GALLUP & ROBINSON, INC.
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FasTrac

Flexible, affordable in-context testing with quick turnaround

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. G&R

FasTrac is a flexible service that is equally suited for evaluating core advertising concepts and pre-testing rough television commercials, print ads and other communication elements. These can be presented in the context of realistic entertainment/clutter environments or just by themselves. Interviewing is conducted face-to-face in a mall-intercept environment. Combining qualitative and quantitative analysis, **FasTrac** provides a full range of standardized, in-depth measures with the flexibility to be partially or entirely custom-designed. Its strong use of open-ended questioning yields valuable insights into audience reaction. Because the interviewer records responses directly on the web, data is available to G&R virtually in real time. Its e-speed and sensible pricing make it particularly attractive for clients with tight timeframes and budgets.

Key Benefits and Features:

- Testing in a realistic clutter context or as stand-alone stimuli
- Five-day turnaround from order to data delivery two additional days for analysis
- Direct field control of test material in face-to-face interviews within research facilities
- Very competitive pricing
- Standardized or custom metrics
- Unique, in depth open-end questioning regimen