

GALLUP & ROBINSON, INC.

Advertising and Marketing Research

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WEBCHECK

Web-Based Ad and Marcom Testing

Who We Are:

Recognized globally for research excellence, Gallup & Robinson is dedicated to providing superior communications research through innovation, experience and a tradition of client service. Founded in 1948 by the pioneering researchers Drs. George Gallup and Claude Robinson, G&R originated many of the advertising research designs now standard in the industry. Working with many of the leading marketing companies, G&R has tested more than 200,000 ads across all media and product categories and maintains one of the richest knowledge bases about advertising effectiveness in the world. G&R is an affiliate of GALLUP.

How We Can Help:

G&R offers well-considered research solutions that assess advertising and mass communication efforts from concept development to in-market performance. Our comprehensive array of research techniques include the most validated and actionable tools available anywhere to help clients build strong brands. We welcome the opportunity to present our capabilities in greater detail and to establish a long-term partnership with your company.

WebCheck marries G&R's deep knowledge base in communications testing with state-of-the-art internet technologies to deliver comprehensive, actionable, fast, and cost-effective quantitative assessments of a wide range of marcom stimuli. It is ideal for testing strategic positionings, creative concepts, rough ads, and commercials in all media, slogans, logos, promotions, or any marketing device directed to consumer, business, or professional audiences.

WebCheck is conducted entirely on the web using established Internet panels and advanced, proprietary software that controls exposure conditions and security. Respondents view test stimuli and complete interactive self-administered questionnaires in their homes or offices. Stimuli may be viewed alone or in a realistic context of advertising and content clutter to obtain measures of break through, communication, persuasion, liking and engagement. Test designs are typically monadic but can also be proto-monadic or sequential, depending on your objectives. Advertising pre-tests use many of the same validated measures employed by G&R's flagship Impact services, including strong diagnostics and rich open-ended questions.

WebCheck's sampling footprint is both domestic and international. It is also a very cost-effective means for testing among low incidence B2C or B2B target samples. Chances are, we can deliver even the most hard to find segments.

Key Benefits and Features:

- Proven measures; strong diagnostics; rich open-ends
- Fast turnaround in as little as two workdays with general samples
- Managed and interpreted by highly experienced communications professionals
- Built from a unique and extensive knowledge base in marcom evaluation
- Highly competitive pricing
- Adaptable to most media and marcom channels
- Easily integrated with G&R's Impact post-testing services
- Domestic and international; ideal for low incidence samples
- Flexible design and questionnaire options
- Advanced proprietary software and special security features maximize stimulus exposure control and confidentiality





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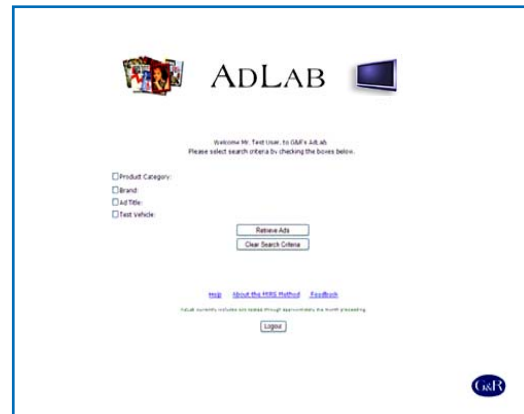
"Consumers are numbers. Customers are people."
-Stanley Marcus

How Gallup & Robinson's WebCheck helps advertisers turn consumers into customers.

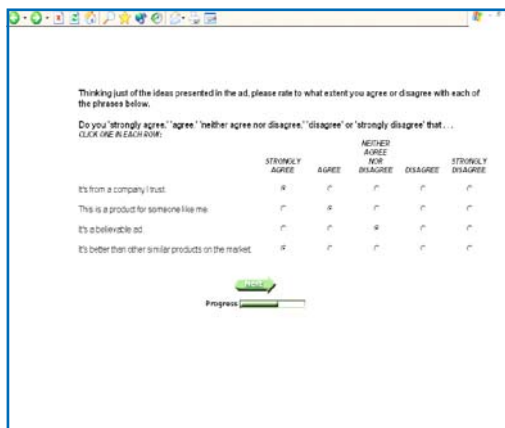
Advanced Exposure Options and Controls



Proprietary Knowledge Bases



Clean Designs and Easy-To-Follow Layouts



Independent, Expert Analyses



WebCheck is part of a suite of online, specially designed, copy testing solutions that use state-of-the-art survey engines and expert analysis to accelerate reporting, reduce costs and enhance insights. Special designs sort through alternatives, qualify messages for market, frame comparative advertising, deepen understanding of persuasion and engagement, optimize cause advertising and evaluate multi-channel campaigns.