GALLUP & ROBINSON, INC.
Advertising and Marketing Research
24 North Main Street
Pennington, NJ 08534
Phone 609.730.1550
Fax 609.730.1566
www.gallup-robinson.com
sos@gallup-robinson.com

WebSelect

Web-Based, Non-Monadic Alternative Ad Selection

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

WebSelect is a non-monadic, online copy testing method that uses G&R's proven expertise in web based technologies to separate stronger from weaker test concepts, rough ads, direct mail, slogans, spokesperson and most other types of messaging material. Respondents are exposed to up to four alternative versions of the communication and taken through a battery of questions to determine which of the alternatives is the strongest and weakest.

WebSelect is available in two core design platforms:

1. The Research-In-A-Box (RIAB) platform follows standardized questions, flows and reporting. This enables the lowest costs with the quickest turnaround. Customization is available through a menu of attractive options.

2. The custom platform allows you to build your own questions and specify your own reporting requirements. Costs are typically somewhat higher and scheduling is somewhat longer than the RIAB platform.

WebSelect's combination of web deployment and non-monadic design makes it a very attractive solution when you are interested in sorting through a number of alternatives in the development stage. G&R's expertise in analyzing and interpreting results ensures you will get maximum learning and value from your research.

Key Benefits and Features:

- Total sample sizes and therefore costs are lower than monadic testing
- Since respondents are exposed to all executions, samples are matched
- Non-monadic design means that nuanced comparisons across alternatives can be made to guide creative optimization
- Near real-time turnaround possible as most operations are automated
- Stimuli exposure is followed by a series of closed and open-ended questions so that further drilling of results are possible depending on metrics requirement
- Flexible design and questionnaire options
- Applicable for most media including testing of internet ads