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| **Date** | 1st December 2023 | **Version** | 1 | ***Copy of this FBN to be sent to DA , QC , PPH team.*** |

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| ***NAME OF THE PROJECT*** | *Amigo 2* | ***Job no#*** | YA.0273.00114.001, YA.0273.00115.001,  YA.0273.00116.001, | | |
| ***HH or Non HH*** | *HH* | ***Product Category*** | *Media Habits* | | |
| ***Adhoc / Track*** | *Adhoc* | ***If Track (Total Number .of wave):*** | | |  |
| ***CAPI / PAPI*** | *CAPI* | ***If Track (mention frequency of wave )*** | | |  |
| ***PM Executive In charge*** | *Deepak Jai Kumar* | ***PM Manager In charge*** | | *Vishnu Singh* | |
| ***CIPD Executive In charge*** |  | ***CIPD Manager In charge*** | |  | |
| ***CS Executive In charge*** | Chaitali Surve | ***CS Manager In charge*** | | *Sneha Salvi* | |

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| **Target Respondent** | | | |
| **Study Objective:**  To Understand daily media habits of customers who have purchased the brand, Century ply club prime (plywood)/ Sainik 710 Plywood / Century Laminates in last 2 months. The media habits are needed to know across News, radio, cinema halls, digital - Insta, FB, LinkedIn, Print media, Out of Home etc. | | | |
| **Working Status** | * **The customers who have purchased Century Ply Club Prime in last two months.** * **The customers who have purchased Century Ply Sainik 710 in last two months.** * **The customers who have purchased Century Laminates in last two months.** | **Category**  **User ship** | **NA** |
| **Brand User ship** | **Yes** | **SEC of**  **respondent /**  **NCCS** | **NCCS A** |
| **Age of respondent** | **24 yrs above (natural fallout)** | **Gender** | **Males** |
| * **Any Others details 🡪** * The Customers are using and aware of News, radio, cinema halls, digital - Insta, FB, LinkedIn, Print media | | | |

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| **FIELDWORK METHODOLOGY ( Respondent will be recruited through) : Delete if not applicable** | | | | | |
| **Booster** | **Face 2 Face** | **CAPI** |  |  |  |
| **LOI** | **25 Mins** |  |  |  |  |
| **Sample size:** 200 for all 4 Studies  **Sampling:** Area purposive. Sample plan shared separately in an Excel format.  **Target Group for Century Ply Club Prime Study** :  Males, above 24 Yrs., Who have purchased Century Ply Club Prime Plywood in last 2 months, NCCS A   |  |  | | --- | --- | | **CITIES** | **Total** | | **Mumbai** | **100** | | **Kolkata** | **100** | | **TOTAL** | **200** |   **Target Group for Century Ply Sainik 710 Study** :  Males, above 24 Yrs., Who have purchased Century Ply Sainik 710 Plywood in last 2 months, NCCS A   |  |  | | --- | --- | | **CITIES** | **Total** | | **Pune** | **100** | | **Nagpur** | **100** | | **TOTAL** | **200** |   **Target Group for Century Laminates Study** :  Males, above 24 Yrs., Who have purchased Century Laminates in last 2 months, NCCS A   |  |  | | --- | --- | | **CITIES** | **Total** | | **Bangalore** | **100** | | **Kolkata** | **100** | | **TOTAL** | **200** | | | | | | |

| **Basic Details of the study** | |
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| **Sampling (Random / Area Purposive)?** | Booster |
| **Random Sampling will be done using**   * Electoral roll / Voter * Polling booth list | NA |
| **Right Hand Rule ( RHR) to be followed within Starting points ( SP) ( Yes / No)** | No |
| **If sampling unit is Polling Booth from where the first HH will be knocked?**   * The HH falls right hand side of the polling booth * HH which is at the nearest xing of the road or lane of polling booth | NA |
| **If sampling unit is area purposive from where the first HH will be knocked?**   1. Once you reach the area look for the mid-point of that area. Slight here & there is ok. 2. Once you reach the mid-point , HH which is at the nearest xing of the road or lane of mid-point | |
| **Any Zonal spread of starting points to be maintained or natural fall out as per sampling :** | No |
| **Contacts to be maintained in each SP? ( Yes / No)** | No |
| **Area Summary sheet / General Contact sheets to be maintained? ( Yes / No)** | No |
| **Contacts to be given any serial number? ( Yes / No)** | NO |
| **If Area Summary sheet / General Contact sheets needs to be maintained, ( Yes / No)** | No |
| **If Area Summary sheet / General Contact sheets, needs to be dispatched? ( Yes / No)** | No |
| **Listings: If there is any Fixed number of listings in each SP? ( Yes / No)** | No |
| **Listings: If there is any maximum number of listings in each SP? ( Yes / No)** | No |
| **Listings: Which is non-qualifying for main to be given any serial number by SP? ( Yes / No)** | No |
| **Listings: Which is non-qualifying for main to be maintained & dispatched? ( Yes / No)** | No |
| **Main / Detail Interview: Any Fixed number of Main / Detail Interview in each SP? ( Yes / No)** | NA |
| **If not fixed, any maximum number of Main / Detail Interview in each SP? ( Yes / No)** | NA |
| **LOI Listing** | 5 minutes |
| **LOI Main** | 20 minutes |
| **Is there any skipping? ( Yes / No)** | NA |
| **If Yes for Skipping , then is it after valid listing or valid main ?** | NA |
| **If Yes for Skipping , Number of HH needs to be skipped** | NA |
| **Kish Grid to be followed? ( Yes / No)** | No |
| **For Kish Grid , which serial number to be followed , Listing or Main/Detail** | NA |
| **If any quota? If yes please mention in the grid below. ( Yes / No)** | Yes |
| **Quota to be maintained center wise or state wise or zone wise?** | Center Wise |
| **Product Usages – Number of Days / Number of Hours / NA** | 2 Months |
| **Product Usage : Number of product** | NA |
| **Product Usage : Number visit** | NA |
| **Define working days a week and Non-working a week – Applicable only for some specific study** | NA |
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| **Centre and sample size:** | | | | | | | | | |
| **DA office name** | **Fieldwork Center** | **Number of SP** | **Listing / recruitment Sample** | **Main sample** | **Booster sample** | **Contacts / SP** | **Listings / SP** | **Mains / SP** | **Booster / SP** |
| Please refer to quota sheet for detail | | | | | | | | | |

| **Team Composition** | |
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| **If any tele callers required?** | No |
| **Profile of the interviewer?** | Household |
| **Gender of the interviewer? Male / Female / Mix** | Mix |
| **Any additional checker is required?** | No |
| **Interviews will be done in English or Vernacular** | English, Hindi, Bengali, Marathi, Kannada |
| **Interviewers needs to be English speaking or can read & understand English** | Yes (Fluent speaker and good command over the language) |
| **Others ( If any)** | Should be appropriately dressed as we would be interviewing the higher Socio economic group / premium segment consumers  Client would be accompanying during the fieldwork |

| **FW Materials – If not required write no** | **Frequency / Schedule / date sent or will be sent on** |
| --- | --- |
| Final translated live link or Q’re | NA |
| OE Link | NA |
| Translated OE sheets | NA |
| LOI calculator | 27th November 2023 |
| Stimulus | NA |
| Who will print Concept / stimulus / Photo cards | NA |
| Final qre – Main / Detail | 30th November 2023 |
| Show Cards | NA |
| Tele calling script | NA |
| Quota sheet | 1st December 2023 |
| Interviews will be done in English only? | Yes |

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| **Additional note ( If Any)** |
| * Age group: Above 24 Yrs (Natural fall out) * Gender: Males * NCCS: A * Should have purchased Century Ply Club Prime Plywood in recent 2 months * Should have purchased Century Ply Sainik 710 Plywood in recent 2 months * Should have in purchased Century Laminates in recent 2 months * Should have in purchased Century Ply Club Prime Plywood in recent 3-4 months for Additional Analysis/ revisits study |

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| **FW Schedule** | **Frequency / Schedule / date sent or will be sent on** |

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| ***Early Warning Note ( EWN) Sent On*** | 18th November 2023 |
| ***Date of field briefing to EIC’s*** | 4th December 2023 |
| ***Briefing /Mock calls of Freelancers - (In case of lengthy and complex qnnr it is mandatory to provide one additional day for training / mock calls)*** | 5th December 2023 |
| ***Date of team briefing : ( should be a gap of one day post sharing of Final material)*** |  |
| ***Date of Mock call :*** | 5th December 2023 |
| ***Fieldwork Start Date: ( should be a gap of one day post Mock call)*** | 6th- December 2023 |
| ***Fieldwork End Date:*** | 26th December 2023 |
| ***First Sync / Dispatch*** |  |
| ***Final CE data to be synchronized on / Dispatch to be done on*** |  |
| ***Final OE entry to be done*** |  |
| ***Confirmation on QC complete by Field Team*** |  |
| ***Confirmation on QC complete by IQC team*** |  |
| ***Final CE Data to CRDC/GO*** |  |
| ***Final OE Data to CRDC/GO*** |  |

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| ***Frequency of Synchronization of interview (if CAPI)*** | Daily |
| ***Frequency of OE Entry & Synchronization (if CAPI)*** | Alternate Day |
| ***Frequency of Status update ( If CAPI)*** | Alternate Day |
| ***Frequency of Status update (if PAPI)*** | - |
| ***Frequency of Dispatch (if PAPI)*** | - |
| ***Dispatches to be sent to ? Name & Office*** | - |
| ***Feedback Qre to be sent to Name & Office*** | - |
| ***Feedback qre to be sent within number of days of launching?*** | - |
| ***Date of launch of each centre to be confirmed ( Yes / No)*** | Yes |

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| **DA Feedback & Queries ( If any)** |
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