

GALLUP & ROBINSON, INC.

Advertising and Marketing Research

24 North Main Street

Pennington, NJ 08534

Phone 609.730.1550

www.gallup-robinson.com

sos@gallup-robinson.com

WEBSELECT

Web-Based, Non-Monadic Alternative Ad Selection

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.

WebSelect is a non-monadic, online copy testing method that uses G&R's proven expertise in web based technologies to separate stronger from weaker test concepts, rough ads, direct mail, slogans, spokesperson, and most other types of messaging material.

WebSelect is available in two core design platforms:

1. The Research-In-A-Box (RIAB) platform follows standardized questions, flows, and reporting. This enables the lowest costs with the quickest turnaround. Customization is available through a menu of attractive options.
2. The custom platform allows you to build your own questions and specify your own reporting requirements. Costs are typically somewhat higher and scheduling is somewhat longer than the RIAB platform.

WebSelect's combination of web deployment and non-monadic design makes it a very attractive solution when you are interested in sorting through a number of alternatives in the development stage. G&R's expertise in analyzing and interpreting results ensures that you will get maximum learning and value from your research.

Key Benefits and Features:

- Total sample sizes and therefore costs are lower than monadic testing
- Since respondents are exposed to all executions, samples are matched
- Non-monadic design means that nuanced comparisons across alternatives can be made to guide creative optimization
- Near real-time turnaround possible as most operations are automated
- Stimuli exposed is followed by a series of closed and open-ended questions so that further drilling of results are possible depending on metrics requirement
- Flexible design and questionnaire options
- Applicable for most media including testing of internet ads





WEBSELECT

"If it doesn't sell, it isn't creative."

-David Ogilvy

How Gallup & Robinson's WebSelect helps advertisers turn advertising into creative.

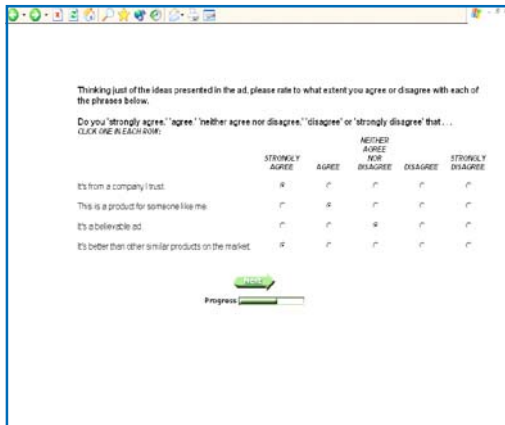
Advanced Exposure Options and Controls



Proprietary Knowledge Bases



Clean Designs and Easy-To-Follow Layouts



Independent, Expert Analyses



WebSelect 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 the 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.