



**Asia-Pacific  
Economic Cooperation**

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**2011/SOM1/CPLG/012d**  
Agenda Item: 7(2)

## **A Year of I<sup>3</sup>**

Purpose: Information  
Submitted by: Singapore



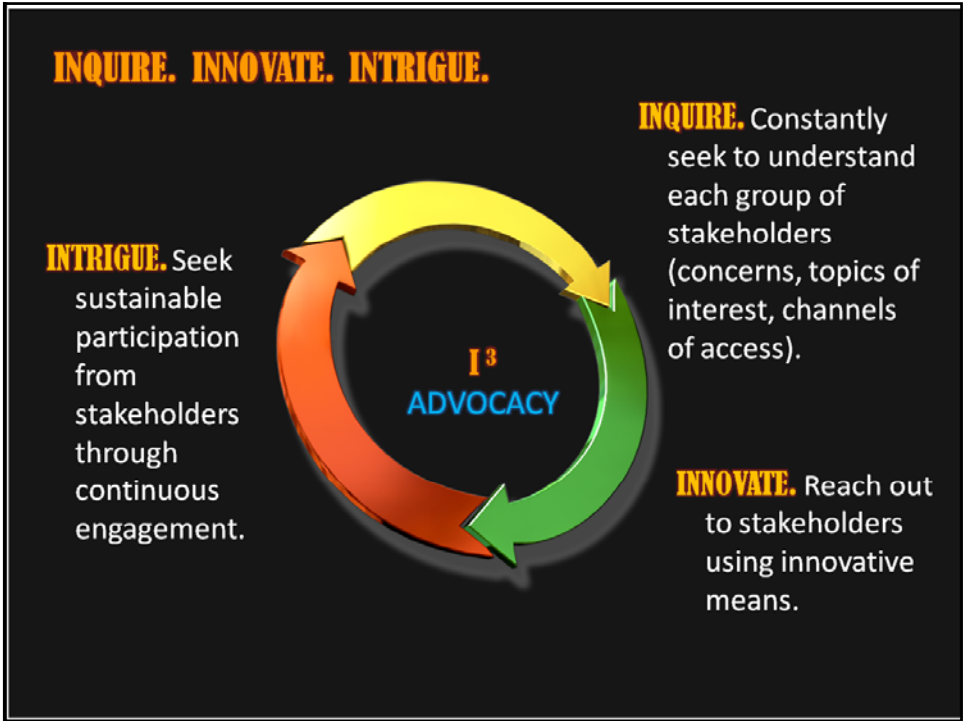
**Competition Policy and Law Group Meeting  
Washington, D.C., United States  
7-8 March 2011**




**The Challenge** In any given day...


Thousands of different marketing **messages**  
From various **organisations**  
Through several different **channels**

How can **competition advocacy** stand out from the rest?



**INQUIRE.**

**INQUIRE**  Stakeholders regularly engaged by management  
Perception Survey on over 1000 stakeholders  
Competition Advisories to public sector agencies



*Constantly seek to understand each group of stakeholders (concerns, topics of interest, channels of access)*

**Consumer Insight. Business Foresight.**  
It's a tall order, but a tall order is what today's companies demand.

At Blackbox Research we are driven by helping clients achieve this elusive acumen through smarter, quicker research. We do this by staying business, rather than process-focused. By staying current in the latest research technologies. And by keeping it simple, so you don't drown in data. Insight is a great start, but it's foresight that makes all the difference.

[Find out more >](#)

## INNOVATE.

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New channels  
New collaterals  
Advocacy Videos



*Reach out to stakeholders using innovative means*

## INTRIGUE.

INTRIGUE



Bid Rigging collaborations  
Collaborations with businesses/associations  
Regular events/Movie Premiere



*Seek sustainable participation from stakeholders through continuous engagement*

