

# GALLUP & ROBINSON, INC.

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## ADVERTISING RESEARCH NEWS

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### FOR IMMEDIATE RELEASE

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### GALLUP & ROBINSON AWARDED MAJOR FEDERAL TRADE COMMISSION STUDY

**PENNINGTON, NJ** – Gallup & Robinson, Inc. has been commissioned by the Federal Trade Commission (FTC) to study “Made in the USA” advertising claims. The research is designed to investigate how consumers interpret claims made by manufacturers about their products such as “Made in the USA,” “70% Made in the USA,” “Assembled in the USA from U.S. and Imported Parts,” and “Assembled in USA from 50% U.S. 50% Imported Parts.”

The study method is based on Gallup & Robinson’s core copy testing techniques. A series of print executions and package labels with the various claims will be presented to respondents and reactions obtained. The questioning will establish how consumers interpret the different statements about where a product is made. Similar opinions and attitudes will be gathered from 300 respondents who will not be exposed to any advertising.

More. . .

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In announcing the study, Scott Purvis, Gallup & Robinson's President, said, "We are very pleased the Federal Trade Commission has chosen us for our ability to manage logistically complex studies under very tight timeframes and for our strong theoretical and practical experience in analyzing responses to open-ended questions. This will lead to a better understanding of how consumers react to advertising claims."

The results of the study will be made available at a public workshop to be held by the Commission in February or March, 1996.

Gallup & Robinson, Inc. is an advertising and marketing research company based in Pennington, New Jersey. For over 40 years it has helped leading national advertisers understand the effectiveness of their advertising and improve its contribution to their business.

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