

Project Brief:

In an effort to help our friends and colleagues in the insights industry, RFG hopes to use our access to respondents, research technology, and online presence to showcase the talent of researchers in our network. To do so, we've devised the following campaign and opportunity to allow researchers who are currently looking for work to highlight their skills and expertise and get their name out amongst RFG's extensive online network. This network encompasses an email list of over 10,000 research professionals and over 2,000 contacts on RFG's social platforms.

Over the coming weeks, RFG is looking to collaborate with under-worked/out of work members of the MR community as part of an upcoming campaign for a new product launch to RFG's offerings. To start, we envision three waves following the below format and are looking for 1-3 submissions per wave. The project serves as an opportunity for the Collaborator to showcase their expertise/skillset, and deliver a piece of high-quality content that will be shared amongst RFG's network (as well as their own, and/or as part of their resume or portfolio as they look for their next job).

Project Steps:

- Collaborator to strategically create a set of 3-5 questions to be asked to 1,000 U.S respondents (nat rep) on COVID-19, or timely topic of choice (single or multi-select questions only).
 - Audience breakdown:

Total	Gender	Age
9%	Male	18-24
11%	Male	25-34
13%	Male	35-44
11.50%	Male	45-54
4.5%	Male	55-64
1%	Male	65-99
9%	Female	18-24
11%	Female	25-34
13%	Female	35-44
11.50%	Female	45-54
4.5%	Female	55-64
1%	Female	65-99

- RFG to field the project (free) and deliver the raw data back to the Collaborator within 3-4 days.
- Collaborator to analyze the data and visually demonstrate their findings in a report in the best way that they see fit within 3-4 days.
- From the findings, the Collaborator will produce 3-5 takeaways/recommendations.
- Together with a member of RFG (or in a moderated roundtable with other collaborators - *TBC*) record a video webinar or presentation session to present their report/analysis.
- RFG will distribute the final report with the recording amongst their email network of 10,000+ industry contacts, and through social channels.

Opportunity for a collaborator to showcase:

- Question writing skills
- Analysis skills
- Data visualization skills
- Presentation skills
- Organizational and time management skills

Key dates:

- Questions submitted by 5th June
- Questions in field from 9th-12th June
- Data to be analyzed and report created by 19th June
- Record video webinar/presentation: 26th June
- First campaign published on 30th June
- Second campaign published on 14th June
- Third campaign published on 28th June

Suggested topics:

As part of the campaign, we have the following suggested timely topics below, however, if you have an idea of your own that you would like to explore, we would love to hear them.

- Effects of isolation on people who are elderly or disabled,
- Outcomes of trying new shopping behaviors,
- What does loyalty mean today,
- What consumer behaviors do you intend to retain afterwards.

Additional:

We welcome as many people within the industry to get in touch and be a part of this campaign to coincide with our new product launch. If you have specific strengths in one area (e.g. data analysis but not reporting) please let us know and we will aim to accommodate your individual expertise.

Become involved by emailing sayhi@researchforgood.com with an idea for your campaign and your skills. We look forward to hearing from you!