



June 2019

Dear RedCLive member,

Welcome to the June 2019 edition of the RED C Live Newsletter!!

Last month, 588 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 €1,569,284.

Case Study

How Emotionally Connected is your brand?

by: Richard Colwell

Introducing the Brand Reaction Index TM

How do we choose brands? We would all recognise that we don't always make long and considered decisions for every choice we make. Instead, more often than not, we make decisions based on our intuitive system 1 mental connections. With this in mind it is important that brands maximise their ability to be chosen using key mental shortcuts or heuristics, such as Recall, Recognition and Reactions.

Recall – Is the brand easily recalled in context of a choice in its category is key? Mental availability is for most in ensuring that one brand is chosen over another.

Recognition – Does a brand have strong collateral that set out apart from competitors, and makes it easy to choose?

Reaction – does a brand have a positive emotional connection, that reinforces it as a good choice?

When researching a brand's strengths and weaknesses, being able to gain some measure of system 1 brand connections is an important factor often ignored by traditional brand tracking analysis. Yes most brand tracking does have some form of mental availability, but there is an argument for taking this further. The three key heuristics, that help us understand more instinctive brand choices, are important to understand in greater detail. What about how we really feel about a brand? This is more difficult to measure but equally important. If we instantly feel good about a brand and it creates a reaction, it is far more likely to be chosen than a brand that elicits negative emotional reactions with consumers, or perhaps worst of all no ...[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