1977):

- Eileen Cole was elected the first woman Chairman of the MRS since it was founded 25 years before
- Following the departure of Ivan Gale, Peter Clark, aged 47, was appointed Secretary-General of the MRS (which means he would now be 77 years old)
- Following years of discussion concerning the need for it, in October there was an announcement that “The MRBA now exists and is open for business” its Trustees being Bryan Bates, Jennifer Bowen, and Gerald Goodhardt.
- The (US) Advertising Research Foundation completed a documentary film on ‘The Founding Fathers of Advertising Research’. Available for hire, it starred Ernest Dichter, George Gallup, Alfred Politz and others. The report on it in the MRS Newsletter concluded: “Perhaps the MRS may even go so far as to copy the idea and record for posterity the recollections of some of the long-term practitioners of the art in the UK.”

THE MARKET RESEARCH BENEVOLENT FUND



We must always keep in mind that the MRBA was a springboard for the foundation of The Research Network, initially offering advice and, if needed, money for development. In the event no money was needed but the Network continues to have strong ties to the MRBA. These ties encourage Network members first to bring to the attention of the MRBA any cases that might be suitable for their help and also encourage individual and joint support for the MRBA. The MRBA now has, in association with NABS, a new help line which is 0845 652 0303 and this number may be used, in confidence, if you are in need of help yourself or if you know anyone who may be in need .

Equally if you wish to enquire about making a one-off or regular donation to the MRBA use this number or write to the Secretary/Treasurer of the MRBA, Samantha Doyle at 24a Portsmouth Road, Camberley, Surrey, GU15 1JX.

We must record here the tremendous achievement, once again, of Linda Henshall in raising around £ 7,200 for MRBA funds by organising a Silent Auction at the MRS Conference. Linda’s efforts, on behalf of us all, deserve a tremendous vote of thanks. SEE PAGE 5 FOR DETAILS OF THE EXCITING AND ENTERPRISING VENTURE WHICH COULD BRING MRBA MORE FUNDS WITH YOUR SUPPORT AND SPONSORSHIP.

ANNOUNCING THE ELEVENTH NETWORK LUNCH AT THE HOUSE OF LORDS 1 NOVEMBER 2007 12.30pm-2.30pm



By kind permission of Lord McIntosh (our distinguished member Andrew) we are invited to hold our Autumn Lunch at the Cholmondeley Room, the House of Lords. As on the last occasion this will be a buffet lunch with wine. Thanks to Andrew and the generous sponsorship of ten other Network members, to mark our 5th birthday and to remember specific members who are no longer with us, we are able to keep the ticket price for this event to £25. As competition for places will be keen, on this occasion we are restricting tickets to Members of the Network (i.e. no guests). We are also asking you to reply as soon as possible since we anticipate high demand.

Please ensure your place by sending your cheque for £25, made payable to the Research Network, to Gill Wareing, 6 Walkfield Drive, Epsom Downs, Surrey KT18 5UF. For security reasons, you will then be issued with a ticket which must be shown at the House of Lords on arrival in order to identify you as a guest.

Note that included in the ticket price will be the usual generous quantity of wine — in this case House of Lords wine — but that there are no facilities for ordering extra or different wine, even at your own cost, on the day and there is no cash bar. The event must also end at 2.30 pm and you will not be able to stay in the House of Lords after that time. The Network website will, nearer the time, list one or two local hostelrys where we may repair afterwards for the odd drink at our own or generous friends' expense!

Guests at this lunch must allow for tight security at the Lords. Full instructions on entry will be sent later to those to whom tickets are sent but you are advised to get there no later than 12.15 pm in order to allow for security checks. Note also that Jane Gwilliam and Jane Bain will be the only licensed photographers at this event so please do not bring your cameras since these may be confiscated.

BACK TO BRIGHTON

Phyllis Vangelder took a nostalgic trip to the MRS Conference, which returned to Brighton for its 50th anniversary

Many of us went back to Brighton for the 50th anniversary MRS Conference. Geoffrey Roughton, and maybe other 2007 delegates, though this seemed to be in doubt, had attended the first Conference in 1957. We had rosy nostalgic memories of parties (remember getting into the NOP party even if you were a competitor?), balls (big bands and a cabaret, as well as the late-night disco, black tie, great long gowns), midnight walks on the beach and bumping into friends and colleagues as we walked from one hotel along the front to another. We heard unforgettable entertainers like George Melly. Nor must we forget the serious side: keynote addresses from politicians like Harold Wilson and Geoffrey Howe and the seminal papers which are as relevant today as when they were first presented. When we compiled *Milestones in market research*, to mark the 50th anniversary of the MRS, among the papers from past conferences were:

- Tom Corlett: Sampling errors on practice
- John Parfitt and B.J.K Collins: Use of consumer panels for brand-share prediction
- Ken Baker, John Bermingham and Colin McDonald: The utility to market research of the classification of residential households
- Wendy Gordon: How do consumers feel advertising works?
- William Schlackman: A discussion of the use of sensitivity panels in market research: the use of trained respondents in qualitative research
- Tim Bowles and Bill Blyth: How do you like your data: raw, al dente or stewed?
- Ken Baker, Paul Harris and John O'Brien: Data fusion: an appraisal and experimental evaluation.

At the time of this publication in JMRS October 1986 and January 1987, we wrote in the editorial that we took as a working definition papers which have contributed to our knowledge and understanding in market research and could still do so. It

would be interesting to undertake a similar exercise on the papers in subsequent conferences. Mike Imms' comments on the papers of 2007 (see below) are relevant in this context.

So of course, it couldn't be the same. Nonetheless it was re-assuring to meet Liz Nelson in the taxi queue and as we entered the Metropole together, to be greeted by so many people we knew.

The rationale of the Conference, co-chaired by Kevin McLean and Neil Swan, was that the best way to look forward was to know where we've come from – to understand what's in our inheritance, picking up what's valuable about the past and what we cherish, knowing what to relinquish and what to enhance, in order for market research to play its part effectively in the future. The Conference aimed to meld these perspectives.

The first session was appropriately entitled 'Celebration and challenge: where do our achievements take us?' It acclaimed our rigour, creativity and contribution to better decisions, but also questioned whether we are better researchers than in 1957. Will new technologies truly drive greater insight and will we be the same industry, with the same founding principles in 2057?

Mike Imms' paper was a useful assessment of the underlying themes and topics that had been chosen for the Conference. Based on analysis of the synopses of all 39 papers, he reviewed some of the key issues, concerns and interests of the industry today.

The paper highlighted the related perspectives of who spoke and who did not, plus some comment on topics which were not discussed but perhaps should have been. The main questions were, 'Where are the big boys and where are the clients? The big five agency groupings (TNS, WPP, Ipsos-MORI, GfK-NOP and Synovate) now account for about 40% of the UK research business – but not quite 15% of Conference speakers.

Whilst there was much about the consumer world there was little about the client world – especially trends in managing their business. Just three sessions were from clients alone, (with a further three involving joint agency/client contributions).

The other gap was global papers. All but two of the speakers were UK-based: there was one paper about Bhutan and one about rural China. "Are we too parochial?" asked Mike Imms.

The range of papers embraced both 'looking in' – self-analysis and introspection on what we do and the way we do it, very regular conference themes through the decades – and 'looking out'. Research is a bridge linking respondents to clients. The socio-cultural papers highlighted the respondents' world, for example, Web 2.0, ageing baby boomers, fundamental shifts in media consumption patterns, various changes in social structures; extremism; 'culture-jamming' and how people deal with superfluity. Another theme was about being human: how people think and feel: how they process information and make decisions – especially the importance of emotions and the unconscious. These types of papers did in fact demonstrate a healthy desire to seize the opportunity to apply external and sometimes seemingly tangential thinking to develop what we do as researchers.

Mike Imms asked what was now our USP. In what ways are our insights 'better' than those of other social commentators, gurus and pundits? The fulcrum used to be qual and/or quant data-collection. He suggested that the new central point was analysis and interpretation – assessing the quality and robustness of the data and creating meaning and understanding from them.

David Smith, DVL Smith Group, examined the defining moments and key players of the last 50 years, highlighting the belief that our future depends on finding a path between the continuation of our orthodox roots and the development of fresh new approaches that will make a strategic difference to the success of business and communities. We are an industry of people with a penchant for multi-disciplinary thinking, a confidence in adapting big ideas from academia, and the ability to understand the structured changes taking place within society.

David's framework for presenting the key contributions was based on the idea that our industry is built on seven pillars of good practice: integrity, entrepreneurialism, rigour, enlightenment, creativity, influence and holistic research. He paid tribute to many of the key players who have helped shape each pillar and selected an exceptional representative. Many members of the Network, not surprisingly, featured in his 'mentioned in despatches' list – so many of our members shaped the industry. The paper was a penetrating account of the outstanding thinking and practice which have characterised our industry and also a frank appraisal of how we should go forward. One of the most important of our functions is as 'knowledge contextualisers' – synthesising and setting the evidence in context and integrating marketing intelligence into the strategic planning process. David himself is the great representative of this approach and his paper should be read for a view of connecting the best of what has worked for us in the past with opportunities that present themselves for the future.

Merry Baskin and Judie Lannon, in their paper, 'Tomorrow's research' – Back to the future' paid tribute to Stephen King's work, in looking at ways in which the status of market research could be advanced.

For Network members, David Smith's paper was the most relevant, putting the past and future into a perspective which evaluated the contributions of our industry's 'shapers' without sentimentality or bias, and distinguished between the values and expertise which we must always cherish and the learnings which may now be of mere historical interest. (But please, don't discard the archives!).

In an eclectic conference, there were of course, many interesting presentations, and for those who couldn't get there, the MRS produces a CD of the papers.

And some of us did get to English's for dinner!

Next year the Conference was to be in Manchester, but now probably in London. Will we be there? We'll have to see.

LIFE AFTER MARKET RESEARCH – THERE ARE REAL ARTISTS AMONG US

When Peter Bartram is not founding new organisations, sitting on committees, writing for this Newsletter or dabbling in politics (sorry Peter) you will most probably find him with a brush in his hand — no not DIY but painting pictures like these: If you would like to know more about his work and how he might paint you, or your favourite scene or your house, why not visit his website at www.peterpaintings.co.uk. Two of Peter's paintings are shown below. Many more are shown on his website and, we are sure you will agree, demonstrate his remarkable talents.



LEFT: Feluccas on the Nile,
Aswan

RIGHT: St. Emilion, France



GOOD NEWS – FROM GHENT TO AIX

With those of you who, like at least one of the editors, were required to learn the Robert Browning poem at school this reference will ring a distant bell though, like many others, you may still be a little hazy about what the good news was. The really good news this time is that on September 8th-10th this year Justin Gutmann, David Smith and Malcolm Rigg will recreate this ride, by bicycle rather than on horseback, and that a generous part of the charity sponsorship they will collect will go to the MRBA. So please support them. The MRBA website should have details.

Guests at our Summer Party at the Auriol Kensington Rowing Club on July 11th were treated to a trailer by way of a reading of a variation of this epic poem. This was and is a treat and is reproduced on the following page for the benefit of those of you who were not there.

**HOW THEY BROUGHT MORE GOOD NEWS FROM
GHENT TO AIX
BY BIKE IN 2007**

They sprang to the saddle with vigour and glee
Justin and David and Malcolm all three
All in the cause of the MRBA
Follow me, Malcolm cried, for I know the way.
We retrace the hoofs of the original riders
That's fine, said the others, what better to guide us.

They peddled, they peddled, they peddled so fast
with David reliving his marathon past
and Justin performing spectacular stunts
when Malcolm called out between quizzical grunts:
although I have followed just where the map led
I could swear that last signpost said Luton ahead

Lokeren, not Luton, the other two groaned
Are you over-excited or quietly stoned?
Neither, said Malcolm, just testing, you know
to see if you're noticing things as you go
but it isn't surprising that once I should stray
- these roundabouts all go around the wrong way.

Through Belgium they sped by the light of the moon
and the ling'ring aroma of autumnal bloom
with nothing to hear but the whirr of their spokes
and the stillness that followed on Malcolm's old jokes
then turned a sharp corner and into the fume
of a tailback of lorries from *Duffeld* to *Boom*.

They spluttered, they spluttered, they spluttered all three
They muttered this ain't how 'tsintended to be,
the fine Flemish countryside put through the mangle
by Willi Betz, Eddie Stobart and N.Dentressangle.
But they weaved their way through the polluting
procession,
lightheaded now for they all had less flesh on.

I still think our route has gone somewhat awry
said Malc, for it's Bagshot we're cycling by
Not Bagshot, mate, *Aershot*, they corrected the wise one
so he sped reassured to the further horizon.
'Ah, loos at last, not a moment too soon'
cried Malcolm, dismounting, 'how timely a boon.'

'Not loos, fellow rider, the township of *Looz*'
The lad was aghast at this comfortless news
'Then we must try quickly some other recourse'
said he, 'for I'm pressed by insup'able force.'
So they leaned up their bikes in the shade of a tree
and crept in the woods for a well-deserved pee.

They piddled, they piddled, they piddled all three
till they thought no more piddle could possibly be
but such is the human physiognomy
they continued to piddle till quarter to three
and the more that they peddled their itiner'y
the more they piddled correspondingly.

Later that day they thought he was blaggin'em
when he called out 'Now surely that notice said
Dagenham'
Dalhem, old partner, not Dag'nham, they wailed
as uphill and downhill the little troupe sailed.
He persisted: Okay, but it's plain from this sign
- I'm sorry to tell you - we're on the A9

which means we will shortly approach Inverness
but before you cry out *not another fine mess*
just stop and consider this fact that we've hit on
will lead to the hist'ry of Britain rewritten
for this nine's a Roman num'ral as any can tell
which proves that the Romans ruled Scotland as well.

It's not the A9, Malcolm, tighten your brakes.
The sign that you're staring at signifies Aix.
We've arrived, we've survived, we've completed our aim,
all is forgiven and none is to blame
for listen, the townsfolk are wildly cheering
- no thanks to your brilliant orienteering.

Our stomachs are rumbling, our features are pinched,
we've met our objectives, our sponsors are clinched.
Now how shall we get back to where we came from?
That's easy said Malcolm with dauntless aplomb
just share these directions I happen to have
No thanks said the others, we'll get a satnav.

Gabriel

Footnotes (by the Newsletter editors)

1. The original poem was popular not because of its intrinsic literary merit (not half as good as the above) but because it was thought to recreate marvellously the rhythm of a *gallop* and the up-and-down movement in the saddle. Doesn't that bring tears to your eyes?
2. The Aix of the poem is of course Aix-La Chapelle or Aachen where, you will remember a famous treaty was signed, not Aix-en-Provence. Now that would be a journey to think about for the future maybe? The food might be better.
3. Amuse yourself by tracing the route on the map and think of David, Justin and Malcolm every inch of the 179 kilometres (can that be right?).

**A letter from one of our members, published in
The Times, 29 January 2007**

Sir,

When I was a third of my present age and much more attractive, I was propositioned both by women and by men. I accepted the former and politely refused the latter. When will this kind of discrimination become an offence? Or is it one already?

Michael Bird, SW13

JOHN BOUND'S TRAVELS

Many of you will remember earlier articles in the "Jobbing Gardener" series that John wrote for the Newsletter on his 2004 travels. Also you may remember seeing on the website, his first travel bulletin in late 2006 from South Africa with pictures of the Country Club in which he stayed. This was the first leg of another journey that took in Australia, where John is a Visiting Fellow at the University of South Australia, Adelaide, and then New Zealand. John may be prevailed upon to write a fuller account, with pictures, in a future Newsletter but meanwhile here are some short extracts, selected by Tom Punt, from the Travel Bulletins he sent to his friends during this trip. His main purpose was to attend UNISA and a conference, in Brisbane of ANZMAC (Australian and New Zealand Marketing Academy).

On leaving Johannesburg and after what he described as a 'tedious flight' John arrived in Perth where he;

Stayed at an agreeable, indeed elegant, B & B in the suburbs.. I walked down to the local café for lunch. Fortunately I warned the girl that I was suffering from jet lag because when my order arrived she had to wake me up. The owner of the B&B put in the guest sitting room a very fine flower —a lily, a 'Lady of the Night'. The plant produces one flower on one evening. In the morning it fades'.

John then visited Fremantle, by river, before going on to Adelaide staying first at the Adelaide Club and then with friends :

Adelaide is a handsome city laid out spaciouly by Colonel Light in 1834. I bussed to the University of Adelaide each day ..I shall not go into details but skip to Monday November 27 when Anne and Byron Sharp of UNISA took me to Fiddlers Green their Bush 'shack' about two hours drive from Adelaide to the NE and near Morgan...Morgan on the Murray was once an important river port where the railway from Adelaide connected with the paddle steamers carrying freight along the Murray

John then describes the shack and its environment:

(it) consists of a large metal shed, now living quarters and a Portacabin, the spare bedroom. It has electricity and a bathroom — detached...I had been warned that the temperature was going up to 37C (99F). It did. It was hot but dry...My Portacabin had an air-conditioner and running it for a few minutes made it cool enough to sleep..

We went for a walk after breakfast when it was still cool, through the Bush among many-trunked small trees, once cleared but now re-grown...we met a pair of kangaroos a few yards away. They bounded away like giant rabbits. At the other end of the size scale was a pair of Splendid Blue Fairy Wrens.

After returning to Adelaide John then did some work at UNISA, thankful for a cool office in the prevailing heat and eventually on December 2 departed for Brisbane where it was comparatively cool (a mere 26C with a breeze) where he stayed in an hotel near the Botanic Gardens and convenient for the Queensland University of Technology where the ANZMAC conference was being held. On a free Sunday he went to:

...the handsome modern Art Gallery There is some interesting early colonial landscape and genre painting there, together with a Romney. A Tintoretto and Burne-Jones 'Aurora'...they do a reasonable pot of tea.

Later that day he registered for the Conference and on Monday attended the opening sessions:

Like many other academic conferences and the curate's egg, good in parts ...On the social side there was a very good drinks party...We sat on the broad verandas (of the Old Government House, now part of the Queensland Institute of Technology) and enjoyed both wine and some very good snacks. For entertainment there were human statues — girls posing in brightly coloured overall costumes. There were girls on stilts with gilded faces who had kit to distribute enormous bubbles. Slightly OTT for an academic conference I thought.

...Brisbane in the evening is very pleasant .There are many pavement cafes full of people peacefully enjoying themselves. One feels able to walk round the streets in safety. Unlike for example Weymouth at home.

The conference ended on the Wednesday with a final conference dinner :

...like all big dinners in hotels, undistinguished I must be getting grumpy.

The morning after John took a hire car to meet friends and then on the following Monday spent two more days n Brisbane before embarking on his flight to Wellington New Zealand. We look forward to hearing about his time in New Zealand in a future article

VIRGINIA'S STORY

Readers of this Newsletter may have seen the picture and article by Virginia Prifti in the Mail on Sunday's 'You' magazine on 22nd July.

Virginia is a Network Member better known to us as the (mainly) financial researcher Virginia Barstow. She described the tragic death two years ago of her 8-year-old son Lawrence, from the rare degenerative condition known as ALD.

One's understanding of the impact of such a tragedy on a close-knit family was greatly enhanced by Virginia's story. To make a donation to the charity set up in Lawrence's memory please visit www.lawrencesroundaboutwellappeal.org

Not Forgotten

JIM INGLIS 1940-2007

Julian Bond of Research international wrote the following tribute for *Research* about one of the Network's best-loved members.

Jim ran his own business for many years and was DP Manager of RI from 1989-99. One of the early computer pioneers and an MRS Gold Medal winner. Jim was simply the best.

In all my years working with him there was nothing that he couldn't do, even if he would challenge you as to whether it was worth doing. He was a brilliant man, totally unassuming. At heart he was a renaissance man who could discuss any subject knowledgeably. At the same time he was totally irreverent, self-deprecating and accompanied everything with a smile.

It was a privilege to know him. Our deepest sympathies go to his wife Joan and their family.

PHILIP KLEINMAN 1930s-2007

Many of us will remember Philip's rather unmistakeable, if somewhat lugubrious, presence on the Press benches at MRS Conferences as the only full-time market research journalist. The following consists of extracts from a tribute by Nick Thomas published in DRNO News. Philip died on 9 February 2007, too late to include a mention in the last newsletter.

Philip Kleinman was well known in the industry as former editor of Campaign and a regular contributor to Admap, before founding the pioneering web site *MRNews* in the late 1990s.

He was born in 1930s Whitechapel and studied at Cambridge. He cut his teeth in a number of overseas roles including work for Agence France Presse, but came to prominence as founding editor, with Kevin Jackson, of Campaign magazine in the late sixties. Since the mid-1980s he has written a regular feature for Admap, *The Research Business*.

A familiar figure at conferences in the UK and abroad, he was guaranteed to liven up a press briefing with an awkward and often wrong-footing question, even when surrounded by terribly nice editors reluctant to rock the boat.

In private conversations, his invective against certain high-profile individuals in MR associations and companies would be unrestrained and often rich in expletives, but his writing was governed by a detailed knowledge of libel law and generally succeeded in sailing close to the wind without capsizing. Philip Kleinman could smell a controversy at some considerable distance, and took a sometimes mischievous delight in pursuing it, but always seemed to make a firm distinction between those he saw as genuine wrongdoers and those who were simply next in line for a bit of a hard time.

In a way, Philip was indirectly responsible for the start of DRNO – though in some respects a 'competitor' we were always pleased to bump into him going about his business in his idiosyncratic but thoroughly professional manner.

We are sorry to see him go. Our own corner of the profession will indeed be a duller and quieter place without him.

MICHAEL WILLSDON 1928-2007

Peter Bartram writes

Michael, who died on 30th April aged 79, was well known to many business-to-business and international researchers as Managing Director of the BMRB affiliate, the European Market Research Bureau. He was also an active Member of INRA, and a founder Member of the Business Research Group, later to be known as BIG.

Following his retirement from EMRB, he set up his own consultancy Apex International Research, but in the last seven years he increasingly suffered a gradual decline with a variant of Parkinson's disease. However, he maintained a lively interest in his friends and colleagues in research, and on the strength of that he was made a Lifetime Associate Member of the Research Network.

The high regard in which he was held was indicated by the full-page tribute to him in BIG Times, with contributions by Christine Eborall, Keith Bailey, Trevor Wilkinson and Pene Healey. They recognised that "his knowledge of the international research scene was comprehensive" and described him as "kind, considerate, fond of good food and wine" with "a wonderfully dry sense of humour... never short of a witty remark or, on occasion, a penetrating but never unkind comment."

At his funeral service in Turnham Green his son Gregory spoke movingly of his life and family, his father's many qualities being summarised by one of the many tributes he had received: "He was a good man: kind, thoughtful, measured, balanced, honest, just and true."

DAVID LOWE-WATSON 1919 -2007

Liz Nelson writes



With great sadness I am writing about the life of David whom several Research Network members will remember from the 1950's onwards. He was one of the brightest people ever to join the research industry and very well known to the more senior members of the Network. In his younger days David made an imposing tall and handsome figure and his good looks stayed with him; the photograph on the left will remind you of him though it doesn't do him full justice in this reproduction.

I had the pleasure not only to know David but also his wife Dawn who is a talented writer of radio plays and novels. Dawn, Tom Punt, John Downham and Ted Whitley have helped me in writing this brief piece.

Dawn met David when they both worked for the British Export Trade Market Research Organisation (BETRO). David had just come back from Toronto (after coming out of the Royal Navy which he loved) He had graduated from Oxford, where, like many others, he had completed his degree after the war. There is so much that was unknown about David's private life, since he was a quiet and reticent person, that it has been an adventure finding out more him. I knew he loved painting but I did not know that he came from a famous painting family. His love of the sea was expressed in many of his paintings.

BETRO had employed several people who went on to have extensive and impressive careers in marketing. Peter Vigart and Jack Haydock will also be remembered by the older members of the Network and several other now-departed former Network members, including Ron Artingstall, worked for the same organisation. BETRO went into liquidation and many of the activities were taken over by the FBI Federation of British Industries, (Now the CBI). David joined S H Bensons, then a large advertising agency in 1952 when Roger Lloyd was the market research manager. Roger went on to become managing director of the agency and David took over Roger's job. As market research manager, he did much of the innovative research on the Guinness account. He had working alongside him, among many others, for instance Ted Whitley and James Cameron who went on to Beechams. David gave good advice to the Steering Group Chairman, Nick Phillips, which you can read about in Nick's contribution to the Forum website in which he recalls David in his time at Bensons.

David became a committed member of the Market Research Society. He had joined by 1953 and was on the Council from 1959 to 1965. He was Secretary/Treasurer 1961/62, Vice Chairman 1962 /63and Chairman 1963/64. As past Chairman he remained on Council as a Vice President 1965-67. His was a formative voice in the development of the MRS from a small club to a large organisation with its own full-time officials and Secretariat.

Eventually Benson's fell apart, very largely as a result of losing the Guinness account, and David joined ESSO as the market research manager in 1964. He stayed there until 1981. Many of you will remember that the late Roger Sargood, -also a keen sailor, worked for and succeeded David who became an independent consultant in 1981, but continuing to do work for the corporation which became EXXON.

In more recent years David and Dawn, who lived for a long time in Highgate, became very involved with the initiation of the Highgate Society which had successfully fought Ernest Marples' idea of a one-way lorry route through the Village. The Highgate Society was one of the first local societies in the UK successfully to upset the plans of national and local governments. David acted as chairmen and when he was 80, he took over assessing all the planning applications in the Haringey area. He did about 30 applications a week.

David was a prolific writer and gave many papers at MRS and ESOMAR conferences. His papers included one on Tracking and Modelling in 1981 at the MRS conference and, at the 1972 ESOMAR conference with Wendy Gross, on advertising effectiveness. Apart from modelling, David also took an early interest in Consumer Relations within corporations.

Just before he died David decided to move nearer the sea, to a village just outside Brighton. He loved walking by the sea, in all weathers, and on one of these walks was heard to mutter to himself as the sea came into view 'This is what it's all about' It was there that he died at the age of 88. St Andrew's, a historic Saxon church in nearby Bishopstone was the venue for his funeral on a superb sunny day in June.

David was a remarkable and brilliant man who would have succeeded in many careers and we are lucky that he chose to become a market researcher

KAZUO KOBAYASHI (KK) DIED ON 9 FEBRUARY 2007.

Known to researchers around the world as KK, Kazuo Kobayashi was a renowned qualitative researcher with Research International Japan. He was the ESOMAR representative in Japan for many years and a frequent contributor to worldwide market research publications, congresses and seminars.

Kazuko Ohye, Executive Director, Research International Japan, writes that he was buried holding the first volume of *Marketing Research, An Applied Orientation*, by Naresh K. Malhotra, the translation of which he had just finished proofreading and editing. "It represented a suitable departure for KK who had lived his life with determination and the motto 'never retire'".