



**GLOBAL RESEARCH
BUSINESS NETWORK**

APRC • EFAMRO • ARIA

The GRBN Global Trust & Personal Data Report

Advertising Opportunities

2014 10 21

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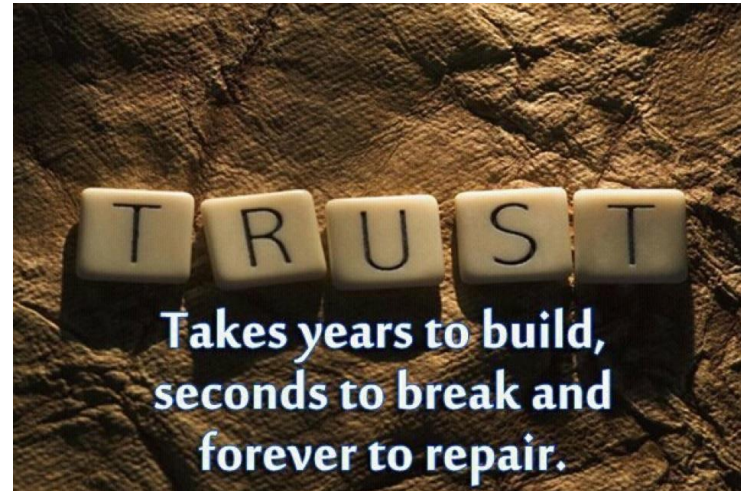
The GRBN Global Trust & Personal Data Report

About the report

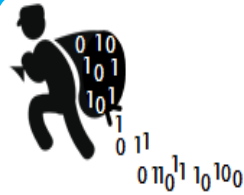
The GRBN Global Trust & Personal Data Report

“Is sensitivity in the eye of the beholder?”

- This is the definitive report into citizen’s attitudes towards personal and sensitive data across the globe and the level of trust people have in different types of organisations not to misuse their personal data.



Three highlights from the report*



One-in-four adults is **VERY CONCERNED** about the possible misuse of their personal data



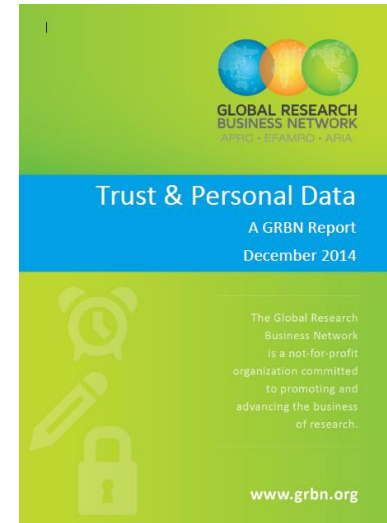
One-in-three does **NOT TRUST** the market research industry to safeguard their personal data



People consider many types of data about them to be **SENSITIVE**, not just personal

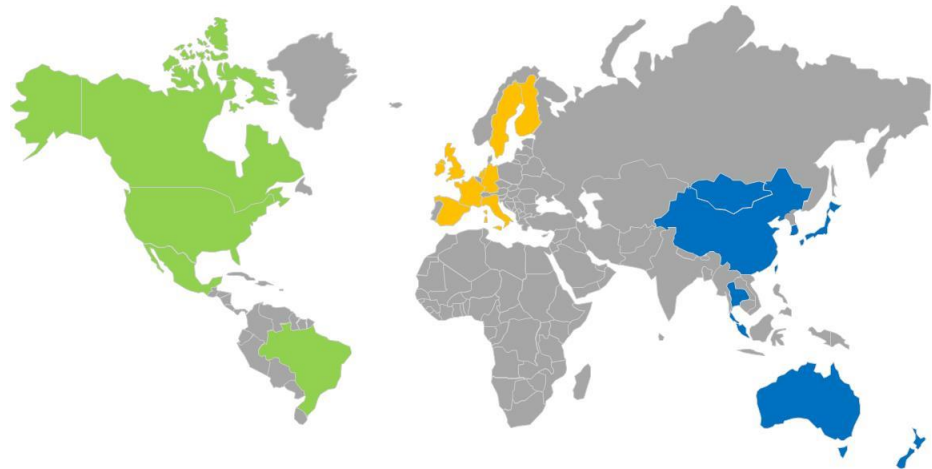
A global report in ebook format

- The report will present the data at a global, regional and country level and will include expert commentary, in addition to the analysis of the data.
 - The report will be published on the 4th of December
 - The report will be downloadable via the GRBN website
 - The link to the report will be emailed to national associations' / regional federations' mailing lists
 - The report will be promoted through regional federation / national association communication channels, as well as on the GRBN website
 - The report will also be promoted through Greenbook's communication channels



An interactive online dashboard & reporting tool

- The key data will be fed into an on-line dashboard & report tool
- Access to this tool will be given to research business leaders, who are members of National Associations (3500 companies), as well as to the executive staff of National Associations and regional federations.





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About the survey

In co-operation with Research Now



The GRBN Global Trust & Personal Data Survey

Topics covered in the questionnaire

- **Familiarity** with how personal data is collected and used
- The **degree of concern** about misuse
- The **level of trust** in different types of organisations when it comes to the safe handling of personal data
 - Including how **trustworthy is the market research industry** seen to be?
- What **types of data** are considered **personal** data? And what types **sensitive** data?
- Demographics

Background to the Survey



- Fieldwork conducted in 24 countries by Research Now, (supported by OnDevice in two countries*). 1000 or more online interviews per country (500 in Mongolia)
- Representative samples of 18+ / 18-64 year olds, or alternatively 18+ / 18-64 year old internet users where internet penetration is relatively low#

ARIA Survey

- Argentina
- Brazil
- Canada
- Mexico

APRC Survey

- Australia
- China #
- Japan
- Malaysia#
- Mongolia *#
- New Zealand
- Singapore
- South Korea
- Taiwan #
- Thailand *#

January 2014

February 2014

March 2014

April 2014

May 2014

June 2014

July 2014

August 2014

September 2014

Pilot Wave

- UK
- US

EFAMRO Survey

- Finland
- France
- Germany
- Ireland
- Italy
- Netherlands
- Spain
- Sweden



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Advertising packages

Opportunities and pricing

Gold sponsor

- ❑ Highlighted logo exposure.
- ❑ Full page ad with link
- ❑ Logo exposure in dashboard tool
- ❑ Recognition in follow-up webinars
- ❑ **10 000 USD**

Silver sponsor

- ❑ Logo exposure
- ❑ ¼ page ad with link
- ❑ **5 000 USD**

Bronze sponsor

- ❑ Logo exposure
- ❑ **2 000 USD**

Benefits to the advertiser

1

The opportunity to **drive leads** to your website



2

A strong global **visibility** for your **brand**



3

A strong demonstration of your **corporate social responsibility**



Securing your place

- The number of advertising spots in each category is **limited** and offered on a first come first served basis.
- The deadline for securing your advertising spot is **November 21st**
 - The deadline for material is November 28th
- **To secure your place or for further information please contact**

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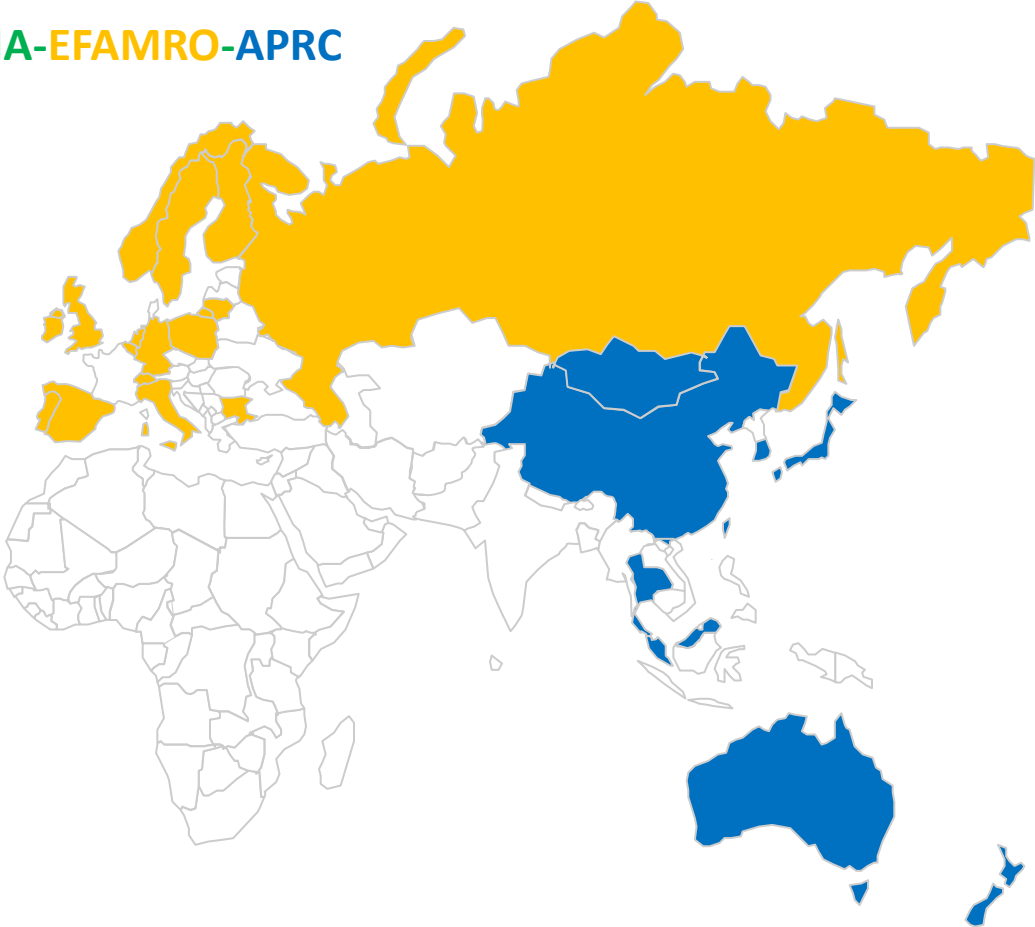
About the GRBN

The GRBN's mission is to promote and advance the business of research by developing and supporting strong autonomous national research associations.

The Global Research Business Network



ARIA-EFAMRO-APRC





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***38 national research
associations representing over
3,500 research businesses on 5
continents, which generate US
\$25 billion
in annual research revenues***