

## GALLUP & ROBINSON, INC.

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# CERA

## CONTINUOUS EMOTIONAL RESPONSE ANALYSIS

*Second-by-second measure of emotional response*

### 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.

### 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.

Continuous Emotional Response Analysis (**CERA**) is G&R's newest diagnostic tool. **CERA** takes our understanding of television commercial dynamics to levels not possible to probe with "pencil and paper" research. It is a state-of-the-art, patent-pending system that non-verbally measures emotional connections between advertising and its audience on a continuous basis.

Arousal measures have tracked gross reactions to commercials for years using a variety of techniques. The trouble with them has always been that they are unable to distinguish between positive and negative arousal. Does the measure spike because the viewer likes something in the commercial or because it revolts him? **CERA** solves this dilemma through a new technique known as Facial Electromyography (EMG), developed through intensive research at the Johns Hopkins School of Medicine. The smile muscle has been found to be a valid indicator of positive emotional response, while, conversely, the frown or brow lowering muscle accurately measures negative response. Electrodes placed on the proper muscle groups can, thus, distinguish and track positive and negative emotional reactions to a stimulus as they occur.

The **CERA** methodology invites screened target respondents to a facility where a clinical psychologist attaches unobtrusive electrodes to their faces. They then watch a fifteen minute television program that contains pods of test and clutter commercials. As they watch, a computer calibrates their specific emotional ranges, tracks and graphs positive and negative reactions to what they are viewing. Respondents are also re-exposed to the test commercial and given an attitudinal battery that further enhances our understanding of reactions to specific commercial elements.

**CERA** is becoming an invaluable tool in supplementing our understanding of commercial performance. It pinpoints specific elements that elicit positive or negative viewer reactions, permitting editing or other modifications to enhance the effectiveness of commercial executions. We have also used it to explain differences in Impact test results that were not evident by conventional analysis. **CERA** is an important new contributor to G&R's ongoing efforts to understand the dynamics of advertising performance.

### Key Benefits and Features:

- Only known measure that distinguishes positive from negative emotional response
- Permits second-by-second measurement of response to specific commercial elements
- Unique, accurate and highly useful diagnostic tool
- Can supplement and/or explain traditional measures

