

**GALLUP & ROBINSON, INC.**

*Advertising and Marketing Research*

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# ECHO

## Campaign Tracking

### 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. 

When your team has planned and worked for a year or more to develop a new marketing approach, the long wait for sales indicators after its launch can be excruciating. **Echo** is designed to provide key measures of target consumer response to your campaign within days, weeks or months of launch, depending on the media weight behind it. Highly flexible, **Echo** typically measures brand and advertising awareness, message communications, brand attitudes and purchase interest. The quick feedback that **Echo** provides is intended to help direct course corrections to your communications program at its earliest stages when they can do the most good.

Applied to Echo data, our special analytic options can deepen understanding of market dynamics and make your tracking data even more actionable. examples of analyses we employ include:

1. **OTS Analysis** - Overlaying an advertiser's media schedule with the reported media habits of respondents allows the sample to be divided into "opportunity-to-see" segments. This permits an analysis of the contribution and efficiency of various levels of exposure to a company's advertising in meeting marketing objectives
2. **Segmentation Analysis** - Looking at how distinct audience groups respond to you advertising to reach them more effectively; and
3. **ROI Modeling** - Advanced modeling analysis increasingly allows us to evaluate the direct and indirect consequences of your advertising in driving sales.

### Key Benefits and Features:

- Unique service for quick consumer feedback
- Identifies areas for improvement at earliest stages
- Cost-effective "disaster check"