



August 2021

**Dear RedCLive member,**

**Welcome to the August 2021 edition of the RED C Live Newsletter!!**

**Last month, 723 RED C Live members reached the €50 threshold for payment and will be sent payment shortly! The total rewards paid out for completing surveys now stands at €2,570,584.**

### **Payment Methods**

**For the duration of the Covid-19 crisis, we will be sending out your rewards in digital/virtual card format. This is the quickest way for us to get you rewards at this time. The digital cards will be sent to you by email from RED C, the cards created by EML Payment Group. The cards can be used for any payment that can be made online or over the phone, in exactly the same way as a physical card, but can't be used in store. If you would rather wait for the cheque, please let us know by the 10<sup>th</sup> of the month in which the payment is due and the cheque will be sent as and when we are able to send them.**

### **Social Media Attention Survey 2021**

**RED C are delighted to announce that we, together with Karen Nelson-Field of Amplified Intelligence, are introducing a first to market project for Ireland that will provide a real measure the effectiveness of social media advertising.**

**This ground breaking study is will help brands across Ireland maximise impact of social media by measuring continuous granular attention be it active, passive or non-attention. The study will bring 4-6 non competing brands together and give brands the opportunity to test 2 social media creatives. Results from this study will help brands create social media ads that are not just actively seen by target audiences, but get the message across.**

#### **Why take part?**

**Brands that get involved can understand their creative with the metric taking the ad industry by storm – attention.**

**Second-by-second breakdown of attention paid by platform and format arms brands with the insights to establish best-in-practice creative briefing and analysis.**

**Work with leading global attention experts, Amplified Intelligence and join an ever-growing community of attention leaders pushing to bring quality and effectiveness back to the media ecosystem.**

**.....[MORE](#)**

**Best Wishes**

**The RED C Live Team**

### **FAQ's**

#### **Logged out of a Survey**

**Please remember that you can now log back into a survey if you are unable to complete it in one sitting, or if you are logged out due to a technical fault or a server error. We hope this will improve your experience of RedClive. If you are logged out, please wait for at least 15-20 minutes before you attempt to log back in.**

#### **Quality Control**

**We would like to remind you that our reputation as a leading market research company is based on the accuracy and validity of the data we provide to our clients.**

**To ensure members do not complete surveys hurriedly or provide incorrect information, a series of check questions are included at intervals. These inbuilt quality control questions appear on every survey and are administered to everyone equally. Answers provided by members who failed the Quality Control check are not included in the survey results.**

**We appreciate that this can be frustrating when a genuine mistake is made, however, we are unable to make exceptions to the mechanisms and allow members to go back and change their answers, so please take extra care to avoid being screened out of surveys.**

#### **Reporting issues with surveys**

**If you encounter an error or a problem when taking part in a survey, such as the screen freezing or otherwise, **please forward us the original survey invite, along with a screen shot of the error**, where applicable, to [info@redclive.ie](mailto:info@redclive.ie)**