

# GALLUP POLL®

## The Chronicle/Gallup Brand Index (CGBI)

*The Chronicle of Higher Education* and *The Gallup Poll* have formed an alliance to help build stronger institutional brands by leveraging objective data to broadcast the right messages throughout the marketplace. One of *The Chronicle/Gallup Poll* offerings helps institutions understand the American public's perceptions of their brand: **The Chronicle/Gallup Brand Index (CGBI)** is composed of a fixed set of validated measures that assess how the public perceives an institution's brand. An institution can also add customized research measures to the assessment.

Taking a pulse of America based on national and regional/state levels provides insightful data, enabling more effective, targeted, and precise use of marketing communications resources. Subsequent measures provide valuable trending data. The results are proprietary to the institution, and will not be used for public release purposes through *The Chronicle* or elsewhere. Once enough institutions use the **CGBI**, we will aggregate results from participating institutions to compile an overall index and comparison benchmarks. Aggregate **CGBI** results may eventually be referenced in *The Chronicle*.

### OBJECTIVE:

To gain an external understanding of an institution's brand perceptions on national and regional/state levels (varies by geographic area) to strengthen the external brand image of the institution.

### FEATURES:

- Minimum of 1,000 completed interviews on a national level
- An over-sampling within a specified region – minimum of 250 completed interviews
- Utilize the CGBI items and up to 3 additional customized measures

### GOALS:

- Understand the differences between national and regional brand perceptions
- Determine the right marketing messages to broadcast throughout academe
  - Enhance the peer reviews for national rankings
  - Attract distinguished faculty
  - Strengthen alumni relations
- Determine the right marketing messages to broadcast throughout the general population
  - Enhance student recruiting efforts
  - Positively influence parents of prospective students
  - Strengthen the brand image within the region/state/community
- Establish a baseline of external brand perceptions and reassess on a consistent basis for trending purposes

### DELIVERABLES:

- Data set delivered within 45 days of approved assessment design
  - SPSS or EXCEL file format
  - Cross tabulation in a .pdf file format by gender, age, education, region, annual household income, race, ethnicity, employment status, and marital status
- Analysis delivered within 60 days of approved assessment design
  - Engagement Potential and Driver analysis
  - PowerPoint presentation deck with data results

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**REQUIRED INVESTMENT:**

- \$42,500 for one administration
- \$35,000 for two administrations within a 2 year timeframe, assuming customized items remain the same
  - NOTE: If the second administration does not occur in within the allotted timeframe, then \$7,500 will be invoiced to recapture the original discounted difference between a one administration commitment and a two administration commitment.

**PAYMENT TERMS:**

- 50% (\$21,250 or \$17,500) due via wire transfer upon execution of the Statement of Work
- 50% (\$21,250 or \$17,500) invoiced at delivery of the data set due Net 10 via wire transfer prior to delivery of the analysis

**ADDITIONAL OPTIONS:**

- Additional customized questions: \$1,850 per question
- Additional demographics: \$75 per demographic
- An over-sampling within a specified region – minimum of 250 completed interviews: \$5,000
- An over-sampling of 15-17 year olds – minimum of 250 completed interviews: \$10,000
  - NOTE: Oversampling requests are contingent upon acceptance by Gallup to ensure the request can be delivered.

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