

# THE RESEARCH NETWORK NEWSLETTER

Editors: Phyllis Vangelder and Tom Punt

Winter 2006

## THE WAY WE ARE NOW – our new Steering Group Chairman Nick Phillips writes:



Happy New Year to all members of the Research Network. At the start of the year I took over from Peter Bartram, whose wisdom and drive have been key factors in the three successful years of the Network since its launch. I'm delighted that Peter has agreed to stay on as a member of the Steering Group.

Two dates have already been fixed: Tuesday 25<sup>th</sup> April for the Spring lunch, which will also be a 90<sup>th</sup> birthday celebration for Harry Henry, and the summer buffet and afternoon party on Thursday 6<sup>th</sup> July.

I look forward to meeting old friends on these occasions and also getting to know those whose paths didn't cross with mine. Some of these friends go right back to AGB (now TNS) in the 60s. So it was good to see Mike Brooks at the summer party last year. Some go back around 30 years to the COI in the 70s. John Samuels, another member of the Network, was a terrific colleague then, and his appreciation of Kit Molloy in this Newsletter manifests his characteristic blend of precision and sensitivity. I'm pleased to see that the COI is still a major buyer

and user of research in its planning and evaluation of campaigns.

Other friends date from the 80s. Ron Artingstall, another Network member, was my wise colleague at Beecham who held the key research post.

From the mid-80s onwards, first on the Board of Granada TV and then as DG of the IPA my research interests were more specifically in media research (particularly on the management committee and Board of BARB for some 20 years and Vice-Chairman of the NRS for a dozen years). This area of the business introduced me to a fascinating set of people, all able to argue their corners brilliantly. I sometimes think that the high standards of joint industry media research in the UK derive particularly from the balance of forces of each party carefully evaluating the other parties! And the Network has some distinguished media researchers in its membership.

I'll do my best, with the colleagues on the Steering Group, to preserve and enhance what's been achieved in the last three years: creating opportunities where experienced researchers want to meet up in an open and relaxed atmosphere.

See you at the lunches!

## THE SEVENTH RESEARCH NETWORK LUNCH AT THE CHARTERED ACCOUNTANTS HALL 21 OCTOBER 2005

In Moorgate Place is the home of the Institute of Chartered Accountants, a gem of Victorian Neo Baroque but restored and given a large modern Grand Hall in the late 1960s. Through the assistance of Robin Birn, a Network member and in charge of research for the Institute, we secured the Hall as the venue for our October lunch. To Robin we acknowledge our very grateful thanks. Janet Weitz most generously sponsored the lunch financially. We enjoyed a very well catered buffet lunch with plentiful and good wine. The spacious surroundings made circulation very easy. We were able to view the original, but much smaller, hall adjoining the present Grand Hall and admire its wonderful decoration. Thus we combined admiration of the building's Victorian splendour with its present day modernity and open space. Some pictures of the very satisfied guests are below.



Nick Phillips  
Frank Winter



Peter Bartram  
John Samuels  
Valerie Farbridge



Janet Weitz  
Peter Greenwood



Robin Birn

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## THE WAY WE WERE

### From the Newsletters of Yesteryear.

#### 35 years ago (1971):

- For the first time the MRS appointed a full-time Education Officer.
- At an MRS weekend course on Advertising Research Louis Moss asserted that “by the end of the first quarter of the 20<sup>th</sup> century, a foundation had been laid for the systematic study of the circumstances and states of mind of the population, but progress thereafter was very slow” (thereby dismissing all subsequent advances in social research?)

#### And 30 years ago (1976):

- Sharp arguments about the philosopher Karl Popper took up many column inches, epitomised by Derek Bloom’s withering shot: “If only Popper’s arguments were more widely understood, especially in the business schools of America, we might be spared the pseudo-scientific numerology and metaphysical concept-mongering that abound in the literature of marketing research.”
- Several leading researchers died prematurely in that year – for example, Michael Burrows, a “kindly, cheerful and friendly” director of BMRB, at the age of 55; and Bruce Tulloch of Attwoods and later Makrotest, “a man of enthusiasm and energy, ever cheerful and ready to lend a hand or offer a word of friendly advice,” at the age of 49.

#### And 25 years ago (1981):

- Nick Phillips, then Marketing Services Director of Beecham Products (and now Chairman of the Research Network Steering Group) convened an MRS Education Course on ‘Evaluating Advertising Campaigns’ at the Whately Hall Hotel in Banbury. Speakers included John Caffyn, Wendy Law, Michael Stewart, Anne Wicks (where are they all now?) and, of course, Colin McDonald.
- How many readers of this Newsletter can remember Roy Castle’s tour-de-force performance at the MRS Annual Conference that year?
- In a Newsletter article, Winston Fletcher looked back to the 1950s, the decade of Dichter, Schwerin, and Vance Packard’s *Hidden Persuaders*: “It was the era of market research hucksters –brilliantly entrepreneurial, creative, self-publicist salesmen. (Where are their successors now?).”

#### And 20 years ago (1986):

- The International Research Committee celebrated its 20 years of successful existence. Ex-Chairman Graeme Cranch described its past achievements and continued liveliness: “Its discussions, albeit serious in content, show a cheerful enjoyment which the old stagers find refreshing after the frequent dourness of earlier days ... Could the appointment of a Chairman from the distaff side have anything to do with that welcome change?” (It was Mary Bartram, actually; but then only a few years later this most successful of the MRS Committees was disgracefully abolished: does anyone know why? – Ed.)
- In February, John Bound announced that he was in training for the Brighton Fun Run, and hoping to exhort Madge Dugdale to attract sponsors...

## BOOK NOW FOR THE NEXT LUNCH 25 APRIL 2006 ON BOARD THE TS QUEEN MARY



Our next lunch will be held aboard the Queen Mary. This Queen Mary was built in 1933 as a pleasure boat for the Clyde and gave her last excursion in September 1978. In 1997 she was re-fitted as a restaurant and moored safely on the Victoria Embankment between Embankment and Temple Underground Stations. The lunch will be a seated self-serve buffet and will include a vegetarian alternative. Tickets are £25 and, if room is available, you may bring guests at a price of £30. Send

your cheques to Gill Wareing at 6 Walkfield Drive, Epsom Downs Surrey KT18 5UF. The Network website has a link to the TS Queen Mary website which contains information about the venue and a map showing the location in detail.

This lunch will be a special celebration of the 90<sup>th</sup> birthday of Harry Henry a founding member of the MRS and a member of the Research Network since its inception. Come and join in our tribute to the oldest member both of the MRS and of the Network. Harry has been a consistent contributor to the Newsletter and you can read his latest article on p.5.

## THE RESEARCH NETWORK ANNUAL GENERAL MEETING HELD ON 6 DECEMBER 2005

Twenty people attended the meeting, held at the offices of Research International to which we are very grateful for providing both the meeting room and hospitality. Peter Bartram, the retiring Chairman of the Steering Group, reported that the Network continued to have 200 members and was in a very good financial position, with reserves of £2,745. He paid tribute to members, and other senior researchers who had died during 2005.

The Meeting then took the following decisions:

- To elect Nick Phillips as the new Chairman of the Steering Group. Nick comes with a distinguished background as a media researcher and latterly as Director-General of the IPA.
- Since the financial position was very satisfactory, to make a special donation of £750 to the funds of the Market Research Benevolent Association which had been helpful in offering funds (subsequently not needed) to set up the Network at its inception.
- To keep the suggested membership contribution at £25 and to continue to have a maximum ticket price, for members, of £25 for the twice-yearly lunch.
- To agree that the present members of the Steering Group, who had indicated their willingness, should continue in office, though nominations were always welcome from other members prepared to take on a specific role.

It was further agreed that:

- There was no need to design special mail shots in order to solicit members since membership continued to grow satisfactorily by word of mouth.
- The next lunch (later agreed for 25 April) should be designated in honour of the 90<sup>th</sup> birthday of Harry Henry, a founding member both of the MRS and the Research Network.
- By unanimous demand, to hold another Summer Party, subsequently provisionally arranged at the Auriol Kensington Rowing Club for Thursday 6 July 2006.
- To continue to publish the Newsletter twice a year in winter and summer.
- To continue with the present website and to consider further development of this in 2006.

In concluding the meeting Nick Phillips proposed a hearty vote of thanks to Peter Bartram for his enterprise and effort in creating the Research Network and for so ably steering it through the first three years of its existence. Peter was unanimously approved as the Network's first Life Honorary Member.

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### THE MARKET RESEARCH BENEVOLENT ASSOCIATION

The MRBA was very helpful in the early stages of the Research Network and we urge you to support its fundraising efforts and also to bring to its attention anyone who spent their career in research, whether or not a member of the MRS, whom you think may be in need of help or assistance. You can do this by telephoning Gill Wareing, who is also the Hon Secretary Treasurer of the MRBA, on 0137-379261.

The latest special fundraising effort is a repeat of the very successful Silent Auction at the MRS Conference organised by Linda Henshall. If you have any items which you think could be included in this Auction, which raised nearly £4,000 last year, please contact Linda on 01932-830083 or email her at [lindahenshall@newfieldwork.co.uk](mailto:lindahenshall@newfieldwork.co.uk).

## Phyllis Vangelder visits THE HISTORY OF ADVERTISING TRUST

### An object lesson in preserving the best of the past.

Beccles is a small one-track station on the Norfolk-Suffolk border, 18 miles from Norwich. A ten-minute drive brings you to the Raveningham Centre, a collection of restored farm buildings which have been converted into small units. HAT Archive and Study Centre has among its neighbours a kite maker, an antiques outlet, a kitchen shop and an electronics communications office. The Centre is in the middle of country meadows – an unlikely environment for a unique archive devoted to what is essentially a metropolitan industry.

What a treasure trove it is. With more than a million items, it is now the largest archive of UK advertising, marketing and media in the world. As you enter you see on the walls the old lift doors from Selfridges. And then you see the books and learn about the collections from agencies which no longer exist such as Allen, Brady & Marsh, Charles Barker, Crawfords, the London Press Exchange, Sells and Greenlys (where I spent two very happy years as Research Information Officer!). There is also archival material from agencies in business today and from companies and corporations such as Selfridges, C & A, Heinz, Hovis, HP Foods, the Dairy Council, SmithKline Beecham and Rowntree. There are archives from classic campaigns like those of Shell and Guinness and unique material for studies of gender issues, wartime advertising, fashion, pharmaceuticals, charities and a myriad of other specialised applications. The earliest held collection is the archive of R F White (c 1800), possibly the UK's first advertising agency. The most recent items are last month's TV commercials.

The History of Advertising Trust began when a small group within the advertising industry decided that its heritage needed to be preserved and that the story of advertising should be encouraged and subsidised. HAT was founded in 1976 as an archive of advertising, but its collections have now spread to include all forms of brand communications including marketing, retail, media, PR and advertising research.

Margaret Rose, HAT's indefatigable General Manager and Head of Research, showed me the ranks of shelves which hold material that has been lovingly catalogued and conserved. Archiving is a very specialised craft. Papers, illustrated material and books have to be kept in the right conditions, at a regularised temperature. Volunteers come in to help the small professional staff in this painstaking work. One volunteer, Sally Brundle, has been working at HAT since 2002 and has catalogued approximately 2,200 slides of advertising images. She hopes to return to work on HAT's Collett Dickenson Pearce agency slide collection which spans the period from 1960 to 2000. There is always work for volunteers: new material arrives daily which needs to be processed straight away, rough listed, catalogued, databased, boxed and shelved.

The Archive is a vast and unique research resource. The collections include original artwork, posters, point-of-sale promotions, brochures, proofs, press and magazine cuttings, complete sets of consumers magazines, direct mail, photographs, transparencies, audio and video tapes, TV and cinema commercials and campaign research. It also holds advertising statistics, market research, industry journals and a large and expanding library of over 4,000 books. When I was there HAT was very reluctantly disposing of duplicate material. I couldn't resist the skip and came away with classics by Harry Henry, Stanley Pollitt and Simon Broadbent.

Barry Cox, who became Chief Executive following Michael Cudlipp's untimely death, is very excited about the future of HAT. The Archive doubled in size between 1992 and 1996 and continues to grow rapidly year-by-year. In 2004 it was nearly 6,000 square feet as opposed to 600 square feet in 1990. A new extension which will double the present space is almost complete and will be occupied in early Spring. Barry Cox says "You cannot fail to be impressed by the wealth of historical material and advertising imagery that HAT holds within its collections. HAT is a marvellous national treasure and offers a unique study opportunity too all those researching advertising, marketing and media subjects".

HAT's job is to rescue material, to conserve it to the best possible standard and to make it available as cheaply as possible to as many non-profit clients as possible. It also provides data, at commercial rates to companies and organisations, as well as an archive service for organisations which wish to preserve their history. When archiving for clients, HAT stipulates that it will only take material relevant to its field, which subject to confidentiality, must be available for study. HAT aims to make at least 60% of its overheads from its own services (archiving and digitisation, research and publications). The remainder comes from donations by trusts, companies, organisations and individuals.

Some members of the Research Network might be considering decluttering their attics or garages, not to mention their bookshelves. Advertising or brand/company histories are particularly welcome but you might well have books, reports or journals which HAT would appreciate. If you have any material which you believe might be relevant do get in touch with Margaret Rose. Further information is available from Margaret on 01508 548623 or on the website [www.hatads.org.uk](http://www.hatads.org.uk).

## A DIFFERENT SORT OF SUBLIMITY

Harry Henry, pictured below, remembers an experiment on subliminal advertising.



At an advertising (or research) conference held in (I think) New York in mid-1957 – I seem to have lost all the papers, and my memory of detail fifty years back is not wholly reliable – a certain amount of interest was raised by the claim by one of the participants to have conducted, successfully, an experiment in ‘subliminal advertising’. Subliminal advertising, as any fule kno, is defined as referring to messages which, while not having been perceived consciously, have the same effect as if they had been.

The claim was advanced by a James McDonald Vicary – whom I (and many of us) found a very odd character indeed, and who is alleged to have disappeared from the advertising scene in 1958. He left behind a certain amount of confusion about just what the experiment was, though it was generally believed that the claim related to the relative sales of popcorn or coca-cola or something, in a cinema (‘motion picture theater’ in the local terminology). Nobody was talking about it in terms of television. A news column on the subject appeared in *Advertising Age* at the time, and I believe in *Printer’s Ink* a few months later, while other bits and pieces on the subject cropped up over the next few years. And, of course, Vance Packard made play with it in his attacks on advertising.

At this time I was Research Director of McCann-Erickson, and while I believed the whole concept to be a nonsense I thought it would b interesting to run an experiment on our own account. We had fairly recently acquired the whole of the business of Carreras, one of the larger tobacco companies, which, while not one of the two giants, was celebrated for its claim that its leading cigarette brand, Craven A, was ‘made specially to prevent sore throats’. (How we had used research, paid for by the client, to sweep the whole of its business into our portfolio is too long a story for the present).

Carreras had recently launched a new cigarette brand, Barron’s (so called to gratify its Chairman’s vanity, which was very properly punished in due course) and this offered an opportunity for my immediate need. Into one of the 30-second commercials showing on Associated Rediffusion in the London area for one of the company’s major brands, Piccadilly, we inserted a single frame reading ‘Buy some Barron’s tomorrow’. Three days later we interviewed 500 men who could reasonably be regarded as having been exposed to it – that is to say, claimed to have watched the programme in which the commercial appeared. Not a single one had bought any Barron’s and when asked “How would you complete this sentence ‘Buy some ??? tomorrow’? ”, nobody said ‘Barron’s’.

Was that the end of it? Not quite. Two days later, I received an indignant letter from the Sales Director of Associated Rediffusion, pointing out, first, that subliminal advertising was strictly forbidden, and secondly, that advertising two products in the same commercial incurred a surcharge. I cannot, after half a century, remember whether he got it: I suspect not.

One of the most interesting aspects of all this is that despite that fact that while over the next several decades not a single valid piece of research on subliminal advertising appeared, references to the subject, implying acceptability – or at least respectability – kept turning up in a variety of journals and textbooks, with the sources appropriately referenced in the footnotes. But in this context academics draw on each other, and whenever a chain of references was traced back to its source (as it was at my insistence a number of times) that source turned out to be the original column in *Advertising Age*.

An interesting tribute to the power of journalism, but not what you would call research.

## ARE YOU A TYPICAL RESEARCH NETWORKER? Tell-tale Signs

That excellent publication The Oldie recently republished an article on self-diagnosis as an 'Oldie'. With grateful acknowledgements to the magazine, here are some of their questions plus a number of our own which, not entirely seriously of course, may act as our own self-diagnosis battery. Answer Yes or No to each.

1. When you hear 'Big Brother' do you first think of George Orwell?
2. When you hear 'group' do you first think of 'discussion' rather than 'focus'?
3. Do you know many more researchers at Network lunches than you recognise by name?
4. Do you still often write letters to friends or newspapers rather than using email?
5. Did you watch Grumpy Old Men or Grumpy Old Women and think 'They're not old!'
6. Do you remember John Samuels in cabaret at the MRS Conference in Brighton?
7. Are you a little sceptical of the value of political opinion polls?
8. Did you ever attend an MRS monthly lunch at the Criterion?
9. Have you rejoined the Research Network for 2006?
10. Have you been more than once to a Japanese restaurant?
11. When you hear 'Simpsons' do you think of a traditional restaurant in the Strand?
12. Do you own your own personal iPod?
13. Do you argue out loud with people on the radio or TV?
14. Do you ever call a radio a wireless?
15. Do you save string, elastic bands or paper clips?
16. Do you like wearing a dinner jacket or a long evening dress (or both)?
17. Do you still possess a slide rule?
18. Do you know what a Powers-Samas card is (or was)?
19. Can you waltz or quickstep?
20. Do you clean your shoes with a brush and proper shoe polish?

If you have answered 'Yes' to more than 10 questions, and 'No' to Questions 10 and 12 you are an absolutely typical Research Networker. If you have answered less than 12 questions as 'Yes' but 'No' to Question 9 we still will give you a hearty welcome if you do, and totally accept you as refreshingly atypical.

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### YOUR CONTRIBUTIONS

Your contributions to this Newsletter are very much sought and welcomed. Please don't hesitate to send us your articles, news and criticisms. The Newsletter, like other aspects of Research Network activities, is totally dependent on the voluntary efforts and initiative of members.

Comments on this Newsletter or any other aspect of Network activities may be given or sent to any member of the Steering Group, contact details for whom you will find in the Contact Directory. The members of this Group are Nick Phillips (Chairman), Jane Bain (International Membership and Joint Events Coordinator), Peter Bartram (ex-Chairman), Jane Gwilliam (Events Organiser), Linda Henshall (liaison with other research bodies), Tom Punt, Phyllis Vangelder (Joint Editors Newsletter) and Frank Winter (Data Protection). The Research Network website at <http://members.aol.com/resnews/UPDATE> also contains an email link which you can use for general comments.

Specific Newsletter contributions should be sent to Phyllis Vangelder at 17 Kenelm Close, Harrow HA1 3TE or by email at [p.vangelder@btinternet.com](mailto:p.vangelder@btinternet.com). Copy submitted for the next issue should be with her by the end of July 2006.

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### NEWS OF OTHER OLD RESEARCHERS: Chris Minter writes:

'G.T.H. (Hickie) Logie celebrated his 90th Birthday at Wincanton on 7 September. He retired from BMRB in 1971 as Associate Director/Office Manager, having held responsibilities which would nowadays be the roles of Directors of HR/IT/Operations/Production/Facilities! A kind and avuncular figure he was popular at all levels – cheerful, a pillar of company Golf Days, and much respected. He retired to Wincanton where he supports racing, started a lunch club and continues to entertain old friends and colleagues. Many thanks to Margaret, his wife, for her generous hospitality to those of us from BMRB who were able to share a memorable day.'

We will be pleased to publish other news of researchers - members or others - that you may have.

## NOT FORGOTTEN

### KIT MOLLOY 1934-2005

[John Samuels prepared this tribute for \*Research\* which we reprint by his kind permission.](#)

With the death of Kit Molloy, we have lost a man of honour, charm, bonhomie, and generosity of spirit unequalled in market research in Britain. The profession may never see his like again.

Born in Burma, Kit came to Britain for his education; first at Mayfield, then Corpus Christi Oxford, where he read PPE, played rugby, captained cricket, and forged many lifelong friendships. He was a great benefactor of the college and was thrilled when his family threw a surprise cricket match and dinner there for his 60<sup>th</sup> birthday.

Upon graduation, he sailed for New Orleans with a varsity chum. There he toured the South, selling Chunky chocolate, and there he met his first Southern Belle, Beckie.

Marriage brought the desires for a career and family, so the couple booked a passage to England on a banana boat. His son Pat was born in 1960 and his daughter Sarah two years later.

Seeking employment, Kit chanced upon an embryonic market research company, Market Investigations (MIL). He joined Rudi Goldsmith and Stanley Orwell in 1959 and never worked anywhere else.

Fuelled by Rudi's business acumen and Kit's charm and care for clients and staff, MIL became one of the leading agencies during the '70s and '80s. As MD, Kit was quite simply brilliant. He nurtured clients with outstanding service and many became friends for life.

He was, if anything, even more devoted to his staff. He cared deeply for their welfare and supported them in both their professional and private lives. On Valentine's Day each lady would receive her own personal red rose.

With this handsome, charismatic leader at the helm, MIL prospered and was floated in 1986. Within two years MAI acquired the company and soon merged it with NOP. Kit was the eventual choice for MD. His leadership and caring attitude ensured the merger was among the most successful ever accomplished in market research in the UK. He remained as Chairman of NOP until his retirement.

Kit won the Best Paper Award at the ESOMAR Congress with Peter Smith for work on the Ford Fiesta; he played a significant role on the Management Committee of the MRBA for two decades; he was one of the very few Honorary Life Members of the MRS.

Following Beckie's death, Kit married his second Southern Belle, Marcia. They had eight wonderful years, sharing their time together in New Orleans and London and their love with their two families.

Throughout life, Kit, ever the bon vivant, endeared himself to all he met. He regarded himself as a blessed man who had led a charmed life, but it is we who are the lucky ones. Our thoughts are with the whole family.

These few paragraphs cannot do justice to this very special, unique man; it would take a whole supplement merely to chronicle his generosity and kindness to countless individuals.

Kit Molloy possessed many of the ancient virtues: chivalry, loyalty, integrity.... In Chaucer's phrase  
*"he was a verry parfit gentil knyght"*

[Tom Punt adds these words](#)

I met Kit in 1961 when I was a client of MIL and one of the first, in John's words, to be 'nurtured...with outstanding service'. Later on I became a competitor and finally in 1976 went to work for him when I became a director of MIL Research Ltd. Whatever our formal relationship, Kit's attitude to me never varied. The early evening chats continued and we would talk of many things over a Scotch, or two, mainly amusing things that had happened to him during the day, cricket - though he deplored my ignorance of the finer points of the game particularly since I was a Yorkshireman - and occasionally work. From 1976 until my retirement in 1993 he was my ultimate boss, generous in his praise when he approved of what I had done and gentle in his criticism when he did not. I never heard him say one bitter or cruel thing about anyone, though his sense of the ironic was very sharp. Typically he also thought of me in my retirement, offering me consultancy and encouraging me to work as an independent consultant for other firms. He was an important part of my life for over forty years and I shall miss him very much.

## ALEC EDWARD DAVIES

### Hugh Bain writes:

Alec Davies was one of my oldest and closest friends for more than forty years, since we first met as members of the Lintas research department in Fetter Lane in the early sixties. Alec was a researcher all his life, having obtained a BSc (Econ) at LSE. Alec's first job on graduating was as an Economist at the Steel Company of Wales, after which he joined Lintas. He then moved to Westminster Research, part of the Masius Wynn Williams group. He was subsequently appointed Market Research Manager at Nabisco Foods in Welwyn Garden City; after which he joined the Burton Group. He established his own company, MANDRA (Marketing and Retail Analysis) in 1972, which he ran until his retirement in Pewsey, Wiltshire, where he had lived for many years.

Alec was a thoroughly decent man. He was highly intelligent and very well read, yet totally lacking in intellectual arrogance, cloaking his fine intellect with modesty and a tendency to self-deprecation. He had a wonderful sense of humour, including a mischievous appreciation of the absurdity of people with grandiose intellectual pretensions. Alec was a gentle man in the truest sense of the term. Jane and I shall miss him very much and I am also sure he will be sorely missed by our cat, Honey, as he looked after her beautifully for us every summer while we visited friends in France.

We would like to extend our deepest sorrow and sympathy for his loss to Alec's family and particularly his son Tristram, who helped look after him through his illness and was with him to the end. Alec died peacefully at home on Wednesday 8th February, after courageously coping with the rapid progression of the aggressive brain tumour which ended his life. He was a lovely man and will be greatly missed by his family and friends.

## SANDY JOHNSTON

Sandy died on 26 July 2005. He joined FDS International Ltd as Research Director and was with the company for eight years. He left to pursue a freelance career and was latterly working for FDS on an ad hoc basis.

Despite undergoing a serious operation for throat cancer, he continued his work in research. He will be remembered for his superb research skills, vivid imagination and quick wit.

### We also regret the passing of the following overseas researchers

## DAVID SPARKES

### Chris Minter writes:

David Sparkes, former Managing Director of Survey Research Indonesia died on 15 October 2005. He first worked in that country when SRG (later acquired by A C Nielsen) started a joint venture, PT In-Search, with Indonesian participation some thirty years ago. Many of his international clients will remember his pioneering work in often-difficult conditions. David died in Guernsey where he lived with his family – Niken, his wife and Adam, his son. He had been ill for some time, but was cheerful to the end.

## THOMAS MARCOTTY 1930 – 2005

Thomas Marcotty died in Düsseldorf, Germany on 11 July 2005, aged 75. He founded *Context* a market research weekly newsletter in 1965 which was widely read in Germany and in the UK by those who read German. He retired in 1999 and his wife Petra took over the publishing of the magazine. Thomas Marcotty led a second life as a writer on Asiatic culture, psychiatry, music theory/ethnology and Indian music