

GALLUP & ROBINSON, INC.

Advertising and Marketing Research

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ONLINE FOCUS GROUPS

Quantitative certainty with qualitative flexibility

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. 

Online Focus Groups offer several key features that are not possible with traditional groups. Using a web browser, participants join the group at a pre-scheduled date and time. They are guided by a specially trained moderator who communicates via keyboard and on-screen visuals. Concept statements, print ads, commercials and other marcom stimuli can be displayed on respondents' computer screens to obtain immediate reactions. The system can accommodate 100 respondents or more per group to obtain a full range of viewpoints and to conduct instantly tabulated surveys for discussion within the session. Clients observe sessions remotely online in their offices and can communicate new questions or probes directly to the moderator. Sidebar questions can be asked of specific individuals in private.

Key Benefits and Features:

- Collect insights from more people in less time
- Combines benefits of qualitative and quantitative techniques
- One group can be conducted nationally or internationally
- Can ask open-ended questions, closed-ended questions that are tabbed immediately, or ad hoc questions developed during the session
- Less intra-group bias
- Enables responses to be processed real-time
- Facilitates team decision-making
- Transcripts are available immediately for reporting or e-mailing
- Less travel required