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InTeleTest

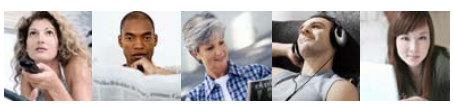
In-home, in-context TV commercial evaluation and diagnosis

Who We Are:

Recognized globally for research excellence, Gallup & Robinson is dedicated to providing superior communications research through innovation, experience and a tradition of client service. Founded in 1948 by the pioneering researchers Drs. George Gallup and Claude Robinson, G&R originated many of the advertising research designs now standard in the industry. Working with many of the leading marketing companies, G&R has tested more than 200,000 ads across all media and product categories and maintains one of the richest knowledge bases about advertising effectiveness in the world.

How We Can Help:

G&R offers well-considered research solutions that assess advertising and mass communication efforts from concept development to in-market performance. Our comprehensive array of research techniques include the most validated and actionable tools available 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.



InTeleTest provides validated, evaluative, and full sample diagnostic information in one comprehensive testing system. Respondents are screened door-to-door in ten markets and given VCR cassetts or DVDs containing unviewed programming and pods of commercials, including the test commercial with its position rotated among fillers. They are asked to view the stimulus that day as they normally would under the pretext that we are testing a potential TV pilot. The next day they are recontacted by telephone and interviewed on our core metrics of intrusiveness (recall), persuasion, brand rating, and commercial liking. All respondents are then asked to view the test commercial again and are taken through a standardized diagnostic battery that may also include custom questions. **InTeleTest** thus provides a rich combination of delayed and immediate evaluative and diagnostic information. Because its viewing environment is in-home and in-context, **InTeleTest** offers the most realistically-based predictive measures available anywhere. Reports include tabulations of all data relative to norms, verbatim respondent playback, performance summary, and a diagnostic analysis based on G&R's proprietary database of success factors.

A variation of this methodology tests commercials as they appear in actual on-air programming and is available as an alternative. In it, respondents are screened by telephone and invited to watch a program scheduled to appear as a regular telecast. They are recontacted by phone the next day and confirmed viewers are taken through the same questionnaire that is used in standard **InTeleTest**, but are not re-exposed to test commercials. This is the preferred design when the advertising needs to be tested in the context of actual scheduled programming. It can test any program of interest, including such events as the Super Bowl, Academy Awards, Olympics, or World Series.

Key Benefits and Features:

- Most realistic system available to simulate normal viewing environment
- Independent evaluation of commercial effectiveness against a validated battery of performance measures
- Full-sample diagnostic base
- Equally applicable for pre-testing or post-testing rough or finished commercials
- Basic design offered as an on-air option
- Norms available in most caategories based on over 50,000 tested commercials