

Attention!

Application for participation in the tender should include general information about the company, namely:

- the company name
- Sitelinks
- Link to portfolio
- Why do you want to implement this project?
- Contact person (name and surname, e-mail, phone number)

After reviewing your application, you will be sent a detailed Research brief to aid the development of your research proposal

If you have not received brief, please write to the address listed at the end of the letter.

The deadline for proposals for the tender 11th October 2016, 23.59 Kyiv time. Proposals submitted later will not be considered.

Proposals should be prepared in English

Research Objectives

UNDERSTANDING THE EXISTING, LAPSED AND POTENTIAL HROMADSKE AUDIENCES

We have suggested that the project is divided into two phases due to the need to profile the key target audiences first before zoning into understanding their programme preferences.

Upon completing **Phase 1 of the project we will have gained clarity of the socio-demographic and attitudinal profile of the existing, lapsed and potential audiences.**

This clarity will enable the research agency to recruit a representative sample from each of the three target audiences in order to **assess the appeal/relevancy of existing flagship programmes and the effectiveness of marketing ideas for each target audience during Phase 2** of the project

Service period: October 2016 - February 2017

List of tender services.

This research project should be phased around two key objectives:

Phase 1 objectives

1. Build a comprehensive understanding of the three target audiences described above:
 - a. The socio-demographic composition of each of the three target audiences
 - b. Their attitudes towards Hromadske; how Hromadske stands out vis-à-vis other news providers for each of the target audiences
 - c. The existing barriers and drivers for current and potential viewing of Hromadske.tv
 - d. The stories and story treatments that each of these audiences wants to know more about
 - e. Their news habits across the day
 - f. The research needs to provide the backbone data in order to produce benchmark data for the KPI pyramid below for each of the three audiences

Phase 2 objectives

2. Unearth deeper the motivations, drivers and barriers of the three target audiences for consumption of Hromadske content
3. To assess the relevancy and appeal of up to 5 Hromadske programmes for the three key audiences
4. To test particular marketing and editorial ideas tailored for each of the three target audiences based on insights generated in Phase 1 of the project

Proposed Requirements & Supplier Selection criteria

The research supplier must provide the following information within their proposal and the decision on which supplier to work with will be based on certain criteria

- The supplier's experience of similar studies e.g. audience profiling, programme and marketing research
- Understanding of media and news in particular
- Value for money/cost (**please provide detailed and all-inclusive costs**).
- Appropriateness of proposed methodologies and considered approaches
- Experience of working with quantitative methodologies/designing surveys
- Experience of working with different qualitative methodologies
- Experience in working with an international team/Excellent command of English
- Seniority of team working on the project
- Project deliverables

Proposal Delivery

For detailed brief write to the specified address.

Please send your proposals addressing all the listed requirements to the contacts below by 11th October 2016

Documents should be sent to the email address:

vyacheslav.bardachenko@gmail.com

Luba@addykassova.com

Announcement of winners of open selection and detailed brief - 18th October 2016

Contact Details

Vyacheslav Bardachenko – Analyst, Hromadske UA

vyacheslav.bardachenko@gmail.com

Luba Kassova - Director and Co-Founder, Addy Kassova Audience Strategy Ltd (Akas) Luba@addykassova.com