

**For Release on May 4, 2011 at 8:00 AM EST**

## **Gallup & Robinson Participates in ARF's Landmark NeuroStandards Collaboration Study**

***The study provides a better understanding of biometric  
and neuro-physiological research methods***



**A demonstration of CERA:** CERA uses Facial Electromyography (fEMG) to measure positive and negative emotional responses to stimuli, in this case, watching television.

**Pennington, NJ – May 4, 2011 –** Gallup & Robinson, Inc., a Pennington, New Jersey-based Market Research firm, was invited to take part in the NeuroStandards Collaboration study undertaken by the Advertising Research Foundation (ARF) and sponsored by American Express, Campbell's, Chase, Colgate-Palmolive, Clorox, ESPN, GM, Hershey's, MillerCoors, MTV Networks, NBC Universal, and Turner.

A group of seven leading research firms participated in the project, which was undertaken to increase knowledge about and transparency in the fast developing field of biometric and neuro-physiological research. Each research company was given the same set of eight commercials to analyze using their own proprietary physiological methods which covered a range of approaches including brainwaves, blood flow, skin response, and facial response. The results have been submitted to a panel of academics for peer review to analyze the relative strengths, weaknesses, and validity of each method, and to establish standards for biometric research.

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Gallup & Robinson conducted its research through its groundbreaking Continuous Emotional Response Analysis (CERA) system, which uses Facial Electromyography (fEMG) outputs to assess emotional response to advertising and communications by measuring electrical impulses across facial muscle groups. FEMG focuses on measuring the degree of positive and negative emotional activation (called valence) that takes place when people are exposed to stimuli, in this case, watching television commercials. The system measures response even when people are not aware of what they are thinking and feeling about what they are viewing.

"For 10 years, we have been dedicated to developing and refining our CERA system to help advertisers gain new insight about how consumers respond to advertising messages," Scott C. Purvis, President of Gallup & Robinson stated, "We are encouraged by the results we have achieved and excited by the opportunity to see how our findings compare to those of other participating organizations. The upshot should be invaluable insight into the ways in which we can further develop our methods and better understand the building blocks of human response."

This is the third ARF measurement study in which Gallup & Robinson has been invited to participate and the only marketing research company that has done so.

The final report is scheduled to be published by the ARF in June.

**About Gallup & Robinson, Inc.:**

Gallup & Robinson, Inc. is an advertising and marketing research company based in Pennington, New Jersey. For more than 50 years it has developed many of the research techniques standard in the industry and helped leading advertisers understand the effectiveness of their advertising and improve its contribution to their business. Gallup & Robinson is an affiliated company of Gallup, the worldwide mark of research quality.

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**Press Contact:** Stefanie Dursin: (609) 730-1550  
[stefanie.dursin@gallup-robinson.com](mailto:stefanie.dursin@gallup-robinson.com)