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INTRODUCTION



- Lynnette Griffiths organises Market Research sessions across Australia, giving regular Australians the opportunity to offer ideas and opinions in relation to products, services and advertising.
- These sessions are in the form of Focus Groups, Interviews, Online Surveys....
- All participants are always paid well for their participation.
- At a time when many Australians are struggling to pay their bills and buy groceries, Market Researchers are constantly organising sessions where people are paid to share their thoughts.

• **This could be Australia's best kept secret!**



BREAKING NEWS

Share the secret!

- It is my job to make sure the right respondents are booked in to attend the session that best represents their individual demographic.....





- And the demographic variations list is very long.....



- ..so long I cannot include them ALL in this presentation....





Topics can also
include Health



Groceries and household expenses being a huge item on the Market Research list!





Local issues



The list is infinite
with new projects
being launched
weekly!



- Many Market Research projects are related to Advertising concepts



- Market Research topics of discussion are endless, but generally related to products and services that most of us use.
- An online pre session screener is used to ensure that each participant selected is suited to the particular project they wish to apply to attend.





- Sessions vary but they all have one thing in common!

Your opinion is always worth MONEY!!

You will always be paid for your participation...

*Every project is different but generally participants can expect to receive \$50 for a 30 minute interview, to \$200 for a two hour focus group at a central location.

*\$100 plus for a 90 minute focus group via Zoom

Applicants will always be advised of everything they need to know when completing the application screener for each project.



*For security reasons Researchers do not carry cash

*Payment is generally made by way of an emailed multistore gift card.

* Some Researchers also offer payment by Bank Transfer (EFT)



- Many of us receive scam calls and emails daily, so what happens when a real offer appears that seems too good be true?
- MARKET RESEARCH IS REAL- we even have an Australian body- 'The Research Society is the professional association for the market research and insights industry in Australia'.
www.researchsociety.com.au

So, what's the catch?

>>>NO CATCH<<<



Lynnette Griffiths Market Research Services is 100% Australian owned and managed by Lynnette Griffiths (Melbourne based) providing Market Research projects to Metropolitan and Regional Australia – over 30 years in the industry.



How do we sign up?

- Register to receive new project updates by email at <https://www.surveymonkey.com/r/NEWMarketResearch2024Registration>
- or simply follow me on Facebook <https://www.facebook.com/LynnetteGriffithsMarketResearchServices>
- Instagram [lynnettegriffithsmarket](https://www.instagram.com/lynnettegriffithsmarket)



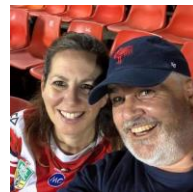
'I really enjoy giving my opinion and feedback to companies, and love if I am out and about, and see a product on a shelf or an ad on tv, and realise I gave my opinion on that. I also enjoy group projects where you meet other people in person or online, it's great to hear other people's perspectives and opinions. Bonus that we get paid for our opinions too. Ruby



'I like the fact that companies are seeking feedback from everyday people to make their product the best it can be for those that will use their product or service.

People should know that it can suit all sorts of different people in different situations with flexible hours. It's fun and easy to participate.

My favourite session has been talking about before/after school and vacation care as it was relevant to me and I got to hear opinions of other participants in my situation. I enjoyed knowing my feedback was valued.' *Raz*



'I love meeting people and sharing my views. The sessions are fun and span so many different topics. I love doing creative tasks and even better is seeing ideas my opinion was sought on being used in advertising campaigns. A great way to spend an hour or two and the incentives are great too. if you do participate you must commit to the session time and be on time.

Best one was on Cadbury biscuits as there were a lot of different opinions and a lot of taste testing.' *Jenny*

More FEEDBACK from my Market Research Community...



'It is a lot of fun participating in market research sessions. It is enjoyable being in a welcoming environment where consumers can share their views both positive and negative on a product in development.'

It is rewarding to feel I am playing a role in shaping the development of a new product coming to the market or a product under review.

My favourite market research session was a focus group on a new marketing campaign to encourage tourists to travel to the Gold Coast shortly after travel resumed post the Covid lockdowns. Who wouldn't enjoy talking about travelling to the Gold Coast for a holiday?' Lisa

'I like how flexible it is to do, no different than logging on to a work zoom call, and they have many options of times and types, from during business hours to late into the evening, 1 on 1 chats to online discussion boards done at your own pace, it makes it very simple to schedule around work and kids.'

It's actually legitimate, it's easy to be sceptical these days, especially online, I know I was before signing up, but the incentives are real and paid out in a timely matter. You'll rarely find work that's as easy, enjoyable and pays as well.'

I did a research about exporting goods as an Australian farmer, it's always good to share industry knowledge and insights especially when it's with an external body that wants to make a real positive change to that industry.' Paul



'I love the flexibility of Market Research, being able to pick a session that aligns with my schedule. I also love the fact I get to have a say on major changes in all kinds of industries, and get to see how my feedback shapes products and initiatives when they are eventually released.'

A lot of people think it's dodgy or not real, but it really IS!

It's easy, convenient, and allows you to earn money, even out of business hours

I had a market research session with a chocolate company, in where I got to try a new line of flavours and review a bunch of catchphrases for a new advertising campaign, it was really enjoyable!' Timothy



