

MRG JUNE EVENING MEETING

TASKFASTER



"Taskfaster is exactly what MRG are about. It's an amazing example of what happens when a passion for research is executed in a daring, ambitious and entertaining way."

WHAT IS TASKFASTER?

TASKFASTER



WHAT IS TASKFASTER?



LEARNING & DEVELOPMENT INITIATIVE FOR THE SALES TEAM:

- Delivered by the Advertising Research & Development team, to support our key stakeholders.
- To upskill & empower the Sales team to use key research tools.
 - Appetite for learning: 68% in Sales wanted to be upskilled on at least 1 tool.
 - Help service our customers & answer some requests more efficiently.

SUPPORT OUR STRATEGIES:

- 2021 Future4 Strategy: is about digital growth and putting viewers at the heart of decision making. Having insight run through the veins of Channel 4 is more important than ever.
- Sales Strategy: includes finding the growth in everything we do & using our creative thinking.



THE METHODOLOGY:

TASKFASTER



TASKFASTER



**2 KEY COMPONENTS
TO TACKLING
TASKFASTER:**



INSIGHT CLIPS:

Creating short insight clips on how to answer common research requests = available in the moment they're needed.



THE LAUNCH:

Taskfaster challenge week to launch the initiative – creating a festival style week full of interactivity, competitions & prizes!

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INSIGHT CLIPS

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Techedge = Advantedge:

- 12 How to Videos



Techedge = K2:

- 3 How to Videos



TGI & Touchpoints Survey:

- 5 How to Videos



Ad Intel:

- 1 How to Video



Synthesio:

- 1 How to Video



YouGov = Brand Index:

- 1 How to Video



Other Tools:

- 5 How to Videos

AR&D PROJECT TEASERS:

- 11 Overview Videos



39 INSIGHT CLIPS

28 = HOW TO VIDEOS (INTERNAL)



11 = PROJECT TEASERS (EXTERNAL)



THE TASKFASTER HUB

TASKFASTER



Activity

Chat

Calendar

Calls

Files

Teams

Online Tech

Phone Tech

Chat Tech

...

Apps

Help

Teams

Sales - Whole Team

Insight Hub and Taskfaster

Search

Insight Hub and Taskfaster

Taskfaster Hub

Taskfaster - Behind th...

4Insight Menu (AR&D)

Meet

Bulletins

Home

FAQs

Links and contacts

Good afternoon, Charlotte.

Stay up to date on everything happening in your org.

Search bulletins

K2 - How to Videos

48d ago

TA K2: HOW TO... PREDICTED R&F OF A LINEAR SPOT CAMPAIGN

K2 - Running the predicted R... Taskfaster 'How to' videos

48d ago

TA K2: HOW TO... CREATE A DAYPART

K2 - How to create a daypart Taskfaster 'How to' videos

381d ago

TA K2: HOW TO... PREDICTED R&F OF AN ALL 4+ LINEAR SPOT CAMPAIGN

K2 - Running the combined pr... Taskfaster 'How to' videos

Measurement Introductions

381d ago

TA WHAT DATA... GET FROM ALL 4?

All 4 - What All 4 data can I a... Taskfaster 'How to' videos

381d ago

TA MEASURE... TV ADVERTISEMENTS

Future of TV measurement Taskfaster 'How to' videos

381d ago

TA WHAT... BARB & HOW TV IS MEASURED

What is BARB and how is TV ... Taskfaster 'How to' videos

Other tools - How to Videos

381d ago

TA SYNTHESIS

381d ago

TA WARC

381d ago

TA YOUNG&BLACK INDEX

381d ago

TA AD INTEL (n... DYNAMIX): HOW TO RUN A SPEND REPORT

THE LAUNCH WEEK

TASKFASTER



TASKFASTER COMPETITION EACH DAY...

**X2 SESSIONS A
DAY: 10AM & 4PM**

LAUNCH WEEK = W/C: 7TH OF JUNE 2021

Monday 7th of June:

**INTRO TO
INSIGHT,
TASKFASTER
CHALLENGE
WEEK & 'HOW
TO' VIDEOS HUB:**

Tuesday 8th of June:

**HOW IS TV
MEASURED NOW
AND IN THE
FUTURE &
HOW CAN I LOOK
AT
PERFORMANCE?:**

**Wednesday 9th of
June:**

**WHAT ALL 4 DATA
CAN I LOOK AT
AND HOW CAN I
PREDICT REACH
FOR A LINEAR &
VOD CAMPAIGN?**

Thursday 10th of June:

**HOW CAN I SET
UP A REPORT ON
COMMERCIAL
PERFORMANCE?**

Friday 11th of June:

**HOW CAN I USE
THE TGI SURVEY
TO ELEVATE MY
PITCHES TO
CLIENTS?**

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EXAMPLE OF A TASKFASTER COMPETITION:

DAY 1 TASK: USING THE 'HOW TO' VIDEOS ON THE HUB

1. Who presents the how to video entitled 'All4 - What All4 data can I access'? **AMELIA**
2. Who presents the how to video entitled 'TGI - The basics of setting up a run in Choices'? **SOPHIA**
3. Who presents the how to video entitled 'TechEdge - How to look at top indexing programmes'? **SAM**
4. What word does the first letter of each answer spell? **ASS**



THE PRIZE MENU!



Burger and Craft
Beer Flight for
Two at Brewhouse
and Kitchen
(Nationwide)



Sunday Lunch with
Wine for Two at the 5*
Lowry Hotel
(Manchester)



Comedy Night with
Three Course
Dinner for Two at
inamo (London)



Japanese Inspired
Afternoon Tea for
Two at Issho (Leeds)



Classic Afternoon
Tea for Two Home
Delivered by Piglets
Pantry (Nationwide)



Large luxury chocolate
hamper from Hotel
Chocolat (Nationwide)

BEHIND THE SCENES

TASKFASTER



WHAT WE DID TO MAKE IT HAPPEN:

PLANNING & LOGISTICS



- A tracker of all timings & admin tasks = direction for the team.
- Getting the almost 300 in Sales access to research systems.
- Working with Cyber Security to ensure there were no blockers to login details on launch day.
- Collaborating with Technology to reduce installation time to help maximise on usage.

MARKETING



- Make a lot of noise and share the initiative far & wide!
- A thorough marketing plan: including speaking to Sales Leadership, the monthly Sales meeting & individual Sales meetings. As well as, collaborating with senior leaders to encourage participation.
- The way the event was positioned: a launch event to shout about.

COLLABORATE:



- Collaborating with 9 teams in total internally & externally: to successfully launch and create a strong learning & development brand.



THE IMPACT & FEEDBACK

TASKFASTER



THE OUTCOME..

VIEWS THE CONTENT RECEIVED

269.5

minutes of content

136

views in launch week

Over 1000

total views to date

FEEDBACK TO COMPONENTS

95%

found Taskfaster Hub helpful

94%

found challenge week helpful

ENJOYMENT OF TASKFASTER

81%

liked the marketing

68%

enjoyed taking part

CUSTOMER SERVICE

47%

are able to respond to
advertisers more efficiently
as a result

1 in 4

say Taskfaster helped them
bring in additional revenue

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WE GOT SOME GREAT FEEDBACK TOO...

"I just wanted to say I thought the launch was **brilliant** and super **helpful**! You guys are all brilliant (obviously) and I've been using the how to videos to do bits and bobs – **very useful**"

"**Fantastic** work this week on Taskfaster – really **well done!**"

"**LOVING** the Taskfaster Hub, feel very smug with myself when I'm able to **quickly** do something!"

"Taskfaster **was great.** You could tell a lot of time and energy went into it and the sessions were **ace!**"

"Great job guys – **clear, informative** & **useful** presentation. The videos and hub on teams look **brilliant** too! **Congrats** to you all & team"



ANY QUESTIONS?



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