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ADVANCED PERSUASION

Shifting the Paradigm in Persuasion Measurement

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.

As the dynamic between brands and customers has progressed and as audiences have become more sophisticated consumers of brand advertising, it has become evident that persuasion is more complex than many previously thought. Consumer relationships with the products and services they use evolve over time, becoming enriched as brand experiences occur but also receding in the face of competitive activity and other events. Consumer feelings about your brand can be swayed by a tide of competing appeals and emotions.

Despite our increasing appreciation for this complexity, persuasion measures have typically remained limited in scope, either depending on a single rating or on brand change mechanisms which tell something about whether your ad can bring new buyers into the tent but tells little about the effect of the ad on the people who were in the tent to begin with – your current customers. For most brands it is these core customers who are the most loyal and profitable, buying your brand repeatedly and in quantity, usually without promotional incentive. Consequently brand-switching based persuasion, with its focus on non-customers, fails to assess the impact of advertising among those who have the most significant ROI implications.

Gallup & Robinson's **Advanced Persuasion** takes into account the complex, multi-layered nature of brand preferences that move consumers not only toward being persuaded to your brand but also toward greater feelings of conviction about and attachment with your brand. **Advanced Persuasion** provides a complete perspective on consumer response to your message. Rather than rely on a single measure, consumer response is measured on multiple dimensions to provide comprehensive insight into how and why consumers respond to your advertising on a number of fronts. **Advanced Persuasion** looks at both how non-customers are persuaded to your brand as well as how your vital current customers respond in all of their complexity.

With **Advanced Persuasion** you can see the whole brand-building picture.

Key Benefits and Features:

- Multi-dimensional measurements more fully assess your advertising's effect on consumers than simplistic scales or conventional brand switching measures. These metrics provide our clients with a more complete perspective into how their advertising affects customers across the entire brand relationship dynamic.
- Our multi-dimensional metrics are grounded in engagement theory
- **Advanced Persuasion** is linked with increased sales both in terms of increased penetration and increased volume per buyer
- **Advanced Persuasion** discriminates between alternative creative approaches.
- **Advanced Persuasion** is Internet-enabled but can also be used with other test methods such as G&R Impact suite of in-context testing.





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"Like a person, you can respect, like, and even love a brand. You can think of it as a deep personal friend or merely an acquaintance."

- Bob Blanchard

Persuasion in copy-testing methods is typically measured with pre/post "brand switching" mechanisms. Respondents are asked for their brand preferences prior to seeing the advertisement and then re-asked preferences following exposure. Those who do not mention the test brand before the advertisement but mention it afterwards are considered to have been "persuaded" by the advertisement to the brand.

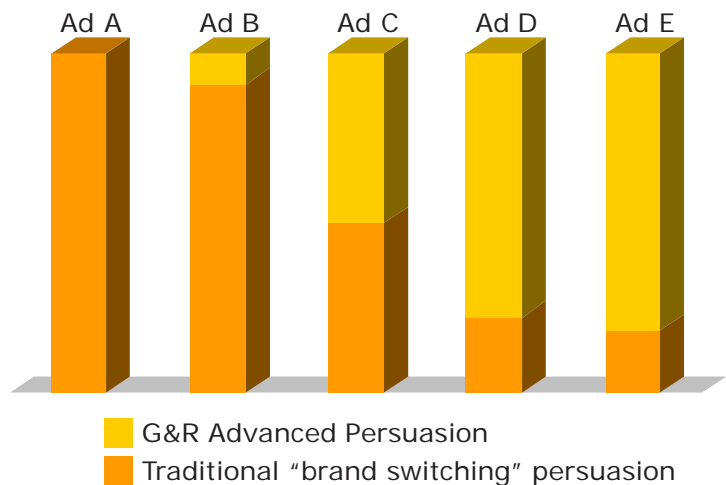
Left out of this equation are the brands most important, and most profitable, franchise - the current customer base. Advertisements tailored to reinforce brand qualities and deepen relationships with current customers may be effective brand-building advertising. However, if it fails to influence non-users, it could "appear" to have been ineffective when measured only with traditional "brand switching" measures. We call the ability to look beyond traditional brand-switching persuasion into the deeper effect the advertisement has on your current franchise **Advanced Persuasion**.

Recent G&R research reveals that **Advanced Persuasion** accounts for as much as 82% of the persuasive effect for some advertisements. In other words, in the top graph at right, traditional persuasion measures severely understate the effectiveness of ads D and E, thus jeopardizing effective advertising.

Advanced Persuasion metrics have proven to have significant impact on sales. In research conducted to determine FMPG product purchasing behavior, 19% more consumers with **Advanced Persuasion** bought the advertised brand than consumers in a non-advertised control group. Moreover, these consumers bought 14% more units of product than the control group. The combined result was a 36% increase in sales volume among these consumers compared to a 2% decline among consumers exposed to the advertising who showed no change in the **Advanced Persuasion** metrics.

For ads like Ads D and E in the top graph, that may have failed to pass the traditional persuasion test but where significant persuasion is taking place detected only by **Advanced Persuasion** metrics, opportunities to build brand volume in new ways are now possible.

Some Ads that are Weak in Standard Persuasion have Very Strong Advanced Persuasion



Advanced Persuasion Links to Increased Buying

