

Andreas R.
Internship at AC. 02.09.2002 to 29.11.2002

On Monday, 02 September 2002, I started my internship at the Market Research Company AC. (NZ) Ltd in Takapuna, Auckland.

AC.

Since 1923, AC. has set market research industry standards with unparalleled knowledge, expertise and global reach.

AC. conducts business in more than 100 countries in four major regions: The Americas; Europe; the Emerging Markets of Eastern Europe, the Middle East and Africa; as well as the Asia Pacific region. AC. offers a full range of services to provide clients with strategic insights to understand and make critical decisions about their products and markets, improve performance, identify and capture new markets and establish competitive advantage.

At AC. contributes to their customers' organisational and competitive thinking and help them stay in touch with their markets.

AC. vision is to be recognised world- wide as the outstanding professional services firm in market research which wants to contribute to

its customers' success by providing a better understanding of their markets.

AC. stands for innovation, integrity and honesty world - wide.

AC. New Zealand

AC. is the world's leading provider of market research, and the New Zealand branch is the largest market research Company in this country. AC. New Zealand provides the most extensive range of market research services through four specialist services:

Retail measurement, including continuous tracking of consumer purchases at the point of sale through scanning technology and in-store audits. Clients receive detailed information on actual purchases, market shares, distribution, pricing, and merchandising and promotional activities.

Consumer panel research, including detailed information on purchases made by household members, as well as their retail shopping patterns and demographic profiles.

Customised research, including quantitative and qualitative studies that generate information and insights into consumers' attitudes and purchasing behaviour, customer satisfaction, brand awareness and advertising effectiveness.

Media measurement, including television ratings, Internet measurement, advertising expenditure measurement, and print readership measurement which serve as the essential currency for negotiating advertising placement and rates.

This unique combination of research expertise within one organisation provides clients with the most comprehensive and integrated picture of market dynamics, consumer attitudes and behaviour.

In addition, AC. markets a broad range of advanced software and modelling and analytical services. These products assist clients integrate large volumes of information, evaluate it, make judgement about their growth opportunities and plan future marketing and sales campaigns.

They have offices in Auckland and Wellington housing more than 250 office staff, the largest national field force in New Zealand with over 400 field interviewers, 25 field supervisors and 150 CATIWORKS interviewers.

We are a member of the Market Research Society of New Zealand, and also hold ISO9001 standard certification as well as Interviewing Quality Standards accreditation (IQS) awarded in telephone interviewing; face-to-face interviewing; central location interviewing; in-depth and

executive interviewing. Research practice in all cases conform to the New Zealand legislation and legal practice and in particular to the requirements of the 1993 Privacy Act.

I worked for AC. as an intern in the Marketing department. After the first day, I was a little bit confused, because Maria, my predecessor in the job, had shown me all the things I had to do so very quickly before she left. But after a few days, when I had things under control work could really begin.

It was amazing to be responsible as an intern for so much right from the start, because I had never experienced something like that in Germany. One of my tasks was for example to update the intranet and some of the internet-websites. I was keen on doing it all right even though I had never done anything like it before. To me it was very interesting to see how to create or change a website.

Intranet tasks included:

- General updating and maintenance of Artlink
- uploading staff photos, employment
- taking staff photos and putting them on Artlink
- product and services link to website

Website/CRC tasks included:

- News items
- updating information - TV Ratings, MI pages
- regular updating of charts
- scan logos - uploading or changing existing ones
- set up new users

As an intern in this department, on the one hand you have to do your daily routine but on the other hand you always get new skills or projects to work at so that all the time I worked at AC. was both varied and eventful.

On Friday, 04 October 2002, there was a big conference in the Central Airport Hotel, where about 200 clients were invited. I helped weeks before to prepare bags with brochures and leaflets. It was really a big event and I was happy to be able to support the company.

Within these three months other terms of reference were for example:

- Updating database details (Speed-Link)
- Scanning of documents/images/logos
- Send out any in-house email campaigns-newsletter, html, text (Mailking)
- Digital camera: booking in/out, downloading of photos etc.
- Press clippings: weekly distribution of the newest press clippings in the Intranet

My intention to start this internship at AC. was to get new impressions of work experience in a company abroad, to get into contact with its employees and last but not least to brush up my English.

Summing up my three months' stay at AC. I can say that my hopes exceeded all my expectations:

I could participate in several meetings where I got a good insight of the functioning of a foreign company with global reach.

I met people at the company who were extremely friendly and helpful.

Besides they seemed to be more relaxed than the German employees I have met so far. In my opinion that has to do with the philosophy of the company, too, which does a lot to motivate people though of course work is work both in New Zealand and Germany.

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