

# MVA BMSR Quarterly Newsletter

Volume 1 – Issue 1 (Q4,2008)

Welcome to the FIRST edition of our quarterly Newsletter!!!

In May 2008, MVA BMSR group invited our current and potential clients to join us in celebrating the arrival of our dedicated webpage (<http://bmsr.mva.com.hk>). Since then, over thousands of much welcomed visits have been recorded online as interests and enthusiasm regarding our professional research and consulting services build on.

As the season of harvesting riding on the autumn breezes arrives, we would like to share with you **the ‘fruits’ of our efforts** in the past quarter, and to introduce to you how **your marketing research and consulting needs** can be addressed and fulfilled here at MVA.



## Highlights of some of our major efforts from Quarter IV, 2008:



- Tale of Two Cities – Survey to study consumers’ responses to sales and promotion events in Hong Kong and Shanghai
- Consulting services to a local shopping mall for its bid of a quality building award – taking a holistic approach on quality, from engineering to marketing, and from rejuvenation of a neighborhood to social responsibilities



- Satisfaction and expectation study for a local tourist attraction to monitor and track its performance and public perceptions towards its images.

- Marketing management and branding workshop for a mainland Chinese luxury vacation and leisure service provider
- Retail catchment analysis for an international fast-food chain on its various store locations



- Cross-market analysis in South East Asia for the Hong Kong film industry to understand the attitudes towards, and marketing opportunities for Hong Kong films in three leading Chinese-speaking markets - Singapore, Malaysia and Taiwan.



- On-going formative evaluations of marketing communication programs, including above-the-line advertisements

## Annual schedule for QuickBus™ 2009

Our omnibus services for 2009 are starting to accept booking NOW! No matter you are looking for a year-round commitment (12 months), or a quarterly or bi-monthly dipstick study, or even ad hoc surveys, our 2009 schedule allows you flexibility on the one hand, and timely results on the other. Check out our 2009 Annual Schedule on web at <http://bmsr.mva.com.hk>

## Next Issue – an independent MVA survey product: MarketPulses™

Keeping the pulses of the ever-changing marketplace and society.  
Bridging the knowledge gap. Seeing the reality.

Market Pulses™ is for MVA current and potential clients with whom we can share results of business, marketing and social surveys undertaken independently by MVA BMSR group. Topics of those surveys will be carefully chosen to address the various needs of clients from the public and the private sectors, spanning different industries and scopes.

In the next Market Pulses™, we will look at how the financial tsunami impacts on HK household grocery shopping at supermarkets. Stay tuned, get ready to feel the PULSES.

**For details of our services, please contact our Research Director:  
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