

**GALLUP & ROBINSON, INC.**

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# WEBCHECK

*Web-Based Marcom Evaluation*

## 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. 

**WebCheck** marries G&R's deep knowledge base in communications testing with state-of-the-art technology to deliver comprehensive, actionable, fast and cost-effective quantitative assessments of a wide range of marcom stimuli. It is ideal for testing strategic positionings, creative concepts, rough ads and commercials in all media, slogans, logos, promotions or any marketing device directed to consumer, business or professional audiences.

**WebCheck** is conducted entirely on the web using established Internet panels. Respondents view test stimuli and complete interactive self-administered questionnaires in their homes or offices. Stimuli may be viewed alone or in a realistic context of advertising and content clutter. Test designs may be monadic, proto-monadic or sequential, depending on your objectives. Advertising pre-tests use many of the same validated measures employed by G&R's flagship Impact services and allow for good use of open-ended questions.

**WebCheck** is also a very cost-effective means for reaching low incidence B2C or B2B target samples in the U.S. or in most industrialized countries. Chances are we can deliver even the most hard to find segments.

## Key Benefits and Features:

- Managed and interpreted by highly experienced communications professionals
- Built from a unique and extensive knowledge base in marcom evaluation
- Fast turnaround in as little as two workdays with general samples
- Highly competitive pricing
- Adaptable to most media and marcom subjects
- Easily integrated with G&R's Impact post-testing services
- Ideal for low incidence samples
- Flexible design and questionnaire options
- Special security features maximize stimulus confidentiality