

Animatic Formative Research in Nigeria

February 2026

Introduction

Sesame Workshop is the nonprofit media and educational organization behind *Sesame Street*, the pioneering television show that has been reaching and teaching children since 1969. Today, Sesame Workshop is an innovative force for change, with a mission to help kids everywhere grow smarter, stronger, and kinder. We're present in more than 150 countries, serving vulnerable children through a wide range of media, formal education, and philanthropically funded social impact programs, each grounded in rigorous research and tailored to the needs and cultures of the communities we serve. For more information, please visit www.sesameworkshop.org.

In 2025, Sesame Workshop conducted a needs assessment in Nigeria to advance our understanding of the relationship between children's media diets and the development of beliefs and their engagement with prevailing social norms. Following that research, a messaging advisory was hosted in Abuja, Nigeria, to inform the development of a messaging framework to guide the creation of 2-3 animatics (short-form, early-stage audio visual content).

Study Design

The Formative Research phase will be conducted by a local research vendor and consist of interviews and/or surveys of children and caregivers in Nigeria. Participants will be presented with 2-3 animatics (in English or dubbed in Hausa, Yoruba, and Igbo). During the viewings, children's engagement will be assessed; afterward, their appeal and comprehension of the content will be evaluated. Caregivers will then be asked for their feedback and recommendations. Based on the results, the vendor will provide feedback and recommendations on the animatics related to the appeal, relevance, and comprehension of the content in development. Findings and recommendations from this study will inform content refinement, including a global content brief or writers guide for content creators. The final research design will be refined in coordination with Sesame Workshop's New York and Abuja teams.

Research may occur in-person or via hybrid implementation.

Sample

We request that the children who participate in this study be between the ages of 3 and 8. Participating adults should be the child's primary caregiver (e.g. parent or guardian). Please also ensure that participants have regular access to a television. The sample should be designed to reflect the ethnic, linguistic, and religious diversity of Nigeria. Participants should be a mix of English, Hausa, Yoruba and Igbo speakers. We recommend assembling a sample from the following regions to support linguistic and geographic representation:

- English: Federal Capital Territory (FCT)
- Hausa: Kano State
- Igbo: Enugu State
- Yoruba: Oyo State

Timing

Animatics will be produced and ready for testing in mid-June. Final deliverables are expected by July/early August 2026. Proposals should include a plan for data collection starting in early July 2026.

Proposal Components

Proposals shall include a provision for delivery of the following elements:

1. **Research Design:** Proposals shall outline the design of this research activity:
 - Description of proposed measurement tools and translation plan
 - Sampling plan, including approach to sampling diversity and recruitment strategies
 - Data collection plan, including a description of quality control
 - measures for data collection; a description of how researchers are trained and ways in which researchers will ensure that they adhere to the ethical standards of research set forth by the Society for Research on Child Development (<http://www.srcd.org/about-us/ethical-standards-research>).
 - Data analysis plan that outlines how data will be analyzed to make recommendations
 - Timeline
2. **Budget:** A detailed budget for the project shall be submitted with the research proposal.
3. **Key personnel:** CVs or biographic summaries of key personnel.
4. **Past evaluations and references:**
 - A 1-2-page description of similar or comparable studies in which the agency has
 - engaged in the past, or similar work sample
 - Contact information for at least 2 previous clients for references

Deliverables

Researchers will deliver the following for the evaluation:

1. **Tool Creation:** Researchers will create research tool using the messaging framework and animatic scripts provided by Sesame Workshop and translate the tool into Hausa, Yoruba, and Igbo. Translations will be reviewed by the Sesame Workshop team in Nigeria.
2. **Draft report:** Researchers will submit a report of findings and recommendations, via Word Doc and in English
3. **Final report:** The researcher will submit a final version of the report of the findings and recommendations to Sesame Workshop, incorporating edits from review of draft report (in English). The report must include an Executive Summary.
4. **Presentation of findings:** The research team will present a summary of findings remotely to a group of internal and external stakeholders.
5. **Data, original instruments, videos, consent forms, data, and other material:** Researchers will be required to submit an electronic version of data (in SPSS or SPSS-compatible format), as well as original instruments, and any videos made of children during the research sessions. Instruments will be in the local language (if applicable) and English. Quantitative data will be submitted in English and qualitative data should be submitted in the original language and an English translation. These items will become the property of Sesame Workshop.

Budget:

The research proposal should not exceed a budget of **USD50,000**.

Evaluation Criteria

Proposals will be evaluated based on the following criteria. Nigeria-based research teams and research firms will be given priority:

- Experience in media formative research and knowledge of media research methodologies
- Experience conducting educational research with young children and families
- Experience conducting research on social norms
- Experience conducting research across Nigeria
- A demonstrated capacity to work in a range of settings and to deliver products in a timely fashion under tight and strict monitoring, management, and deadlines
- The ability to produce high-quality reports
- Feasibility of study within budget and time parameters
- Appropriateness of research design
- Capacity to execute proposed study

How to submit proposals

Submit proposals on or before **February 20, 2026**, via email to Harrison Taylor: harrison.taylor@sesame.org.

Please limit proposal to no more than 10 pages inclusive of all annexes.

Please note the following in the email subject heading: **Proposal for Animatic Formative Research in Nigeria**

Deliverable timeline:

Deliverable	Due date
Final research design	April 15, 2026
Draft report	July 31, 2026
Final report	August 12, 2026