

# Adolescent Direct-to-Consumer Marketing

## *Text for Participant Recruitment Emails*

### **Invitation for Adults 18+**

#### **Subject Line:**

Get Rewarded for Your Time - Study about Consumers

#### **e-Mail Copy:**

Dear <%First%>,

Based on your e-Rewards(R) profile, you are invited to earn e-Rewards Currency for participating in a research survey. If you qualify and complete the survey:

Full reward amount: \$<#QUALCOMPDIV100#> in e-Rewards Currency

Full survey length: approximately <#DURATION#> minutes

To complete the survey and earn e-Rewards Currency, simply click the link below, or copy the URL into your browser:

<http://<%website%>/pro.do?FT=<%uniqueid%>>

Important: This survey may or may not be compatible with smartphones or other mobile devices, so please use your desktop or laptop computer to complete this survey. If you find that your device isn't compatible with a survey, please re-try your invitation link using your desktop or laptop computer.

We encourage you to respond quickly -- this e-Rewards invitation will be available only until a predetermined number of responses have been received. Please Note: you will only receive e-Rewards credit for taking the survey once.

Continue to check your inbox and your Member home page for future opportunities to earn e-Rewards Currency.

Sincerely,  
The e-Rewards Team

## Invitation for Teens

### Subject Line:

Quick Survey about Consumers

### e-Mail Copy:

Dear <%First%>,

Your e-Rewards(R) profile indicates a **\*13-17\*** year old may reside in your household. Based on that information, we are pleased to cordially invite your **\*13-17\*** year old to participate in a teen-focused Quick Survey.

e-Rewards believes the best way to conduct market research with children is to first garner the help of their parent or guardian. We hope that you will invite your child to share his or her opinions.

This survey is hosted by e-Rewards. To complete the survey and earn e-Rewards Currency, simply click the link below, or copy the URL into your browser:

<http://<%website%>/pro.do?FT=<%uniqueid%>>

Important: This survey may or may not be compatible with smartphones or other mobile devices, so please use your desktop or laptop computer to complete this survey. If you find that your device isn't compatible with a survey, please re-try your invitation link using your desktop or laptop computer.

We encourage you to respond quickly -- this e-Rewards invitation will be available only until a predetermined number of responses have been received. Please Note: you will only receive e-Rewards credit for taking the survey once.

Continue to check your inbox and your Member home page for future opportunities to earn e-Rewards Currency.

Sincerely,  
The e-Rewards Team

## Reminder

**Subject:**

Last Chance to Get Rewarded for Your Time - Study about Consumers

**e-Mail copy:**

Dear <%First%>,

Several days ago, we sent an invitation for a research survey.

Our records indicate you had not yet completed the survey at the time we sent this reminder. If you have not yet completed the survey, we invite you to do so at this time. If you qualify and complete the survey:

Full reward amount: \$<#QUALCOMPDIV100#> in e-Rewards(R) Currency

Full survey length: approximately <#DURATION#> minutes

To complete the survey and earn e-Rewards Currency, simply click the link below, or copy the URL into your browser:

<http://<%website%>/pro.do?FT=<%uniqueid%>>

Important: This survey may or may not be compatible with smartphones or other mobile devices, so please use your desktop or laptop computer to complete this survey. If you find that your device isn't compatible with a survey, please re-try your invitation link using your desktop or laptop computer.

We encourage you to respond quickly -- this e-Rewards invitation will be available only until a predetermined number of responses have been received. Please Note: you will only receive e-Rewards credit for taking the survey once.

Please accept our sincere apologies if this reminder reached you after you have already completed the survey.

Continue to check your inbox and your Member home page for future opportunities to earn e-Rewards Currency.

Sincerely,  
The e-Rewards Team