



Support and Steer  
Data-Driven Insights

## BRAND AWARENESS, RANKINGS, AND TRUST INDEX

### EXECUTIVE SUMMARY

**RIWI** is seeking feedback and interest on a proposed solution to more accurately track public awareness and perceptions of major organizations in the humanitarian aid, world health, and global affairs/public policy sectors. RIWI's proposed solution involves the creation of a comprehensive Index that captures critical performance indicators, which organizations and funders can leverage to implement needed public-facing change.

### THE CHALLENGE

Traditional surveys neglect the incorporation of trusted, transparent, and unbiased key performance indicators that could facilitate the organization's improvement, and this issue is shared across sectors. If an organization truly wishes to know their untapped markets, public perceptions, impact, and rates of engagement, they must employ innovative survey methods that result in accurate findings, even if those findings could be more pessimistic than those obtained by traditional methodologies (e.g., panel surveys), which often run the risk of being unrepresentative of the general population (e.g., panel respondents are usually recruited because they are aware of, and even favorable of, the organization under assessment) and consist of habitual respondent samples who are monetarily driven.

By embracing more inclusive, unbiased, and in some cases difficult results, organizations can gain actionable insights that will give them an advantage on competitors who may be fearful of confronting potentially pessimistic data. This initiative offers a continuous method of tracking brand awareness, rankings, and trust across organizations within the three key sectors of humanitarian aid, world health, and global affairs/public policy.

### TOGETHER, WE'LL FIND A SOLUTION

RIWI is proposing a solution to this challenge, and is seeking strategic partners to support, steer, and champion this innovation. The solution will use public perception surveys conducted using RIWI's unique technology to create a comprehensive Index that captures brand awareness, rankings of organizations, and trust across the three key sectors of humanitarian aid, world health, and global affairs/public policy.

Harnessing RIWI's patented and proven Random Domain Intercept Technology (RDIT), this Index will involve the collection of large and continuous surveys of diverse, broad-based, and hard-to-reach sentiment to unveil brand awareness of, rankings among, and trust toward all organizations of interest. Unlike most methodologies, RDIT reaches non-habitual survey respondents and does not involve incentivisation, meaning that individuals are more likely to report honest perceptions and attitudes that are free of priming and incentive bias. Moreover, RDIT captures higher rates of less educated, disengaged citizens, relative to other opt-in survey methodologies, such as panel surveys or social media listening.

Seeking strategic partners to support, steer, and champion this innovation

We are eager to hear your feedback and interest in supporting the development, scope, and implementation of this innovation.

Contact **RIWI** at [ask@riwi.com](mailto:ask@riwi.com).



RDIT's expansive reach and unique characteristics mean that insights derived may conflict with reports obtained using traditional polling and sampling methodologies, thus providing alternative insights to allow for comprehensive data-driven decision making. For example, data gathered through RIWI's unique methodology may reveal much larger levels of unawareness and lack of engagement compared to other data sources, thus discovering previously untapped markets and providing organizations and funders with the knowledge needed to maximize their brand awareness, engagement, and investment decisions.