

**GALLUP & ROBINSON, INC.**

*Advertising and Marketing Research*

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# FOCUS GROUPS

*Drilling down for in-depth reactions to your creative ideas*

## 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. 

There is no substitute for seeing target consumers react to your concepts or early-stage ad renderings first-hand. G&R's **focus group** moderators are highly trained and experienced in teasing out insights that contribute to the development of successful advertising. Equally at home with consumer and B2B groups, they are well-versed in a range of projective and other probing techniques that uncover subconscious emotional responses that can make or break your creative effort. With our specialized expertise in advertising, we are particularly skilled in translating group observations into actionable creative recommendations.

**Focus groups** can also help structure subsequent quantitative work to reflect real-world mindsets and vocabulary. We often recommend a qualitative to quantitative sequence in developmental research programs.

**Focus groups** are conducted in dedicated facilities that permit client viewing, videotaping and videoconferencing. They may be conducted in any major U.S. market and many abroad.

## Key Benefits and Features:

- Enable direct client observation of target market response to early stage concepts or creative product
- Uncover candid feelings, reactions, interpretations and suggestions
- Moderators are specifically experienced in advertising concept and copy development research
- Trained in multiple projective probing techniques
- Available throughout U.S. and abroad