

GALLUP & ROBINSON, INC.
Advertising and Marketing Research
24 NORTH MAIN STREET
PENNINGTON, NEW JERSEY 08534-2296

Rec'd 10/18/05
TK

Send reply to:
45 ELIOT ROAD
NEEDHAM, MA 02494
TEL: (781) 453-8630
FAX: (781) 453-8631

TEL (609) 730-1550
FAX (609) 730-1566

October 11, 2005

Division of Dockets Management (HFA-305)
Food and Drug Administration
5630, Fishers Lane, Rm 1061
Rockville, MD 20852

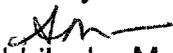
To Whom It May Concern

Re. FDA Registration Number EAPE-231; Hearing, November 1-2, 2005.

Attached is my full credentials; please attach to my registration.

Also, please make the following correction: Category is "Private Industry", not "Congressional" as the online registration continued to show.

Thank you.


Abhilasha Mehta, Ph. D.
Director of Research

200 570354

CR 1

**Docket: 2005N-0354 - Consumer Directed Promotion of
Regulated Medical Products; Public Hearing, November 1-2,
2005**

FDA Registration Number: EAPE-231

Name: Dr. Abhilasha (Abby) Mehta"

Organization: Gallup & Robinson, Inc.

Job title: Director of Research **Category:**
Congressional

Phone: 781-453-8630 **Fax:** 781-453-8631

**1. Brief statement of the general nature of the views
you wish to present.**

Abstract: Dr. Abhilasha (Abby) Mehta *Celebrities in Advertising: What Are They Likely Or Not Likely To Do?*
The strategy of using celebrities in advertising has been in use for a very long time. The impact of celebrity spokespersons in advertising has been a special area of research interest for me and it was the topic of my dissertation research. I have also published research findings on the topic. Celebrity spokespersons are now used in the DTC category and the impact of celebrities in this category is of interest to many stakeholders. I recently completed a study (sponsored by Pfizer) to fully understand how celebrities impact the effectiveness of pharmaceutical advertising. The results shed light on several facets of how celebrities may impact DTC advertising. This should be of interest to the FDA based on their questions focused on the appropriateness of using typical advertising and promotional techniques in DTC advertising. In this presentation, I expect to discuss some general findings about what celebrities can do in advertising across various categories, and how consumers respond to such advertising. These results are based on data collected over several years. I will then discuss the results of the above mentioned research study in the DTC area which involved analysis of branded ads in two different health conditions. The research was designed to explore the impact of celebrities in advertising by evaluating identical executions of print ads featuring either a celebrity or a noncelebrity for two fictitious DTC brands. The research provides a more in-depth understanding of what specific areas of ad effectiveness measures celebrity spokespersons are more likely to impact, what they may or may not influence, and what they are less likely to achieve in the DTC category. **Biography:** Abhilasha (Abby) Mehta, Ph.D., Director of Research, Gallup & Robinson, has had over 20 years of experience in quantitative research projects related to advertising effectiveness studies, new campaign tests,

tracking studies, claims substantiation research, readership surveys and media research studies. Dr. Mehta has worked in several categories with such as pharmaceuticals, telecom, financial/insurance, packaged goods, media channels and with agencies such as the Federal Trade Commission and the Atlanta Olympic Games Committee. She has published widely in technical and trade journals and has also been an active presenter at the national conferences of the Advertising Research Foundation, American Academy of Advertising, American Psychological Association, Midwestern Association of Public Opinion Research and the Association for Education of Journalism and Mass Communications. Dr. Mehta was the recipient of the 1998 ARF David Ogilvy Research Award for research excellence in support of creative and successful advertising campaigns. She received her doctoral degree in Social Psychology from Syracuse University and her dissertation topic was "Celebrities in Advertising". She was Assistant Professor at the S. I. Newhouse School of Public Communications at Syracuse University prior to joining Gallup & Robinson in 1993.

2. The names and addresses of all persons who will participate in the presentation

Dr. Abhilasha (Abby) Mehta Director of Research Gallup & Robinson, Inc. 45 Eliot Road Needham, MA

3. Approximate time that you request to make your presentation.

15 minutes

4. Special Accommodations required. Please specify.

ABHILASHA MEHTA, Ph.D.

45 Eliot Road, Needham, MA 02494

Tel: (781) 453-8630

abbymehta@gallupandrobinsom.com

EXPERIENCE:

Director of Research, Gallup & Robinson, Inc., Marketing & Advertising Research, Pennington, NJ; April 1993 to present.

- Technical direction, supervision and account management of marketing and advertising research studies. Research expertise include advertising effectiveness testing, concept positioning and strategy evaluation, marketing communications tracking, attitudes/image and brand equity analysis, advertising claims substantiation studies, media comparison and ROI analysis, marketing potential projects, readership & subscriber studies.
- Key personal accounts span a number of top-tier companies in various categories such as consumer packaged goods, pharmaceuticals, financial/insurance/credit cards, telecom, interactive entertainment TV program guides, print publications and other agencies/organizations including Federal Trade Commission, Federal Emergency Management Agency, Atlanta Committee for Olympic Games, and American Association of Pediatric Dentistry.
- Designed and developed several new services such as: FasTrac, a marketing communications effectiveness service using unique thought-listing feature; Advertising Response Modeling (ARM), an analytical framework for understanding consumer response to advertising using structural equations modeling; Concept Convergence Analysis (CCA), an analytical technique to study consumer attitudes and marketing communications effects among psychological segments using self-concept within broad target audiences.

Assistant Professor of Advertising, S. I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY; August 1989 - April 1993.

- Graduate & Undergraduate Courses: Consumer Behavior; Marketing & Advertising Research; Psychology of Advertising; Persuasive Communications; Research Design/Methods for Mass Comm; Applied Statistics for Social Science Research.

Research Fellow, Indian Institute of Mass Communications (IIMC), New Delhi, India; May 1979 - August 1984. IIMC is a Govt. funded International Center for Research and Training in Mass Communications.

EDUCATION:

Ph.D., Social Psychology, Syracuse University, Syracuse, NY, 1990.

- CGPA: 4.0/4.0
- Dissertation: 'Celebrity Advertising: A Cognitive Response Approach'
- Specialization in Persuasive Communications, Consumer Behavior & Attitude Change, Research Methods and Applied Statistics.

Post Graduate Diploma in Journalism and Mass Communications, Indian Institute of Mass Communications, New Delhi, India, 1979.

- Graduating Class Rank: First

Bachelor of Arts, Psychology (Honors), Delhi University, Delhi, India, 1978.

- National Merit List.

ABHILASHA MEHTA, Ph.D.

PROFESSIONAL HONORS:

- Received the 1998 Advertising Research Foundation David Ogilvy Research Award for Outstanding Research Contribution to Development of Successful Advertising Campaigns.

OTHER HONORS & AWARDS:

- Best Teacher Award Nomination by students, University College of Syracuse Univ., 1989.
- Membership of Phi Beta Delta, Honor Society of International Scholars, 1989.
- Outstanding Teaching Assistant Award, Syracuse University, 1989.
- Syracuse University Teaching Fellow Award, 1988-89.
- Membership of National Scholastic Honor Society of Phi Kappa Phi, 1988.
- Statesman Silver Salver for Highest Aggregate Score in Post Graduation, IIMC, 1978-79.
- National Merit Scholarship, Undergraduate Studies, 1974-78.

PROFESSIONAL MEMBERSHIP:

- American Academy of Advertising
- Advertising Effectiveness Council, Advertising Research Foundation
- American Marketing Association

PUBLICATIONS & PRESENTATIONS: See attached.

ABHILASHA MEHTA, Ph.D.

PUBLICATIONS:

- Mehta, A. & Scott C. Purvis. "Reconsidering Recall and Emotions in Advertising". Under review at the *Journal of Advertising Research*, 2005.
- Mehta, A. "Issues in DTC Advertising: How are Consumers Responding?" *Proceedings of the 1995 Annual Conference of the American Academy of Advertising*, Miami, FL: AAA, 2004.
- Mehta, A. & Scott C. Purvis. "Consumer Response to Prescription Drug Advertising." *Journal of Advertising Research*, June 2003, 194-206.
- Mehta, A. & Fontana Fitzwilson. "Advertising Effectiveness on the Interactive Television Guide: Lessons Learned." *Experts Reports: 2001 Advertising Research Foundation (ARF) Week of Workshops*, Chicago, October, 2001.
- Mehta, A. "How Attitudes Towards Advertising Influence Advertising Effectiveness." *Journal of Advertising Research*, May-June, 2000
- Mehta, A. "Celebrities in Advertising." In *The Advertising Business*, Edited by John P. Jones, CA: Sage Publications Inc., 1999.
- Mehta, A. "Using Self-Concept to Assess Advertising Effectiveness." *Journal of Advertising Research*, 39, 1, 1999, 81-89.
- Mehta, A., & Purvis, S. C. "Evaluating Advertising Effectiveness through Advertising Response Modeling (ARM)." In *Measuring Advertising Effectiveness*, Edited by William D. Wells. NY: Lawrence Erlbaum, 1997.
- Mehta, A. "Advertising Response Modeling (ARM): New Perspectives on Increasing Advertising Effectiveness." *Proceedings of the 1995 ARF Advertising & Copy Research Workshop*, NY: The Advertising Research Foundation.
- Mehta, A. & Purvis, S. C. "When Attitudes towards Advertising in General influence Advertising Success." *Proceedings of the 1995 Annual Conference of the American Academy of Advertising*, NY: Lawrence Erlbaum.
- Mehta, A. "How Advertising Response Modeling (ARM) Can Increase Ad Effectiveness." *Journal of Advertising Research*, 34, 2, 1994, 62-74.
- Chew, F., Mehta, A., & Oldfather, A. "Applying Concept Mapping to assess the Influence of Celebrity Message Dynamics on Communication Effectiveness." *Proceedings of the 1994 Annual Conference of the American Academy of Advertising*. NY: Lawrence Erlbaum.
- Mehta, A. "Understanding Advertising Processes Using Structural Analysis: Implications for Established Brands." *Proceedings of the 1992 Conference of the American Academy of Advertising*. NY: Lawrence Erlbaum.

ABHILASHA MEHTA, Ph.D.

PUBLICATIONS (con't):

- Mehta, A. "Global Markets and Standardized Advertising: An Analysis of Common Brands in UK and USA." *Proceedings of the 1992 Conference of the American Academy of Advertising*. NY: Lawrence Erlbaum.
- Mehta, A. *Celebrity Advertising: A Cognitive Response Approach*. Ann Arbor, MI:U-M-I Dissertation Information Service, 1990.
- Mehta, A. "To inform or To Persuade." *Economic Times*, June 23, 1988, 8.
- Mehta, A. "Sex Appeal: Overdoing will Boomerang." *Economic Times*, Mar 3, 1988, 8.
- Mehta, A. "International Advertising: Trends in Expenditure." *Economic Times*, January 8, 1988, 5.
- Mehta, A. "Is Advertising Research 'In'?" *Economic Times*, October 1, 1984, 4.
- Mohnot¹, A. "Advertising Research: For that Extra Edge." *Vidura* (Press Institute of India publication). April, 1984, 74-77.
- Yadava, J. S., & Mohnot, A. *Advertising and Social Responsibility, Volume One: Content Analysis*. New Delhi: Indian Institute of Mass Communications, 1983.
- Yadava, J. S., & Mohnot, A. *Advertising and Social Responsibility, Volume Two: Consumer Survey*. New Delhi: Indian Institute of Mass Communications, 1983.
- Mohnot, A. "Must Advertising be Informative?" *Economic Times*, Dec 14, 1983, 8.
- Mohnot, A. "Without Advertising?" *National Herald*. July 30, 1983, 6.

CONFERENCE PRESENTATIONS:

- Mehta, A. "Emotional Response to Advertising". Panelist at the ARF Annual Conference, New York, April, 2005.
- Mehta, A. "Issues in DTC Advertising: How are Consumers Responding?" *Annual Conference of the American Academy of Advertising*, Baton Rouge, March, 2004.
- Mehta, A. & Fontana Fitzwilson. "Advertising Effectiveness on the Interactive Television Guide: Lessons Learned." Advertising Research Foundation (ARF) Week of Workshops, Chicago, October, 2001.
- Mehta, A. "How Attitudes Towards Advertising Influence Advertising Effectiveness." Advertising Research Foundation Week of Workshops, New York, October, 2000.

¹ All publications prior to 1985 are in my maiden name Abhilasha Mohnot.

ABHILASHA MEHTA, Ph.D.

CONFERENCE PRESENTATIONS (con't):

- Mehta, A. "Evaluating Integrated Communication Effectiveness: A Case Study." Advertising Research Foundation Week of Workshops, New York, October, 1999.
- Mehta, A. "People Who Need People: Quality Control in Sampling." Annual Conference of the Midwest Association for Public Opinion Research, Chicago, November, 1998.
- Mehta, A. "How Attitudes Towards Advertising Influence Advertising Effectiveness." Advertising Research Foundation Week of Workshops, New York, October, 1998.
- Mehta, A. "Advertising Response Modeling (ARM): New Perspectives on Increasing Advertising Effectiveness." Advertising Research Foundation (ARF) Advertising & Copy Research Workshop, New York, November, 1995.
- Mehta, A., & Purvis, S. C. "When Attitudes Towards Advertising in General Influence Advertising Success." Annual Conference of the American Academy of Advertising, Norfolk, May, 1995.
- Mehta, A., & Purvis, S. C. "Evaluating Advertising Effectiveness through Advertising Response Modeling (ARM)." Annual Conference of the Advertising and Consumer Psychology, Minneapolis, May, 1994.
- Chew, F., Mehta, A., & Oldfather, A. "Applying Concept Mapping to assess the Influence of Celebrity Message Dynamics on Communication Effectiveness." Annual Conference of the American Academy of Advertising, Tuscon, April, 1994.
- Mehta, A. "Understanding Advertising Processes Using Structural Analysis: Implications for Established Brands." Annual Conference of the American Academy of Advertising, San Antonio, March, 1992.
- Mehta, A. "Global Markets and Standardized Advertising: An Analysis of Common Brands in UK and USA." Special Topic Session at the Annual Conference of the American Academy of Advertising, San Antonio, March, 1992.
- Chew, F., & Mehta, A. "Can Material Get Out the Young Vote? An Analysis of Celebrity Attributes Congruent with Political Participation." Annual Conference of the Midwest Association for Public Opinion Research, Chicago, November, 1992.
- Mehta, A., & Davis, C. M. "Persuasive Communications and 'Unjust' Authority Sources: An Experimental Study." Annual Conference of American Psychological Association, San Francisco, August, 1991.
- Mehta, A., & Davis, C. M. "Celebrity Advertising: Perception, Persuasion and Processing." Annual Conference of Association for Education of Journalism and Mass Communication, Minneapolis, August, 1990.

ABHILASHA MEHTA, Ph.D.

CONFERENCE PRESENTATIONS (con't):

Mehta, A., & Davis, C. M. "Elaboration Likelihood, Cognitive Style and Celebrity Advertising." Annual Conference of American Psychological Association, Boston, August, 1990.

Mehta, A. "Effects & Impact of Celebrity Advertising." Invited lecture for Psi Chi, Honor Society of Psychology, Utica College, Utica: April 24, 1990.

Mullen, B., Guay, J., Johnson, C., Mehta, A., Mukunda, K., Paik, H., Richards, L., Turco, R. "The Effects of Severity of Initiation on Liking for a Group: An Integration." Annual Conference of Eastern Psychological Association, Philadelphia, March 1989.