**Brief for Fieldwork – Project Imagine (Hyderabad)**

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| **STUDY TYPE** |  |
| **Centre** | Hyderabad |
| **Date of Study** | Tentative dates:  Placement = 17th & 18th February (12+12)  1st recalls = 20th and 21st Feb (virtual + f2f) – (12+12 out of which 6 would be f2f and 6 would be virtual)  2nd recalls = 23rd and 24th Feb (virtual + f2f) – (12 +12 out of which 6 would be f2f and 6 would be virtual) |
| **Type of research** | IHUT |
| **For groups – no, respondents per groups and duration** | NA |
| **For CHVs-no of respondents, no of CHVs per days, duration per visit** | Total = 24 respondents  3 cells:  Cell 1 (8 respondents)  Cell 2 (8 respondents)  Cell 3 (8 respondents) |
| **SERVICES REQUIRED** |  |
| **Recruitment** | Yes |
| **Product placement** | Yes |
| **Moderator** | Yes – 2 (1 for F2F and one for virtual recalls) |
| **Translator** | Yes – 2 (1 for F2F and one for virtual recalls) |
| **Audio Recording** | No |
| **Video Recording** | No |
| **Others** |  |
| **DETAILS** |  |
| **Respondent Profile** | * Housewives in the age group of 25-40 Years * Should be users of Red Label tea. **Should NOT be using Red Label Natural Care.** * Should not be using any spiced packet tea. (eg Red Label Natural Care, 3 Roses Natural Care, Chakra Elaichi, etc.) * Drinks at least 2 cups of tea per day. * Pack size : users of 100g and above. * Decision Maker for Tea Brands * Should prepare tea on her own. * LSM 3-5 & 6+ (to be confirmed) |
| **Others** | 2 products to be placed with each respondent sequentially; involves 2 recalls/respondent |
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| **No of Products** | 4 |
| **Codes** | To be confirmed |
| **Other Requirements** |  |
| **Contact person and details** | Sharon – 9820766717 |
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**PLACEMENT DESIGN – TO BE CONFIRMED WITH CODES ONCE READY**

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| **Cell** | **LSM** | **Brand Usership** | **1st Placement date** | **Code** | **1st Recall date** | **Placement date/ 2nd product usage start date** | **Code** | **2nd Recall date** |
| **Cell 1** | 3-5 | Red Label | 20.02.23 | CB03 | 23.02.23 | 23.02.23 | AF91 | 27.02.23 |
| 3-5 | Red Label | 20.02.23 | CB03 | 23.02.23 | 23.02.23 | AF91 | 27.02.23 |
| 3-5 | Red Label | 20.02.23 | AF91 | 23.02.23 | 23.02.23 | CB03 | 27.02.23 |
| 3-5 | Red Label | 20.02.23 | AF91 | 23.02.23 | 23.02.23 | CB03 | 27.02.23 |
| 6+ | Red Label | 20.02.23 | CB03 | 23.02.23 | 23.02.23 | AF91 | 27.02.23 |
| 6+ | Red Label | 20.02.23 | CB03 | 23.02.23 | 23.02.23 | AF91 | 27.02.23 |
| 6+ | Red Label | 20.02.23 | AF91 | 23.02.23 | 23.02.23 | CB03 | 27.02.23 |
| 6+ | Red Label | 20.02.23 | AF91 | 23.02.23 | 23.02.23 | CB03 | 27.02.23 |
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| **Cell 2** | 3-5 | Red Label | 20.02.23 | CB03 | 23.02.23 | 23.02.23 | BN07 | 27.02.23 |
| 3-5 | Red Label | 20.02.23 | CB03 | 23.02.23 | 23.02.23 | BN07 | 27.02.23 |
| 3-5 | Red Label | 20.02.23 | BN07 | 23.02.23 | 23.02.23 | CB03 | 27.02.23 |
| 3-5 | Red Label | 20.02.23 | BN07 | 23.02.23 | 23.02.23 | CB03 | 27.02.23 |
| 6+ | Red Label | 21.02.23 | CB03 | 24.02.23 | 24.02.23 | BN07 | 28.02.23 |
| 6+ | Red Label | 21.02.23 | CB03 | 24.02.23 | 24.02.23 | BN07 | 28.02.23 |
| 6+ | Red Label | 21.02.23 | BN07 | 24.02.23 | 24.02.23 | CB03 | 28.02.23 |
| 6+ | Red Label | 21.02.23 | BN07 | 24.02.23 | 24.02.23 | CB03 | 28.02.23 |

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| **Cell 3** | 3-5 | Red Label | 21.02.23 | CB03 | 24.02.23 | 24.02.23 | DG05 | 28.02.23 |
| 3-5 | Red Label | 21.02.23 | CB03 | 24.02.23 | 24.02.23 | DG05 | 28.02.23 |
| 3-5 | Red Label | 21.02.23 | DG05 | 24.02.23 | 24.02.23 | CB03 | 28.02.23 |
| 3-5 | Red Label | 21.02.23 | DG05 | 24.02.23 | 24.02.23 | CB03 | 28.02.23 |
| 6+ | Red Label | 21.02.23 | CB03 | 24.02.23 | 24.02.23 | DG05 | 28.02.23 |
| 6+ | Red Label | 21.02.23 | CB03 | 24.02.23 | 24.02.23 | DG05 | 28.02.23 |
| 6+ | Red Label | 21.02.23 | DG05 | 24.02.23 | 24.02.23 | CB03 | 28.02.23 |
| 6+ | Red Label | 21.02.23 | DG05 | 24.02.23 | 24.02.23 | CB03 | 28.02.23 |