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NIMS


NEWSPAPER IMPACT MEASUREMENT SERVICE

Testing your newspaper ad in today's issue

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. 

More money is spent on newspaper advertising than on any other medium. Yet newspapers are an often neglected element of the marketing mix. Newspaper Impact Measurements Service (**NIMS**) is our in-home, in-context evaluative and diagnostic tool for testing ads in a realistic environment in current newspaper issues. Similar to the basic Impact methodology, respondents are recruited by telephone and asked to read that day's issue of the newspaper containing the test ad as they normally would. Respondents are recontacted by phone later that day and taken through the core Impact measures without looking at the newspaper. They are then asked to look at the test ad again as they are administered the diagnostic portion of each questionnaire. **NIMS** has been used to test in both national and local publications and is employed extensively to test B2B as well as consumer ads. Reports include tabulations of all data relative to norms, verbatim respondent playback, a performance summary and a diagnostic analysis based on G&R proprietary database of success factors:

Key Benefits and Features:

- Totally unique service for evaluating and diagnosing newspaper advertising performance
- Dated the day of placement to create completely realistic exposure environment
- Uses full range of evaluative and diagnostic Impact measures
- Ideal for B2B testing

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.