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INDIVIDUAL DEPTH INTERVIEWS (IDIs)

Greater Depth, Greater Confidentiality, Less Bias

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

Individual Depth Interviews are ideal for overcoming some of the limitations of groups. When marketers need to probe responses at a deeper emotional level requiring more time and privacy, talking to respondents in an individual rather than group setting is a better research practice. When dealing with personally sensitive or socially influenced issues, respondents are most likely to discuss them freely and candidly when others are not present. **IDIs** are a valuable solution, too, with professional or executive groups, when bias by other panelists can distort or suppress individual responses. **IDIs** have the added advantage that they can be conducted in respondents' offices or homes when it is not practical for respondents to come to a central location

G&R's interviewers are skilled at getting beneath the surface, using a toolkit of probing techniques to uncover hidden attitudes and perceptions. Their extensive experience in advertising development enables them to provide insightful, actionable and creative recommendations that help our clients develop successful advertising campaigns.

IDIs can be conducted in dedicated facilities that permit client viewing, videotaping and videoconferencing. They may be conducted in any major U.S. market and many abroad.

Key Benefits and Features:

- Ideal techniques for probing beneath the surface to uncover reactions at deeper emotional levels
- Maximizes privacy while minimizing bias to enable genuine insight
- Moderators are highly experienced in advertising concept and copy development
- Skilled in specialized probing techniques that surface often subconscious feelings
- Provide informed observations and experience-based recommendations for creative enhancement
- Client observation of interviews is frequently possible
- Flexible interviewing locations