**Project Fianza.**

Hi! It’s a pleasure to share the early warning note for study “Project Fianza”. This study is Pharma in nature. Kindly refer to below mail and plan the resources accordingly.

**Respondents**: Paediatricians

**Timeline:** 10 days [QUANTITATIVE]

**LOI**: 30 Mins

**Screening criteria**:

* **Experience:** between 6 years & 25 years
* **Methodology:** Hybrid Approach (Agency to discuss) F2F CAPI interviews + Online CAPI (Interviewer guided)
* **Patient Load:** >=50 patients per week
  + >20% patients in the age bracket of >2 years up to 6 years
* **PNS Recommendations:** >10% kids in 2-6-year-old-group are recommended PNS
* **Consultation Fees:** >200 INR per patient per visit
* **Recommendation of Client Brand:**
  + ***R-Client Brand Recommenders:*** *Recommending Client brand to >20% kids in the 2-6-year-old age group*
  + ***N-Client Brand Non/ Low Recommenders:*** *Recommending Client brand to <=20% kids in the 2-6-year-old age group*

**Sample** **size:** 150 doctors (Detailed split given below)

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| **QUANTITATIVE PHASE WITH PEDIATRICIANS** | | | | |
| **ZONES** | **CITIES** | **R\*** | **N\*\*** | **TOTAL** |
| EAST | Kolkata | 40 | 10 | **50** |
| WEST | Mumbai | 40 | 10 | **50** |
| SOUTH | Hyderabad | 40 | 10 | **50** |
| **TOTAL** | | 120 | 30 | **150** |

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| **Study Background/ Objectives** | **:** | Visual Aid testing for a brand in Toddler Nutrition space for its new communication routes |
| **Methodology** | **:** | Hybrid Approach (Agency to discuss) F2F CAPI interviews + Online CAPI (Interviewer guided) |
| **Type of Service Required** | **:** | Recruitment & Fieldwork |
| **Target Respondent(s)** | **:** | Paediatricians |
| **Sample Size/ Unit/ Volume** | **:** | N=150  Kolkata, Mumbai & Hyderabad |
| **Length of Interview (LOI)** | **:** | Up to 30 mins |
| **Work Commencing Date** | **:** | 25th July 2023 (Tentative) |