Charlotte Cory, Channel 4: Senior Research Executive



MRG Awards 2021 Winner



"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?

#### 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.

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- 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.







### 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!







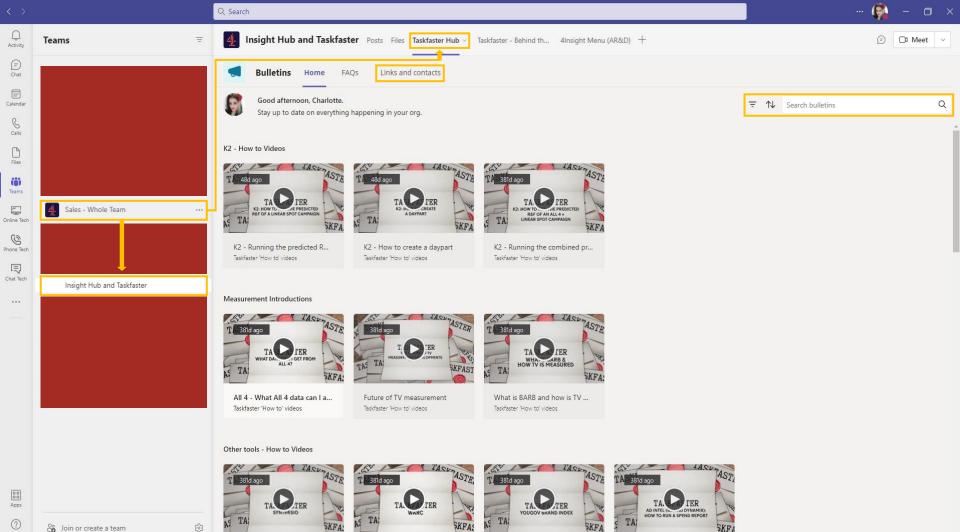
### **39 INSIGHT CLIPS**

28 = HOW TO VIDEOS (INTERNAL) <u>11 = PROJECT</u> TEASERS (EXTERNAL)

# TASKFASTER







Help



#### TASKFASTER COMPETITION EACH DAY...

X2 SESSIONS A DAY: 10AM & 4PM

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

<u>Monday 7<sup>th</sup> of June:</u>	<u>Tuesday 8<sup>th</sup> of June:</u>	<u>Wednesday 9<sup>th</sup> of</u> <u>June:</u>	<u>Thursday 10<sup>th</sup> of June:</u>	<u>Friday 11th of June:</u>
INTRO TO INSIGHT, TASKFASTER CHALLENGE WEEK & 'HOW TO' VIDEOS HUB:	HOW IS TV MEASURED NOW AND IN THE FUTURE & HOW CAN I LOOK AT PERFORMANCE?:	WHAT ALL 4 DATA CAN I LOOK AT AND HOW CAN I PREDICT REACH FOR A LINEAR & VOD CAMPAIGN?	HOW CAN I SET UP A REPORT ON COMMERCIAL PERFORMANCE?	HOW CAN I USE THE TGI SURVEY TO ELEVATE MY PITCHES TO CLIENTS?
				TACKEAC



### 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

TASKFASTER

- 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)



# WHAT WE DID TO MAKE IT HAPPEN:



- 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.



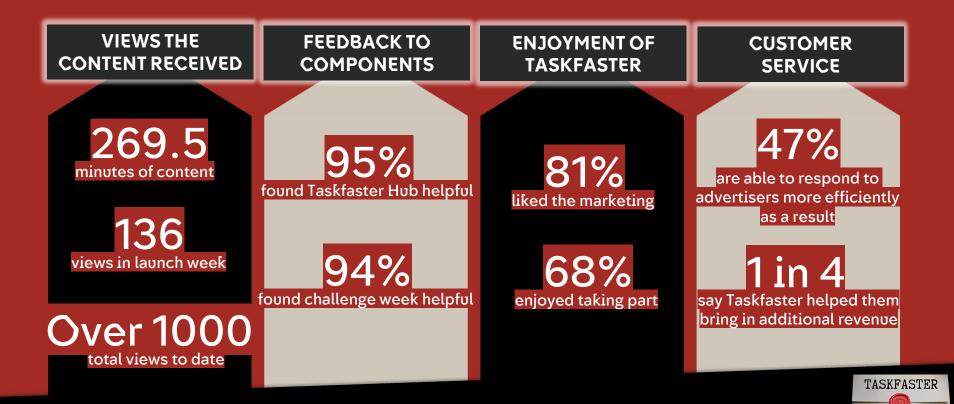
- The way the event was positioned: a launch event to shout about. - Collaborating with 9 teams in total internally & externally: to successfully launch and create a strong learning & development brand.

**COLLABORATE:** 





## THE OUTCOME..



## 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"





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