



## **Add your voice to a celebration of 75 years of the MRS!**

To celebrate 75 years of the MRS, the AMSR (the Archive of Market and Social Research) are producing an eBook, with the working title 'Cultural Landmarks: how have we changed in 75 years. Our goal is to create an interesting and engaging publication that meets the following objectives.

1. Tells the story of how a particular social or cultural trend has developed over the past 75 years, drawing on data from the archive to showcase the role of research in helping us understand those trends.
2. Promotes the AMSR, increasing awareness and educating about the type of documents it contains, and the value of the archive.
3. To present the AMSR in a compelling way that attracts donors who wish to support this endeavor.

Various stakeholders throughout the market research industry will be writing articles which will cover ten pivotal and engaging cultural and social topics; each article will look back on the past 75 years of each topic, reflect on developments that have occurred and provide examples of research into those topics that are available in the archive.

The AMSR would like to invite the &More community to write a "companion" piece for each of the following topics:

- Generational issues/tribes: How will we segment people in the future – by demographics; by tribes such as millennials vs boomer; by other identity characteristics? And how will we use this understanding in marketing?
- Climate change/green issues: What will be the key green issues of the future? How will attitudes and behaviour change and how will marketers respond? What role will innovation play?
- Leisure/the Arts: We've seen leisure become digitized – particularly during Covid. What other changes will there be? What is the role of live art vs. digital? How much time will we spend on leisure and the arts? How will it be funded?

We would like these companion pieces to be forward looking thought pieces in contrast to the historical perspective taken by the main article; we've offered some suggestions for questions you might answer, but feel free to interpret the topic in your own way. How do you see the topic area developing in the coming years, both short-term and further out? How will research shape and help us understand the topic in the future?

Please feel free to use the archive to aid you in your article if you wish - [www.amsr.org.uk](http://www.amsr.org.uk).

We are looking for short articles of 500 words maximum to be submitted on any of the topics listed above. The entries will then be judged by a combination of the AMSR team, and the &More team. The winning articles in each topic will be published in the eBook

early 2021, which will be publicised both through the AMSR celebration events, as well as through the MRS website. For each topic there will be two "runner up" articles, which will also be published on the &More area of the MRS Website.

The deadline for entry is November 30<sup>th</sup> 2020, and should be sent to [rebecca@cobalt-sky.com](mailto:rebecca@cobalt-sky.com).

We look forward to adding your "future voice" to our celebration of the past 75 years.