

29 April 2015

Dear,

I am writing in relation to a potential opportunity which I believe may be of interest to your company. I'm contacting you from SCL Group, a leading behavioural research and strategic communications agency.

As part of an extensive research project into the attitudes and behaviour of the Ghanaian population, we have conducted a survey of 30,000 individual households across all 10 regions of Ghana. We hold a large-scale data set relating to various aspects of public health in Ghana, including people's perceptions of healthcare facilities, health insurance, and factors influencing access to medicine and treatment. We also hold data on themes including which national and local issues are important to people, their perceptions of the state of the economy, popular media channels, and key influencers. In addition we have detailed demographic data.

Given that your company has worked in Ghana and on various issues relating to health, we hope that this data will be of interest to you. SCL can offer expert data analytic services which could assist you in several ways. For example, our unique Target Audience Analysis and microtargeting methodology can provide intelligence which would enable projects to be more directly targeted towards specific groups or areas of need. The data can also be used to complement existing data sets as part of a research project or to track trends in specific indicators. In addition, as experts in combining behavioural change research with communication and campaign management, we are able to design and implement data-driven communications campaigns to shape perceptions and behaviours. We are able to offer our data services in a variety of formats, including an in-depth analytical report or a computer dashboard allowing you to visually present the data according to a number of variables.

We would be interested in discussing further with you the various opportunities that our data analytic services can provide.

I look forward to hearing from you.

Yours faithfully,