

GALLUP & ROBINSON, INC.

Advertising and Marketing Research

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C-TRACK

Campaign Tracking

Who We Are:

Gallup & Robinson, leaders in advertising and marketing research, is dedicated to providing superior communications research through innovation, experience and a tradition of client service. Founded in 1948 by pioneering researchers Drs. George Gallup and Claude Robinson, G&R originated many of the advertising research designs now standard in the industry. G&R has tested more than 200,000 ads across all media and product categories and maintains one of the richest databases about advertising effectiveness in the world.

How We Can Help:

G&R offers well-considered, research services that assess advertising efforts from the concept stage to in-market campaigns. Our comprehensive array of communications research techniques, designed to support all phases of development, includes the most validated and actionable 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. 

C-Track is a full-scale tracking service designed for periodic monitoring of marketing communications programs over a period of years. While it typically includes such standard measures as brand and advertising awareness, main message communication, brand attitudes and purchase interest, it is intended to be flexibly tailored to suit the specific characteristics of a given category and brand. These measures are applied both to your brand and to those of your competition.

C-Track begins with a benchmark survey wave among target consumers to establish initial knowledge and attitude levels before the launch of a major new product introduction or marketing initiative. It is conducted in multiple, widely-dispersed locations representing national, regional or local markets per your brand's coverage. The benchmark survey is replicated periodically thereafter to serve as a management dashboard of market response. Typically, tracking is conducted quarterly for a year after launch and semi-annually or annually thereafter, depending on spending and category activity levels. Come of your clients use **C-Track** to monitor the performance of multiple brands within their portfolio.

Applied to **C-Track** data, our special analytic options can deepen understanding of market dynamics and make your tracking data even more actionable. Examples of analyses we employ include:

1. **OTS Analysis** - Overlaying an advertiser's media schedule with the reported media habits of respondents allows the sample to be divided into "opportunity-to-see" segments. This permits an analysis of the contribution and efficiency of various levels of exposure to a company's advertising in meeting marketing objectives
2. **Segmentation Analysis** - Looking at how distinct audience groups respond to your advertising to reach them more effectively; and
3. **ROI Modeling** - Advanced modeling analysis increasingly allows us to evaluate the direct and indirect consequences of your advertising in driving sales.

Key Benefits and Features:

- Broadly recognized as key management monitoring system
- Gives accurate assessment of consumer market impact over time
- Timing and market coverage tailored to marketing plan
- Proprietary analytics enhance basic data