**The Problem**

Looks like the company has recently experienced a drop in its favorability among the clients. This situation will affect the company’s revenue and reputation in long run and needs to be resolved in an appropriate and effective manner. The management suspects it might stem from an inefficiency in the public relations sector and is therefore looking for ways to improve the quality of its public relations department performance.

**Potential Solution**

A potential solution could be hiring new people in the public relations department, who will probably make a better communication with the clients and provide a better picture of the company’s activities and performance, which will consequently increase client’s propensity to use our products. In this regard, we would like to test our two potential candidates, “Jar Jar Binks” and “Mace Windu”.

**Experiment Design**

There are 8 different clients available, 4 of them ranked as friendly and 4 others labeled as unfriendly. The 8 clients are randomly divided into two groups where each group consists of 2 friendly and two unfriendly clients, respectively. One of each two groups is assigned to the two candidates. The candidates are given a one month period to establish their relationships with the clients and in order to promote their favorability towards the company. After one month, a survey will be sent to each of the 8 clients regarding their overall feeling towards the company. In particular, they will be asked to rate their before/after favorability to the company in a likert scale format (probably from 1 to 10, in the order of their favorability). The relative difference in the before/after favorability index will be the main metric used to evaluate the two candidates.