



Dear Sir/Madam,

Would you like the opportunity to get paid for giving your opinion?

We, here at Procter & Gamble, are seeking North East locals who would like the opportunity to become members of our consumer research panels. We are looking for local consumers and local businesses for our two panels: Consumer Panel & Professional Panel.

#### Consumer Panel\*:

If you use washing detergents, fabric softeners, air fresheners, surface cleaners and other household products, and would like to test new products and give us your opinions in return for either free household products or Gift Vouchers, please get in touch!

If you think yourself, or someone you know would be interested in taking part, please contact us at: [neconsumers.im@pg.com](mailto:neconsumers.im@pg.com) indicating your interest referencing 'Consumer Panel' and "Sacred Heart PS" we will get back to you.

#### Professional Panel\*:

• Catering Companies • Cleaning Services • Beauty Salons • Hair Salons • Barbers • Sandwich Shops • Cake Bakeries • Restaurants • Cafes • Take Aways • Pubs • Dog Groomers • Small Hotels • B&B/Guest Houses • Domestic Cleaners • Care Homes • Creche/Nurseries • Toddler Playgroups /Soft Play • Cash & Carries •

*If you or anyone you know owns this type of business, and you think there would be interested in joining our Professional Panel – and testing the Professional Range of P&G Products in exchange for free products and gift vouchers, please ask them to get in touch with us **referencing 'Professional Panel' and the name of their business:** [neconsumers.im@pg.com](mailto:neconsumers.im@pg.com)*

\*Following this (for both panels): You will be required to take a 10 minute 'screener' survey so we can identify the products you use, and how you use them. Once you have completed this survey, you will be added to our panel and contacted when suitable research is up and coming.

#### Types of research projects:

- In Home product testing – panellists will be asked to take home product to use either as directed or as they normally would and asked to fill out a questionnaire afterwards.
- Focus Groups – panellists may be asked to come along to a local location to take part in focus groups led by our researchers.
- 1-2-1 Interviews – panellist may be interviewed in their home or invited to an interview at a local location to answer questions which help researchers develop better understanding of how you use products.
- Hall Tests – panellists may be invited to a local location to take part in various different tests on household brands

**Best Wishes,**

**Consumer Connections team**

Consumer Research

Procter & Gamble| Newcastle Innovation Centre

