



GALLUP

P A K I S T A N

Affiliated with Gallup International

World Leaders in Marketing Research & Consultancy

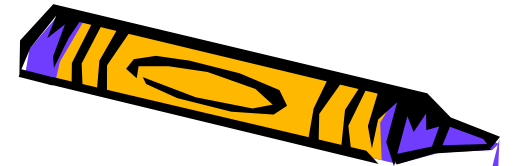


World Leaders
IN
Marketing Research

if you need
reliable
Marketing & Information
Consultancy



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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.

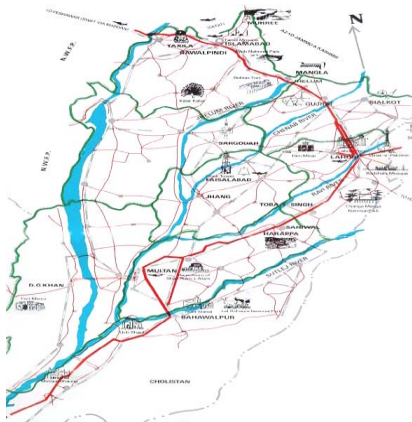
This unique field capability enables Gallup to carry out rapid field studies through well-trained and experienced staff.



Network of Field Offices

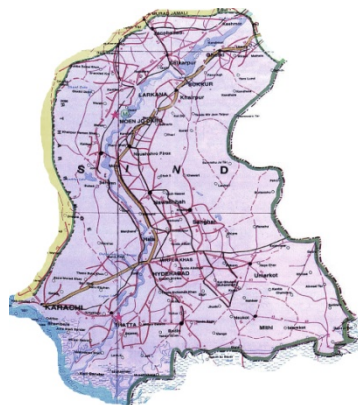
Gallup stands out as a marketing and survey research agency that has a comprehensive national presence. Following is the network of over **40** FO's in different cities of Pakistan:

Field Offices in Punjab



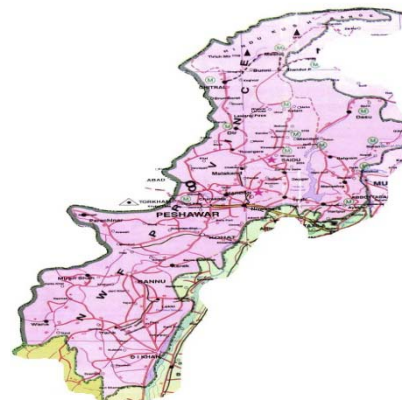
Bahawalpur, Rajanpur, DG Khan, Muzaffargarh, Mutan, Burewala, Sahiwal, Vehari, Pakpatan, Okara, Lahore, Gujranwala, Sheikhupura, Faisalabad, Sargodha, Rawalpindi

Field Offices in Sind



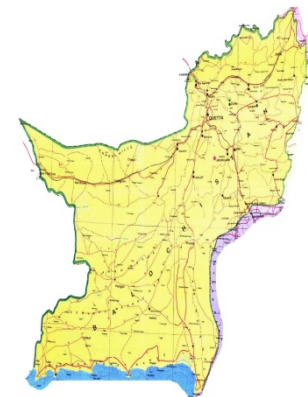
Karachi, Hyderabad, Mirpurkhas, Thatta, Sangahr, Nawabshah, Sukker, Khairpur, Larkana, Dadu, Shikarpur, Jacobabad, Ghotki, Tharparkar

Field Offices in NWFP



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

Field Offices in Balochistan



Killa Abdullah, Naseerabad, Pishin

Field Management - An Overview

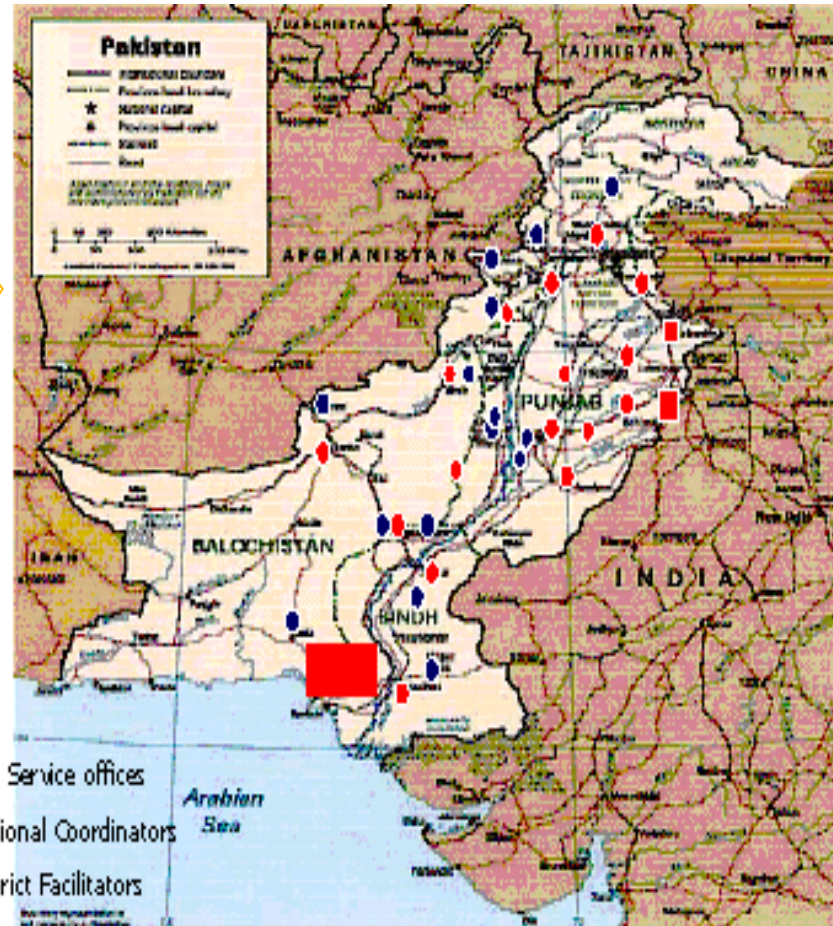
10 Field
Managers

34 Facilitators

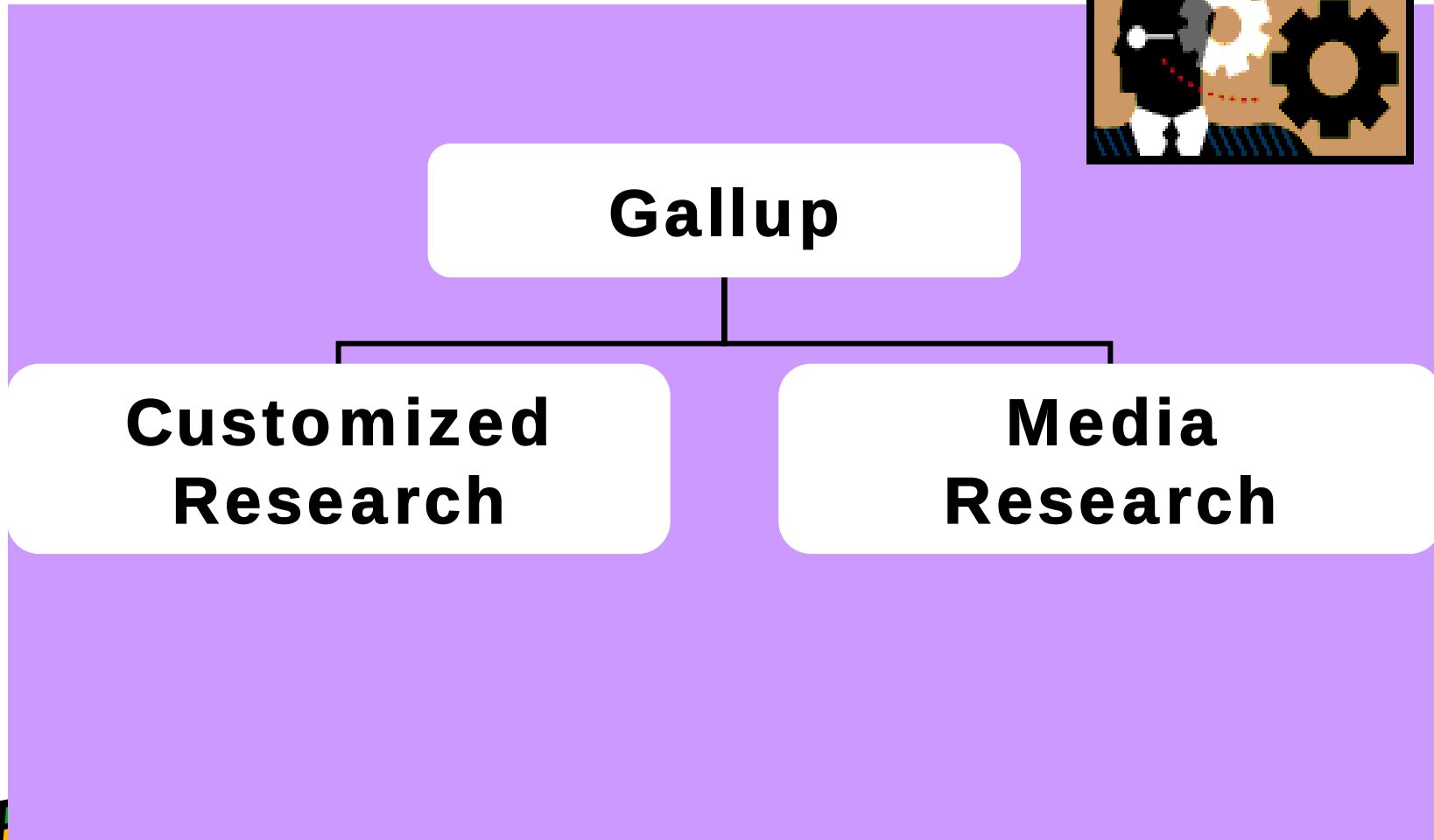
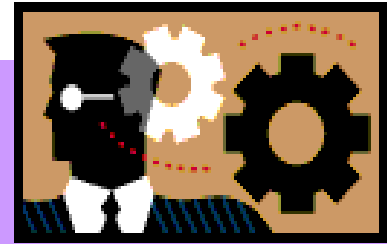
19 Regional
Coordinators

19 Regional
Verifiers

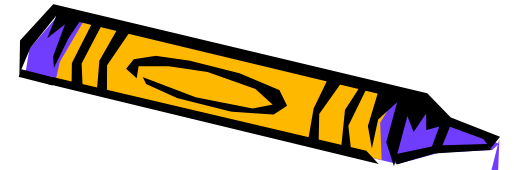
400+ Field
Interviewers



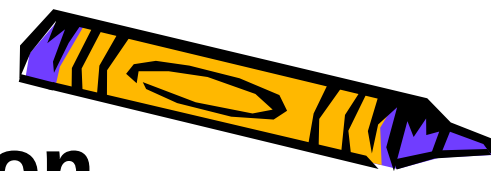
Specialised Research Divisions



Media Research Division



Media Research Division Services



**Television
Audience
Measurement**

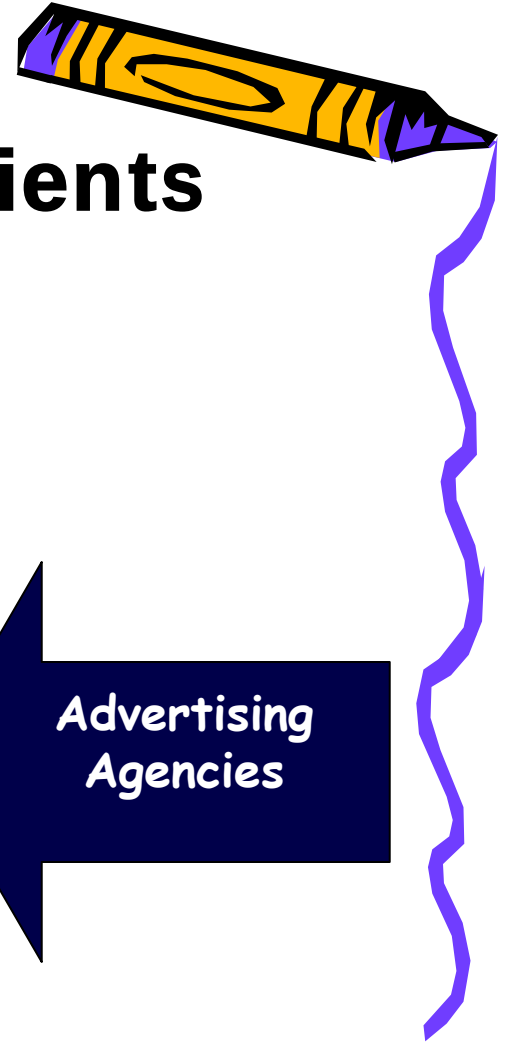
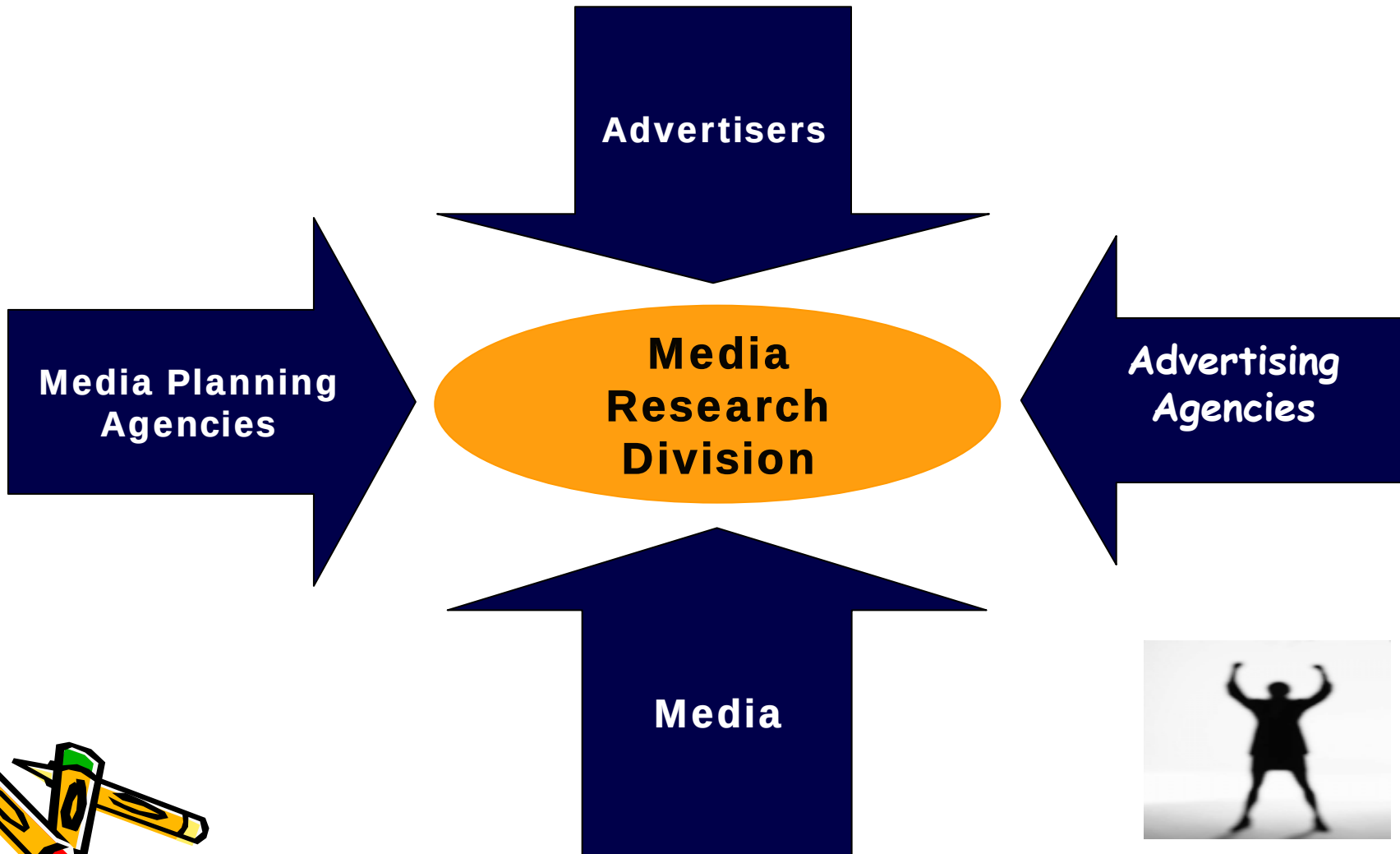


**Advertising
Monitoring &
Tracking**

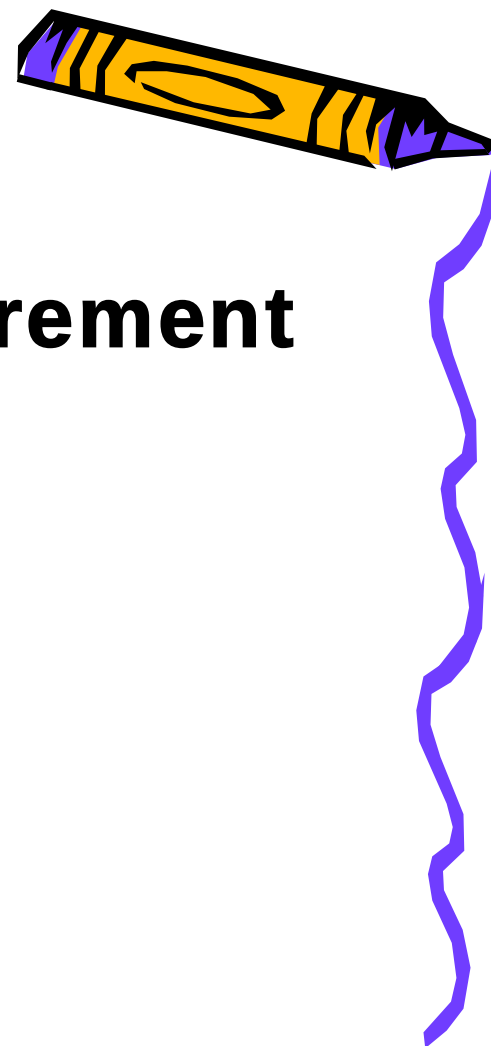
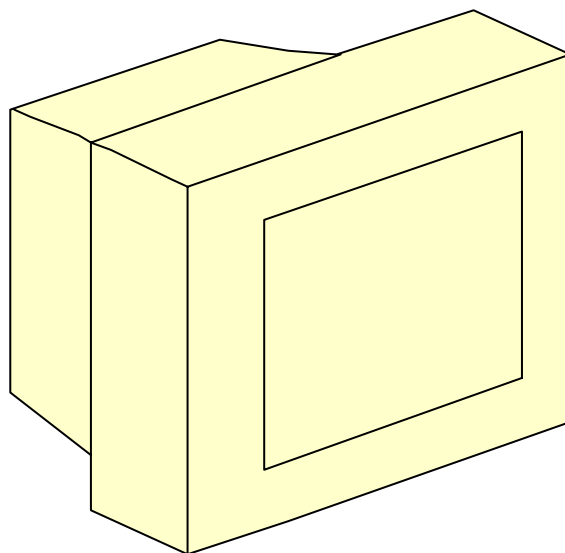
**Survey Reports &
Consultancy**



Media Research Division Clients



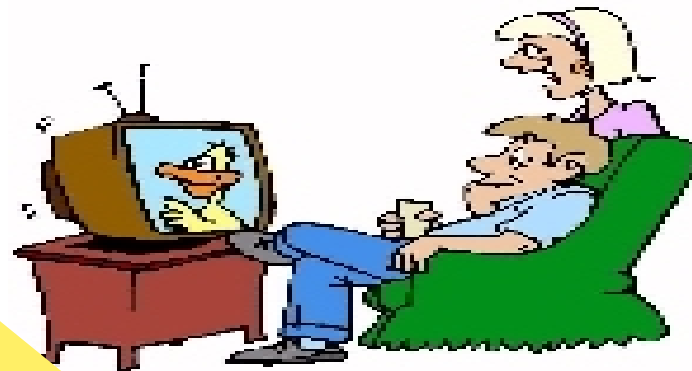
Television Audience Measurement (TAM)



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

Metros

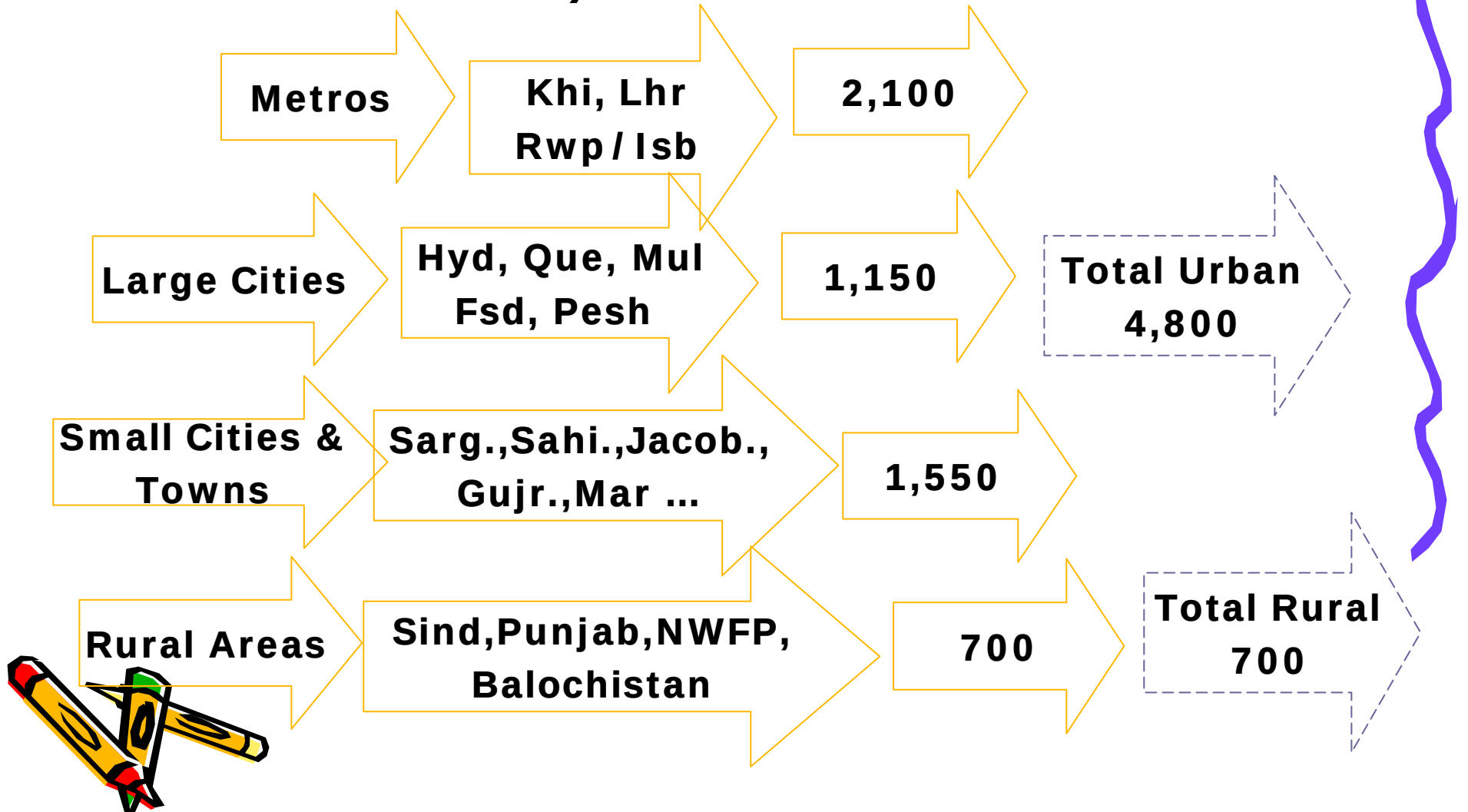
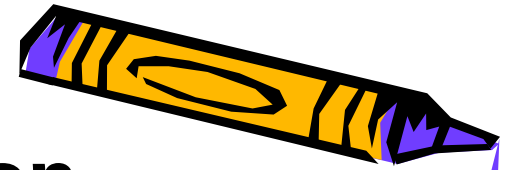
Cities

Towns

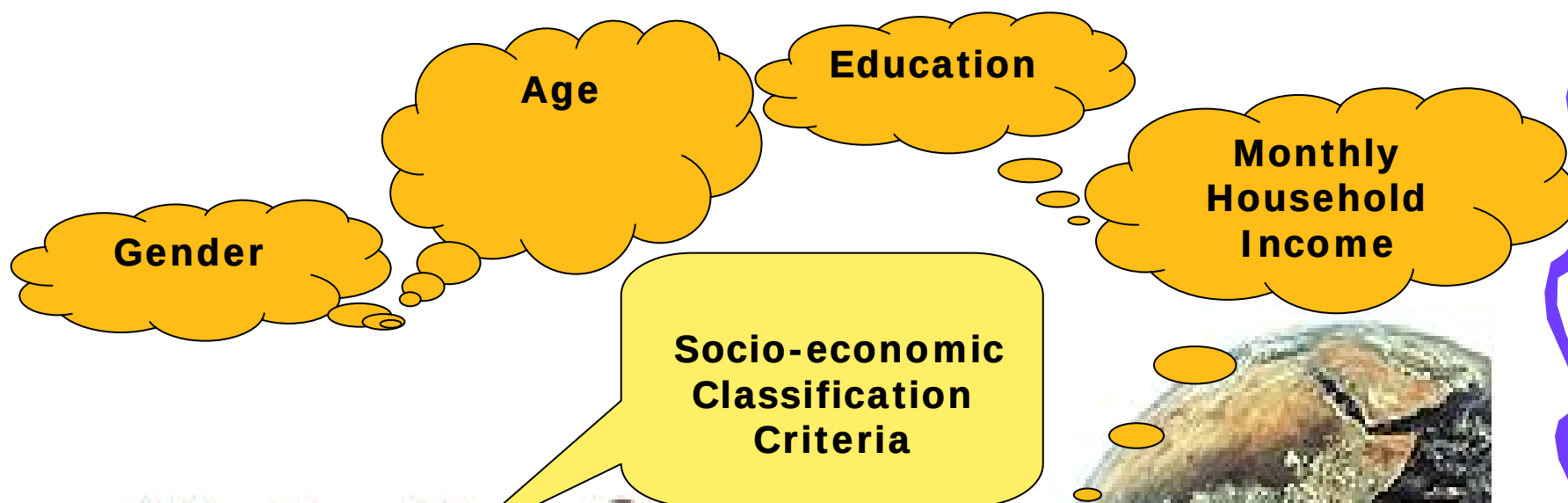
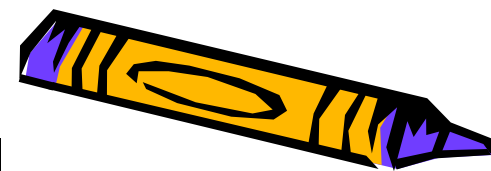
Rural Areas



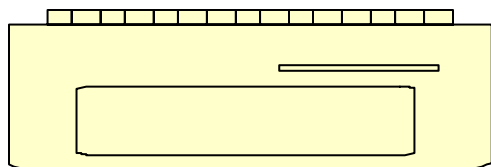
Gallup TV Ratings Panel Geographical Distribution of 5,000+ Panelists



Gallup TV Ratings Panel Composition



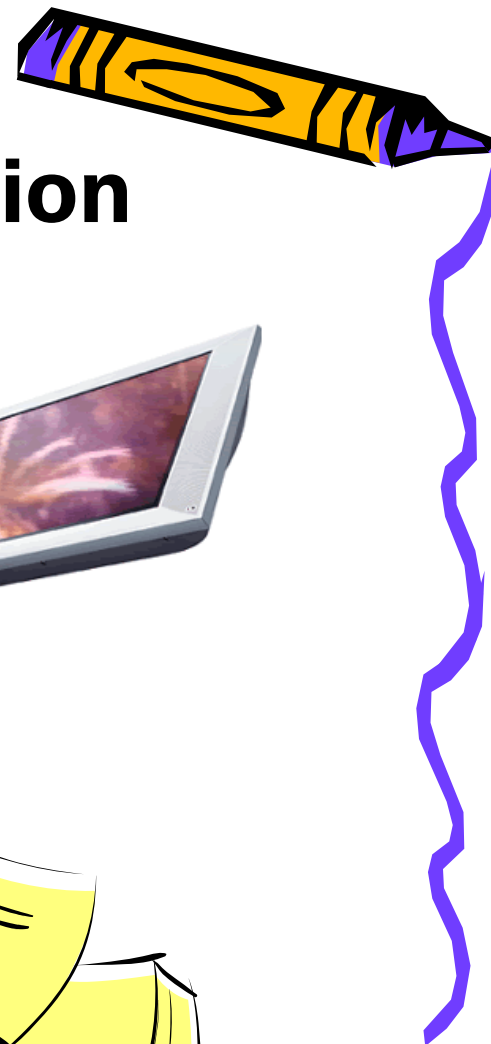
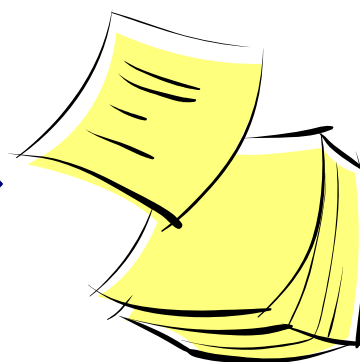
TV Ratings Data Collection Methods



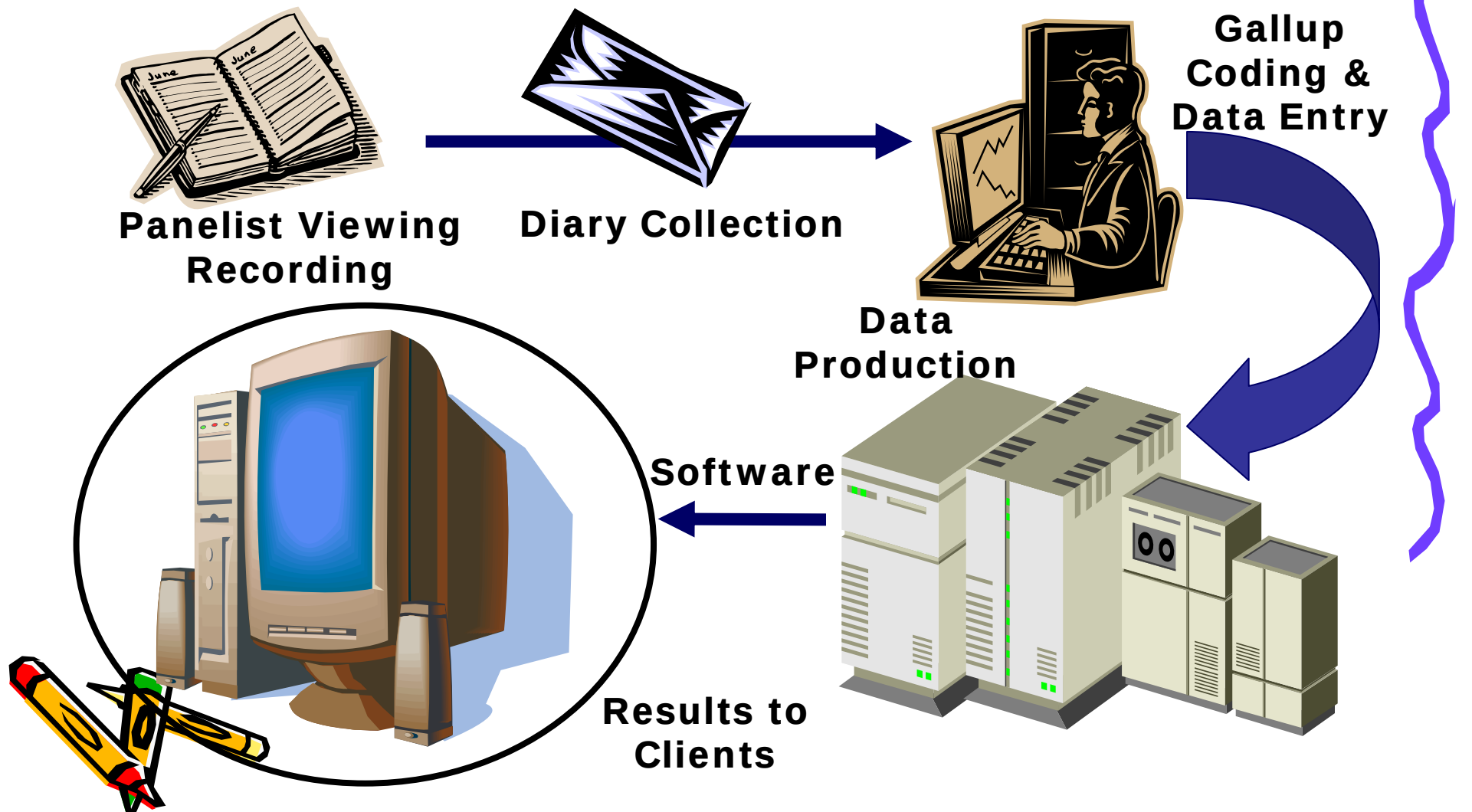
**Hi-Tech Way
i.e. People Meter**



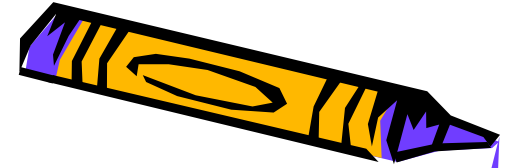
**Low-Tech Way
i.e. Diary**



TV Ratings Generation Process – Diary



TV Ratings Generation Process



Diary

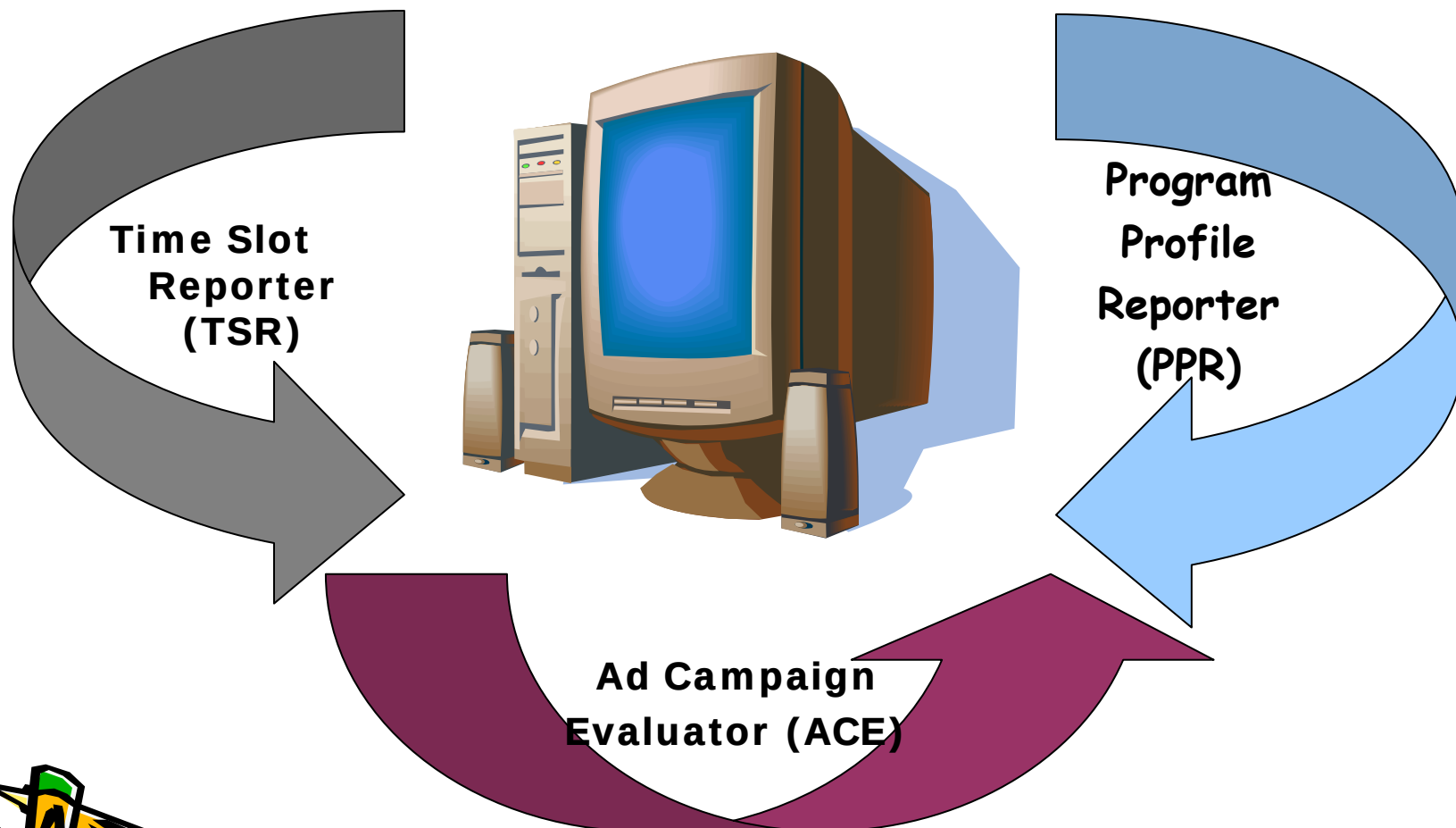
- ✓ **Low Cost**
- ✓ **Less Infrastructure Hindrances**
- ✓ **Manual Self Completion**
- ✓ **Based on Recall Viewing**
- ✓ **1 week delay in reporting**



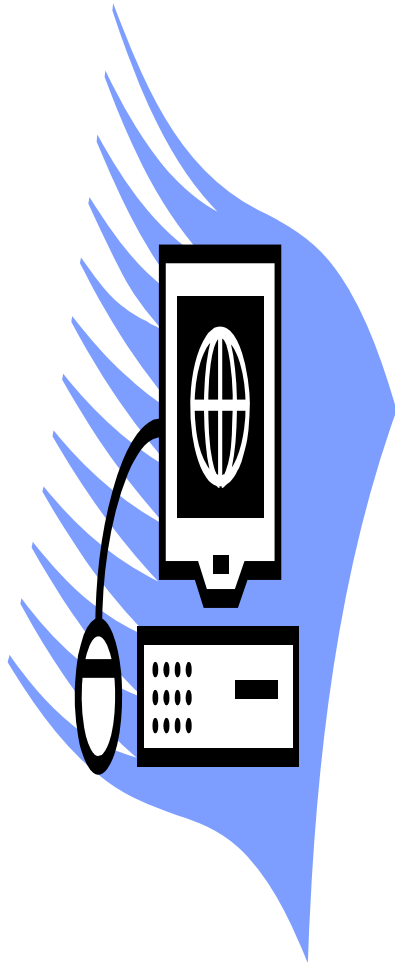
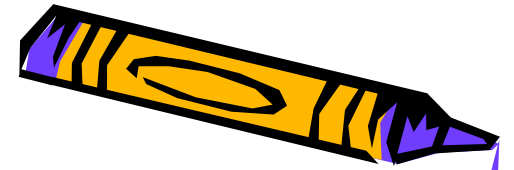
People Meter

- **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

Rating

Reach

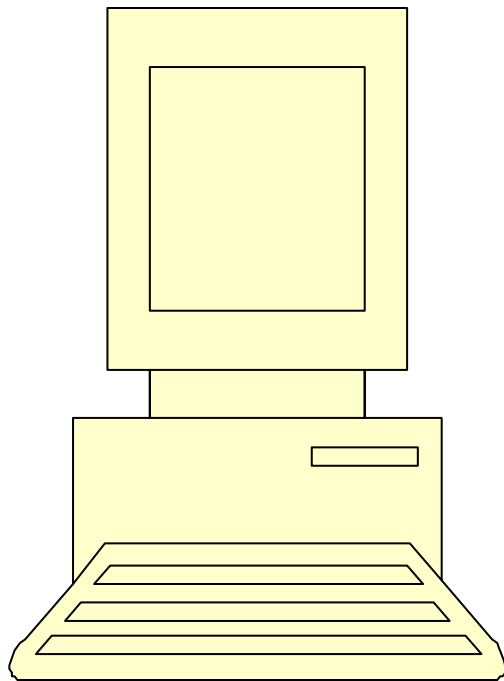
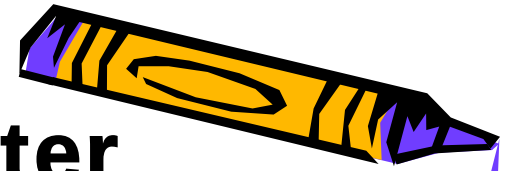
Minute

Share

Channels,
Days,
Weeks



Program Profile Reporter



P
P
R

Rating

Reach

Minute

Share

Program-wise



Advertising Campaign Evaluator

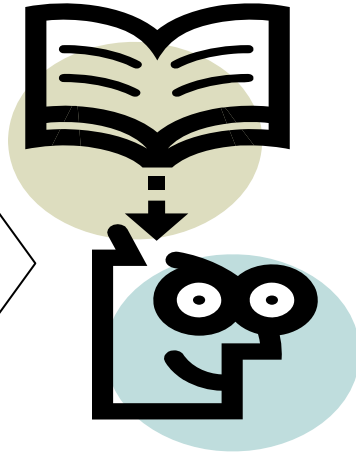


A
C
E

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

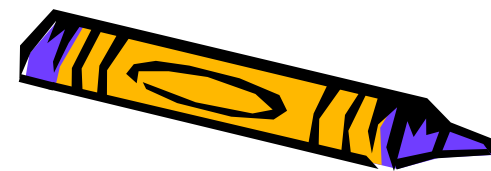
Fortnightly

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

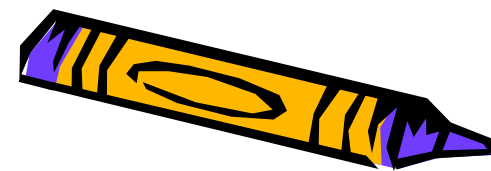
National Ratings

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

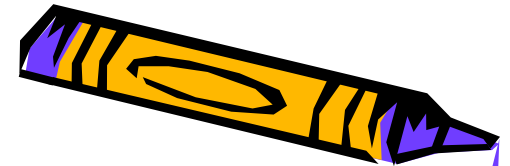
Fortnightly

Weekly

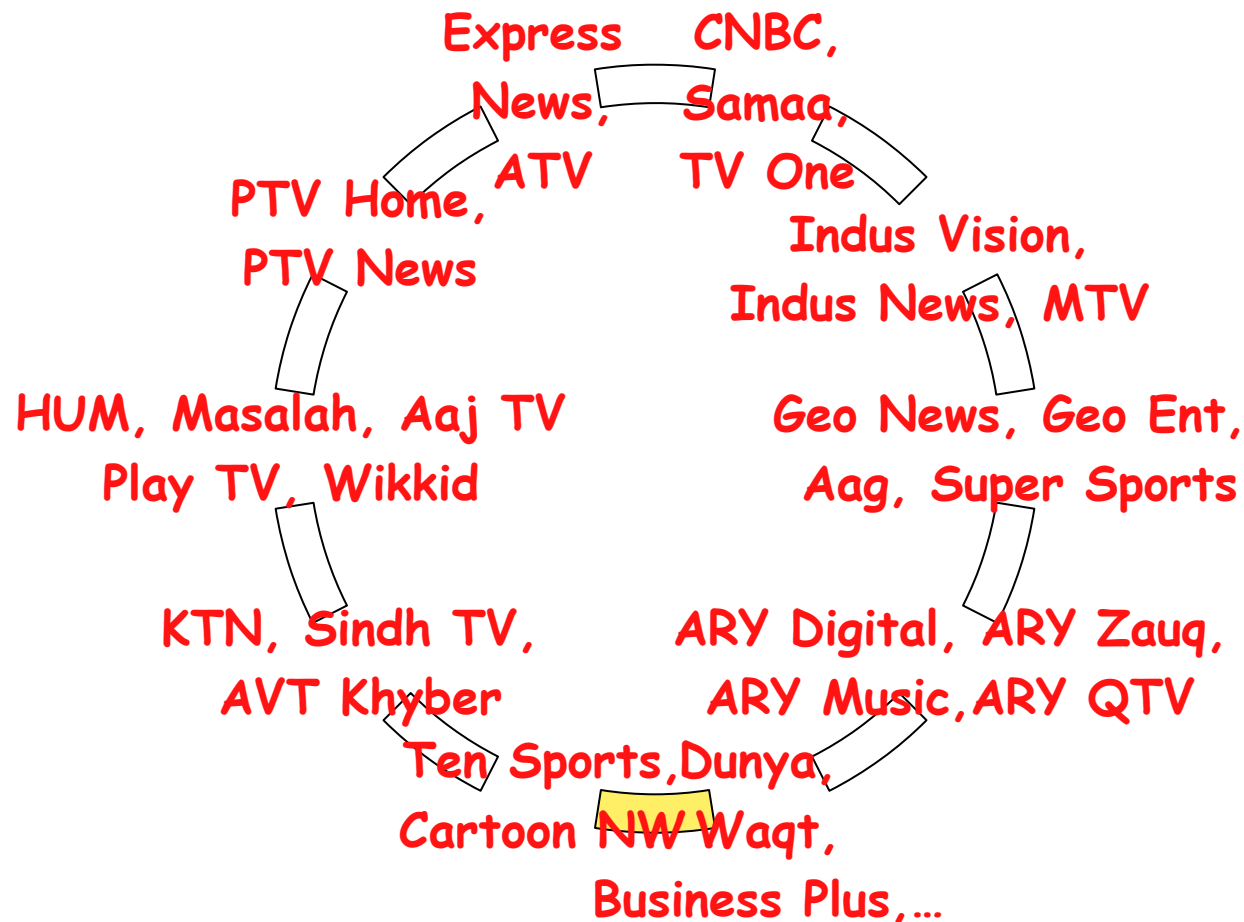


Advertising Monitoring & Tracking



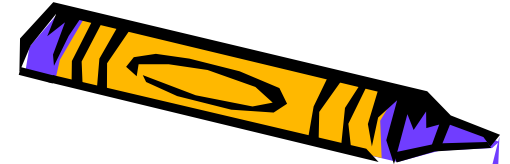


Advertising Monitoring & Tracking Service

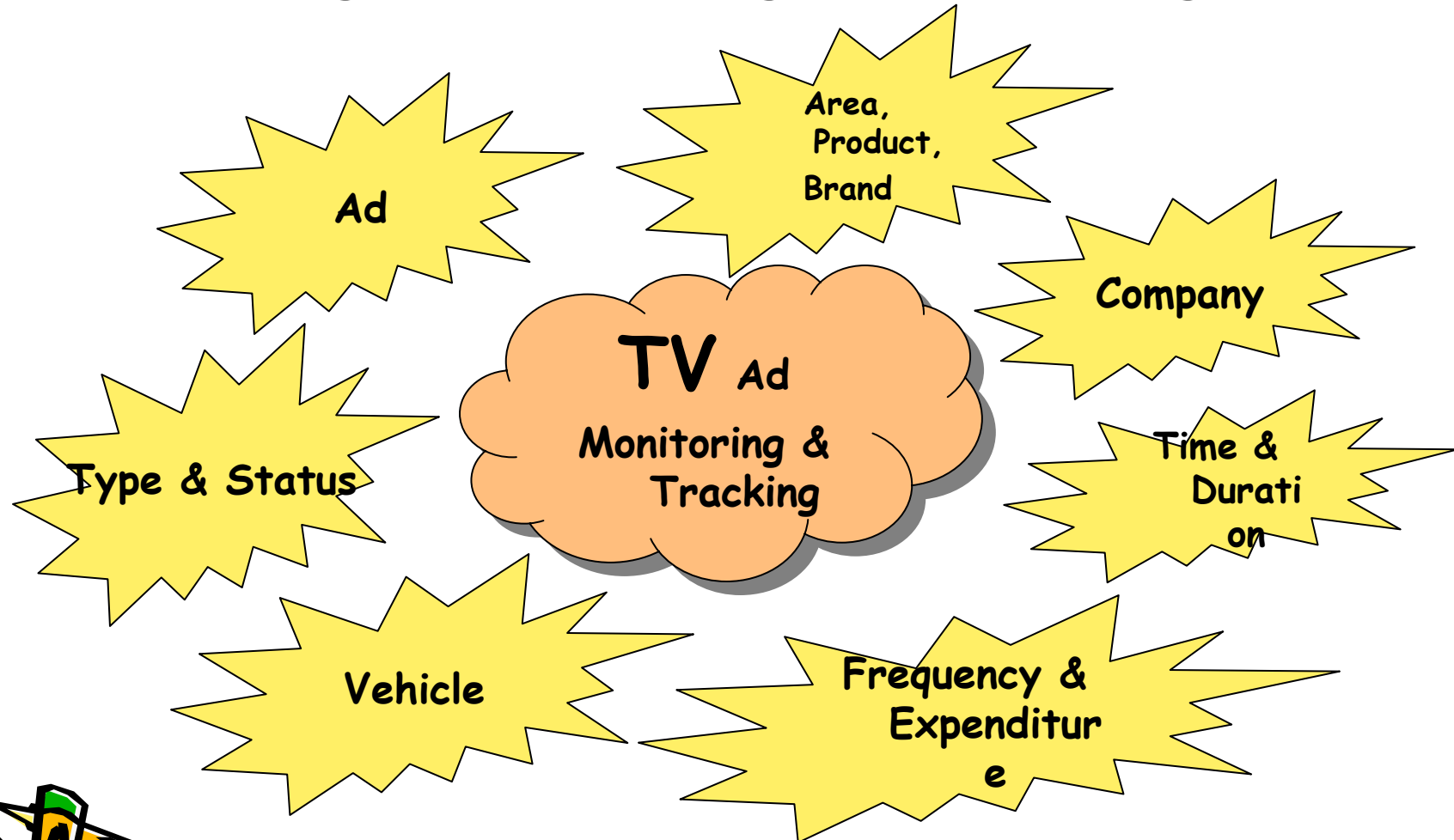


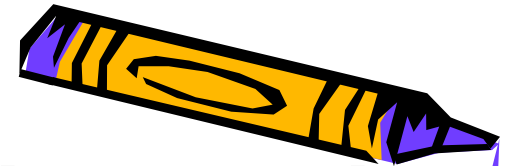
Around 40 TV Channels Currently Monitored



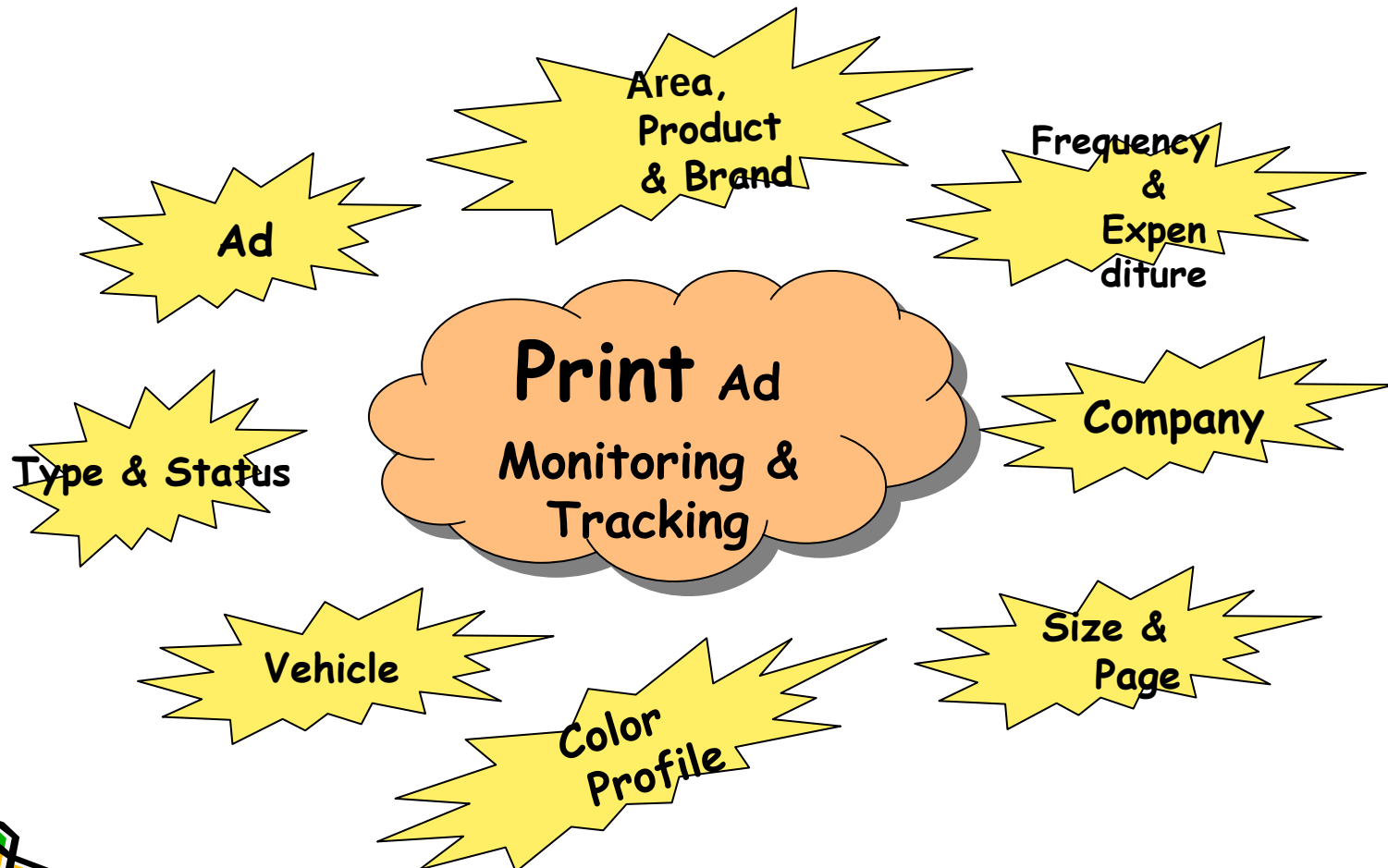


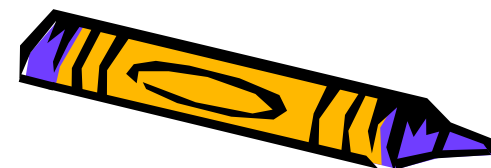
Advertising Monitoring & Tracking Service





Advertising Monitoring & Tracking Service





Advertising Monitoring & Tracking Service

Newspaper Titles Covered:

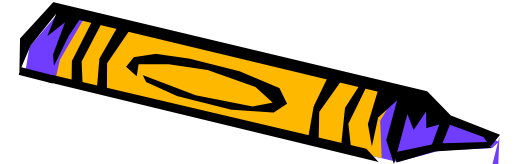
DAILY PAKISTAN RAWALPINDI	DAILY Khabrain Multan	DAILY EXPRESS KARACHI	DAILY ASAS KARACHI
DAILY SAHAFAT LAHORE	DAILY Khabrain Rawalpindi	DAILY EXPRESS LAHORE	DAILY ASAS LAHORE
DAILY SAHAFAT RAWALPINDI	DAILY Khabrain Karachi	DAILY EXPRESS RAWALPINDI	DAILY ASAS RAWALPINDI
DAILY THE NATION KARACHI	DAILY 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:

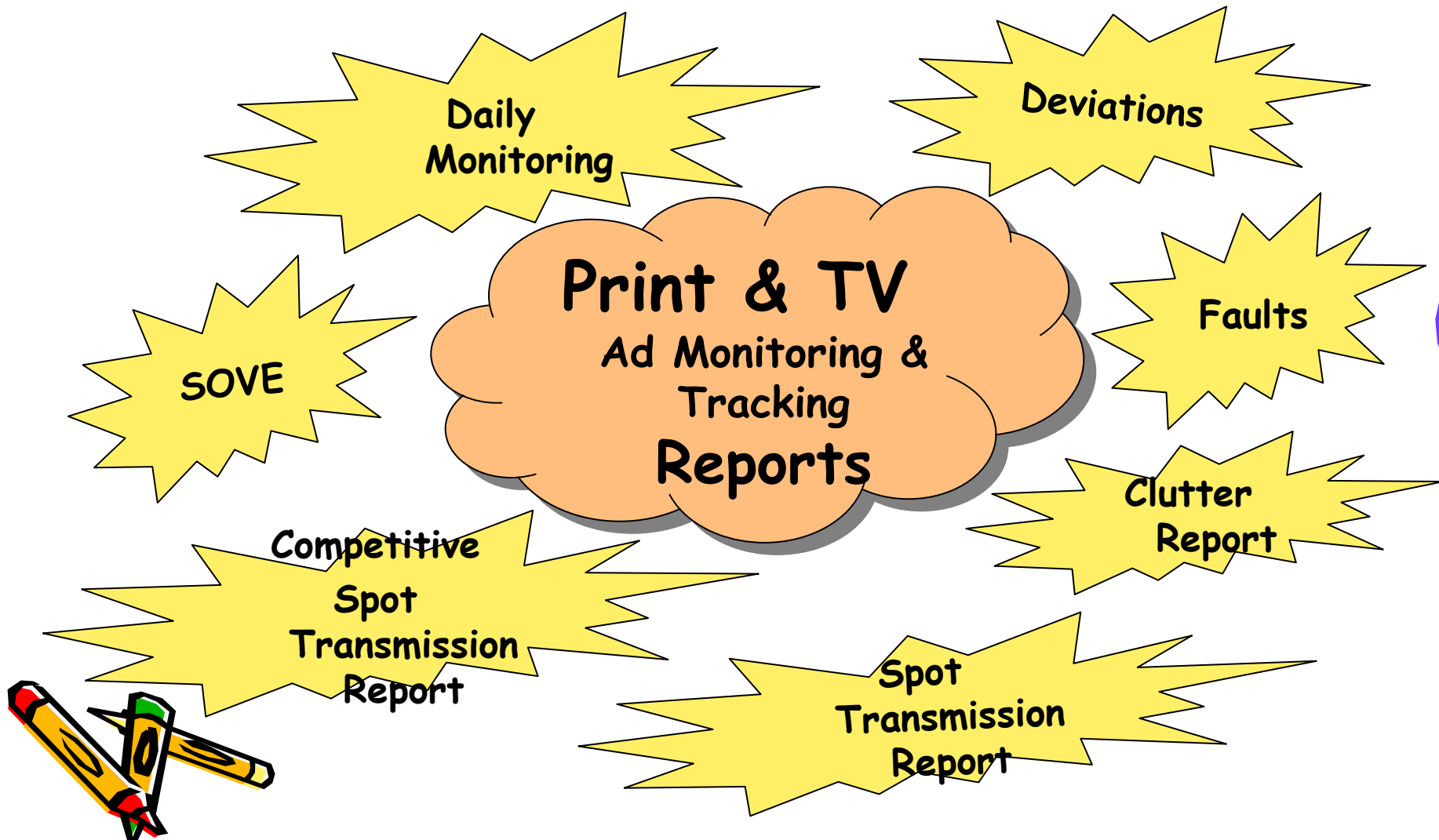
AKHBAR - E - JAHAN KARACHI	URDU DIGEST LAHORE
JASOOSI DIGEST KARACHI	FAMILY MAGAZINE LAHORE
MAG MAGAZINE KARACHI	FRIDAY SPECIAL KARACHI
NEWSLINE KARACHI	FRIDAY TIMES LAHORE
TAKBEER KARACHI	HERALD KARACHI



Over 50 Print Titles Currently Monitored



Advertising Monitoring & Tracking Service



e



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

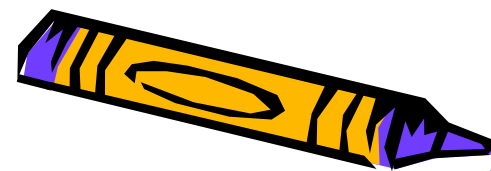
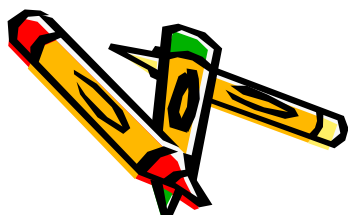
Newspaper Readership

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 !!!

