



# GALLUP

P A K I S T A N

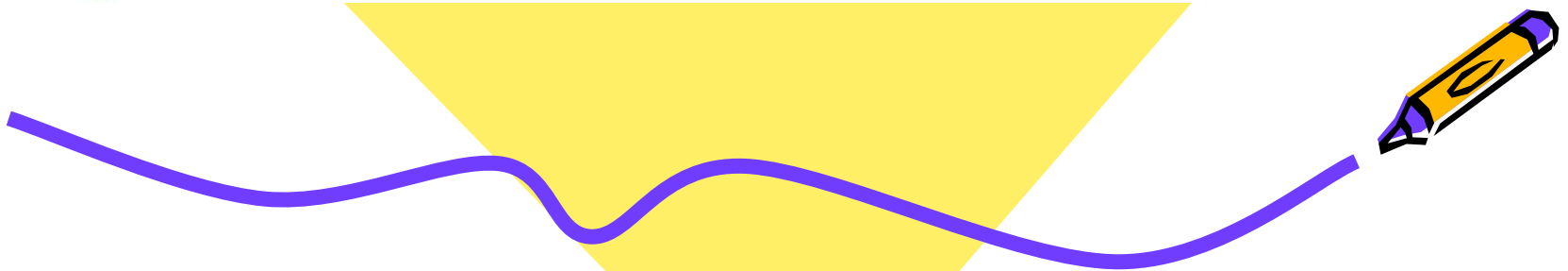
Affiliated with Gallup International

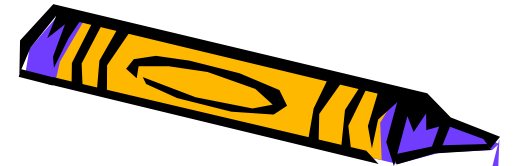
World Leaders in Marketing Research & Consultancy



World Leaders  
IN  
Marketing Research

if you need  
reliable  
Marketing & Information  
Consultancy





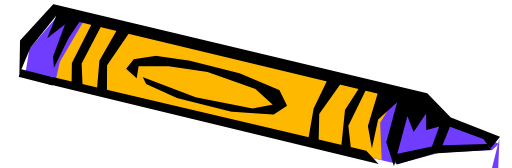
# Leader in Media and Consumer Research

Created in London in 1947, Gallup International is networked to collaborate in around 70 countries of the world spread over 5 continents including America, Europe, Asia, Africa & Australia.

Founded in Pakistan in 1980 by experts trained at world renowned Massachusetts Institute of Technology (MIT), Stanford University and Wharton School of Business, Gallup Pakistan is affiliated with Gallup International.



# Gallup Presence



## 3 Full Service Offices:

- Lahore
- Karachi
- Islamabad

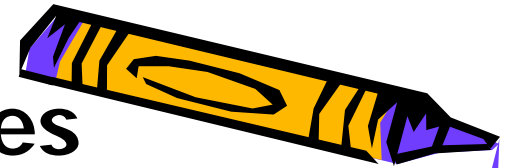
## 19 Regional Field Centres:

Strategically spread out to effectively cover the whole length and breadth of the country.

This unique field capability enables Gallup to carry out rapid field studies through well-trained and experienced staff.

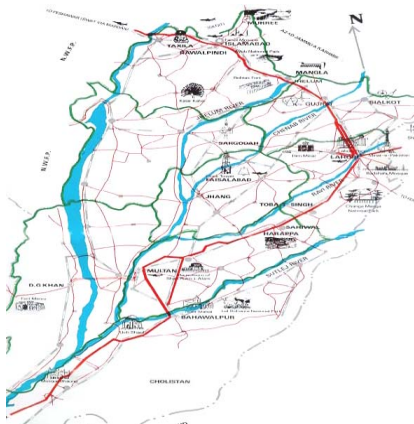


# Network of Field Offices



Gallup stands out as a marketing and survey research agency that has a comprehensive national presence. Following is the network of over **40** FO's in different cities of Pakistan:

Field Offices in Punjab



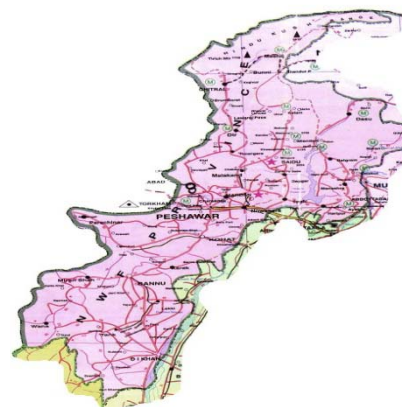
Bahawalpur, Rajanpur, DG Khan, Muzaffargarh, Mutan, Burewala, Sahiwal, Vehari, Pakpatan, Okara, Lahore, Gujranwala, Sheikhupura, Faisalabad, Sargodha, Rawalpindi

Field Offices in Sind



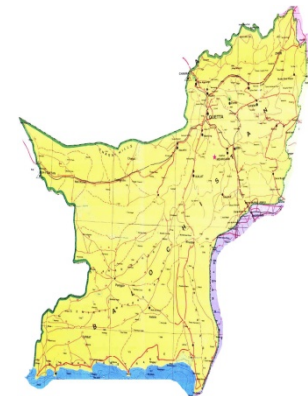
Karachi, Hyderabad, Mirpurkhas, Thatta, Sangahr, Nawabshah, Sukker, Khairpur, Larkana, Dadu, Shikarpur, Jacobabad, Ghotki, Tharparkar

Field Offices in NWFP



Peshawar, Mardan, Kohat, Banu Laki Marwat, DI Khan, Parachinar, Miranshah (N Waziristan, Wana (South Waziristan, Newshehra, Swat.

Field Offices in Balochistan



Killa Abdullah, Naseerabad, Pishin



# Field Management - An Overview

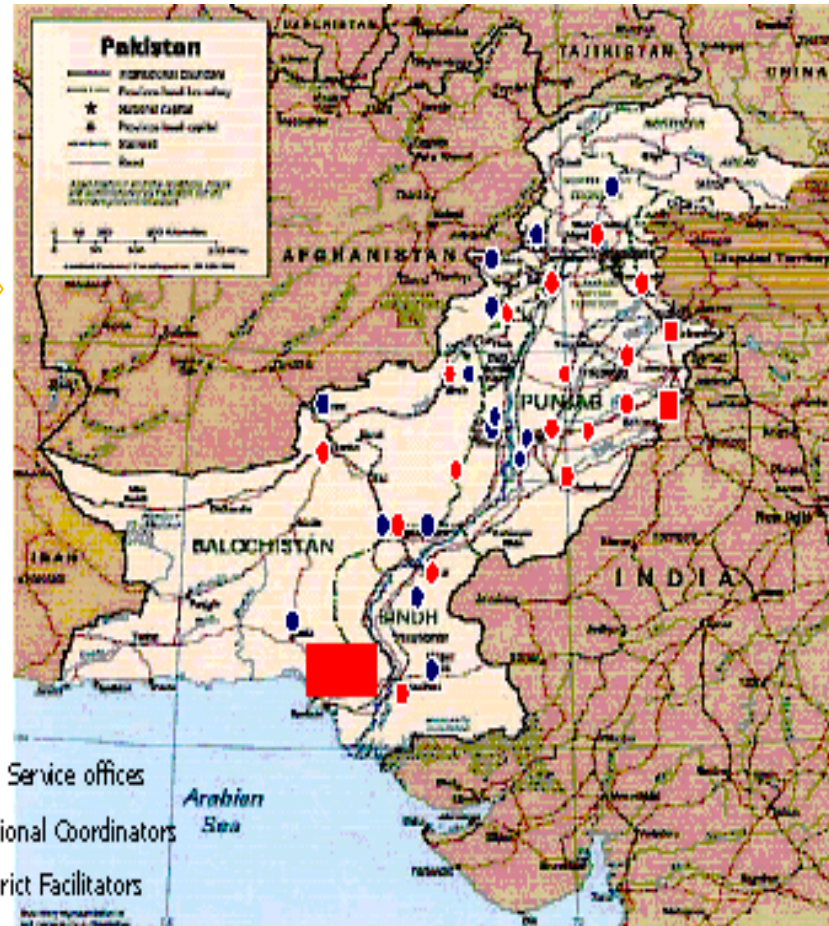
10 Field Managers

34 Facilitators

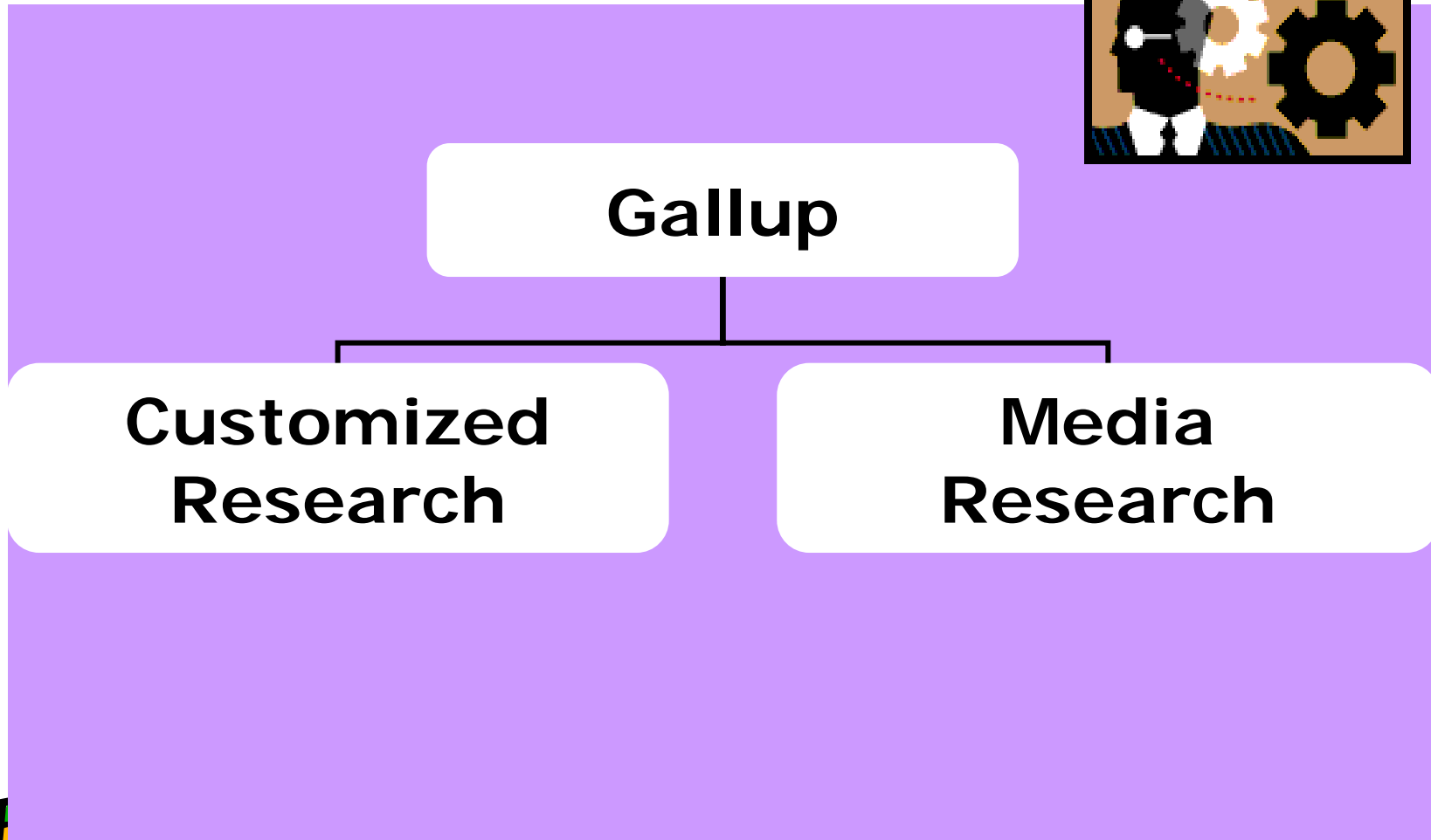
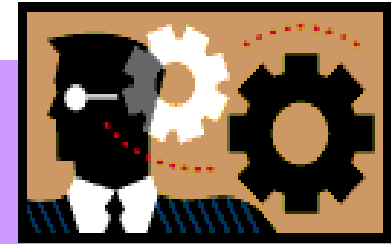
19 Regional Coordinators

19 Regional Verifiers

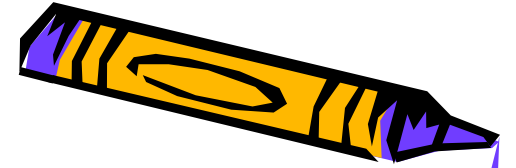
400+ Field Interviewers



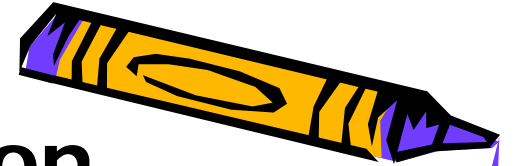
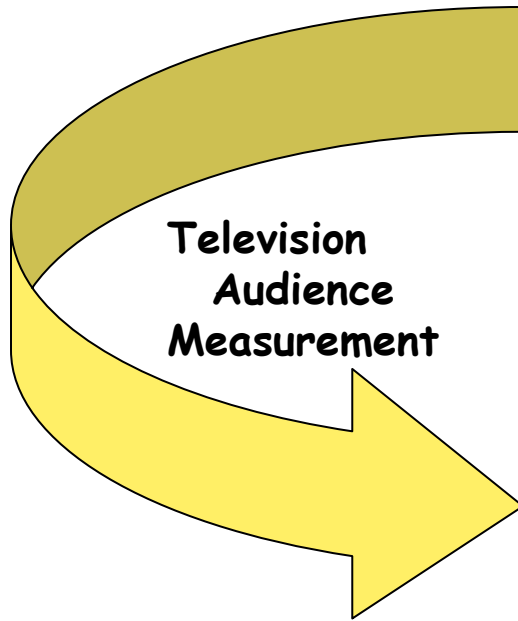
# Specialised Research Divisions



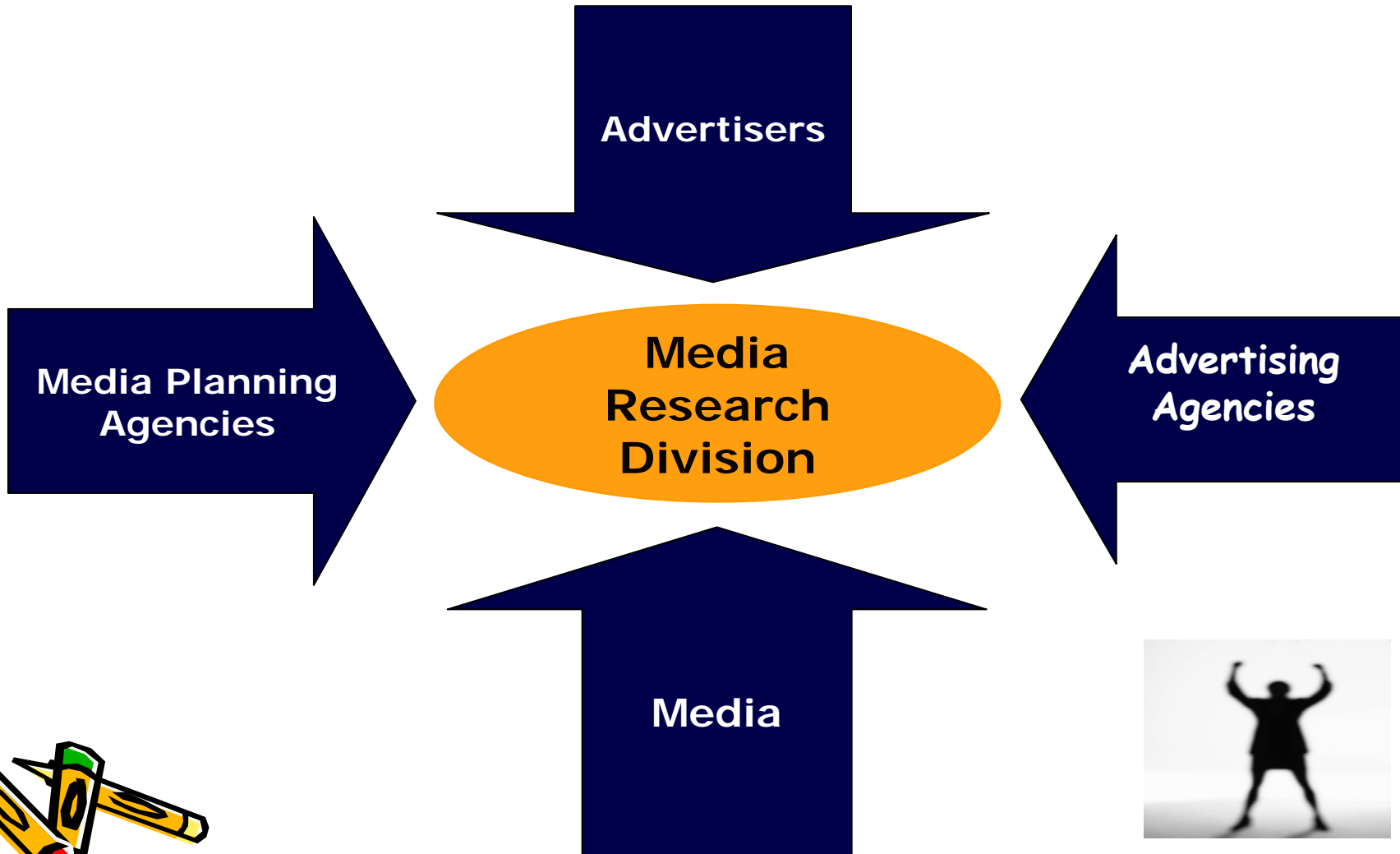
# Media Research Division



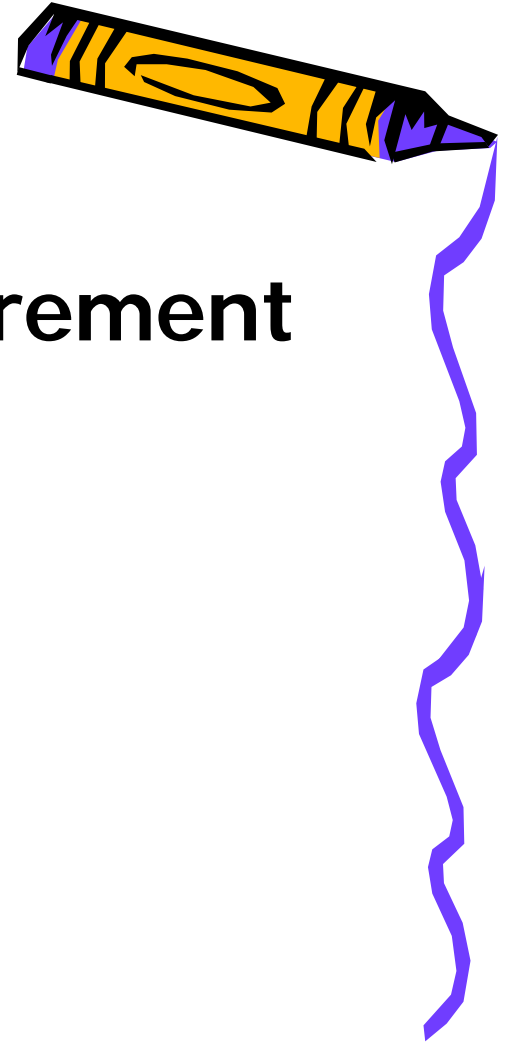
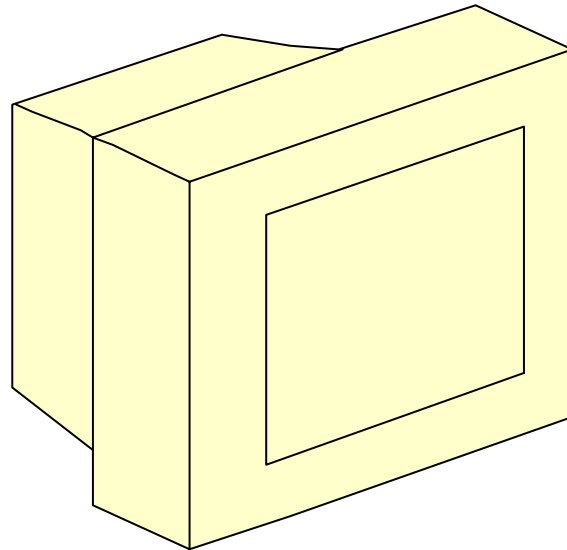
# Media Research Division Services



# Media Research Division Clients



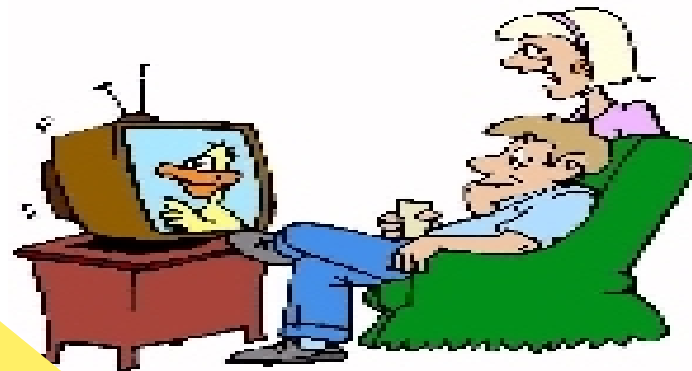
# Television Audience Measurement (TAM)



# Television Audience Measurement (TAM)

Ratings

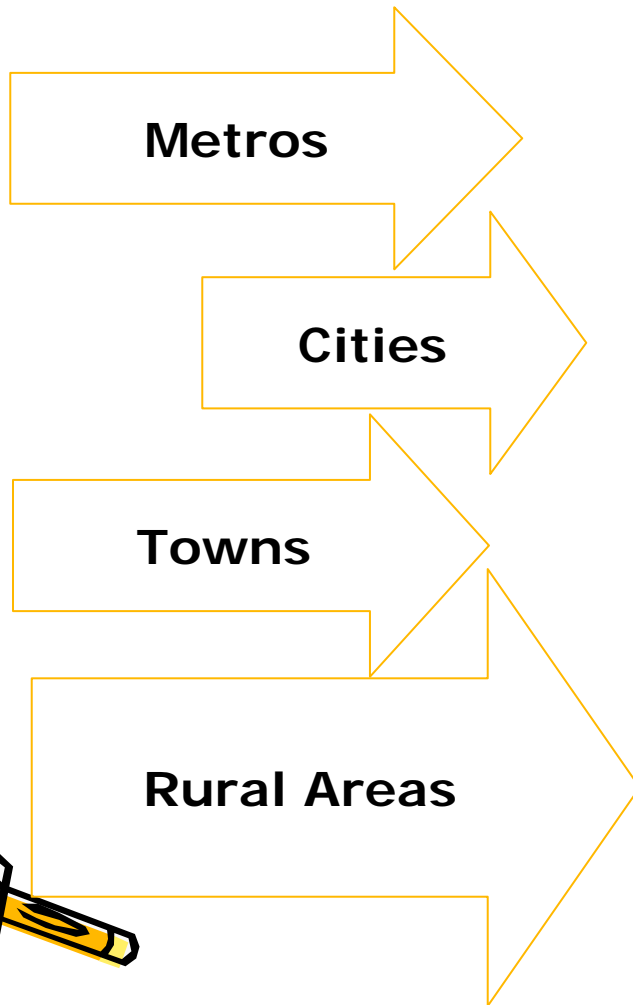
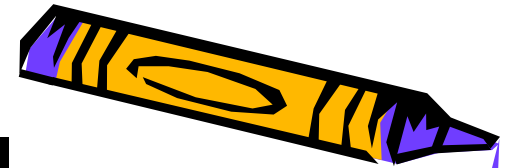
Who? What? When?



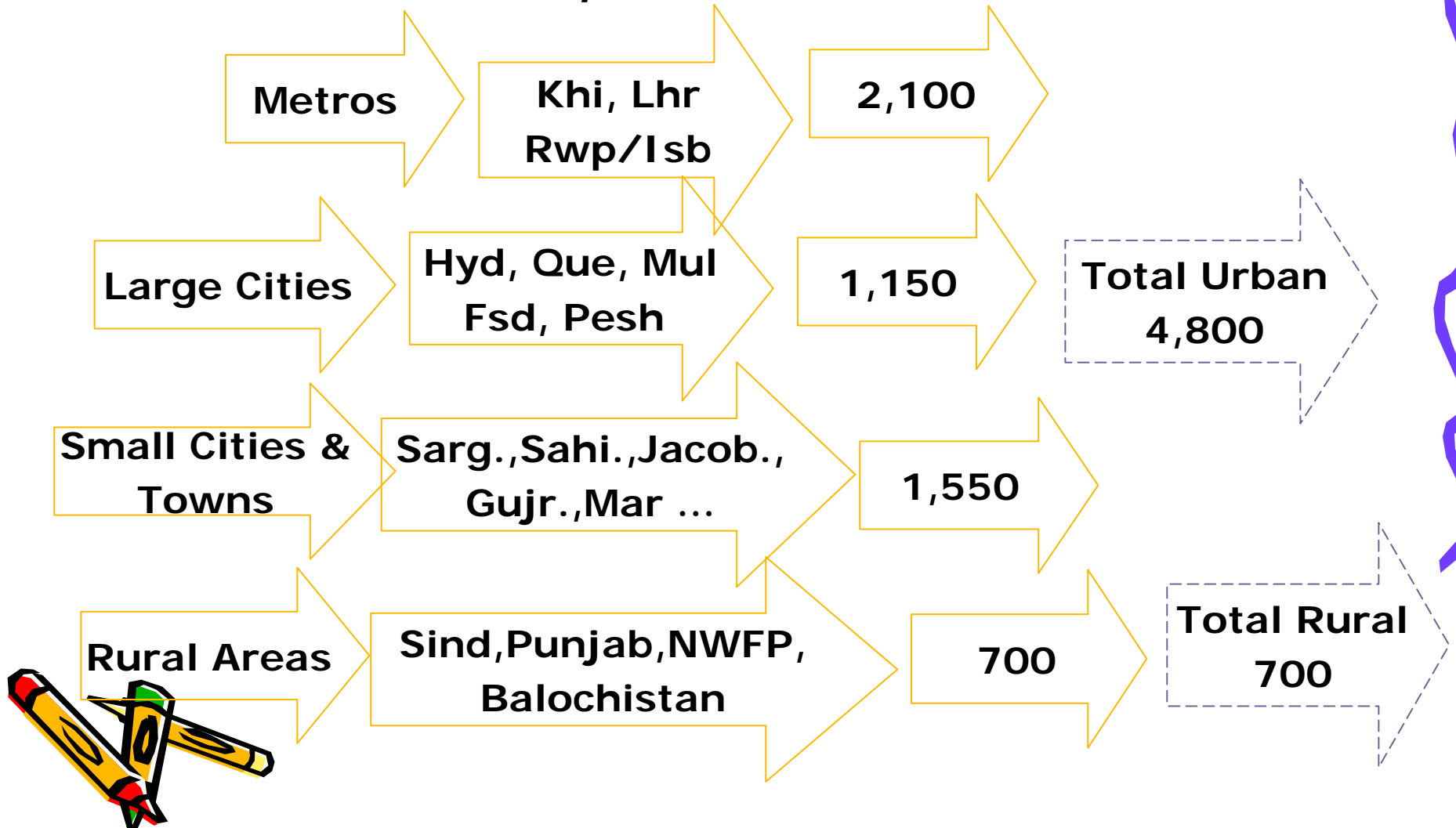
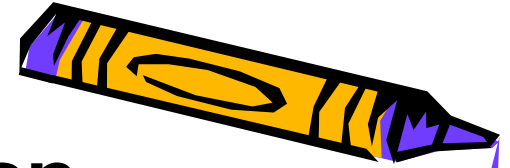
Ratings refer to Audience of a particular program or channel/station at a specific period of time expressed as a percent of the audience population.



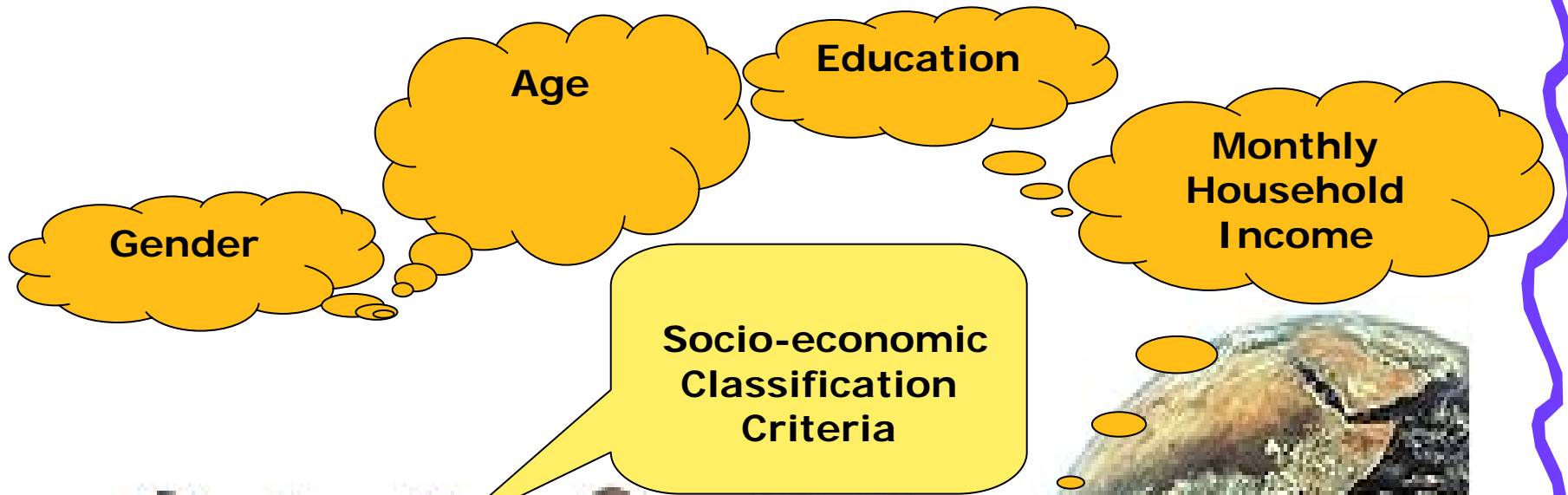
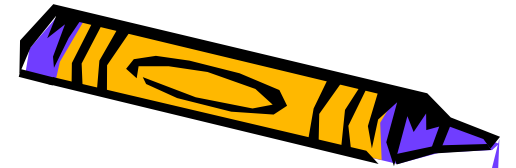
# Gallup TV Ratings Panel Geographical Distribution



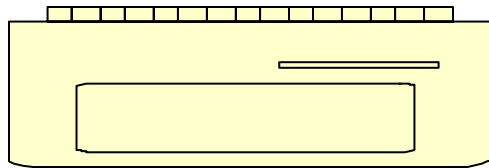
# Gallup TV Ratings Panel Geographical Distribution of 5,000+ Panelists



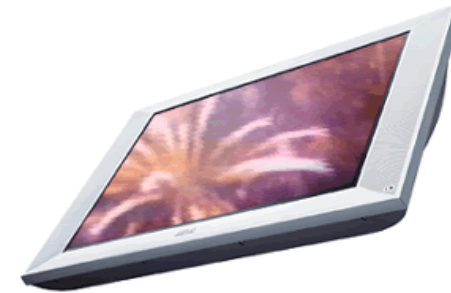
# Gallup TV Ratings Panel Composition



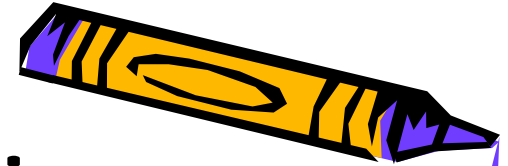
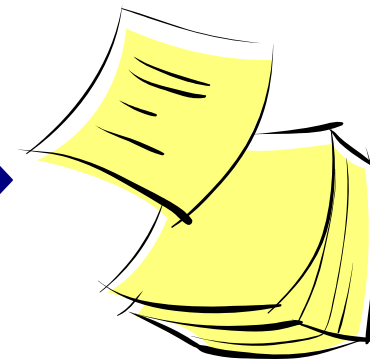
# TV Ratings Data Collection Methods



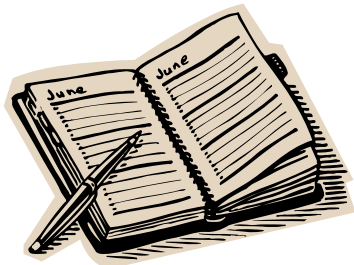
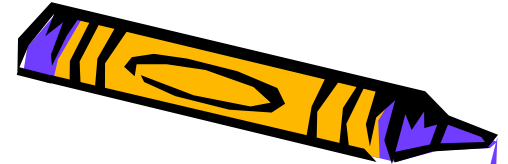
**Hi-Tech Way**  
i.e. People Meter



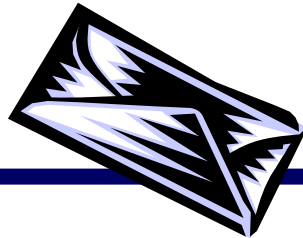
**Low-Tech Way**  
i.e. Diary



# TV Ratings Generation Process – Diary



**Panelist Viewing  
Recording**



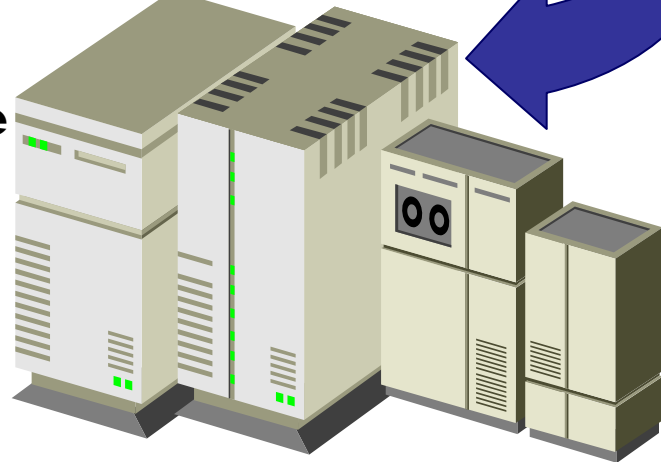
**Diary Collection**



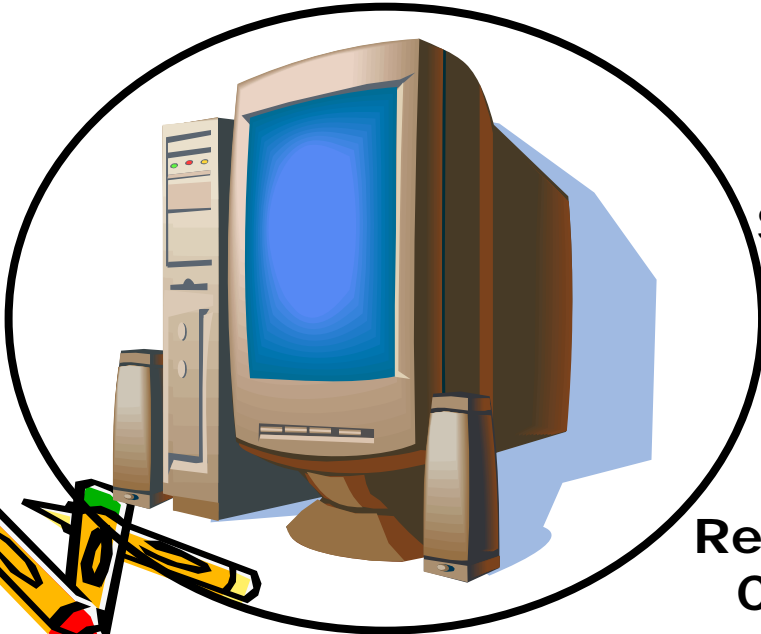
**Gallup  
Coding &  
Data Entry**

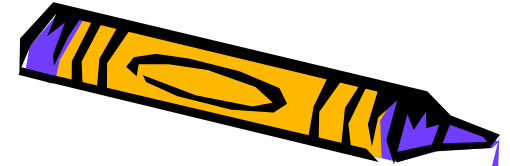
**Data  
Production**

**Software**



**Results to  
Clients**





# TV Ratings Generation Process

## Diary

- ✓ Low Cost
- ✓ Less Infrastructure Hindrances
- ✓ Manual Self Completion
- ✓ Based on Recall Viewing
- ✓ 1 week delay in reporting

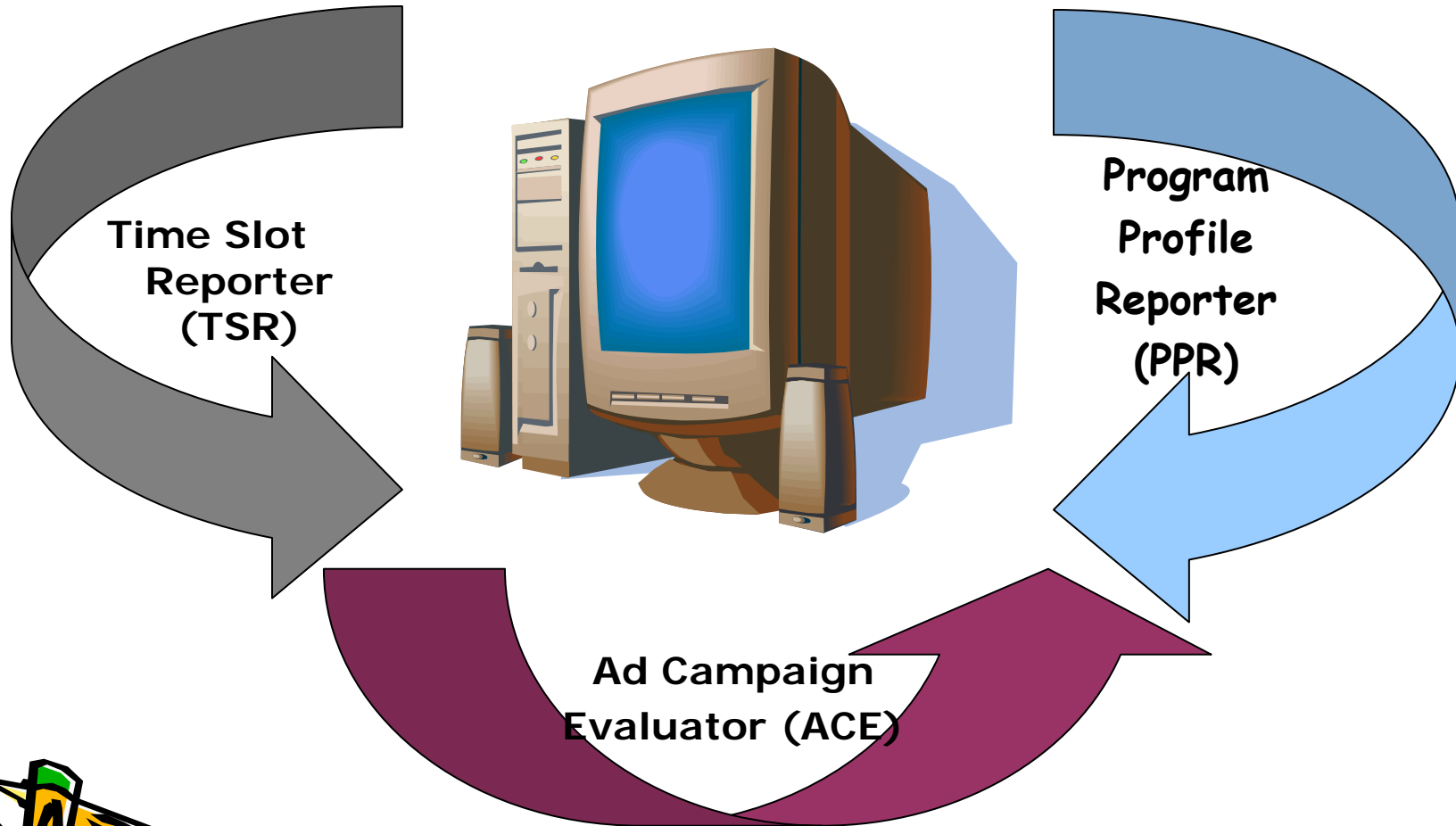


## People Meter

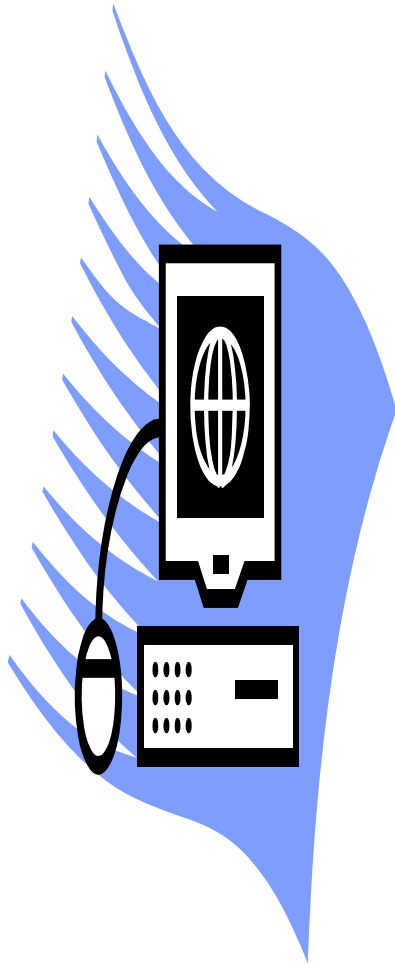
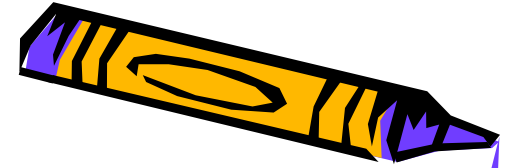
- Obsolete Device
- High Cost
- More Infrastructure Hindrances
- Push Button Technology
- Based on Actual Viewing
- 1 day delay in reporting



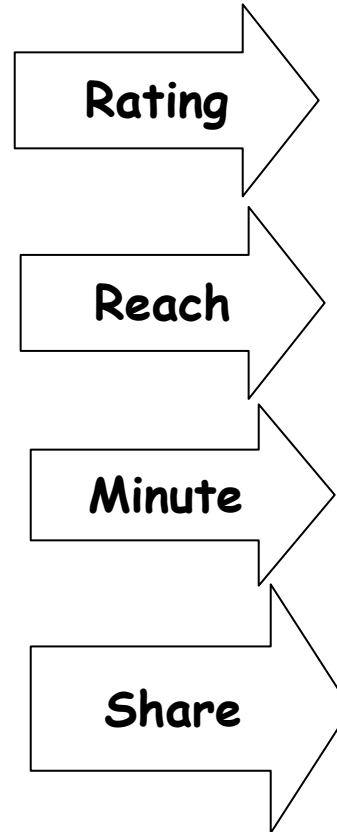
# Reporter Software for TAM



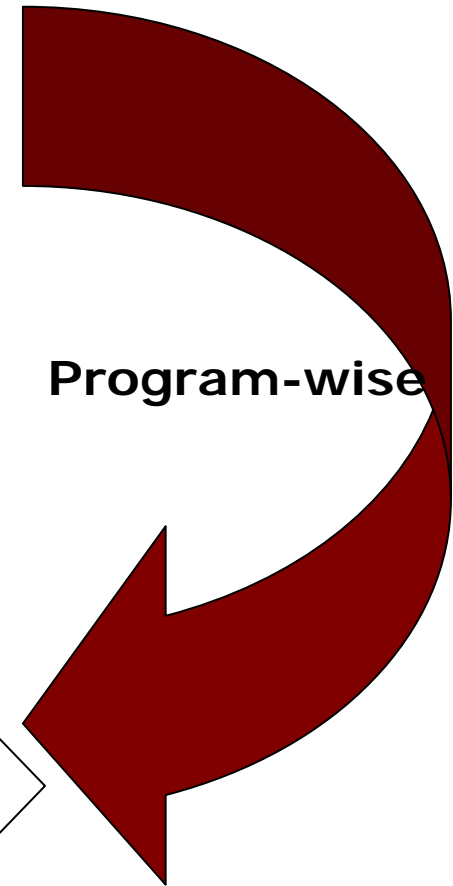
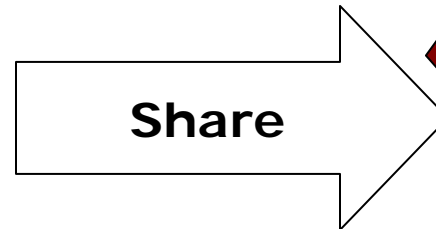
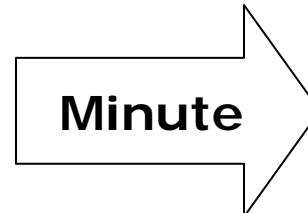
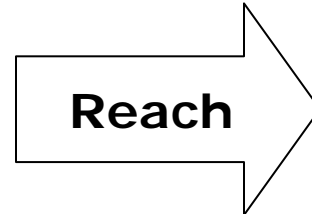
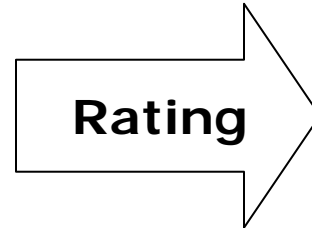
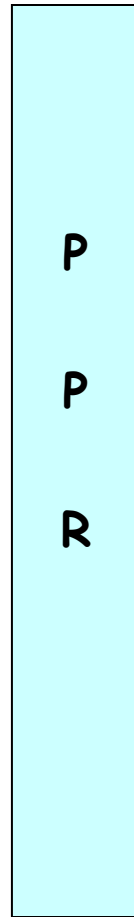
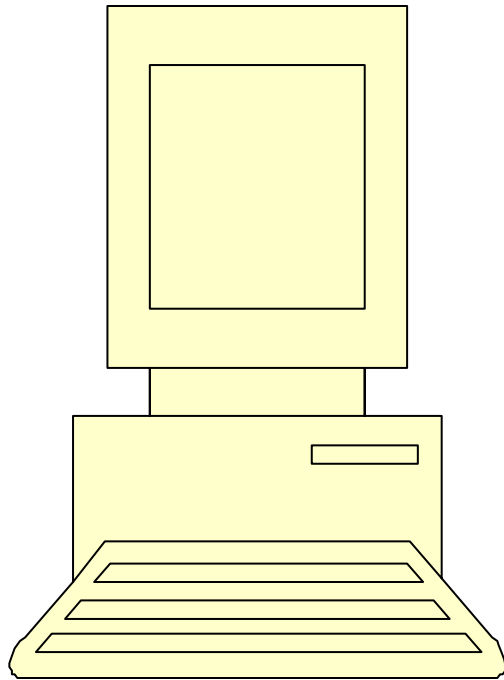
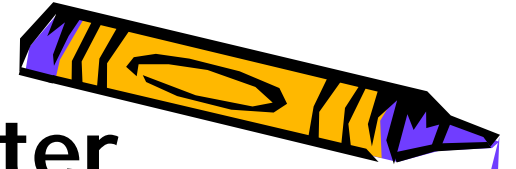
# Time Slot Reporter



T  
S  
R



# Program Profile Reporter



# Advertising Campaign Evaluator

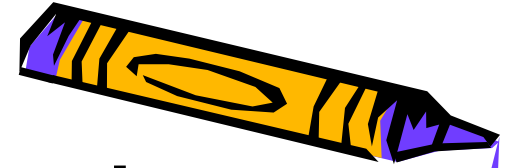
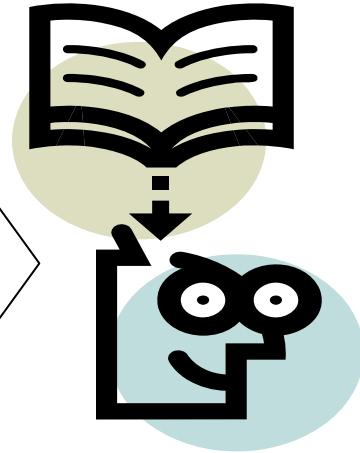


A  
C  
E

Pre-  
Evaluation

Optimization

Post-  
Evaluation



# Gallup TV Ratings Subscription Option 1



## Data-Cum-Software Package

### National Ratings

#### Weekly

Rs.1,050,000 per annum

#### Fortnightly

Rs.720,000 per annum

### Urban Ratings

#### Weekly

Rs.7,00,000 per annum

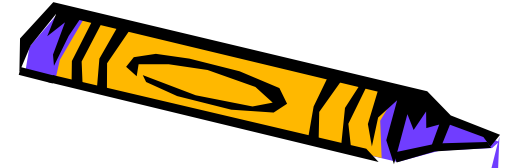
#### Fortnightly

Rs.4,50,000 per annum

### License-to-use Software

Rs.125,000 per annum





# Gallup TV Ratings Subscription Option 2

Pre-formatted Hard Copy Reports

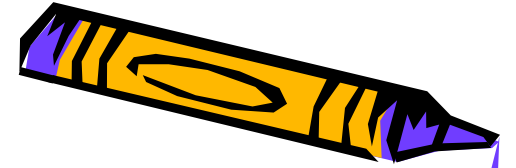
National Ratings

Urban Ratings

Fortnightly  
Rs.450,000 per annum

Fortnightly  
Rs.300,000 per annum





# Gallup TV Ratings Subscription Option 3

**Customized Reports**

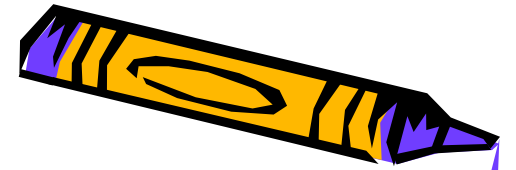
**Specific  
Program Ratings**

**Top Programs**

**Fortnightly**

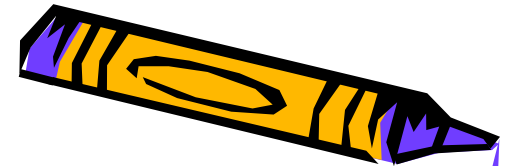
**Weekly**





# Advertising Monitoring & Tracking



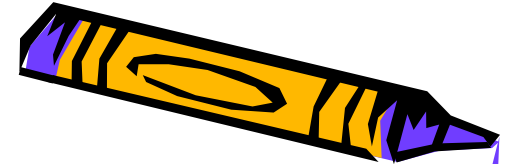


# Advertising Monitoring & Tracking Service

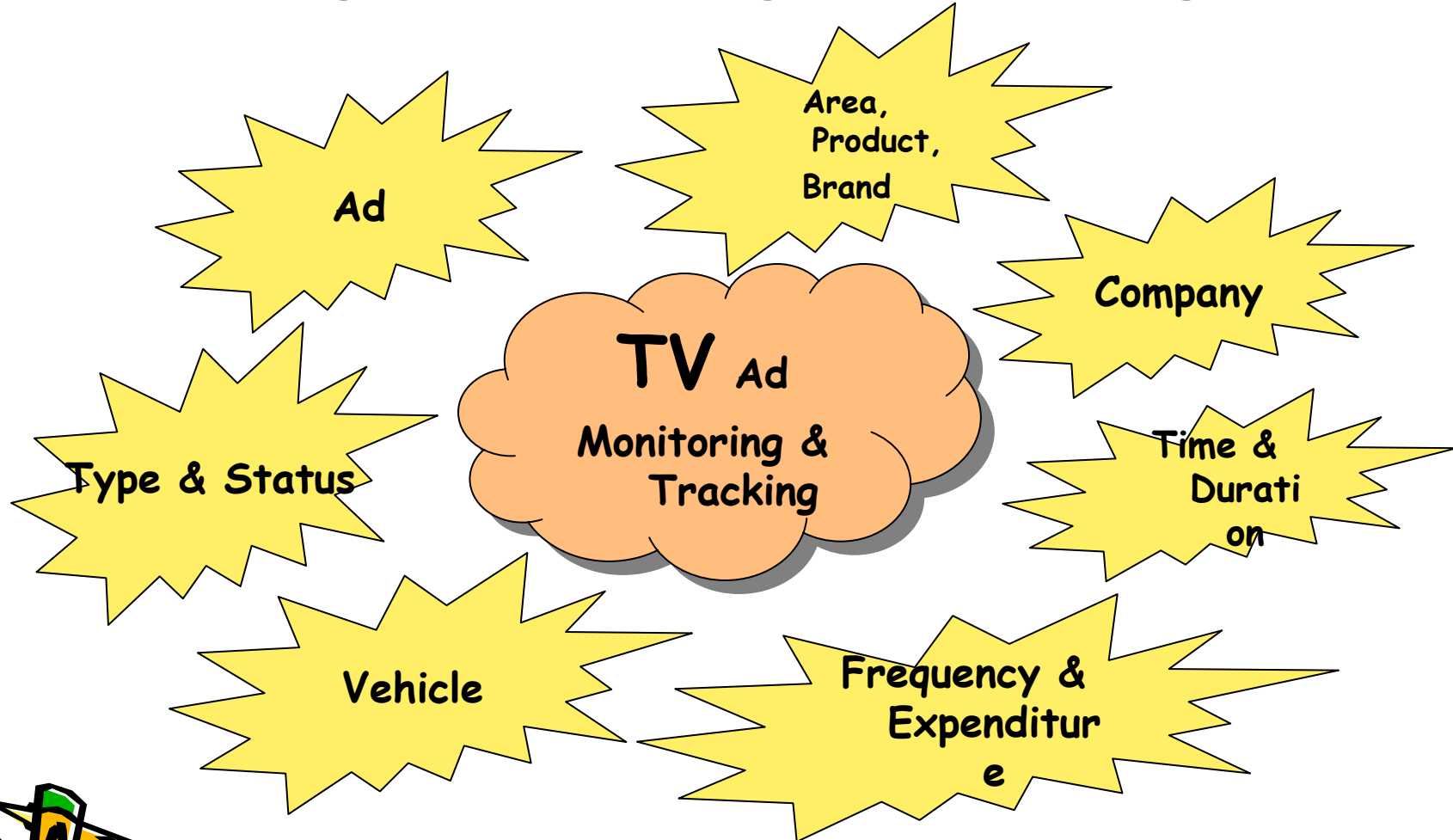


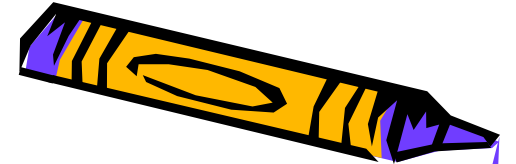
Around 40 TV Channels Currently Monitored



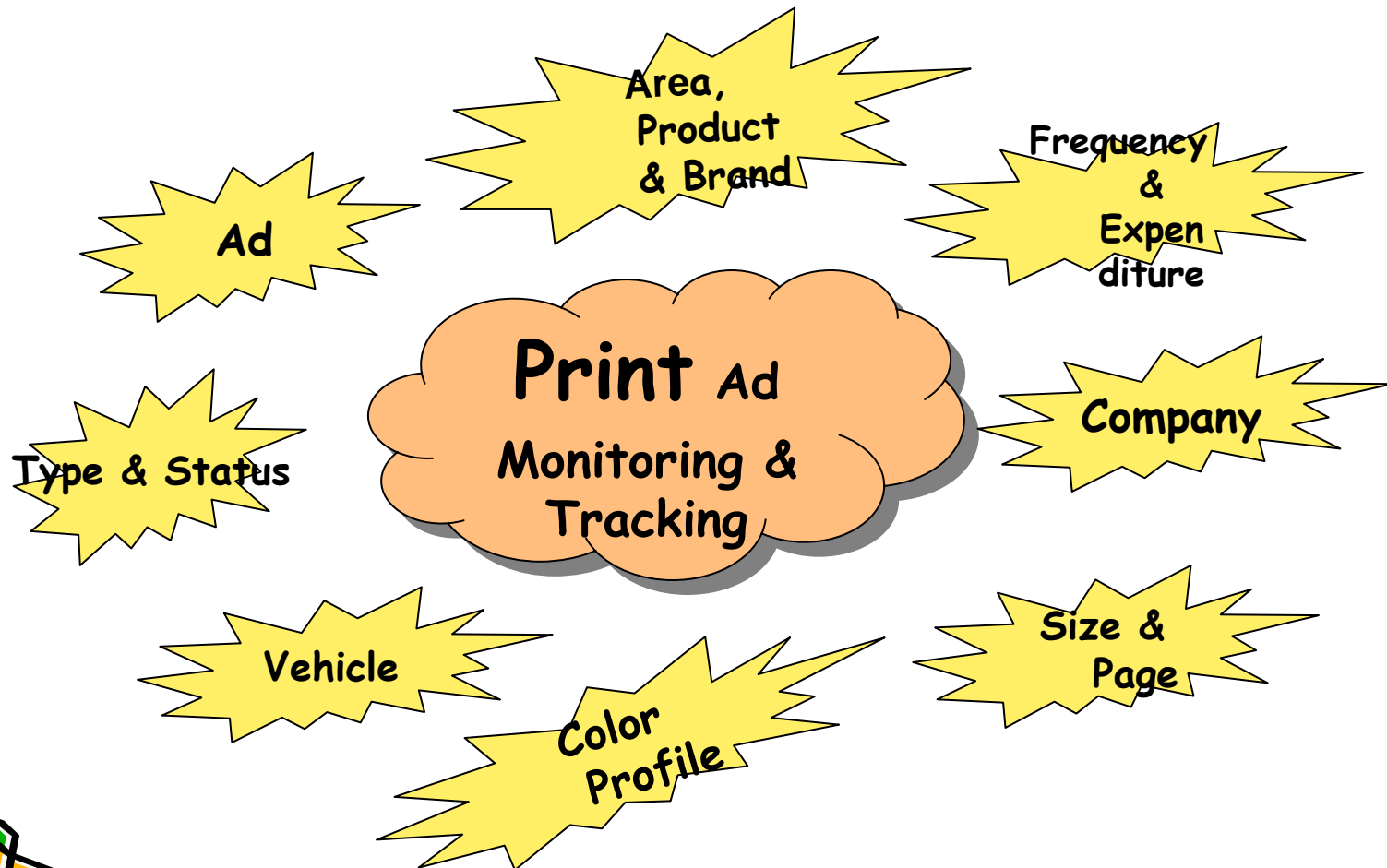


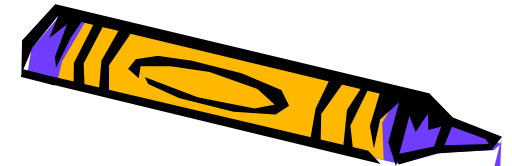
# Advertising Monitoring & Tracking Service





# Advertising Monitoring & Tracking Service





# Advertising Monitoring & Tracking Service

## Newspaper Titles Covered:

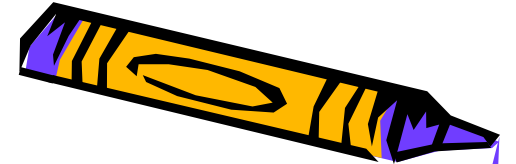
DAILY PAKISTAN RAWALPINDI	DAILY KHABRAIN MULTAN	DAILY EXPRESS KARACHI	DAILY ASAS KARACHI
DAILY SAHAFAT LAHORE	DAILY KHABRAIN RAWALPINDI	DAILY EXPRESS LAHORE	DAILY ASAS LAHORE
DAILY SAHAFAT RAWALPINDI	DAILY KHABRAIN KARACHI	DAILY EXPRESS RAWALPINDI	DAILY ASAS RAWALPINDI
DAILY THE NATION KARACHI	DAILY MASHRIQ PESHAWAR	DAILY JANG KARACHI	DAILY AUSAF RAWALPINDI
DAILY THE NATION LAHORE	DAILY N-WAQT KARACHI	DAILY JANG LAHORE	DAILY BUSINESS RECORDER KARACHI
DAILY THE NATION RAWALPINDI	DAILY N-WAQT LAHORE	DAILY JANG QUETTA	DAILY BUSINESS RECORDER LAHORE
DAILY THE NEWS KARACHI	DAILY N-WAQT MULTAN	DAILY JANG RAWALPINDI	DAILY DAWN KARACHI
DAILY THE NEWS LAHORE	DAILY N-WAQT RAWALPINDI	DAILY JASARAT KARACHI	DAILY DAWN LAHORE
DAILY THE NEWS RAWALPINDI	DAILY PAKISTAN LAHORE	DAILY KHABRAIN LAHORE	DAILY DAWN RAWALPINDI
DAILY TIMES KARACHI	DAILY PAKISTAN OBSERVER RAWALPINDI		DAILY DIN KARACHI
			DAILY DIN RAWALPINDI
			DAILY DIN LAHORE

## Magazines Covered:

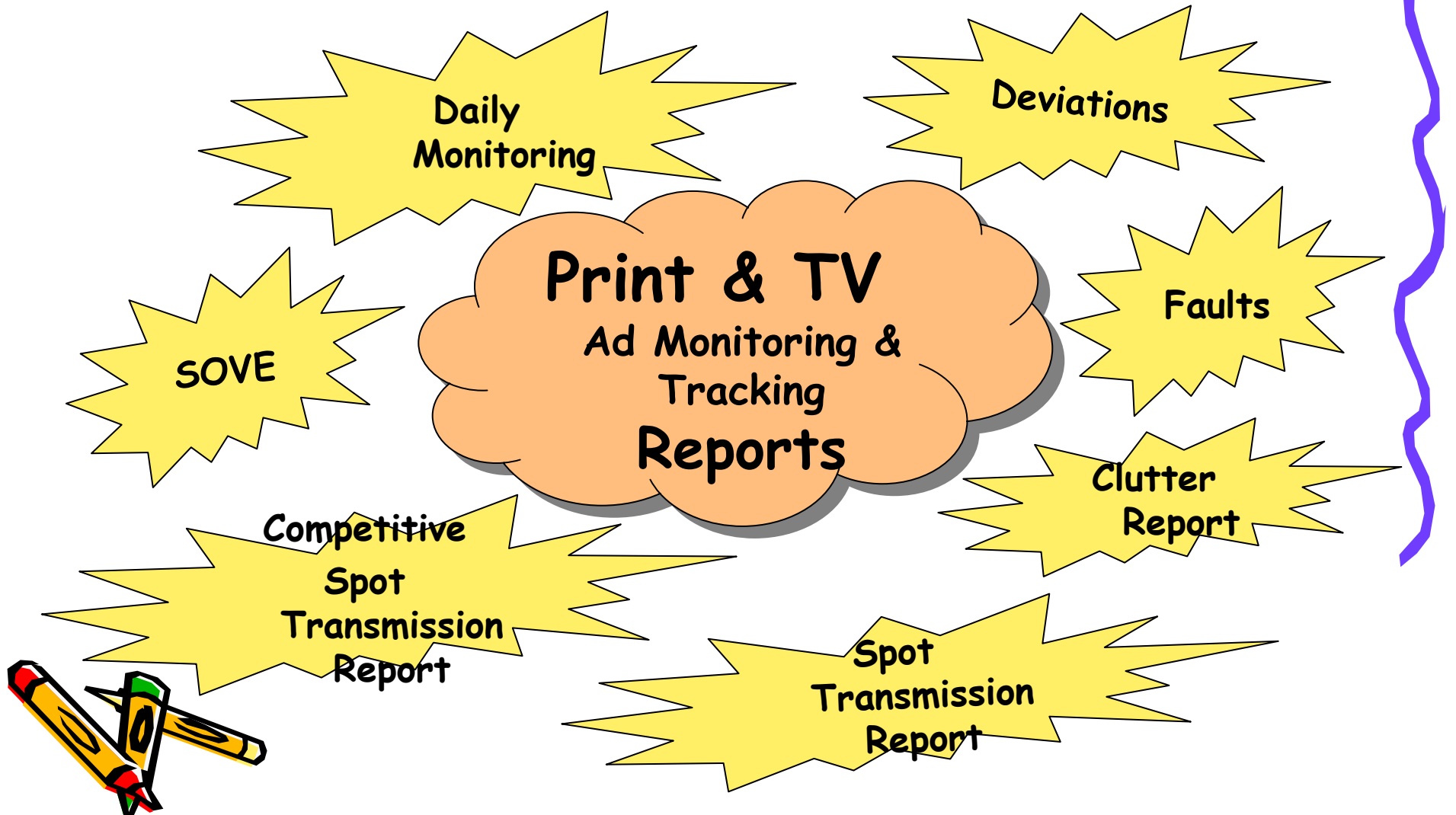
AKHBAR - E - JAHAN KARACHI	URDU DIGEST LAHORE
JASOOSI DIGEST KARACHI	FAMILY MAGAZINE LAHORE
MAG MAGAZINE KARACHI	FRIDAY SPECIAL KARACHI
NEWSLINE KARACHI	FRIDAY TIMES LAHORE
TAKBEER KARACHI	HERALD KARACHI

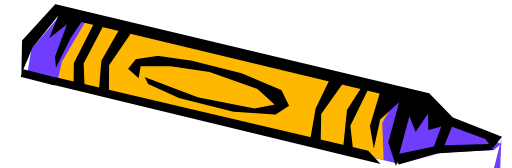


**Over 50 Print Titles Currently Monitored**



# Advertising Monitoring & Tracking Service





# Standard Reports

## Spot Transmission, Competitive Spots, Share Of Voice

TV										GALLUP/adtrak												
Spot Transmission Report										23 - 29 June - 2002												
Brand: National KINO JAM Product: JAMS AND JELLY										Company: NATIONAL FOOD (pvt) LTD												
										Channel: PTV												
										Spot Positions												
Date	Day	Time	Spot Dur	Network /Station	Spot Type	Program	Position	For Sponsorship/P/O Spots: Slot/Status/Version/Program Duration		Total Spots	Before	Opening Spots	Opening Ann't	Closing	MBX	No. of MBs	MBs Spots	CS Spots	IS Spots	HW Spots	ISLAND Spots	
06/23/2002	Sun	19:29:05	18	National	Sponsor	MAA	2MB	3/3,Ok,0,PD30		8						3	8					
06/23/2002	Sun	20:14:49	18	National	Sponsor	DARD KAY FASLAY	3MB	7/14,Ok,0,PD60		63						6	53					
06/23/2002	Sun	20:32:56	18	National	Sponsor	DARD KAY FASLAY	5MB	13/22,Ok,0,PD60		63						6	53					

GALLUP										GALLUP/adtrak									
Competitive Spot Transmission Report										From 13 Oct. -- 02 Nov. 2002									
Category: JAMS AND JELLY																			
Channel: PTV & PTV-World																			
Brand: MICHELE'S MANGO JAM																			
Date	Time	Channel	Regions	Program	Place	Duration	Price												
11/01/2002	20:50:27	PTV	Que	KHABARNAMA	Before	30	4,037												
11/01/2002	20:50:28	PTV	Pes	KHABARNAMA	Before	30	7,159												
11/01/2002	20:50:31	PTV	Lah	KHABARNAMA	Before	30	34,828												
11/01/2002	20:53:35	PTV	Lah	KHABARNAMA	Before	30	34,828												
11/02/2002	20:59:00	PTV	Pes	KHABARNAMA	Before	30	7,159												
10/14/2002	19:41:00	PTV	Pes	NAGHMA	Before	45	8,963												
10/14/2002	19:49:00	PTV	Lah	PEHLA PYAAR	Before	45	43,532												
10/14/2002	19:49:41	PTV	Kar	PEHLA PYAAR	Before	45	45,264												

TV										GALLUP/adtrak														
Share Of Voice Estimates										01 - 31 October 2001														
										Channel: PTV														
Category / Brands										Commercial Time					Frequency					Expenditure				
										Seconds		%			No. of Spots		%			Rs.		%		
<b>BISCUITS</b>										3608		100.00%			203		100.00%			10,662,733		100.00%		
<b>EBM RIO CHOCOLATE BISCUITS</b>										1160		32.15%			51		25.12%			3,500,020		32.82%		
<b>LU CANDI BISCUITS</b>										260		7.21%			13		6.40%			682,970		6.41%		



# Advertising Monitoring Browser (AMB)



# Advertising Monitoring Browser (AMB)



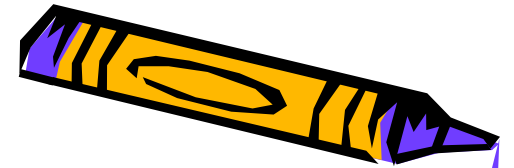
Area i.e. Drink +  
40 Other Areas

Product i.e. Tea +  
100's of Other Products

Brand i.e. Tapal Mixture +  
1000's of Other Brands

Company i.e. Tapal +  
100's of Other Companies

Database



# Gallup Monitoring Services Subscription Options

**Data-Cum-Software Package**

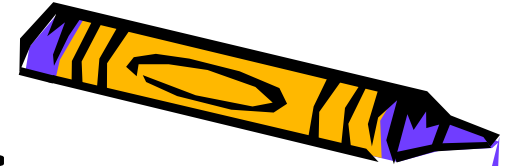
**Whole or Part of  
Industry Data**

**Product Category  
Based Data**

**Charges depend on Media and  
number of Categories Subscribed**

**Softcopy Reports**

**Monthly Charges vary depending on  
Reports and Categories Subscribed**



# Gallup Media Survey Reports

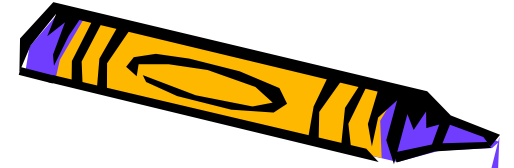
**Newspaper Readership**

**TV Viewership**

**Cinema Going**

**Radio  
Listenership**

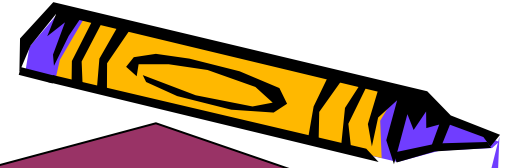
**Internet  
Usage**



# Consultancy



Co-existence of Television Audience Measurement (TAM) & Advertising Monitoring Services and Media Surveys under one roof serves as a sound basis for Gallup to provide excellent consultancy services for TV and Print media planning, monitoring and evaluation.



Any Questions?



S h o o t !!!

