

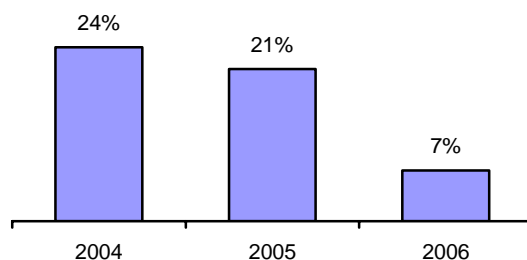
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FOR IMMEDIATE RELEASE**February 9, 2006****HAVE SUPER BOWL COMMERCIALS BEEN SACKED?**

PENNINGTON, NJ— Media pundits have now registered their opinions and a number of surveys have reported which Super Bowl commercials viewers liked best in Sunday's game. But advertisers paying up to \$2.5 million for a 30-second spot see their participation in America's most watched sports event not just as a popularity contest but as an important investment, one that is expected to pay its way several times over in increased branding, more favorable attitudes and sales. Only time will tell which ones will ring loudest at the cash register. However, there are several indications of sales potential in a scientific survey carried out Monday by Gallup & Robinson, Inc., a communications research firm that has evaluated Super Bowl commercials for the past 16 years. The data indicate that commercial effectiveness in the typical Super Bowl ad may be declining, but that outstanding creative continues to win.

G&R has been tracking general attitudes toward Super Bowl advertising for several years. This year's survey found an abrupt decline in key attitudes relating to the quality of the commercials. The graph below shows the percentage of viewers who agree with the indicated statement:

"This Year's Super Bowl Had Some
of the Best Advertising I've Seen."
(Rating 8-10 on 0-10 Point Scale)



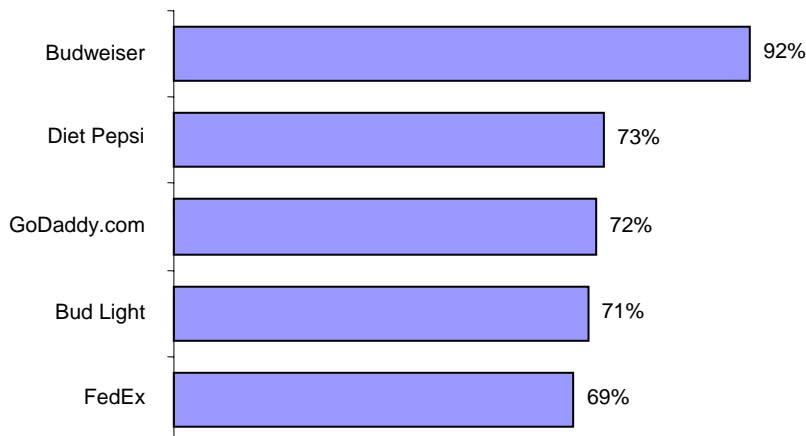
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After the uproar over the 2004 halftime show and that year's frequently risqué commercials, G&R began asking viewers if they agreed or disagreed that "I think that the commercials this year were in better taste than they were last year". Only 18% of Super Bowl viewers agreed with this statement this year compared to 34% in 2005. This year's more negative attitudes were consistent across gender, age and income groups and will certainly bear watching next year.

Commercials must first break through the clutter before they can make any kind of lasting impression on Super Bowl viewers. Sponsors attempt to do this with sheer media weight or by crafting memorable executions. As in past years, Anheuser-Busch, with a total of eight commercials for three of their brands, opted for both approaches. Budweiser, which had three commercials in the game, was the single most memorable brand advertised. Its commercial showing a Clydesdale colt trying to pull a wagon was the viewers' favorite of the three, beating out a lamb streaking through a Clydesdale football game by two to one. Diet Pepsi was second, with two celebrity commercials featuring Jay Mohr, P Diddy and Jackie Chan. Four commercials with comical, product-related twists succeeded in highlighting Bud Light. Its disappearing refrigerator commercial was among the five most liked commercials in the game. The five brands in the game with the highest claimed recall among men and women were:

Most Highly Recalled Brands**G&R**
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But memorability isn't everything. In all of its other performance measures, G&R saw significant declines this year. Fourteen percent fewer viewers said that they liked the average commercial this year compared to last. Three measures relating to persuasion and purchase likelihood declined an average of 11%. FedEx and GoDaddy.com provide an instructive contrast in this regard. Both were among the top five recalled brand names in the G&R survey among the overall Super Bowl audience of men and women. FedEx featured a prehistoric air express delivery attempt that was thwarted when a Tyrannosaurus rex devoured the courier. With an amusing and attention-getting new approach that underscored a product benefit, FedEx performed near the top quarter on most of G&R's measures. Viewers rated it their favorite commercial in the game, and it also was the highest rated brand advertised. GoDaddy.com, in a revised and more confusing version of its commercial last year, again traded on Janet Jackson's 2004 Super Bowl "wardrobe malfunction." By now GoDaddy.com's concept may have become a stale joke, falling to the bottom of most attitudinal scales among both men and women. Viewers singled out GoDaddy.com as their least favorite commercial in the game. Overall, Gallup & Robinson reported a very low correlation between commercial recall and its brand-related measures in the game. It's not enough just to be noticed.

A commercial for the Hummer H3 provides another indication that blockbuster special effects are not necessarily the key to success. In it, two Godzilla-sized monsters meet while trampling a city, fall in love, and give birth to a little H3. While the execution scored among the top ten in memorability, it ranked as the third least liked commercial and was among the bottom five in three persuasion-related measures. The story was memorable, but viewers may have had trouble translating it into positive feelings about the brand.

But outstanding creative with insightful messaging continues to find its audience. A low-key Dove commercial showed several girls with low self-esteem and directed viewers to a website for the Dove Self-Esteem Fund.

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This execution was in sharp contrast to the over-the-top comedy and razzle-dazzle of most other Super Bowl commercials. Instead, it was quiet, sensitive and charming. Among women, the commercial's target, Dove scored highest in creating more positive attitudes toward the brand (76%) and second highest in commercial likeability (78%). Without extravagant special effects, Dove achieved its communication goals with a thoughtful approach to an important human issue.

Ten movies were advertised in the game. Since their commercials were limited mostly to outtakes, it is likely that their performance portends potential interest in the movies themselves. Previous follow-up surveys by G&R have shown a high correlation between Super Bowl reaction and opening weekend gross. This year, movies ranked from high to low in G&R's measures, with everything in between. Based on audience reaction in the game, we can expect "Pirates of the Caribbean: Dead Man's Chest" and "Mission: Impossible III" to be box office hits, but should be less optimistic about "16 Blocks" and "Running Scared."

What impact have digital video recorders (DVR), like TiVo, had on how people view the Super Bowl? This has been a serious concern for advertisers ever since the technology was developed a few years ago. G&R's survey found that it can cut both ways. One third of its viewers owned or rented DVR equipment. Of these, 17% used it specifically to replay commercials appearing in the game, and 6% used it to skip commercials when they replayed the game. This suggests that DVR may actually have helped increase the frequency of ad exposure somewhat.

Scott Purvis, Gallup & Robinson's President, observed, "In this year's Super Bowl we witnessed a continuation of the decline in commercial performance that became evident last season. While production values are becoming ever more extravagant, they do not translate into motivating brand messaging unless they stick to basic blocking and tackling, grounded in sound brand strategies that touch consumer values. Entertainment alone doesn't move product or build strong brands."



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Gallup & Robinson is an 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. For the past 16 years, the company has tracked the quality of Super Bowl commercials by surveying viewers the day after the game about the commercials they remember and their reaction to them on what many consider to be the most outstanding advertising event on television.

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