GALLUP & ROBINSON, INC.
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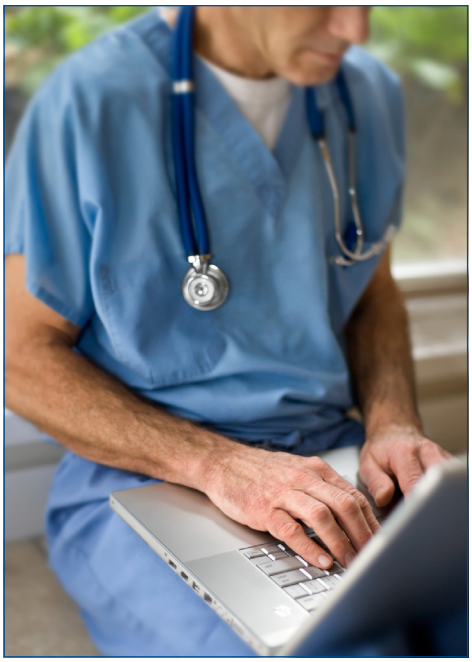
PHYSICIAN TESTING

WEBCHECK

Rapid, cost-efficient, in-depth diagnostic journal ad testing service

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.



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 journal ads or other messaging stimuli. WebCheck is designed to fine-tune winning creative and screen out less effective creative concepts while keeping your ad development schedule on track. The concentrated nature of the forced-exposure environment allows for in-depth questions about how your ad communicates and how targeted physicians react to it. Intensive diagnostic data based on quantitative samples help refine creative concepts with greater confidence than small base qualitative research. WebCheck can also be used for testing strategic positionings, creative concepts, rough ads, taglines, logos, promotions, detail aids or any marketing device directed to your target groups.

Methodology

WebCheck is conducted entirely on the web using established Internet panels of physicians. Respondents view test stimuli and complete interactive self-administered questionnaires in their homes or offices. Stimuli may be viewed alone or in a context of advertising and/or content clutter. Test designs may be monadic, proto-monadic or sequential, depending on your objectives.

In-depth Diagnostics

Immediately after clutter exposure, participants are asked which ads they remember on an unaided and category-aided basis. Respondents are then re-exposed to the test ad and asked a full spectrum of more thorough questions about what the ad communicates and their reaction to it. Advertising pre-tests use many of the same validated measures employed by G&R's flagship Impact service to ensure that the unique strategic thrust of your ad is fully assessed.

Key Benefits and Features:

- Fast turnaround in as little as 8 workdays with PCP samples
- Internet-enabled low cost pricing option
- Open-ended questioning built from a unique and extensive knowledge base in marcom evaluation provides valuable diagnostic insight
- Managed and interpreted by highly experienced communications professionals
- Adaptable to most media and marcom subjects (e.g., journal ads, selling aids, brochures, etc.)
- Easily integrated with G&R's Impact post-testing services
- Can also provide a very cost-effective means for reaching physicians in many industrialized countries
- Special security features maximize stimulus confidentiality

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