



MBR Standard Tracker Brief
(Version 1.3b)

The following document outlines a sample brief of our standard tracking studies. You control the research brief, survey questions, locations and times. MBR does the rest.

Research scope

Sponsor:	Advertising agent or network
Advertiser:	Brand marketer and category
Surveyor:	Market Beat Research Pty Ltd
Survey type:	Campaign Tracker – monthly
Project name:	Brand ABC - Effectiveness Study
Survey code:	<i>assigned by MBR</i>
Methodology:	CAPI / Mall intercept
Research design:	Pre- and post campaign exposure in 2 waves
Sample size:	200 responses per wave, 400 in total
Target / filters:	SINKS and DINKS, 25-36 females only
Incidence quota:	Typical - TG1
Sampling method:	Random sampling, clustered per wave
Locations & Time:	2 Shopping Centres from NSW and VIC, primary day-parts
Results reporting:	Summary statistics, charts & database at 95% confidence

Sampling Plan

SURVEY	SAMPLING LOCATION & TIME	SAMPLES
Pre survey (w1)	SAT, 6/8/05, 09:00am, complete same day AMP Centre (NSW), Westfield Mall (VIC)	2x100 random samples
Post survey (w2)	SAT, 3/9/05, 09:00am, complete same day AMP Centre (NSW), Westfield Mall (VIC)	2x100 random samples

Please refer to the Master Sampling Plan for further details.



Research Objective

Primary research objective: *The survey is to measure the campaign impact in reinforcing the brand awareness, brand proposition, attitude and preference with the primary target markets.*

Reported measures	Variable type
Category consumption	quantitative
Top-of-mind awareness	quantitative
Brand preference	quantitative
Unique brand attributes	quantitative
Brand attitude/depth	quantitative /qualitative
Buying intent	quantitative

Secondary research objective: *The survey is to measure the media mix, media attitude and effectiveness through the campaign.*

Reported measures	Variable type
Audience exposure	quantitative
Ad-recall (prompted & unprompted)	quantitative
Copy testing/depth	quantitative /qualitative
Media awareness	quantitative
Media mix	quantitative
Media attitude	quantitative



Context/situation: assess basic demographics, lifestyle and time/location variables

Reported measures	Variable type
Main grocery buyer (MGB)	quantitative
Interests/depth	quantitative /qualitative
Age-group	quantitative
Gender	quantitative
Neighbourhood (pc)	quantitative
Children in HH	quantitative
Occupation	quantitative
HH income	quantitative
Interview location/time (GPS)	quantitative

Research methodology & design

The samples will be collected from the target frame at the specified locations and times, using the CAPI / mall intercept methodology (Computer Assisted Personal Interviewing for online field studies).

The research design incorporates a **pre and post exposure survey** to ascertain the campaign impact based on a differential score for each variable.

The results will be reported upon completion of the post survey and presented in a combined report including both scores in comparison.



Special Instructions by Client

DISCLOSURE: Do not disclose the research sponsor, the advertiser or the exact purpose of the research. Identify MBR as the surveyor. Use a generic category opening as interview introduction/approach.

SECURITY CLEARANCE: Researchers to sign in (individually) at 9am to the Control Office inside the mall and obtain security clearance (day pass). The survey must be conducted within the authorised areas only.

Client Dependencies

- ⇒ Client provides the initial research brief & draft questions
- ⇒ Client provides the creatives for multi-media prompts
- ⇒ Client obtains the site access permits for the specified survey locations

MBR will encode the online questionnaire, manage the research project in behalf of the client and report on progress and results.

All client dependencies must be met no later than five (5) working days prior to the start date of the survey. MBR may not consider any late changes to the research brief and may, at its discretion, postpone or cancel the survey and/or invoice the client for additional costs incurred.

MBR Disclaimer

MBR can not guarantee any particular research outcome or performance, nor can we accept any liabilities associated with the reported research results. All work is carried out on a best efforts basis and in accordance with industry standards.