

Sample #1

Title: Your dream life: Tell us your aspirations and desires...

Pin Notification: Let's get dreaming - what's your ideal life? 🚀

Short Description:

Dreaming about the future has been difficult due to the uncertainty our world has been navigating. Let's get back into dreamland... What is your ideal life and what are your hopes for the future?

Long Description:

The past year has caused a lot of people to put dreaming on hold in order to focus on the immediate demands of the pandemic. When faced with fear and precariousness, it feels near impossible to focus on hopes and dreams! As everything starts going back to a new normal, it's time to go back to dreaming about the future and what is in store. What's your dream holiday? Place to live? Car? House? Job? There are no limits when it comes to dreams, so be creative and don't hold back! What are YOUR dreams? Just tell us in this feel good survey...

Survey Copy/Questions/Answers:

1. Let's get dreaming... Start by telling us your dream holiday!
2. Do you have an ideal holiday destination? Yes or No
3. That's exciting! Where did you have in mind?
4. Tell us about your dream holiday from start to finish...
5. Where is your dream place to live?
6. Would you live in South Africa? Yes or No
7. Would you live in England? Yes or No
8. Would you live in the United States? Yes or No
9. Would you live in Japan? Yes or No
10. Would you live in Brazil? Yes or No
11. Would you live in Canada? Yes or No
12. Would you live in Italy? Yes or No
13. Did we miss your favourite country? Tell us your dream location to live...
14. Okay, what about your dream car?
15. What's your dream car? Landrover, Lamborghini, Ferrari, Audi, Tesla, Porsche, Other
16. Would you like to send in a photo of your dream car? Yes or No
17. Awesome! What would your dream house look like?
18. What do you think of this house? Tap on the areas you like and the areas you dislike
19. What are some features of your dream house?
20. Alright, what about your dream job?
21. Can you tell us where you'd want to work? Please tell us about your dream career...
22. Thanks for getting involved!

Sample #2

Title: The pandemic has brought us to a new digital age...we want to know your thoughts on user experience!

Pin Notification: Tell us what changes you have noticed with user experience! 💻

Short Description:

The past couple of years have pushed us towards a more digital world... With most interactions occurring online, we want to know how you've adjusted.

Long Description:

Do you like online shopping? Zoom calls? Delivery and curbside pickup? Whether you're finding adjusting to everything being online frustrating or are glad to not have to trawl through stores to find what you're looking for, we want to hear all about your experiences with online purchases, returning items, contacting shops and whether you'll return to shopping in-store. How have you adjusted? Take this survey to let us know!

Survey Copy/Questions/Answers:

1. After the past couple of years we've had, we want to know what you think about user experience...
2. Has the technology transition made life easier? Yes or No
3. Why did you choose yes/no? Please explain why you chose that answer....
4. Nice! Let's get specific...
5. Do you enjoy online shopping? Yes or No
6. Do you find online shopping easier? Yes or No
7. Do you miss shopping in person? Yes or No
8. Next we want to know your thoughts on Zoom!
9. Do you find Zoom easy to navigate? Yes or No
10. Did you have any problems with Zoom? Yes or No
11. What kind of problems did you face? Please describe your technical difficulties...
12. What are your thoughts on delivery and curbside pickup?
13. I enjoy ordering things straight to my door. Yes or No
14. I miss going to a specific place to get something myself. Yes or No
15. Delivery and curbside are... Convenient or Inconvenient
16. Awesome! A few more questions...
17. If you had to describe user experience in one word, which of these would you choose?
Easy, Average, Difficult, Other, or None
18. Which of the following do you plan to still use? Online shopping, Zoom, Delivery and curbside, All of these, Some of these, Other, or None
19. Describe your thoughts on user experience and tell us what you still plan to use! Please elaborate below...
20. Do you prefer food shopping online or in-person?
21. Do you get your food online or in-store? Online or In a supermarket
22. And why is that? Please elaborate below...
23. And what do you think about online shopping for furniture and clothing?
24. Do you prefer general shopping on your laptop or in real life? Online or In-store
25. What are the benefits and disadvantages of each?
26. What are the benefits of online? Convenience, Quick delivery, Not having to carry items, Better discounts, Better range, Safer (e.g. distancing), or Other (write in)
27. What are the issues with online? Awkward returns and refunds, Can't tell what it will look like in-person, Scams and hackers, Less fun, Too many forms to fill out / time consuming, Don't like giving away personal data, or Other (write in)
28. What are the benefits of in-person? Exploring options you may not search for, Having a day out, More detailed understanding of what you're buying, Help from staff, or Other (write in)
29. What are the issues with in-person? Travelling to the shops, Carrying items around, Social distancing, Less variety, Parking, or Other (write in)

30. Have you had any interesting experiences with online shopping?
31. Tell us one bad experience you've had with online shopping.
32. Now, tell us one good experience you've had with online shopping.
33. Tell us one bad experience you've had with in-person shopping.
34. Now, tell us one good experience you've had with in-person shopping.
35. How do you find phone calls with brands when complaining, returning, or asking for information?
36. How would you describe interactions you've had with companies over the phone?
Tedious! Too time consuming, Easy - better to talk to someone, I avoid calling brands, or I'm indifferent
37. Can you tell us more about what it's like to phone up a company? Do you have any bad or good experiences with customer service over the phone?
38. And do you think lockdown has made user experience online and over the phone better than before?
39. Is user experience better post-Covid? Better, The Same, Worse, Other
40. What brands are getting their user experience right?
41. What brands have good customer service and easy websites?
42. And what about those getting it wrong?
43. What brands have bad customer service and easy websites?
44. And is online the future?
45. Is online shopping the way we are headed? Yes or No
46. We appreciate you taking the time to complete this brief! Check in your channel for more to come.

Sample #3

Title: What are you like in the mornings? Find out by taking this quiz...

Pin Notification: Good morning! Find out what kind of morning person you are! ☕

Short Description:

The spectrum of morning people is broad; from people waking up bright and early to people sleeping in until the last second. What kind of morning person are you? Take this quiz to find out! (Make sure you remember what letter you pick!)

Long Description:

Rise and shine it's morning time! Everyone is different in the mornings. Some find it easier to get up than others, some have a particular routine, some press snooze more than once. Are you an early bird? A snoozer? A bit moody? The walking dead? Find out what type of morning person you are by taking this quiz! Don't forget to make a note of your answers!

Survey Copy/Questions/Answers:

1. Good morning! Take this quiz to find out what kind of morning person you are.
2. Are you an early riser or do you sleep in as late as possible? Early bird gets the worm!, I'm hitting snooze..., I don't even set an alarm!, or I'm up, but it's difficult.
3. What do you think about first after waking up? My to-do list, How many times I can snooze, Going back to bed, or Caffeine
4. How long does it take you to get out of bed? I'm up right away!, A few snooze cycles, When I feel like it, or A few minutes, but it isn't easy
5. Do you make your bed after you get up? Absolutely, leave it as it is waiting for my return, What's the point?, or If I have time.
6. What do you do next? I start my morning routine, Hitting snooze...duh, Go back to sleep, or Scroll through my phone

7. You walk into the bathroom, what's the first thing you do? Brush my teeth, Splash my face with water, Sit on the toilet awhile, or Stare into the mirror for awhile
8. Do you shower in the morning? Yes, fresh start to the day, Yes because it wakes me up, I save it for the next day..., or I do it the night before.
9. What's your morning ritual? Exercise or meditate, No time for that! Too busy rushing, Avoiding everyone and everything, or Auto-pilot mode - just get the morning sorted.
10. Is there something you read? Newspaper, Reading the clock to see how late I am!, I scroll through my notifications, or A book in bed
11. Is there something you watch? The news, Catch up on my YouTube, The back of my eyelids, or Whatever's on; it's just background noise
12. How do you decide what you wear? It's laid out the night before, I'll throw something together, Are pajamas office friendly?, or Will anyone notice I wore this last week?
13. What's on the menu for breakfast? A breakfast of champions, Something quick, I usually skip breakfast, or COFFEE
14. What do you do on your morning commute? Plan out my day, Eat my breakfast, I need silence, or Blast music
15. How do you socialize? I catch up with everyone!, People are talking, but I'm not listening, I don't, or Engaged, but it's difficult.
16. How productive are you in the mornings? Very much, Not so much, Not at all, or Somewhat
17. If you mostly chose the letter 'A', you are an early bird in the mornings! You like to get up and get going!
18. The sun is your friend, and you enjoy getting your day started as soon as possible. Mornings aren't hard for you, and you actually like them.
19. If you mostly chose the letter 'B'. you are a snoozer in the mornings! You like to ignore your cares for an extra 10 minutes and get back to dreaming.
20. You always manage to get out the door on time despite giving yourself those 5 extra minutes. You are easy going and don't take things too seriously - including the alarm.
21. If you mostly chose the letter 'C', you are a bit moody in the mornings! Mornings are a little tough for you, but you make it through!
22. You are not a morning person and prefer to sleep in as long as possible. Nobody messes with you before 11am, and you prefer it that way. A coffee is a must.
23. If you mostly chose the letter 'D', you are among the walking dead in the mornings! You are awake but your mind is not! You can handle an early start but would prefer not to.
24. You can get up in the mornings, but you're on autopilot. Moving takes a little more time and energy, but some caffeine might help jumpstart your day.
25. Thank you for participating! We hope you had fun!!

Sample #4

Title: Are you excited for the summer Tokyo Olympics?

Pin Notification: Are you excited for the Summer Tokyo Olympics? 🏆

Short Description:

The pandemic put many things on pause including the 2020 Summer Olympics. They are rescheduled for July 2021 and will be held in Tokyo, Japan... With the delay and five new additional sports, this year's olympics will be a must see. Are you excited? Will you be tuning in?

Long Description:

The Olympic games have been a source of entertainment and unification for people all around the world. It's a time for fans to come together and cheer on their teams. Unfortunately, the pandemic delayed the 2020 Summer Olympics; however, they have been postponed for this

summer in July, which is just around the corner! With five new sports added including surfing, skateboarding, sport climbing, karate, and baseball/softball, this year will be exciting to watch! Are you ready for this year's olympics? What event are you most looking forward to?

Survey Copy/Questions/Answers:

1. Time to rep who you're rooting for... are you ready for this year's olympics?
2. Will you be tuning in to the summer Tokyo Olympics? Yes or No
3. Nice! It will be exciting to watch.
4. List off the event(s) you are looking forward to watching!
5. Those will be fun to see! Will you be watching from home or a public place?
6. Will you be watching at a public location (like a bar or restaurant) or from the comfort of home? Public location or My couch
7. Which of the top, popular events would you watch, if any?
8. Will you be watching gymnastics? Yes or No
9. Will you be watching track and field? Yes or No
10. Will you be watching swimming? Yes or No
11. Will you be watching volleyball? Yes or No
12. Will you be watching football? Yes or No
13. Will you be watching tennis? Yes or No
14. Next, let's talk about who you want to win!
15. What country or countries do you hope takes home the gold?
16. Fingers crossed! Are there any athletes you are excited to see?
17. Are there any athletes you are eager to watch perform and maybe even win a gold medal?
18. We can't forget about COVID! Are you concerned for the safety of athletes and fans?
19. In regard to the pandemic, do you think it is safe for athletes and fans to be around each other again? Yes or No
20. Would you feel safe going to watch the events in person? Why or why not?
21. Thanks for getting involved!

Sample #5

Title: Reality TV...Do you loathe it or love it?

Pin Notification: Do you watch reality TV? We want to know your thoughts! 📺

Short Description:

The amount of people watching television skyrocketed over the past year or so due to the surplus down time lockdown caused. We want to know what you think about reality TV... Is it a guilty pleasure? Do you think it's worth watching or a waste of time? Fill out this survey to give your thoughts!

Long Description:


With all the changes the pandemic has brought, many have turned to television for easy and reliable entertainment. TV channels and streaming platforms have responded to this need by creating an array of new series and movies to binge! One of the most popular types was reality TV... Netflix added The Circle, Selling Sunset and Too Hot to Handle. E4 added another season of Made in Chelsea. ITV brought us more episodes of TOWIE as well as a new season of Love Island! Have you heard of these? Which ones are we missing? Some people love reality TV and others loathe it...which one are you?

Survey Copy/Questions/Answers:

1. Hey there! We want to know your thoughts on reality TV...
2. Take this survey to tell us whether you love or loathe this type of TV.
3. Let's start with how you perceive it...
4. Is reality TV worth your time or a waste of your time? Worth it or A waste
5. Interesting! Now be honest...
6. Do you watch reality TV? Yes or No
7. Have you ever seen a reality TV show? Yes or No
8. Nice! Tell us a little more...
9. What do you like or dislike about reality TV?
10. What kind of reality TV show do you prefer? Dramatic, Relatable, Funny, Adventurous, Social experiment, Transformational, Romantic, Other, None
11. What's your favourite part of reality TV? Cast, Drama, Awards, Eliminations/results, Games/events, Relationships, Other, None
12. Great! Next we want to know if you have heard of any of these?
13. *Made in Chelsea* Yes or No
14. *The Bachelor or The Bachelorette* Yes or No
15. *The Circle* Yes or No
16. *Too Hot to Handle* Yes or No
17. *Only Way is Essex* Yes or No
18. *Love Island* Yes or No
19. Thank you for participating! Make sure to check your channels for other briefs.

Sample #6

Title: We want to know your thoughts about trust and safety on social media, apps, and websites...

Pin Notification: What are your thoughts on trust and safety in tech? 

Short Description:

Technology has grown so much in the past few years, and as a result, safety measures have been set in place across multiple platforms... Tell us what you think of technology's trust and safety agreements?

Long Description:

Whether you read through it or click to the next page, nearly every social media platform, app, and website greets you with a 'trust and safety' message. But how much do you actually trust these platforms and how safe do they make you feel? You basically have to sell your soul just to get takeaway.... So, we want to know: Do they request too much data? Do they have strict guidelines? Do they ask too many questions? Let us know what you think by taking this survey!

Survey Copy/Questions/Answers:

1. Hi there! We want to know what you think about that 'trust and safety' feature different platforms love to bombard us with...
2. Let's start with social media!
3. Do you feel safe on social media? Yes, No, On some yes on some no, or Indifferent
4. Do you trust social media platforms? Yes, No, On some yes on some no, or Indifferent

5. Do they protect too much or too little? Too much, Too little, Just right, Indifferent, Other, or None
6. Which platforms are too protective or not protective enough and why?
7. Swipe right for the platforms you trust...
8. Twitter! Swipe right for yes, swipe left for no
9. Snapchat! Swipe right for yes, swipe left for no
10. Instagram! Swipe right for yes, swipe left for no
11. TikTok! Swipe right for yes, swipe left for no
12. Facebook! Swipe right for yes, swipe left for no
13. Great! Let's move onto apps and websites...
14. Do you feel safe on apps and websites? Yes, No, On some yes on some no, or I'm indifferent
15. Do you trust apps and websites 'trust and safety' features? Yes, No, On some yes on some no, or I'm indifferent
16. Cool! Let's get more specific...
17. Pick the statement you agree with regarding the amount of data required by apps and websites. They ask for too much, They ask for the right amount, They don't ask that much, They shouldn't ask for anything, Other, or None
18. Do you find giving this information and data to be tedious? Yes, too time consuming or No, it's not so bad
19. Thanks! Just a couple more questions...
20. With social media, apps, and websites, do you think they notify you enough about 'trust and safety'? Yes or No
21. With social media, apps, and websites, do you read the 'trust and safety' message or just click through? Take my time reading or I click on to the next thing
22. In regard to 'trust and safety' with social media, apps, and websites, do you think improvements need to be made? Yes, No, I don't know, Other, or None
23. All done! Thank you for participating in this brief. Be sure to check your channels for more!

Sample #7

Title: A stolen childhood: Were young people worst hit by the pandemic?

Pin Notification: We want to know how you feel about the pandemic's effect on the younger generations... 🤖

Short Description:

There have been countless changes made to the world we once knew because of COVID-19 - and youths were one of the most affected age groups... Take this survey to learn more!

Long Description:

From virtual graduations to minimised socialisation, the younger generations have been extremely hard hit by the pandemic. Mental health, jobs, and education were some of the main factors that quickly deteriorated, and lack of human interaction created a barrier between younger and older generations. With fingers pointed at young people for infection rates despite sacrifices made by many, we want to know if you think young people had their best years taken from them... We want to know what you think about it...

Survey Copy/Questions/Answers:

1. How has the pandemic affected our youth? Let's get started...
2. In your opinion, what factors were most affected for youths? Education, Jobs, Mental health, Socialising, Other, or None
3. Why did you select this? Tell us more...
4. Thanks! Next, we want to know which youth age groups you think were affected...
5. Aged under 1 year... Swipe right for yes, swipe left for no
6. Aged 1-5 years... Swipe right for yes, swipe left for no
7. Aged 6-10 years... Swipe right for yes, swipe left for no
8. Aged 11-15 years... Swipe right for yes, swipe left for no
9. Aged 16-21 years... Swipe right for yes, swipe left for no
10. Great! Now we're going to get a little more specific...
11. Do you feel as if babies' development (socialising, playing, etc) has been affected? Yes or No
12. Do you think online schooling is effective? Yes or No
13. Do you think it's different depending on the age group? Elaborate below...
14. For older students, do you think university experiences are diminished? Yes or No
15. Do you think the job market for younger people has changed? Yes or No
16. Do you think mental health has been impacted? Yes or No
17. Do you think these apply to all age groups in the same way? Elaborate below...
18. Just a couple more! Do you agree or disagree with the following statements...
19. Socialising in younger generations has diminished severely including nightlife, like clubbing, along with general interactions, like hanging out with friends. Swipe right for yes, swipe left for no
20. The younger generations have been the most affected by the pandemic. Swipe right for yes, swipe left for no
21. Younger people have had to make sacrifices for others. Swipe right for yes, swipe left for no
22. The future will be drastically different when younger generations get older. Swipe right for yes, swipe left for no
23. Thank you for participating in this survey. Follow us on Instagram @Bulbshare to interact more!