

This newsletter is a departure from our previous format so that Data Analysis Australia can more readily keep you informed of recent events. The articles below are in short format, with an extended version available on our website.

*Dr John Henstridge
Managing Director*

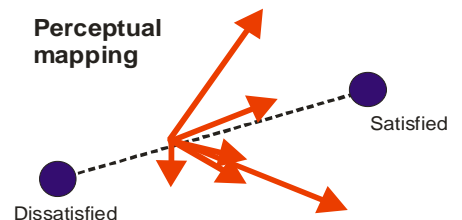
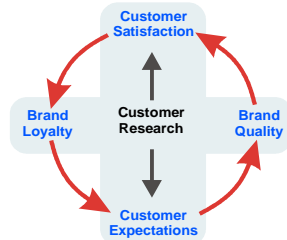
BIG TROUBLE BIG BRANDS

Dr John Henstridge was recently invited by Consumer Probe, a market research company in Singapore with close ties to Data Analysis Australia, to speak at the Singapore Institute of Advertising International Advertising Congress 2001. The theme was 'Big Brands, Big Trouble', and was a re-look at branding and the role of brand positioning in the age of multi-media.

In keeping with this theme, John presented a talk on *Customer Satisfaction as a Determinant of Brand Positioning*, a brief synopsis of which is presented below. John's talk was very well received, and illustrated the close synergy between the market research, statistical and analytical work of Data Analysis Australia and the fields of marketing, advertising and branding.

Customer Satisfaction as a Determinant of Brand Positioning

The concept of branding starts with consumers' perceived needs and wants. After assessing these needs and developing a brand, companies will position the brand in order to project to consumers the 'unique' attributes of a product that will fulfil their need. Customers will ideally then derive some association with a brand – the ideal being that the satisfaction gained from using the brand is associated with attributes such as quality and reliability.



The diagrams above show the links between customer research and brand development. Customers develop expectations about brand quality, which will in turn affect their level of satisfaction with a product or service. This will affect the loyalty of a customer to a brand. Customer research shows the link between the expectations of the customer of what the brand will provide and the satisfaction with what is received.

Data Analysis Australia has a particular expertise in the area of customer satisfaction research. The gap between customer expectations and customer satisfaction is relatively easy to measure by use of survey techniques, but it is harder to understand the drivers or reasons behind it. One such survey that Data Analysis Australia has conducted for a number of years is for the Insurance Commission of Western Australia.

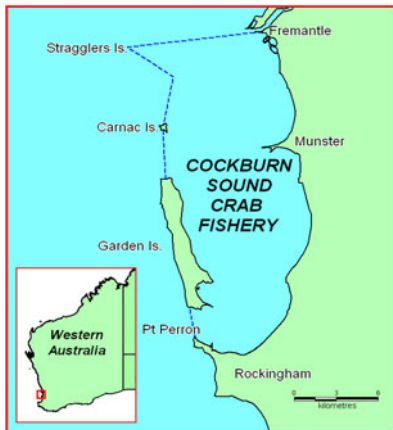
The Insurance Commission's brand 'RiskCover' provides insurance to government agencies and their customer satisfaction is assessed against a number of criteria each year. By using qualitative components to the survey such as personal interviews with RiskCover's clients, Data Analysis Australia is able to make recommendations on how to reposition the RiskCover brand in order to close the gap further.

Dr John Henstridge's Powerpoint presentation is available on <http://www.daa.com.au/newsletters/extra/jan02/satisfaction.pdf>

Fisheries Research

The Fisheries Research and Development Corporation has funded research, led by John Nicholls from Economic Research Associates and assisted by Data Analysis Australia, to develop a practical socio-economic framework that can be used by fisheries managers to address the issue of resource allocation between commercial and recreational sectors in fisheries.

Three fisheries will be investigated over the period of the contract, firstly crabs in the Cockburn Sound Fishery, and subsequently, the Perth Metropolitan Abalone Fishery and the Finfish Fishery.



The most appropriate method of gathering this type of socio-economic information was found to be surveys. Data Analysis Australia is assisting in the design of the methodology, management and implementation of the surveys and the analysis of the collated data.

Rebecca Gordon, Business Analyst at Data Analysis Australia, is working on the commercial survey and analysis side. **Jodie Thompson**, Senior Consultant Statistician, is developing and managing the recreational survey and analysis for this project.

The allocation model extends from the crab fishery to the two other fisheries, which have different allocation dynamics. The research aims to develop a framework adaptable to *any* fishery.

The full article can be found on our website at <http://www.daa.com.au/newsletters/extra/jan02/fisheries.html>

Company News

*Data Analysis Australia would like to welcome our newest member of staff, **Petra Roberts**. Petra joins Data Analysis Australia as a Consultant Statistician, having previously worked at Edith Cowan University. More information on Petra's experience can be found on our website.*

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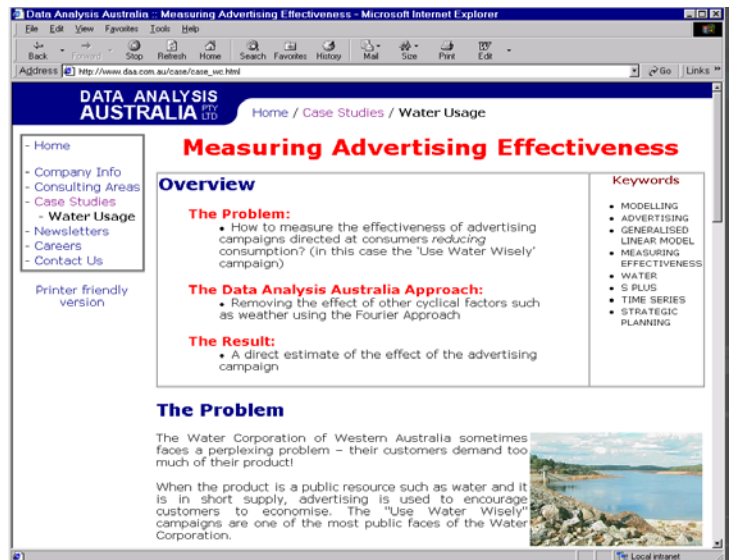
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Website Update - Case Studies

Recent visitors to Data Analysis Australia's website will have noticed a major redesign. This epitomises Data Analysis Australia's approach - an efficient use of modern technology resulting in a highly functional information source. The update ranges from improvements in navigation to the addition of other information such as case studies.

The first of a series of case studies has been added to Data Analysis Australia's website at <http://www.daa.com.au/case>. These case studies show how the unique approach of Data Analysis Australia has resulted in the solution of critical problems and improved efficiency for clients.

The case studies have a twofold purpose - firstly, to provide our clients with more information and tips on how to solve similar issues, and secondly, to give potential clients more information on what we do and how we work.



Classic Quotes

Chateau Picard 1998

Made from a blend of 80% merlot, 15% cabernet sauvignon and 15% cabernet franc, Chateau Picard comes from the Bordeaux region....

—Wine Society (label) 2001