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PHYSICIAN TESTING

JOURNAL IMPACT RESEARCH SERVICE

Determining the power of your ad in the real 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 have extensive experience working with the pharmaceutical industry interviewing both physicians and patients. We welcome the opportunity to present our capabilities in greater detail and to establish a long-term partnership with your company.



Impact is our gold standard testing system, developed by Dr. Gallup and enhanced in many ways since its inception. Impact precisely measures how your advertising is perceived and retained by targeted physicians in the real world environment where it must succeed to be effective.

Methodology

Conducted nationally, interviewers screen physicians for eligibility via phone/fax recruitment and ask them to read the current issue of a medical journal. The issue they receive contains a test ad that either appears naturally or is inserted into the journal so as to appear as a normal page. Physicians are asked to read through the journal that evening as they normally would. The following day they are recontacted and, without looking at the journal, interviewed about its contents to determine whether and to what extent your ad has impact.

Impact Diagnostics

We initially determine whether and to what extent your ad left a lasting impression on a variety of dimensions (lasting intrusiveness, persuasion, message communication, strategic brand ratings and ad liking). These data are essential to the vitality of your brand because they gauge how your ad is performing in a real world context.

In-depth Diagnostics

Next, a full spectrum of more intensive diagnostics are obtained by asking the entire sample to look at the test ad and administering diagnostic questions, which are both standardized and customized to ensure that the unique strategic thrust of your ad is fully assessed.

Analysis and Reporting

Data can be enhanced with a variety of proprietary analytic procedures. 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.

Key Benefits and Features:

- Real-world conditions are the most rigorous test of stopping power and branding value of advertising available
- Proven battery of performance measures
- Provides insight about both short-term perceptions and longer-term retained communications effects
- Capable of providing general and most specialist physician groups
- Industry leader in print testing
- Expert analysis conducted by industry professionals based on extensive knowledge center

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