**Google MCF - UCP Value Prop Study**

Known, January 2023

US *Contributors*Qual Screener (US)

PRJ-11113

BACKGROUND

As consumers have grown to want content that is more visual, snackable, user-generated, and authentic – platforms such as Instagram, Reddit, and TikTok have become the preferred destination (and starting point) for search. This dramatic shift in search behavior has been aided by Google’s lack of similar content in today’s Search experience. To better challenge these competitors they’re planning to launch UCP (Universal Content Primitive) – a new format that seamlessly incorporates relevant content through user comments and reactions.

In this reach we’ll set out to…

* Determine value propositions prioritization - which UCP value props are the most appealing, unique, and believable coming from Google or competitors today.
* Explore resonance of mockups - Evaluate which mockups and user experiences are most preferred, and deliver on intended value props and associated features.
* Assess the long-term promise- Determine the overall long term promise of UCP and the value props and features that can be used together to push the platform forward.
* Understand Google positioning - Explore which promise statements and value props Google can uniquely own and will drive users to Google (if any).

DETAILS

Markets: US, IN

Research Dates: [Full timeline here](#6ygqvv8wws6n)

* US: Fielding the week of March 6th for contributor groups
* IN: Fielding the week of March 13th for contributor groups

Methodology: Remote triads

* Contributor audience: Recruit 36 to seat 27 for 9 triad groups of consumers with 3 groups of each segment:
  + 3 groups of Helpers
  + 3 groups of Advocates
  + 3 groups of Monetizers

Criteria Summary:

| **General Criteria** | * Must be 18-64 years old (S1) * Non-compete/Industry-sensitive employment (same with HH members) (S3) * Mix of geo * Mix of Industry (S3) * Mix of employment status (S5) * Mix of gender (S0) * Mix of ethnicity (S2) * Mix of HHI and education (S6 AND S7) * Mix of household composition (S10 AND S10A)   + Families- min 1-2 parents * Articulation requirement (A1) * No research participation in the past 6 months (A2) |
| --- | --- |
| **Other Audience Criteria** | * Recruit to seat 9 for each segment (TT)   + Seat 9 Helpers (TT)   + Seat 9 Advocates (TT)   + Seat 9 Monetizers (TT) |

**ATTENDEE INFORMATION**

DATE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_INTERVIEWER\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_

FULL NAME:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ADDRESS: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CITY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

STATE/COUNTRY \_\_\_\_\_\_\_

ZIP \_\_\_\_\_\_

WORK PHONE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ FAX \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Hello, my name is \_\_\_\_\_, I’m calling from \_\_\_\_\_\_\_\_\_, an independent market research company based in \_\_\_\_\_.

This is not a sales-related call. Your responses will be treated in the strictest confidence and none of the opinions you give us will be attributed to you.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Respondent Categorization**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Since we are seeking a variety of perspectives, let me first ask you a couple of questions about you.

S0. What is the gender you identify with?

\_\_\_\_\_ Male

\_\_\_\_\_ Female

\_\_\_\_\_ Non-Binary

\_\_\_\_\_ Prefer not to say

**RECRUIT MIX**

S1. What is your age? \_\_\_\_\_\_\_\_\_\_\_ (**RECORD**)

\_\_\_\_\_ Under 18 years old **(TERMINATE)**

\_\_\_\_\_ 18-24

\_\_\_\_\_ 25-34

\_\_\_\_\_ 36-44

\_\_\_\_\_ 45-54

\_\_\_\_\_ 55-64

\_\_\_\_\_ 65 + **TERMINATE**

**RECRUIT A MIX ACROSS RANGES**

S2. Which of the following best describes your ethnicity?

\_\_\_\_\_\_\_ a. Hispanic / Latino / Spanish

\_\_\_\_\_\_\_ b. American Indian / Alaska Native

\_\_\_\_\_\_\_ c. Black / African American

\_\_\_\_\_\_\_ d. Asian

\_\_\_\_\_\_\_ e. Pacific Islander / Native Hawaiian

\_\_\_\_\_\_\_ f. White

\_\_\_\_\_\_\_ g. Other

\_\_\_\_\_\_\_ h. Prefer not to answer

**RECRUIT A MIX**

S3. Do you or does anyone in your household work in any of the fields or categories?

\_\_\_\_\_ Market Research **[TERMINATE]**

\_\_\_\_\_ Advertising **[TERMINATE]**

\_\_\_\_\_ Manufacturing

\_\_\_\_\_ A software or technology company **[TERMINATE]**

\_\_\_\_\_ Journalism [**TERMINATE]**

\_\_\_\_\_ Education

\_\_\_\_\_ Non-profit

\_\_\_\_\_ Retail

\_\_\_\_\_ Healthcare

\_\_\_\_\_ Banking and Finance

\_\_\_\_\_ None of the above

S4. Please describe your current role and the industry you work in. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**RECRUIT A MIX OF ROLES & INDUSTRIES**

S5. Which of the following **best describes your employment status**? (Please select one).

\_\_\_\_\_ Employed Full-Time (working 30 or more hours per week)

\_\_\_\_\_ Employed Part-Time (working less than 30 hours per week)

\_\_\_\_\_ Self-Employed

\_\_\_\_\_ Laid-off / looking for work

\_\_\_\_\_ Homemaker or Stay-at-home parent

\_\_\_\_\_ Full-Time Student

\_\_\_\_\_ Part-Time Student

\_\_\_\_\_ Retired

\_\_\_\_\_ Other

**RECRUIT A MIX**

S6. Which of the following income categories best describes your total **annual household income**?

\_\_\_\_\_Less than $15,000

\_\_\_\_\_$15,000 to $24,999

\_\_\_\_\_$25,000 to $34,999

\_\_\_\_\_$35,000 to $49,999

\_\_\_\_\_$50,000 to $74,999

\_\_\_\_\_$75,000 to $99,999

\_\_\_\_\_$100,000 to $124,999

\_\_\_\_\_$125,000 to $149,999

\_\_\_\_\_$150,000 or more

**RECRUIT A MIX**

S7. Which of the following best describes your highest level of education?

\_\_\_\_\_ Did not complete High School

\_\_\_\_\_ High School or equivalent (for example: GED)

\_\_\_\_\_ Some College, but no degree

\_\_\_\_\_ Associate degree (for example: AA, AS)

\_\_\_\_\_ Bachelor’s degree (for example: BA, AB, BS)

\_\_\_\_\_ Post-graduate degree (Master’s, Professional or Doctorate)

**RECRUIT A MIX**

S8. What city and state do you currently live in? **RECORD VERBATIM, AIM FOR GEO MIX**

S9. Which of the following do you consider to best describe where you live?

\_\_\_\_\_\_\_ An urban area

\_\_\_\_\_\_\_ A suburban area

\_\_\_\_\_\_\_ A rural area

**RECRUIT A MIX**

S10. Which of the following best describes your household?

\_\_\_\_\_\_\_I live with a partner and one or more children under 18 **CONTINUE TO S7A**

\_\_\_\_\_\_\_I am a single parent with one or more children under 18 **CONTINUE TO S7A**

\_\_\_\_\_\_\_I live with a partner

\_\_\_\_\_\_\_ I live with other adult family members (eg, extended family, adult children)

\_\_\_\_\_\_\_I live by myself

\_\_\_\_\_\_\_I live with a roommate/with roommates **How many?** \_\_\_\_\_\_ (**CAPTURE**)

**RECRUIT A MIX.**

S10A. How many children of the following ages live in your household? **RECORD NUMBERS**

\_\_\_\_\_\_\_Age 4 or under

\_\_\_\_\_\_\_5-10

\_\_\_\_\_\_\_11-13

\_\_\_\_\_\_\_14-18

**CLASSIFY RESPONDENTS INTO SEGMENT QUOTAS WITH** [**TYPING TOOL**](https://docs.google.com/spreadsheets/d/1KwYImsZLAGfSVqbQJcnwU0AU7sLvjyds/edit?usp=drive_web&ouid=113354741282631037697&rtpof=true)

**(**[**STEPS FOR DOWNLOADING TT TO USE LOCALLY ON YOUR COMPUTER**](https://docs.google.com/document/d/1U6DTglqbXo1FnXFzQgdb7uFt9DKM1NGD2StneBbCpLw/edit)**)**

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**ARTICULATION & PAST PARTICIPATION**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A1. Walk me through your process of looking for information (such as planning a vacation, finding recipes to cook or planning a party/event) online, what sources do you use? Why do you trust one source over another?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**LISTEN FOR RESPONSE AND RECORD VERBATIM. NEEDS TO SAY A FEW PHRASES TO DEMONSTRATE THAT RESPONDENT IS ARTICULATE, HAS A PERSPECTIVE ON BRANDS AND CAN COMMUNICATE ABOUT THE VALUE BRANDS BRING TO THEIR LIFE.**

A2. For this study, we need some people who have participated in market research before and some who have not. When was the last time, if ever, you participated in a market research discussion?

**[DO NOT READ]**

Within the past 6 months………………………………………………....1 **HOLD**

More than 6 months ago………………………………………………….1 **CONTINUE**

Never……………………………………………..…………………………1 **CONTINUE**

A3. For this study, we’ll ask you to take part in an online 120 minute group discussion with a few other people. Our conversation will focus on smart device capabilities. We will be conducting the virtual discussion on a day between **US 2/27- 3/10 and IN 3/6 - 3/17.** We’ll also ask you to complete a brief exercise prior to the interview which will require about 30 minutes of your time.

After you complete the online group discussion you will receive a $\_\_\_\_ incentive. Are you comfortable and willing to participate in this type of study?

\_\_\_\_\_Yes

\_\_\_\_\_No **TERMINATE**

A4. To participate in the study, you will be required to read and agree to a participant consent form that confirms that you agree not to disclose any confidential information about the study to any third party or on any social media or digital platform, you authorize any audio or video recording of your participation in the study and to the collection and use of any personal information you provide, including, but not limited to, audio and video recordings, for use in connection with the study and for internal research purposes only, and you agree that any ideas, suggestions, inventions, designs, feedback or improvements you share or discuss during this study will be owned by the study sponsor. You will need to provide your consent prior to your participation in the study.

Do you agree to read this consent form prior to participation?

Yes \_\_\_\_\_ (confirm and schedule)

No \_\_\_\_\_\_ **TERMINATE**

RECRUITER NOTE: When emailing recruiting grids to the KNOWN PM you must also cc this e-mail address: [strategyconsultingprotectedsite@known.is](mailto:strategyconsultingprotectedsite@known.is)

On invoices: Please include the field manager (Shira Ansbacher), the project code (PRJ-11113) and the project name (MCF UCP Value Prop)

FULL RESEARCH TIMELINE:

| **Date** | **Milestone** | |
| --- | --- | --- |
| Week of Jan 30 | Draft & align recruitment screener & DG | |
| Week of Feb 6, 13, & 20 | Field work prep: recruitment, translations etc | |
| Week of Feb 27 | Field work in US - Field consumer groups | |
| Week of March 6 | Begin fielding **US contributor groups**  Deliver US consumer groups emerging findings  Begin fielding India consumer groups | |
| Week of March 13 | US contributor groups emerging findings  **Begin fielding India contributor groups** | |
| Week of March 20 | Deliver qualitative toplines | |