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Gallup & Robinson Introduces Advanced Persuasion, a Multi-Dimensional Metric for Measuring Advertising Effectiveness

Advanced Persuasion measures up to 82% of the persuasion that traditional approaches miss

Pennington, NJ – December 12, 2011 – Gallup & Robinson, Inc., a Pennington, New Jersey-based Market Research firm, has recently introduced “Advanced Persuasion” a new metric designed to provide a more complete understanding of an advertisement’s persuasive effect.

Traditional persuasion measurements look at brand switching mechanisms, primarily in the context of acquiring new customers, but overlook the effect an advertisement has on the current customer base. For most brands, it is the loyal consumers who drive business; they are the most likely to make continuous purchases, buy at full price, recommend a product, and buy other items in that product. Rather than rely on a single measure, Advanced Persuasion uses a multi-dimensional approach to assess the complex and dynamic relationship between customers and the brands they buy and use. In addition to trial, Advanced Persuasion looks at the ability of advertising to influence the depth of attachment that consumers have with those brands. Some ads that are weak in standard persuasion have very strong Advanced Persuasion, which Gallup & Robinson research has shown can account for as much as 82% of an advertisement’s persuasive effect.

Scott C. Purvis, President of Gallup & Robinson, explained “while brand-switching persuasion is important, it does not capture all the effects an advertisement has on the bond between a brand and its existing consumers. It is that bond which drives consumer behavior and translates into ongoing buying and profitability. We developed Advanced Persuasion to help our clients better see their advertising’s full brand-building picture.”

Gallup & Robinson’s Advanced Persuasion metric provides insight at any stage of the creative development process and can be applied to both online and in-context copy and communications testing methods.

For more information, visit <http://www.gallup-robinson.com/advancedpersuasion.html>

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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