
ECHO PILOTS

A Plan for the Unknown

2023



WHAT IS AN ECHO PILOT?



Often, we are asked to recruit a **niche audience or a execute on a unique methodology** where feasibility is uncertain.

Instead of over-promising or declining the project, **Echo** is willing to run a pilot with a capped budget to **assess the strategy and budget required** to get it done.

Our willingness to **try our best** is at your disposal.



BUT WHY?



This approach is in the best interest of the client because:

- 1. It helps the client better understand the nuances and IR of their targeted audiences**
- 2. It provides a thorough reality map for current and future research scoping and design.**
- 3. If you are a research agency conducting the work on behalf of the end client, it shows that you are working with a team of recruitment experts that are willing to think outside of the box**

*PRO-TIP: Bring us into the conversation as early in the research design as possible to create more runway for the pilot.
More runway = more time to experiment with our full arsenal of outreach techniques.



EXAMPLE 1



Qualitative In-Home Ethnos w/Affluent Wine Collectors

CLIENT ASK

Audience:

- Ages 35-54
- HHI: \$300k+
- Must live on Martha's Vineyard at least 6 months out of the year
- Has an in-home wine cellar/room
- Has spent more than \$2k on a single bottle of wine within the past year

Methodology:

- 3 hour in-home tour of wine cellar and 1-on-1 interview

CHALLENGE

- Small Population (17k)
- Affluent Household with 300k+ income
- Low IR of homes w/wine cellars
- \$2k+ on single bottle of wine in past year
- Affluent people are often busy and challenging to get to commit to 3 hours of anything, particularly in their home.

ECHO PILOT

- We propose a max budget of \$1,500.00 to assess feasibility
- Echo leverages multiple recruitment methods including:
 - Active Recruitment Modules
 - Gig Economy Workers (i.e. conducting intercepts at local wine stores, door-to-door inquiry, networking)
 - Networking through local wine stores, vineyards, wine clubs, etc.



EXAMPLE 2



Qualitative Longitudinal Study with Gen Alpha Content Creators

CLIENT ASK

Audience:

- Kids Ages 9-12
- Must be highly articulate
- Currently creating content online
- Must post content to Tik Tok 2+ x wk and regularly engage with others on Tik Tok and Discord.

Methodology:

- 30 day online journal + 1 hour IDI
- 45 min of activities per week

CHALLENGE

- Low IR of Gen Alpha Content Creators
- Getting parents to agree to research with children this age is tough
- Kids this age have busy schedules and school obligations, which is challenging given the methodology

ECHO PILOT

- We propose a max budget of \$2,250.00 to assess feasibility
- Echo leverages multiple recruitment methods, including:
 - Active Recruitment Modules (including direct outreach to Gen Alpha influencers)
 - Networking via our community
 - Engaging parents
 - Networking with schools, various after school programs



THE SKINNY

WHAT IT IS

- A feasibility check
- An attempt to use every method in our arsenal to successfully recruit a niche low IR audience or tricky methodology.
- A way to communicate the challenges of an ask to key stakeholders
- An opportunity to fine tune (if needed) recruitment criteria and/or methodology given the results of the pilot

WHAT IT ISN'T

- Over-promising and under delivering
- A guarantee that the project is do'able in its current form, or a guaranteed number of recruits
- Free



DELIVERABLE

WHAT YOU'LL GET:

- A helpful PDF that shows
 - A list of methods used
 - Who we reached out to
 - How we reached out to them
 - The results of our efforts including IR
- An honest assessment and piece of mind!



IMPORTANT TO NOTE

COSTS

- Our proposed pilot budget is negotiable, though what we recommend is based on what we think it will take to get a read on feasibility.
- The pilot budget does not include incentives (this will be a second line item on the pilot estimate).
- If the project is successful, we will then provide costs for the full recruit (including set-up/management fees, scheduling, participant management, incentives, etc.) as we would any other project.
- If the project doesn't yield anything after testing all approaches, the pilot fee is still owed.



THANK YOU

Anything is possible. We'd love to chat.



MAKE CONTACT: hello@echo-mr.com