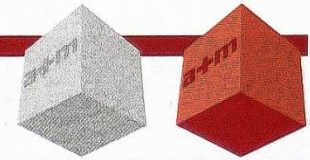




**Dynamic Search Wins Local Hero AGAIN 5th
Time In A Row + Silver Award for Market
Research Agency of The Year 2014!**



DYNAMIC SEARCH



Bringing home the silver and Local Hero award in the Market Research category this year is Dynamic Search. The research firm extended its line to conduct an insight mining activation

workshop for senior regional participants from 11 countries.

The agency's membership with IRIS International Research Institutes catapults it to the global platform where it partners with more than 30 countries.

The agency extended into newer areas of research, including social research for think tanks; supportive research to brand consultants as part of their brand strategy; incorporating the market function into the research function; and opening up new channels of research.

The agency's internationally commissioned projects came from markets such as the UK, US, China, Thailand, Hong Kong and Singapore.

The agency launched its products via niche quantitative tools proven to be directionally right.

The products are the Brand Equity Index (BEI) and customer satisfaction surveys (CSS).

It remodelled CSS to a tracking module, hence, gaining longitudinal business. Its own *EduDynamics* was launched whereby a

private college wanted to delve deeper into the student psyche.

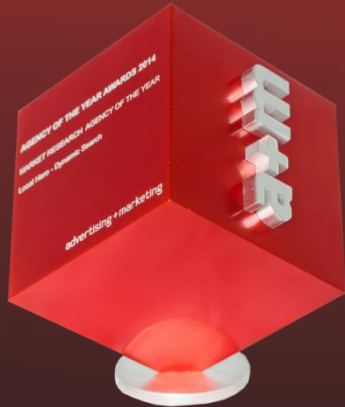
In 2013, Dynamic added two research assistants, one senior research executive and one fieldwork supervisor to its team. The agency boasted a 100% staff retention in 2013, with a total of 23.

The agency believes in retaining the staff strength to no more than 25. It believes the optimum size of the company must be capped at this level so it can intensify its quality standards and be able to ride the highs and lows of the market research industry's volatility.

To better understand its staff's work orientation, a management consultant was invited to do PAEI (producer, administrator, entrepreneur and integrator) profiling of its senior staff. This helped foster cohesiveness and co-operation within the team, the agency said.

Owned by: Independent

Headed by: Ng Hsin-Ling, founder and managing director



Should you need a Corporate Presentation, please contact:

Quantitative Research Division: 603-78754387 / 603-78754524
Sharon Chuah: sharon@dynamic-search.com.my

Qualitative Research Division: 603-78741452 / 603-78742566
Sam Leong: samleong@dynamic-search.com.my

