



October 2022

*Dear RED C Live member,*

*Welcome to the October 2022 edition of the RED C Live Newsletter!!*

Last month, 491 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 €3,163,984.

#### Payment Methods

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 5<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.

#### **How Emotionally Connected is your brand? Brand Reaction Index TOP 100 BRANDS**

*by: Ciara Reilly*

How do we choose brands? While the industry may like to think that consumers think long and hard about every brand choice, the evidence suggests this simply is not the case. Instead people actually tend to make fast "good enough" brand choices based on mental shortcuts. Certainly there are some brand choices that go through the decision tree of price, brand, etc., but even when this does happen, the brands that come to mind in the first place are decided based on the above three shortcuts. Behavioural and marketing scientists like Gerd Gigerenzer and the Ehernberg Bass Institute have done extensive work in this area to prove time and time again that a brand that is (mentally + physically) available, easily recognised and evokes positive emotional feelings is more likely to be chosen vs. one that is not. To deliver a successful brand, you need to get these right. But getting all three ingredients right isn't easy and to help brands on this journey, we at RED C have created a number of effective measurement tools, each designed to measure and track availability, recognition and feelings. To measure availability, we can use a Category Entry Point assessment. To determine if a brand is easily recognised, we can use our Distinctive Brand Asset tests. To measure if a brand evokes positive feelings, we use our Brand Reaction Index (BRI)..... [HERE](#)

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 RED C Live. 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)