

GALLUP & ROBINSON, INC.

Advertising and Marketing Research

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MARCOM 360

Tracking the impact of marketing communications

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. 

In today's rapidly evolving marketing environment, advertisers are facing significant challenges. Consumers are becoming increasingly segmented, media is fragmented, and the pace of technological innovation keeps increasing. There are new management mandates for improved accountability from all sectors, including marketing communications.

Enter **Marcom 360**. It is a survey-based analytical protocol that measures the holistic impact of an integrated or multi-channeled marketing communications campaign while assessing the contribution of each component. These components may include media advertising, direct marketing, promotion, sponsorships and experiential events. **Marcom 360** calculates the contribution of each of these categories to reach, purchase intent and sales, and then compares outcome levels between segments.

Key Benefits and Features:

- Provides a unifying set of metrics for measuring across the communications "silos"
- Customized to fit your precise needs
- Can be outgoing or campaign-specific
- Highly automated data processing and reporting further improves speed and value equations
- Takes full advantage of the Internet to reduce costs, improve speed and strengthen stimulus exposure analysis
- Concentrated upfront development phases make the system more cost-effective the more it is used
- Ongoing validation demonstrate the business value of the program, and
- Portable worldwide