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As a research organization, we have a paramount obligation to the discipline of our profession and to our clients who provide us support for its practice. Hence our insistence on certain basic and commonly accepted standards of scientific investigation as applied to marketing research.

First and foremost is our obligation to protect our Field Correspondents from misrepresentation and exploitation. So, we tell them, at the very outset, and in no uncertain terms, research is our sole business—not a guise for sales promotion. We are pledged to hold all personal data obtained from correspondents in the strictest confidence. This data is revealed to no one—not even to our clients sponsoring the research. We take pride in our pledge.

True, many of our correspondents do buy our clients' products (if they are good) directly from our clients. Some recommend the products to their friends; others act as sales representatives in their respective areas for our client firms, thus adding to their spare time income. Gladly, gratefully, to client and correspondent alike, we say: "More power to you!"

Why do we call you "Correspondent"?

Because you send us research data (in this case, your opinions) whenever needed, even as freelance press correspondents send occasional news items or pictures to newspapers, and both get well paid. Obviously this is not income from employment, regular or part time, but it is income, regardless—and reportable on your tax return.

How often do we pay our correspondents?

Every time an opinion is sent in. Payment is made after evaluation.

How often do we solicit opinions from correspondents?

Quite frequently. Our research facilities are continuously at the service of our sponsor-clients and are being greatly expanded. A variety of

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products and/or literature are being sent to correspondents for their opinions, absolutely free. All products are meticulously checked, pre-tested for safety and quality—none dangerous or injurious, none requiring for their use any specific codes or rules to follow. We value correspondents for their cooperation and enterprise—as guinea pigs, never.

Why are we so earnestly insistent on our correspondents giving us their own honest opinions? Because only such can constitute authentic research data. Ghost written, glowing testimonials from Very Important Persons (in some cases, even nonpersons) may make good commercials—but not our cup of tea.

Many of our correspondents, in only a few months after their registration, have already earned five, ten, fifteen times their initial enrollment fee.

They are making money—and enjoying it. Why not you? The pleasure and the profits could well be yours—for the asking.

A modest person knows that Time will subtly brag of his achievements. We do not have the time. And if our success story sounds incredible, try and forgive us. At World Field Research, we practice what we pay our correspondents for: HONESTY.

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IMPORTANT POSTSCRIPT:

Ours is the pleasure to provide you with a post-paid registration envelope. Yours the privileged opportunity to fill it out and send to us. One incredible thing about our United States Post Office is that they just won't deliver your letter to us tomorrow, or the next day, or the next—unless you mail it today.

THE INCREDIBLE STORY of WORLD FIELD RESEARCH

RESEARCH — Market Research — is Big Business.

It is big business growing bigger and bigger.

It is also our business.

In the past year alone, advertising market research and development costs of U. S. manufacturers, large and small—amounted to several billion dollars.

Estimate for the current year promises to dwarf Uncle Sam's total budget for the Nation's education: some eight billion dollars, plus.

Of course, the primary target of all this big money spending is the ultimate consumer—meaning YOU.

In the last analysis, it is you and your fellow consumers who decide what merchandise you will permit yourself to be persuaded to enjoy.

We, at World Field Research, know this.

So do other market research companies—some our colleagues, some our competitors.

But what makes us unique among them all?

Just this: When we (for the benefit of our sponsor-clients) need to know what consumers think of their products or services, we come directly to you and say:

"Here is one of our client's product samples, sent to you absolutely free, with our compliments. Test it, use it, or do what you will with it. Then, please give us your opinions—straight and true, be they good or otherwise."

We know how important your opinions could be to our clients' business. We also know how profitable and enjoyable it could be made for you to give us your opinions, in your spare time, at your convenience, from the privacy of your home, and in full freedom. No guided questionnaires to fill out, no strange interviewers to answer.

Our research tools and techniques are uniquely simple, direct, and efficient.

And the goals accomplished are:

For one thing, consumers benefit by better quality goods and services made possible by intensive, far-flung field research.

For another, our clients benefit by saving considerably on their advertising costs, increased sales, more profits.

And most important of all: with increased profits and savings to our clients, we, in turn, are enabled to reward you amply for your spare time spent in giving us your honest opinions.

It is just this candid hope of doing each other some good that prompts our forthright, manner-of-fact announcement in the newspapers.

MONEY—SPARE TIME OPPORTUNITY WE PAY CASH FOR NOTHING but your opinions, written from home, about samples of our clients' products. **Nothing to sell, canvass or learn. NO SKILLS. NO EXPERIENCE.** Just honesty. Details from: **RESEARCH 669**, Mineola, N. Y. 11501

Yes, we pay for all opinions received—a minimum of \$1.00 or as much as \$100.00 or more depending upon content and time involved in preparing them.

To us at World Field Research, however, this is good money well-spent.

Why? Because only thus can we ensure consumer cooperation and active, broad-based consumer participation in all our research projects.

And here, let the story of World Field Research, incredible as it may sound, speak for itself.

Early 1959. At the boardroom of Bonne Sante, s.a.—French for good health—a New York Corporation primarily engaged in the distribution of products for good health, an idea was born. The idea: to organize market research by mail, linking a vast number of articulate consumers in a nation-wide network, each free to contribute his or her opinions on given products and services to a central research pool for scientific evaluation of market potential.

Briefly put, Research for the people, by the people, of the products people use and consume.

It seemed obvious that such a Research facility, if it could be translated to reality, could well provide a crystal ball—or a sounding board—for American industry.

Thus reasoned the Board of Directors of Bonne Sante: the idea was fully in consonance with their own lofty ideals—to find out what people like to buy for their nutritional well-being. Why not give it a trial? A new division—Field Research Edible Inquiry Development—was formed to pilot the project.

After nearly six years of intensive market studies covering diverse products, and expenditures of several thousands of dollars, the Field Research Correspondent method of product research was finally evolved.

In close cooperation with its parent company and affiliates, Field Research Edible Inquiry Development had at last been able to prove conclusively that its pragmatic method of market research, through the use of lay Field Research correspondents, was as efficient a scientific evaluation of market potential as any other more conventional and more expensive canvasser type of determination.

In conformity with ethical market research codes, corporation divisional association was

subsequently severed and the research operations incorporated into the more inclusive name of World Field Research, Inc.

In the summer of 1965, the all-important task of creating a broad network of correspondents was actively taken up. Advertisements were posted for enrolling Field Research Correspondents. There was no charge for this privilege and hundreds of registrant forms were mailed and products sampled—with poor results. 98% of those polled kept the products and never replied.

Early in 1966 the decision was made to charge a nominal amount (\$1.00) in order to eliminate the merely curious and the lethargic. Apparently \$1.00 was a mere peccadillo to invest for most people, for only a few cared to remain in the program after receiving products obviously more valuable than the \$1.00 remittance.

By the summer of 1966, it became apparent that the program called for radical revision if it were at all to attract a substantial number of registrants with serious intent. Professionally processing registration forms exceeded the cost of \$10.00 for each such registrant. It was unfair to the Company as well as to our serious correspondents to burden them with useless costs.

Enrollment fee was therefore kept at \$5.00 in order to offset—at least partially—mounting processing costs, which were already twice as much. Understandably, there were far fewer registrants at first, but these were serious and now the program began to take hold with results far beyond initial expectations. Response was, and continues to be, splendid and spontaneous. Hundreds of persons—men and women of all ages and diverse occupations—from all over the country—are already enrolled with us as Field Research Correspondents.

Hundreds more are currently enrolling. We value their confidence—and welcome their participation. It takes all sorts to make a Consumer's World; and for meaningful market research, all consumers' opinions—yours no less—do count.