



July 2019

*Dear RedClive member,*

*Welcome to the July 2019 edition of the RED C Live Newsletter!!*

Last month, 628 RED C Live members reached the €50 threshold for payment and will be sent cheques shortly! The total rewards paid out for completing surveys now stands at €1,600,684.

### Case Study

#### **Getting the Blues – The Importance of Being “Easily” Recognised**

*by Richard Colwell*

It's surprising how often we test adverts for brands, that simply don't make it easy for consumers to know which brand it is that they are advertising. The ads bear little resemblance to the brand that consumers know, and often spend is wasted as the communication does little to help build easier shortcuts to brand choice.

Being able to stand out has been a cornerstone of advertising impact since the practice was first established. But equally as important is the need to make it easy for consumers to link the message quickly with the brand. If it isn't, then the money spent is wasted, as even if its communicating a great message, it's not linking that message to the brand behind it.

The importance of brand recognition as one of the key heuristics (mental shortcuts) to brand choice has been the subject of many scholarly books, articles and papers over the last number of years.

Behavioural economist Gerd Gigerenzer found that people rarely make decisions after detailed consideration, but instead make “fast and frugal” decisions to arrive at “good enough” choices.

How do we know which choices are good enough? Not by careful comparison. Instead we use heuristics, or mental shortcuts...[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)