



TNS | 6 Thicket Street, Newlands,  
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Good day ...(INSERT NAME)

My name is (INSERT NAME). I work with TNS a global Research Agency and our client is ABL (Advanced Bioscience Laboratories). We are partnering with them on a product development project to better support young lower income South African women.

Our ask of you today is if you would be willing to participate in exciting ethnographic research to understand the social and behavioural characteristics, choices, influences and interests of these young women. This includes all the social forces that shape life in South Africa – covering, but not limited to issues of education, engagement with politics, patriarchy, youth ideology etc.

We have identified a list of people in SA who are thought leaders, and experts in these issues. You have been identified as one of these thought leaders, and would need 60 – 90 mins of your time. The information obtained will remain confidential, and you will receive an incentive to the value of R1500 (110 USD) for your time and participation.

We believe you could make a significant contribution to the body of knowledge this project hopes to yield, and your participation is highly appreciated.

Please advise when would be a suitable time for you to participate

Thank you in advance for your time.