

Synopsis of 2012 ARF Research Consortium

Foundations of Quality 2.0

The goal of the carefully integrated set of studies in FOQ 2 will be to reduce marketers' risk in decision making based on online survey research. This project will drive best practices recommendations that the advertising industry can use to ensure that the research consortium partners design/approve/produce data of appropriate quality to support the critical marketing decisions they make every day.

Leading buyers and sellers of online survey data have joined the consortium to link quality to practices in: Sample Selection and Blending; Data Weighting; Respondent Motivation and Incentives; Reducing Undesired within-survey Behavior; Identity verification; Survey Participation Frequency; and the Optimal Use of Router Systems.

FOQ 2 is expected to involve over 100,000 consumer surveys sourced from online panels, real-time sampling systems and communities. Dozens of experts are serving on the eight teams supporting and executing the project. Academics from leading universities will be engaged to supplement the practitioner analyses, and to extend the learning and practice development.

FOQ 2 implementation experts will meet with each consortium member to guide the focus and timing of the application of the FOQ 2 findings to each member company. A series of custom training webinars will be arranged to ensure that the most relevant learning from FOQ 2 is speedily translated into practice improvement for that company.

The FOQ 2 design, study execution, analysis, and consortium-level reporting will be conducted in 2012. The training module development and webinar delivery will extend into 2013, as will the academic analysis phase.

Each research buyer in the consortium is contributing \$25,000 to sustain this ground-breaking project. Research sellers are contributing sample and services valued at \$50,000. Our funding goal is \$1.5 million. Consortium members will receive preliminary reports and final reports at no extra charge.

CURRENT CONSORTIUM MEMBERSHIP

Buyers

ARF
Bayer
Con Agra
ESPN
General Mills
Procter & Gamble
Samsung
Starcom Mediavest Group
United Spirits Limited
Viacom
Yahoo

Sellers

Authentic Response
comScore
Federated Sample
Ipsos
Kantar
Mypoints Corp
Nielsen
NPD
Research Now
SSI
Survey Monkey
Toluna
Vision Critical