

THE RESEARCH NETWORK NEWSLETTER

Editors: Phyllis Vangelder and Tom Punt

Summer 2006

THE WAY WE ARE NOW

Here we are, on the brink of the fifth year of our existence, still managing to maintain a large and distinguished membership of over 200, financially sound and succeeding in attracting majority support for all our social events. We must all be doing something right.

The Steering Group does, however, still invite constructive criticism and there are numerous ways in which you can contribute to this dialogue. For instance by contacting any member of the Steering Group or Nick Phillips, its Chairman, by telephone or letter, by speaking to us at Network events or by joining in the discussions in the website FORUM. New blood and fresh ideas are important in any organisation and if any more recent members feel they might have a more active part to play, the Steering Group would very much welcome their assistance

Like all organisations we know that the process of encouraging suggestions and inviting people to play a more active part is an uphill task. But surely a group of people such as us contains many who are still energetic in retirement and whose creative and managerial skills could be exercised for our mutual benefit.

Now we have got that out of the way let us say a big thank you to all of you who have made such valuable suggestions. For

instance George Brzezinski who instigated the use of the website FORUM as a means of collecting personal anecdotes of the early years of market research — truly history in the making which we hope to build on in the future by inviting contributions on how successful research businesses were set up and developed.

A big thank you also to all who support the Network financially by paying their subscriptions on time, whatever they choose to give, by most generously subsidising or sponsoring social events so we can keep ticket prices as low as possible, or by helping to organise these events in their spare time, which in the case of most of the members who help, is given at great expense to their work or their other personal interests.

Finally we may have a few suggestions of our own to make soon about how to develop the Network. We will not implement any of these without first seeking your comments and approval.

We do realise that not everyone has the time or the desire to play an active part in organisation and that not everyone is in a position to give so generously of either time or money. All we ask is that you let us know when we are *not* doing something right. You, as call centre operators say, are important to us whoever you are.

THE EIGHTH RESEARCH NETWORK LUNCH ABOARD THE TSS QUEEN MARY 15 APRIL 2006 IN HONOUR OF HARRY HENRY

A record attendance of members might have been expected but no one anticipated the 120 or so extra crew that the TSS Queen Mary suddenly acquired to welcome on board Harry Henry, the oldest member of the Research Network and the only surviving founder member of the MRS. After welcoming drinks the assembly settled down to a buffet lunch which, whilst a little while in coming for some, due to the unavoidable pressure on space aboard ship, was plentiful and varied. And so was the wine. The staff of the TSS Queen Mary could not have been more helpful. Thus we were all in a happy mood when we were lucky enough to be addressed by Harry, 90 and still going strong He was presented with a book of tributes to his long and distinguished career which is reviewed in detail in this issue (see page 3). The conviviality continued after lunch and the occasion was voted an overall success; most members, not entirely because of the gentle swell of the Thames around Waterloo Pier, rolled off in a very happy mood. A good selection of photos has already appeared on the website but here is a small selection.



Opening Drinks



Nick's Speech



Harry Reminisces



A Convivial Table

ON OTHER PAGES

Page 2: THE WAY WE WERE / MRBA

Page 3: NEXT LUNCH SINGAPORE

Page 3 to 4: HARRY HENRY'S BOOK Peter Bartram

Page 4 to 5 THE GARDENER ABROAD: John Bound

Page 6 to 7: TALES FROM THE RIVERBANK PART 2 Hugh Bain

Page 7: COMMENTS AND CONTRIBUTIONS

Page 7: VISIT THE NEW WEBSITE

Page 8 to 11: NOT FORGOTTEN

THE WAY WE WERE

From the MRS Newsletters of yesteryear

35 years ago (1971):

- Roger Goldsmith, reporting on an MRS Weekend Course on New Product Development, said that in the MRS Yearbook 26 companies claimed expertise in new product development and a further 15 did product testing. Assuming the speakers on the course were representative of them, he was "left wondering what practical value and validity is provided by the services that agencies offer, and asserted that there is "a confused state of affairs in this field of research".
- After that, it is hardly surprising that a marketing man from Cadbury Schweppes said "No good marketing entrepreneur will rely heavily on market research expertise in developing new products".
- At the 24th ESOMAR Congress in Helsinki, there were 700+ delegates, but no papers from Holland or Italy. However, their delegates made up for this by playing a colourful and amusing football match against each other.
- The Helsinki programme was enjoyed by a majority of delegates but there were some complaints about the very long journey to the main social event. This was by coach, train, and coach again, to the side of a lake far away in the forests of Finland.
- And with a suggestion which has taken 25 years to become a reality, Eric Adler set out the case for "drastically reducing or even doing away with the subscription to the Society, for Members who have retired. It would be financially hard for them to keep in touch with the business which has given them their livelihood". The creation of the Research Network in 2002 helped to make the case for this, and last year the MRS finally recognised the justice and good sense of Eric's proposal.

And 30 years ago (1976):

- 21st Century MRS Council Election problems are nothing new: in 1976 Bryan Bates introduced his second year as MRS Chairman, by saying that "The Society did not receive sufficient nominations by the closing date to fill the vacancies on the Council" – a situation he could not recall happening before.
- John Potts announced his retirement from RBL "after 40 years in market research" (which means he got started in 1936).

And 25 years ago (1981):

- Colin Mc Donald presented a review of an MRDF research project on telephone research in the UK. He reported that, at 70% or so, British telephone coverage had still some way to go before it would reach the American level. Another speaker at the same seminar

spoke of the messages we get from people's voices on the telephone in the absence of body-language clues, examples being "Her voice was full of money" and "His voice was as intimate as the rustle of sheets".

- Brian Copland, an elegant man with an extremely inventive mind and, above all, the founding father of poster research, died in this year. His business was continued by his son Simon: where is he now?
- John Samuels, described as "the Society's own version of Nigel Dempster", reported on the fashions observable on an MRS Riverboat Trip. Examples:
 - "...Eric Adler in his usual leather jacket – what a versatile garment it is!"
 - "...Valerie Farbridge in white yachting trousers surmounted by an anorak apparently made from a chequered flag"
 - "...Val Lyon, looking as though valium wouldn't melt in her mouth, carefully casual in blue denim"
 - "...Fred Johnson in a very nice soft brown flannel suit that would have graced any cocktail party in the North Western Home Counties" and
 - "...siren suits of all colours"

THE MARKET RESEARCH BENEVOLENT ASSOCIATION



Again we ask you to remember the MRBA, both to help its work by your own donations and to refer to the Secretary-Treasurer, Gill Wareing anyone you think may need help, for instance in sickness or after bereavement. Help is given, in complete confidence, to those who work or have worked in market research in any capacity, whether or not they are or were a member of The Market Research Society. Gill's address is on page 2 and her phone number is 01737-379261. The MRBA now has its own website at www.mrba.org.uk

Visit the MRBA website at www.mrba.org.uk for details of a sponsored run by Justin Gutmann and David Smith, partly for MRBA funds. Also, help is needed with the 'Silent Auction' to be organised by Linda Henshall at the 50th MRS Conference in Brighton in March 2007. Potential individual or corporate donors of items for this auction should contact Linda Henshall at The New Fieldwork Company Ltd on 01332 830083.

**BOOK NOW FOR THE NEXT LUNCH
18 OCTOBER 2006 AT
THE SINGAPURA in Limeburner Lane London EC4**



Our next event will be the Autumn Lunch. For this we will return, by popular request, to the Singapura in Limeburner Lane EC4 (off Ludgate Hill) where we last lunched in 2004. The nearest tube stations are Blackfriars and St Paul's and the restaurant is almost opposite the Thameslink train station. Those who came to the last lunch there will remember the delicious Singaporean food, a blend of Malay and Chinese with a hint of other SE Asian styles. Visit the Singapura website to find out more about the cuisine. There will be vegetarian alternatives. The staff will organise a buffet with several serving points so that John, the managing director, assures us that no one will be kept waiting and also that the food supplies will be plentiful. The ticket price of £25 will include wine with the meal and thereafter a cash bar will operate,

The Singapura website which contains more information about the restaurant, and others in the group, is at www.singapuras.co.uk

**THE HARRY HENRY BOOK:
Peter Bartram writes about the tributes to Harry.**

In celebration of the 90th Birthday of Harry Henry, a book of 'congratulations, recollections and warmest regards' was presented to him at the Network Spring Lunch on 25th April. This book was compiled by 46 of his friends and colleagues in the market research industry, each contributing their own message to Harry on a single page.

The pages of this volume amply testify to the to the esteem in which he is held, not only as one of the original founding fathers of the industry from which so many have subsequently benefited throughout their working lives, but also as a continuing source of lively friendship and inspiration.

For those who wish to see contents of the full volume, please contact Gill Wareing.

At first sight, the contributions offered seem to suggest that Harry has been best known for his acerbic wit and sharpness of tongue. Recollections of his 'unwillingness to suffer tomfoolery gladly', and his trumpeting of 'balderdash', and 'nonsense' at the 'thick skulls of the media-buying world' and descriptions of his 'fiery persona' during the 'not infrequent conference platform punch-ups' are prevalent among the comments offered. In a phrase he himself applied to another agency, he was undoubtedly 'The Largest Bullfrog in the Pond'.

However, such epithets are almost always accompanied by an acknowledgement of his 'wit and wisdom', and his 'towering presence' as an 'industry icon'. Typical is the contributor who recognised that 'no-one brought more skill, knowledge, and sheer brilliance to the research business'; and another described him as 'helpful, informative and wise... a great thinker, accomplished writer and wit'.

There were repeated references to his writing skills, most evident in his Lucifer column in *Admap*: his pieces 'had topspin, economy, pungency ... he made the figures sing' and they were laced with 'a fine intellect and acerbic wit'.

However for those who knew him best, it is evident that a heart of gold lay underneath the feisty public image. Several of his erstwhile colleagues and friends referred to his many kindnesses, his willingness to help those nearer the start of their careers, and his ability to make us laugh. As one of them put it 'he was reputed to be short tempered and not to suffer fools gladly... but later I found he was always kind, tolerant, and sweet-tempered'.

But even those who did not know him personally wished to show they recognised his pre-eminent place in our industry, typified most originally by this birthday poem which follows and was read out at the Network Lunch on 25th April:

[A Birthday Poem for Harry \(see next page\)](#)

A Birthday Poem for Harry

I know of you just by repute
And from writings with thoughts most acute
But although you're a sage
You've now reached a grand age:
From past labours, pray enjoy the fruits.

The Gardener Abroad – John Bound

For new readers, the story so far is that I once at a Conference referred to myself as a marketing research consultant 'jobbing gardener'. A subsequent speaker rather missed the point when he envied my having time for gardening. So I have written an occasional column for what was then the MRS and now for Network Newsletter as the Jobbing Gardener.

My practical gardening on a small plot located on Dorset chalk is limited. I indeed have fruit – six raspberry canes, one loganberry and one small apple tree. Five runner beans are in a pot with a wigwam to support them. So not a big operation. But you should have seen my wisteria at the end of May.

I am still doing some work at the London South Bank University. The Research Group there is now the Ehrenberg Centre for Research in Marketing. Andrew has just celebrated his 80th Birthday, and has now retired altogether. I am sure that everybody joins me in congratulations. He was awarded the Gold Medal of the MRS three times, and became an Honorary Fellow of the Royal Statistical Society. This year he was awarded an Honorary Doctorate by the University of South Australia.

The University of South Australia with which Andrew and his group formed close relations in recent years – I get there too, but alas at my own expense – has founded the Bass-Ehrenberg Institute for Research in Marketing. Andrew's mantle has fallen largely on the shoulders of John Scriven here at LSBU – many of you will know him – and Byron Sharp at U.N.I.S.A. That gives me a lead on an action picture (*below first left*). Here am I roughing it in the South Australian Bush with Byron Sharp. I hope such research work does not disqualify me from membership of the Network.



Pioneering is a hard life. Of course Australia as many of you will have had the good fortune to experience is not pioneering any more – it is a highly sophisticated affluent society. There are still though many cultural links with Britain if none political. I have a friend in Adelaide at U.N.I.S.A. who is the Professor of Wine Marketing. Need I say more?

In December 2004 I went to the Australia and New Zealand Marketing Academy Conference in Wellington, New Zealand. As you can see from the picture (*below second left*) the occasion had its moments.

London South Bank University, Andrew Ehrenberg and John Scriven, the Best Paper Award for the ANZAC Journal. I described myself as the world's oldest research assistant.



After that I did a tour of South Island with another LSBU colleague. We saw the sights – Milford Sound the fiord – snow round the approach tunnel through the mountains, the weather being unseasonably chilly – and Queenstown. This was a splendid sight – the Queenstown Flyer (*below right*).



After Christmas in New Zealand with relations I took in the Barrier Reef too on my way home, and rather fancied my self in this one (*below right*) – my photographer put a finger mark on the lens unfortunately.

In New Zealand I went to Massey University in the North Island, and renewed my acquaintance with Don Esslemont. Some may remember his working at RBL. He went to New Zealand and taught Marketing at Massey for many years. One of his interests is pistol and rifle shooting, and a year or two ago he took me to the range. It was many years since I had handled small arms, but managed to hit the target. Here is another picture (*below left*). You will note my collar and tie. Don invariably wears a tie. It is his R.N. background. I was not to be outdone in tie wearing though easily so in shooting.



Returning to home, I note in that 2007 will see the 50th MRS Conference. Who remembers the first? I recall going to the Grand at Eastbourne for one of the early gatherings where they had a splendid open fire in the hall. I did not stay at the Grand. I found a folder the other day with my name on it and the legend 'The Lawns Hotel, Eastbourne' .

There was an expedition in the seventies to Torquay. We had a special train with lunch. I did not have lunch on the return journey – I was at the back of the train recovering from food poisoning. The Winter Gardens public address system was a disaster. John Treasure brushed aside the microphone, stepped to the front of the stage and spoke audibly, lucidly and convincingly. I forget what he said, but he received a great ovation. We shall not see his like again.

We had an excursion to Bournemouth in I think 1974, to the Royal Bath. It was not accounted a success. I recall the head waiter surveying acres of empty tables in the dining room in the evening. The MRS custom of looking for dinner away from the Conference hotel left him, shall we say, disappointed. I did not go the Birmingham Conference Centre.

Whether I shall get to the Metropole in 2007 for the Conference I do not know. The last time I went to one I reflected that I then knew more people at the ANZMAC Conferences than at the MRS. The Metropole also is not what it was, though the little pub at the back round the corner was still there at my last visit.

There are of course conference centres and conference centres. The Metropole is not the last word. I went to Tenerife earlier this year with Ron Artingstall, whom you will remember. Ron's son Jeremy has lived in Tenerife for many years. Here is a picture of a Conference centre in Las Americas in Tenerife.



Need I say more? I remain, yours industriously, The Gardener

Tales from The Riverbank (Part 2) – HUGH BAIN

By the time this article appears, the second Network Summer Party will have taken place at the Auriol Kensington Rowing Club and an update on the Hammersmith riverside scene may be of interest to those who attended.

My last idle jottings mostly concerned the delights and occasional hazards of observing the wildlife of this particular stretch of the Thames. This time, I'd like to try to describe some of the behaviour of the local humans in *their* riverside habitat.

The significant feature which determines where one stands in the social pecking order here is whether one lives in Lower, Upper or Chiswick Mall, which together make up the promenade bordering the river and running west from Hammersmith Bridge to Chiswick Church.

Lower Mall runs from the Bridge to Dove Passage, Upper Mall from Dove Passage to Hammersmith Terrace and the very grand Chiswick Mall from there, past Chiswick Eyot, to St Nicholas Church.

Associated with these geographical demarcations are other considerations such as whether one:

Has a river view or not

Owns a house or a flat (if a house, is it Georgian or Victorian ?)

Is 'old' or 'new' money

Went, or sends the children, to a public or a state school

Is interested in rowing or football

Drives a Chelsea Tractor or a white van displaying two England flags

In other words, the British class system is alive and well along Hammersmith's riverside.

An illustration of this was the occasion when Jane and I attended an Upper Mall Christmas party. On meeting a resident of one of the Georgian houses in Hammersmith Terrace, he asked where we lived. Having been told 'Digby Mansions' (on Lower Mall), he inquired 'Facing (the river) ?' 'No', I replied. 'Oh', he said, 'on the side.' This was followed promptly by 'Forgive me, I really must mingle'

Overhearing this, a rather more amiable guest (a resident of Chiswick Mall but, as he hastened to say, 'only with an oblique view of the river') remarked that we should all be made to wear address labels.

However, a common interest in wildlife and local activities and events is a great leveller and social lubricant. For example, a mutual concern for the well-being of two families of breeding Swans and Moorhens recently helped to encourage people to share information on the progress of the Cygnets and Moorhen chicks.

(Sadly, the final outcome, after much nail-biting over the prospects of their survival, was the loss of four out of five of the Cygnets and all of the Moorhen chicks.)

Over the years, like dog walkers in parks, we riverside regulars have developed relationships, varying in degree from the exchange of the time of day (though it's curious that we feel the need to tell each other what time of day it is) to the exchange of personal histories or even the sort of confidences usually restricted to 'strangers on trains'.

These interchanges, however personal, may not necessarily extend to exchanging names, resulting in a variety of *soubriquets* becoming attached to individuals.

For example, a regular local dog walker was known for some years as 'Tilly's Mum', until a chance disclosure by a third party revealed that her name is Pam.

'Mr Spanish', who walks his dog Oscar in Furnivall Gardens, confided to me that he suffered from clinical depression and claustrophobia and had once rushed out of his house in Spain, stark naked, to the total astonishment of his wife and the neighbours.

In a lighter vein, he used to ask me whether I had seen 'the animal' (i.e. the seal) when it was visiting the locality some years ago. He repeatedly confessed to being puzzled as to how a seal could get so far up the

Thames, as seals 'come from the North Pole'; the implication being that it would have to commute back and forth from there on a daily basis.

Other local characters include 'Alf', a walking encyclopaedia of knowledge about birds and fish, mostly gleaned from television wildlife programmes.

Alf's habit of bending the ear of anyone who will listen with interminable descriptions of the minutiae of his daily activities has added a new expression to the local vernacular, e.g. 'I've been *Alf-ed* today', 'Have you been *Alf-ed* yet ?'etc.

He is prone to carry a tin of sardines around with him, for the occasions when he encounters *his* Heron by Chiswick Pier. When I enquired one day whether this was desirable food for a Heron, he replied 'Well, it's fish and Herons eat fish'. Unfortunately, I was afraid to ask, so I can't tell you whether Herons prefer sardines in oil, or tomato sauce.

Among other locals of interest are a charming trio of 'last of the summer wine' characters, otherwise called 'big George', 'Paddy' and 'your other friend'; a friend of Paddy whose rural Irish accent is so pronounced that no one has ever been able to discover what his name really is. Setting out from the bridge most days, regardless of the weather, they walk to Chiswick Pier, sit down for a chat, then walk back again in time for tea.

Over the years, I guess I too have become one of the regulars or 'one of the usual suspects', as a local wag put it one day when I was recounting my most recent brush with the law for 'taking photographs of the Bridge'.

On that subject, in addition to the Metropolitan and Park police forces, we now have Community Support Officers (baby police people) so there is a distinct possibility that I will shortly obtain an ASBO to add to my collection of Form 5090s.

On the plus side, I'm in process of developing a totally undeserved reputation as an expert on the local wildlife. This may well stand me in good stead if I ever get around to submitting a 'Wildlife' addition to the 'Bluff your way in (Advertising, Marketing, Opera, etc.)' series of pot boilers. Watch this space.

COMMENTS AND CONTRIBUTIONS

COMMENTS may be given to any member of the Steering Group whose contact details you will find in the Contact Directory distributed in July 2006. Members of the Steering Group are Jane Bain (International membership), Peter Bartram (ex-Chairman), Jane Gwilliam (Events Organiser), Linda Henshall (MRS and other marketing bodies liaison), Nick Phillips (Chairman) Tom Punt (Webmaster and Joint Editor Newsletter), Phyllis Vangelder (Joint Editor Newsletter) and Frank Winter (Data Protection and other regulatory matters).

PLEASE SEND NEWSLETTER CONTRIBUTIONS to Phyllis Vangelder at 17 Kenelm Close, Harrow HA1 3TE or by email to p.vangelder@btinternet.com. The next Newsletter copy date is 30 January 2007. Phyllis is always more than willing to talk to you about your proposed contribution.

VISIT OUR NEW WEBSITE!

Since the last Newsletter a new website has been constructed using our own domain on the World Wide Web. Many of you will already have visited the site but those who have not yet done so are strongly urged to try it.

Pages include a News section (including News of Members and National and Sports News), a Forum for Members with, at present, many interesting entries from prominent members on 'My First Job in Market Research' and a photo Gallery which, at the moment, has pictures taken at the Summer Party in July 2006 but which, like a picture gallery will change its display from time to time. Your own photos of Network events or interesting happenings in your own life can be included.

Please make regular visits to the site – it is changing all the time and will keep you up-to-date on people and events between Newsletters. It is intended as a supplement, not as a replacement , for this Newsletter. The Newsletter is our publication of record whereas the idea of the website is to be more informal and chatty and to provide a continuing place for us all to meet and exchange views in cyberspace between face-to-face meetings and events. Use it – it is YOUR website. The address is www.research-network.org.uk

Not Forgotten

STEPHEN KING 1931-2006

We reproduce below extracts from the *Times* obituary of Stephen, one of only a very few people in our industry to have received such an accolade. We also print extracts from tributes by two friends and colleagues, Judie Lannon and Jeremy Bullmore. The full text of their articles is in *MarketLeader*, the Journal of the UK Marketing Society, Spring 2006.

The Times obituary (extracts only) reads:

Stephen King challenged conventional wisdom on the planning and evaluation of advertising in a 30-year career at the J. Walter Thompson Company. He developed the concept of account planning in the late 1960s, which was adopted by advertising agencies throughout the world.

King was educated at Harrow and Corpus Christi College, Oxford where he read Mods and Greats.

When he joined JWT in 1957 it was the largest advertising company in the world and the leading agency in London. His interest lay in how advertising worked and how it was made and evaluated. His thinking was rigorous and original, and he expressed himself lucidly in person and in print, with a quick, dry wit.

In the mid-1960s he challenged Unilever, then and now a major JWT client, on the Unilever Plan for Good Advertising (UPGA) and demonstrated its ineffectiveness. He went on to earn the respect of, among other clients, Guinness, Kelloggs, Kraft and Bowater Scott.

In the late 1960s King developed the concept of account planning and persuaded JWT London to restructure itself to adopt it. His idea was to make the planning of advertising a discrete discipline thereby pointing creative people, who made the advertisements, in a clear direction, liberating them to work within defined boundaries. He worked closely with Jeremy Bullmore, the head of the creative department, later chairman.

King published a book *Developing New Brands*, and his papers include *Practical Progress From a Theory of Advertisements* (1975), *Public versus Private Opinion* (1979) and *Advertising: Art and Science?* (1982). He was made a director of JWT London in 1969, became a member of the management group in 1972 and was put on the parent board in New York in 1982.

After retiring from JWT in 1988 he was for some years a non-executive director of WPP and a valued director of the Henley Centre.

Judie Lannon writes:

Through his entire career, Stephen's overriding preoccupation was to understand how advertising built brands. What intrigued him most was the intellectual puzzle at the heart of planning: how to keep brands fresh and provocative without losing what made them successful in the first place. His booklet 'What is a Brand', published by JWT in 1971, is the template for what later became the 'Account Planner's Tool Kit', the most comprehensive guide to strategic communications planning ever produced – by anyone, anywhere.

Stephen challenged virtually all received wisdom and demonstrated the fatuity of many research techniques with a gleeful irreverence that was a joy to behold, gathering devoted fans around the world. In doing so he gave the business of making advertising intellectual respectability grounded in practical experience. A contribution truly built to last. I learnt an enormous amount from Stephen. And, as a friend, I shall sorely miss him.

Jeremy Bullmore writes:

His huge contribution to advertising thinking was rooted stubbornly in the practical. His unshaken belief remained that advertising was at its most irresponsible when it was least efficient; and that the only test case-based theory was its ability to minimise advertising irrelevance and maximise its effectiveness.

In 1957, Stephen King had joined the marketing department of J Walter Thompson, then comfortably the largest agency in London. He came with a degree in modern greats, a mind that was incapable of fudge and muddle, a gift for parody and pastiche, a love of the arts – and all the practicality of the handyman he was.

These were some of the things that immediately intrigued him: what was advertising for? How did it work? How did communication work? How many different roles could advertising have? What was the value of research? Could research predict the outcome of an advertising campaign? Did research research the right things – or only the things that were easy to research? On every one of these thoroughly fundamental topics, and a great many more, he made great and original contributions

On his retirement in 1988 (he was by now a member of the worldwide board) JWT put together, for private publication, a small selection of his published writings. Called The King Papers, they span the years 1967 to 1985. Here are some of the titles: 'Can research evaluate the creative content of advertising?'; 'What is a brand?'; 'Practical progress from a theory of advertisements'; 'Advertising: art and science'. They remain timelessly potentially valuable but are an almost unexploited gold mine. Another 30 or so exist but languish

in filing cabinets. Looking back, it seems inevitable that all this digging, all this hard handiwork, would have led him to identify the need for a new specialized agency role. Coincidentally, Stanley Pollitt at BMP was reaching the same conclusion. As Stephen said a million times: they didn't invent account planning. You can't put pen to paper without some sort of rudimentary planning. What they did was isolate planning as a discrete discipline. They invented account planners and the account planning department. The success of this controversial venture within JWT was crucially aided by the fact that Stephen himself was a brilliant planner. He earned the awed respect of clients such as Guinness, TSB, Kellogg's, Bowater Scott and dozens of others. When RM innocently asked the agency how it might make more money from the flour it milled (to cut a three-year-long story short) he led the team that invented Mr. Kipling: packs, name, ads, in-store material range: even a couple of recipes. Twenty years later, he was deeply amused by all this fancy new interest in something called integration: he'd taken it for granted, and practised it, from the beginning. What planning, at its best, can do is bridge that pointless gap between the better academics and the more thoughtful practitioners. That's not the least of the King legacies. He bridged that great divide in both his perceptiveness and his actions I was lucky enough to know Stephen King for a barely believable 60 years. There are hundreds of us around the world who know how much we learned from him, how much we owe him and how much we relished his company There are thousands more who heard him speak and who read his papers and who keep them still.

Stephen King was born on 25 February 1931 and died on 16 February 2006, eight days before his 75th birthday. He and his wife Sally (a fine copywriter) have three grown-up children. He is survived not only by his family but by a body of work that demands to be disinterred, edited, published – and widely read and implemented. That pointless gap between the theoreticians and the practitioners is not yet closed –and Stephen King is still around to lead the charge to close it.

STANLEY ORWELL 1924-2006

Tom Punt writes:

Stanley Orwell was part of the 'magic triumvirate' who formed and shaped MIL Research Ltd, later MIL Research plc. He joined Rudy Goldsmith from Research Services where he had gone in the early 1950s to work with Mark Abrams after a spell in academic research. He had taken his degree in Natural Sciences from Cambridge where he had read psychology as a constituent part of this Tripos. The idea was that Stanley would organise a research facility for Rudy's existing company, Sales Force Ltd, and in 1955 he and Rudy formed a partnership and then a limited company which they called Market Investigations Ltd, soon to be known as MIL, to act as a full-service agency of which Stanley was the first managing director. Together they recruited Kit Molloy and thus the triumvirate was formed.

Stanley was never personally very interested in the detail of research on consumer goods and, instead, wisely recruited others to do such work, first of all Kit. Stanley himself specialised first in agricultural research and later in certain aspects of healthcare, research such as infant nutrition and the early uses of body scanning. He and Kit gradually built a very good cohesive team including some who left the company long before its public flotation, such as Peter Southgate and Bill Blyth, and some who, like myself, stayed. Stanley eventually became chairman of MIL Research Ltd, the consumer arm, leaving Rudy as chairman of the holding company, the MIL Research Group, that included also companies carrying out pharmaceutical and business-to-business research. Not unreasonably Stanley thenceforward never interfered much in any research that did not engage him fully but still cast a critical eye on what he thought were the most interesting projects being done by other people in the firm. He also played an important role in developing the business with Rudy and Kit to the point where it went public in 1986. when he became totally and enthusiastically engaged with city experts, lawyers, accountants and public relations people. Essentially he was not a businessman in the same sense as Rudy but provided lots of robust intellectual power and gravitas to the impressive public face of the firm which resulted in a very successful public flotation.

He was a man of enormously wide interests including music, especially chamber music and opera, sailing, which he was able to enjoy when he retired, psychology, semantics and many other intellectual pursuits. He and his wife Pat were benefactors of both the English National Opera and the Royal Opera House. Stanley didn't suffer fools gladly and sometimes appeared a bit aloof which made him more difficult to approach than the two other members of the triumvirate. However he opened up when subjects that interested him were being discussed and could get quite enthusiastic about topics such as the last quartets of Beethoven and, through this, could even be made to look at current consumer research projects. Stanley was always amused by uninformed people who used to ask him whether he was any relation to George, not realising that Orwell was an adopted name for both, in 'George's' case substituting for Blair and in Stanley's for Oreanu. He consequently took great delight in throwing a marvellous 1984 party for which a warehouse in King's Cross was fitted out as an Orwellian control centre with TV cameras monitoring the guests and public-address systems making frequent announcements, but in a most kindly way, the atmosphere alleviated by generous supplies of food and drink and much loud music all organised by his son Michael.

Although Stanley could become impatient when asked to comment in detail on ongoing jobs, he could be relied on for a very informed second opinion on new research methodology and was imaginative when it came to considering new ventures. But usually others had to provide the follow-through. He gradually withdrew from the public face of research, for instance he stopped attending MRS events and conferences which he often pretended to find boring. He never became a member of the Research Network. Consequently he was largely unknown to the new generation of researchers who almost certainly had met Kit and definitely had at least heard of Rudy. Nevertheless MIL would not have been the same, or as successful, without him.

JOHN FULLER

Mike Hannah writes:

I first met John when I joined Marplan Limited as a temporary coder in 1961. He had only recently been appointed as Managing Director, following in the footsteps of Harry Henry – a hard act to follow. Nevertheless, over the next 10 years, John was able to build the company into one of the top dozen or so market research agencies in the country, with an enviable reputation for motivation and media research.

As an MD, John had a gift for spotting talented people, persuading them that Marplan was the place to be, and then leaving them alone to do what they did best. He was lavish with praise when we did things well, sparing with criticism when we didn't (quite frequently!), and always encouraging of innovative ideas. This enabled Marplan to develop an unique culture where creativity was the norm, where we all strove to expand the frontiers of knowledge, and above all, we had fun.

We purchased an old ECG machine from one of the teaching hospitals, strapped 'volunteers' to it and measured just about every bodily response to advertising stimuli. We did the same with a massive crash helmet to which was attached an eye camera. We developed a number of different tachistoscopes and other techniques to try to discover how ads communicated. John loved all of this, and no idea was too wacky for him not to encourage us to investigate further.

John also supported us in our non-research and social activities. Lunch time diversions ranged from tiddleywinks, the more intellectual pursuits of *The Times* Crossword, through to the dubious, eerily lit basement of the Cue Club in Holborn, and the more athletic sports such as tennis in Lincolns Inn Fields. He was an enthusiastic team member of the alternative MCC (Marplan Cricket Club) and as an elegant opening bat was happy to turn up to play whether we were at our home ground (Wormwood Scrubs Playing Fields), or the considerably more lush grounds of Sir Peter Cadbury when we played Westward Television in the West Country.

The staff, consequently, were very fond of John and when just a few years ago it was suggested a reunion of those who had worked at the Cursitor Street offices off Chancery Lane the response was overwhelming. Over 50 people attended this event, which was a testament to the affection we all felt for John and the unique culture he fostered. Since then we meet several times a year, and right up to his death, John endeavoured to make as many meetings as possible.

In his personal life, John was above all a family man, and our sympathies go out to Anne, his children and grandchildren. John loved good food and wine. He was also an avid collector of militaria and sundry other things which took his fancy, a lifelong supporter of Arsenal, and lover of cricket. Nina and I were privileged to attend John's funeral, which was an occasion for many shared happy memories, champagne and smoked salmon – it was a pity John had to miss it, he would have approved.

NAOMI SARGANT (LADY McINTOSH)

Tom Punt writes:

As we go to press we are saddened to hear of the death of Naomi Sargent on 23 July. 2006. She died peacefully in University College hospital after a short illness. Naomi Ellen Sargent, daughter of Tom Sargent, lawyer and businessman and the founder-secretary of *Justice*, was educated at the Friends School Saffron Walden and then at Bedford College, London University, where she read sociology. She first married Peter Kelly with whom she had a son, David.

She joined the Gallup Poll and met Andrew McIntosh who she subsequently married, very happily, as her second husband. She and Andrew were active members of the Labour Party and in the mid to late '60s they were both members of the Council in the newly created London Borough of Haringey, Naomi serving on the Education Committee and acting as Chair of the Children's Committee. Andrew became a member of the GLC for Tottenham and later leader of the Labour Group on the Council. Naomi also continued to work at Gallup – all this whilst her two small sons with Andrew, Francis and Phillip, were growing up.

In spite of having a distinguished father and husband Naomi was not one to bask in anyone else's glory, instead carving out a pathfinding career of her own. After Andrew received his working life peerage in 1983 Naomi tried to be addressed as Lady McIntosh as seldom as possible though she certainly did everything she could to uphold Andrew's position. Members of the Network will remember Naomi taking over as host at the Lunch held in the House of Lords before Andrew could be released from a committee he was attending. She carried out this task with charm and aplomb, every inch the lady in a more general sense, and greeting members recognised or unrecognised with the same friendliness.

However, Naomi Sargent will be remembered for her own career. After Gallup she joined Enfield College of Technology, later part of Middlesex University, where she lectured in marketing and market research and then in 1969 the newly-formed Open University, a project after her own heart, where she became, first, the founder head of the Survey Research Unit and then acquired the status of Reader and finally Professor of Applied Social Research and was made Pro Vice-Chancellor, (Student Affairs) and, thereby, the first woman pro Vice Chancellor in any university in this country.

In 1981 Naomi was recruited by Channel 4 to become the founding Senior Commissioning Editor for Educational Programming where she strove to communicate her ideas on adult learning in a wider media context. She retired from this job in 1989 and continued to freelance as a consultant and writer in the fields of media and lifelong learning in which she always took a passionate interest. She held numerous committee chairs and published many papers.

Naomi was an outspoken advocate of freedom, equality of opportunity, the responsibility of the media and, although she gave the impression of finding it difficult to stand still or 'retire' in any conventional sense, she was also in her more private life a much loved wife and mother and a loyal friend of so many. She continued to support many good causes nearer home, her party political interests being not jettisoned but perhaps put into second place. She was, for instance, chair of a charity called the Harington Scheme that provided training in horticulture for young people with learning difficulties. The whole country as well as the Network will be poorer for her untimely passing and we all wish to convey our profound sympathy to Andrew, David, Francis and Philip.

BARBARA MARTIN (BRODERICK)

Phil Barnard writes:

Barbara Martin, as most Research Network members will have known her, died of cancer in March 2006 aged 61. She leaves a legacy of many first class researchers who gained their skills and confidence from her example as a classic researcher and a brilliant mentor.

Barbara joined RBL (later Research International) as a graduate trainee in 1966 and proved to be an exceptional researcher and, in particular, an outstanding questionnaire designer. She embodied the spirit of the '60s, testing to breaking point the sartorial opportunities offered by curtains and a variety of see-through materials as well as having a keen sense of what would now be called political correctness.

This was combined with both a fun loving nature and an enormous commitment to her groups of young researchers who received some of the best training and guidance in the business. All this was managed alongside lovingly tending to the needs of her severely handicapped son and, all too often, fighting bureaucratic battles on his behalf.

Barbara's career in the RBL/RI Group also included spells freelancing for the Qualitative Research Unit, strengthening the New York office and with Marplan. Before her early retirement on medical grounds in 2000, she had increasingly focussed on social and governmental research where her intensely conscientious nature and meticulous work style proved immensely valuable.

Barbara will be remembered with gratitude and affection by those who worked with her.

JETTY PLASSCHAERT

Jetty Plasschaert was a Dutch qualitative researcher who will have been known to many research network members. She founded PQR (Plasschaert Quality in Research) and was an active ESOMAR member for many years, contributing to various conferences, seminars and other events. Jetty was a delightfully warm and generous person and is greatly missed by her many friends in the international research community. She had been ill for some time and died peacefully at her home in Amsterdam in February 2006.

We also record below the deaths of two other Network members whose names we were unable to record in the last issue.

BILL DUNNING

We regret to report the death of Bill Dunning. Bill ran Scantel in Manchester in the 1970s and was very involved in the MRS Northern Branch. He developed Scantest, a unique design and colour-testing model. His company, the Holy Grail, part of the Euronet Network, used the model to help clients throughout Europe. Bill is missed, not only as a valued colleague and friend within the market research community, but also for his unsung work in helping young people in the industry.

STUART JACKSON.

Stuart was latterly a freelance consultant, mainly in the areas of industrial and business-to-business research.