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Gallup & Robinson announces publication of
Which Ad Pulled Best?

Popular college text book now in its 10th edition

Pennington, NJ – November 12, 2010 – Gallup & Robinson, Inc., a Pennington, New Jersey-based Market Research firm, is pleased to announce the publication of the 10th edition of *Which Ad Pulled Best?* a college text book authored by its President, Scott C. Purvis.

Which Ad Pulled Best?, with its unique approach of using contrasting ad pairs and actual research results, reveals and clarifies the underlying principles that contribute to or detract from an ad's performance.

This edition has been substantially updated and contains carefully selected ad pairs that cover a range of brand and products, updated text which summarizes ad research protocols, and recent interviews with some of the leading creative minds in the advertising industry.

This text joins the *Which Ad Pulled Best? Suite*, a teaching tool for students and professionals. This is comprised of an In-House Intranet eLearning program which is a self-guided, interactive, online learning tool for marketing professionals, and an On-Site Classroom Course which is an intensive one-day program for marketing teams whose customizable curriculum allows course to be tailored to specific marketing objectives and needs.

For more information, visit the Which Ad Pulled Best website, www.whichadpulledbest.com.

About Gallup & Robinson, Inc.:

Gallup & Robinson, Inc. is a leading advertising and marketing research company based in Pennington, New Jersey. For more than 50 years it has helped leading advertisers understand the effectiveness of their advertising and improve its contribution to their business. Having tested more than 200,000 ads across all media and product categories, it maintains some of the most advanced communications research systems and one of the richest knowledge bases about advertising effectiveness in the world. Gallup & Robinson is an affiliated company of Gallup.

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