



## Our Credentials

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## 1. Who we are

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Asian Strategies comprises a coterie of experienced researchers and planners. We write about what we know – how Asia works, plays and lives. We have learned the hard way what works and what doesn't in this kaleidoscope of cultures.



## About us

Asian Strategies first opened its offices in Singapore in 1991. Our objective was and is to provide high level research and consulting across Asia-Pacific (our secret mission was to do interesting work for nice clients).

We have worked in over 30 countries for some of the finest organisations in the world, from local corporations to MNCs, from small NGOs to global aid organisations, from advertising agencies to like-minded research firms in Europe, UK and USA.





## Our people

It's quite simple: complex problems are best solved by bright, curious people working collaboratively and iteratively. We commit a team of researchers and planners to your project and work with you to come up with breakthrough ideas.

Everyone has the title "Researcher". It reminds us that this is what we do. Every day.

## Our team



### Greg Coops

Greg has pioneered research in what were once emerging markets – Indonesia, China, Vietnam, Laos, Cambodia and Burma. He specialises in quant. research as well as qual., audience measurement, political polling, travel, events and financial services.



### Sheonagh Kennedy

Having had ten years in brand management, Sheonagh's key interests lie in strategic and creative development, new product and communication research (B2C & B2B). She specialises in qualitative research and her particular areas of interest are luxury products, tourism and financial services.



### Orlando Woods

Orlando has contributed to multi-country research projects, and has conducted fieldwork in various markets throughout Asia and the Middle East. His areas of expertise include advanced qualitative analysis, ideation, ethnography, as well as fieldwork management.

## Our team



### Valya Khongrod

Valya's specialisations are qualitative research, especially motivation research, advertising development and testing, and kids research. She has worked in virtually all industry sectors in Thailand – FMCG, automotive, and financial services.



### Trevor Harrison

In addition to Asian expertise, Trevor has extensive product and communication research experience in travel and tourism, publishing, broadcasting and financial services, FMCGs as well as charities. He leads all our research in the Pacific.



### Audrey Wai

Audrey's research experience extends from Hong Kong to Greater China and the Asia-Pacific region generally. Her major interest lies in ethnography and she is also comfortable interviewing elites in Greater China. She has worked in categories such as fashion, private banking and luxury products.



## 2. What we do

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Our approach is both hand-built and methodologically agnostic – an appropriate qualitative and/or quantitative design is developed with you to solve your problem and to create career-propelling ideas.





## Our philosophy

RESEARCH + PLANNING

HOLISTIC + NUANCED

QUANTITATIVE + QUALITATIVE

ARTICULATED + UNARTICULATED RESPONSES

EVIDENCE BASED + INTUITIVE

EMPIRICAL + CREATIVE

“Asian Strategies sits between traditional research agencies and management consultancies.”

-CEO of SE Asia's largest telco



## Our toolkit

Our toolkit is large but non-proprietary (no black boxes) and ranges from traditional surveys to online communities, from ethnography to ideation.

- Customer segmentation
- Audience measurement
- Brand health diagnosis
- Innovation, ideation and new product development
- Brand positioning and strategy
- Brand communications and advertising
- Product design and packaging
- Deliberative research
- Mass observation
- Ethnography
- Social research
- Semiotics / discourse analysis
- Marketing ROI analysis
- Audits of existing research
- Client immersion
- Customer experience mapping
- “Fly In” research (a team goes in to an area where research infrastructure or industry knowledge are weak)

We spearhead mostly consumer (B2C) but also trade/industry studies (B2B).

We are particularly useful in providing multi-market/cross-cultural perspectives as well as reaching difficult-to-reach targets such as commentators and industry experts, mavens, cognoscenti, the wealthy, celebrities, government officials, C-suite executives, hedge fund owners, ship captains, and so forth.

### 3. Where we work

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We focus on the myriad of markets and cultural contexts that make up Asia-Pacific. But we are not geographically exclusive — we have also worked in Africa, the Middle East, and South America.

## Where we work

- Singapore
- Malaysia
- Indonesia
- Thailand
- Philippines
- Indochina – Vietnam, Cambodia, Laos, Burma
- Greater China – PRC, Hong Kong, Taiwan
- Korea
- Japan
- Pacific Island States
- India
- Sri Lanka
- Pakistan
- Australia
- New Zealand

But we have also worked in Africa, the Middle East, and South America.

As one client remarked, “We like to send you guys to places where you can’t drink the water.”



## 4. Who we work with

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We have been blessed with a superlative panoply of clients, many of whom have been with us for two decades. We tend to work on substantial issues.



## Who we work with

### Airlines

AirAsia  
British Airways  
Qantas  
Singapore Airlines  
Thai International

### Banking & Finance

Bupa  
Crédit Suisse  
RBS  
Coutts  
Standard Chartered Bank  
Singapore Exchange (SGX)  
Barclays Wealth

### Energy & Lubricants

BP & Castrol  
Caltex

### F&B

Asia Pacific Breweries  
Courvoisier  
Diageo  
Guinness  
Heineken  
Tabasco  
Moët Hennessy  
Nestlé  
Quest

San Miguel

Seagram

Solomons Brewery

South Pacific Brewery

Wild Turkey

World Brands Duty Free

### Humanitarian / Public Policy

Athens Olympic Committee  
London 2012  
International Committee for  
the Red Cross  
World Health Organisation  
The Climate Group

### Legal Cases

Clinique  
Prestige Magazine  
Pioneers & Leaders  
Pos Ad  
Seiko  
OTO

### Luxury & Fashion

CIVC (French Champagne  
Council)  
Jil Sander  
Roberto Cavalli  
Rolex  
Steinway Lyngdorf

### Media & Publishing

BBC  
Euromoney  
Financial Times  
International Bureau of  
Broadcasting  
Radio Australia  
The Economist

### Technology

Ericsson  
HP  
IBM  
Intel  
Nokia  
Motorola  
Palm  
SingTel

### Tourism & Travel, Events

F1 Rocks  
Tourism Ireland  
VisitBritain  
KidZania

## Insurance



### Bupa

The future of healthcare was the subject of our investigation. A two day long Citizen's Forum was conducted by Asian Strategies in Hong Kong in collaboration with Opinion Leader UK, a pioneer in the use of deliberative research.

The client was a global health insurance company – they have implemented many of the ideas generated by the insights delivered from our groups of participants who worked with us for two consecutive days. They enjoyed the experience so much that many of them have remained friends – another valuable insight which informed strategies on building enduring relationships with their policyholders. We have since worked with Bupa again, surveying 750 mass affluent participants and key industry players to gauge the potential of the Indonesian market.

## Finance



### Singapore Exchange (SGX)

The brief was to understand customer perceptions toward the Singapore Stock Exchange's (SGX) current product/service suite, its service levels and regulations standards. We were also tasked to identify new/potential securities and derivatives products and services.

A hybrid methodology worked particularly well here. Face-to-face and telephone interviews as well as online surveys and online focus groups enabled us to get frank opinions and actionable insights at the highest levels from issue managers, listed companies and institutional investors around Asia, Middle East, USA, UK and Europe. Online, overtime sessions allowed participants to login at their convenience from any time zone.

## Public Policy



### Athens Olympic Committee

In partnership with Greenberg Research (Washington), our task was to interview the IOC and members of the Olympic press in the week leading up to the 2000 Olympic Games in Sydney about the preparedness of Athens to host the 2004 games.

To say that the respondents were busy and difficult to interview at this time is an understatement.

Depth interviews were conducted at the Olympic Press Centre where journalists were filing reports, at the Regent Hotel where IOC delegates were relaxing, and even on the train to the Olympic Village. Transcripts were typed overnight and the analysis and reporting were completed in the first week of the Games.

## Social Research



### International Committee for the Red Cross

Greenberg Research in Washington conducted the “People on War” project for the ICRC (International Committee for the Red Cross) in 1999 to mark the 50th anniversary of the Geneva Convention.

It gathered views on war from over 20,000 individuals with firsthand experience, civilians and combatants alike, in Afghanistan, Lebanon, Somalia, El Salvador and thirteen other countries. Asian Strategies conducted the Cambodian survey. N=1,000 interviews were conducted across urban and rural Cambodia, using focus groups with fighters and victims of decades of conflict as well as in-depth interviews with land mine victims, military leaders, “Killing Fields” survivors and even former Khmer Rouge fighters in remote border areas.



## Audience Measurement



### BBC

For two decades, we have conducted quant. and qual. audience research in developing countries like Vietnam, Cambodia, Fiji, PNG and the Solomon Islands. Our major clients have been the international radio broadcasters such as the BBC, Radio Australia, VOA and RFA.

Conducting politically sensitive surveys always presents problems, as do security issues and the lack of infrastructure. We have even had to go underground to measure audiences for politically unpopular broadcasters.

Sampling is fundamental to reliable audience measurement. In the Pacific, this requires some interesting modes of transport to reach “starting points”. We’ve travelled up-river in canoes to reach remote villages.

## Alcoholic Beverages



### CIVC (French Champagne Council)

We have consultant wine experts who can conduct/moderate proper wine tasting sessions. We also have panels of punters, connoisseurs and industry professionals (sommeliers, wine writers, buyers, etc.).

We have researchers who have helped take Guinness in Indonesia from a tonic which was once drunk warm with honey or snake’s blood to a major beer brand in the world’s most populous Muslim country. We also did research which predicted that launching a non-alcoholic beer in Indonesia would fail.

We have helped the French Champagne industry association devise positioning strategies for Champagne to take advantage of India’s burgeoning appetite for wine.

## Luxury



### Steinway Lyngdorf

Research with Asian elites in Singapore and Hong Kong helped Steinway launch its first new musical instrument in 154 years – the world’s most expensive home stereo system.

Realistic testing environments are crucial in this kind of study. We set up the fully functional prototype in penthouse suites in Singapore and Hong Kong so target buyers could see and hear the system in situ.

Dyads were conducted with Asia’s elites and audiophiles, and consistent themes quickly emerged that immediately informed audience and product design decisions, pricing strategy and clear directions for distribution and communications.

The product launch was spectacularly successful.

## Events



### F1 Rocks

In 2009 we conducted research at F1 Rocks!, a three-day outdoor concert in Singapore. 4,000 interviews were conducted with audience members over three nights. ROI for sponsors was measured, and ratings on acts collected for future event planning.

Continuous on-the-spot feedback provided to management in real time meant that unforeseen problems with entry, signage, security and F&B could be fixed on the spot so that concert-goers enjoyed themselves and sponsors got their money’s worth.

## Tourism and Travel



### Visit Britain

For 20 years we have worked with VisitBritain across Asia, devising ways of getting Asian travellers to visit Britain and adjusting strategies as travellers have migrated from getting brochures at national tourism offices to using Google, Facebook and TripAdvisor for destination dreaming and planning.

Researching holiday-makers is often best done face-to-face. We conducted some Extended Creativity Groups across India and China for Tourism Ireland to create compelling propositions for these two emerging giants in outbound tourism to include Ireland on their itineraries. 3-4 hour sessions are fun for participants and hugely instructive for researchers.

## Customer Segmentation



### BP & Castrol

For ten years, we have worked with BP/Castrol across Asia (as far west as Turkey), Australia and South America, including a collaboration on their global segmentation studies both B2C (car owners, bikers and pick-up drivers) and B2B. The new typologies uncovered formed the basis for all marketing efforts covering brand architecture, new product development, brand positioning and communications.

# Innovation Sessions



## SingTel

This major telco in Asia is managing its transition from a “pipe” to a multi-media enterprise. Key to this transformation is developing exciting new content and applications (apps) that will appeal to all major consumer segments from youths to DINKS / SINKS, Nesters and Silvers.

Client immersion sessions in Singapore, ethnography, online communities and face-to-face ideation workshops generated ideas from which a Top 20 Ideas Handbook was produced. Many of these ideas are now being developed into full products by SingTel.



We look forward to working  
with you.

For further information, please contact Greg Coops or  
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