

GALLUP & ROBINSON, INC.

Advertising and Marketing Research

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MIRS


MAGAZINE IMPACT RESEARCH SERVICE

The industry standard with over 150,000 magazine ad tests

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. 

MIRS is our prototype Impact testing system, developed by Dr. George Gallup and enhanced in many ways since its inception. Conducted in ten widely dispersed markets, interviewers screen respondents and ask them to read a current issue magazine as they normally would at home. The issue they receive contains a test ad that either appears there naturally or is tipped in so as to be undetectable. Respondents are recontacted the next day and interviewed on a delayed and immediate basis. Data can be enhanced with a variety of proprietary analytic procedures. Reports include tabulations of all data relative to norms, verbatim respondent playback, performance summary and a diagnostic analysis based on G&R's proprietary database of success factors.

Key Benefits and Features:

- Industry leader in print testing
- Assesses ad performance in real-world conditions
- Can test in virtually any magazine - consumer or B2B
- Rock solid product/service category norms based on 150,000 magazine ad tests

Methodology

The Impact methodology includes a full spectrum of evaluative and diagnostic metrics. It begins with a systematic mapping of ten widely dispersed U.S. markets to ensure that we reach a representative survey sample. Our interviewers contact potential respondents door-to-door or, if low incidence, over the telephone and screen them for specified sample characteristics. Qualified respondents receive a test stimulus and are instructed to read it that day in their home as they normally would. Test ads are embedded with editorial content and clutter ads to simulate realistic reading conditions. The next day respondents are recontacted by telephone, confirmed as readers and taken through a structured interview. They do not refer to the test ad as they answer the questions covering our core metrics, which include brand intrusiveness (recall), idea communication, persuasion, brand rating and ad liking. Respondents are then asked to look at the test ad again and the diagnostic section of the interview is administered, containing both standardized and custom questions about ad reactions and brand attributes.