

## ADVERTISING RESEARCH NEWS

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### FOR IMMEDIATE RELEASE

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### SUPER BOWL FANS TACKLE MADISON AVENUE

**PENNINGTON, NJ**— At \$2.6 million for a 30-second commercial, Super Bowl commercials had better do more for their brands than just be liked. Numerous advertising experts, media analysts and fans have commented on this year's spots on Super Bowl XLI. Mostly their ratings are just personal opinions or unscientific surveys of the commercials' popularity. However, Super Bowl advertisers are deadly earnest. They are in the game because they expect their return on commercial production cost and air time to be several times their substantial investment. Some advertisers can measure their return by immediate hits on their web site. Most, however, depend on solid research that measures which brands viewers remember the next day, which commercials are persuasive and present a positive image of the brand and, of course, which were liked. Gallup & Robinson, Inc., a communications research firm, has conducted just such research for the past seventeen years by interviewing a national sample of viewers on the Monday after the game and collecting multiple measures of commercial impact.

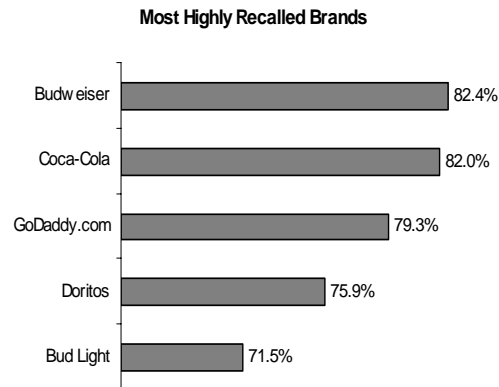
The first task before commercials is breaking through the unprecedented clutter of 60 spots in the game, most with super production budgets. Commercials that memorably register the brand's name have more impact on the viewer to motivate sales than commercials that are just liked. As in years past, some of the biggest spenders were the most memorable, including Budweiser and Bud Light, with a total of seven commercials between them, and Coca-Cola, with four spots. Not surprisingly, the five



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most memorable brands in the survey included these three. Budweiser's spot with the dog mistaken for a Dalmatian and Bud Light's "Rock, Paper, Scissors" were also among the five most liked commercials.



What may be a surprise, though, is the presence of Doritos in the top five. For the first time this year, three commercial ideas submitted by fans were included in the Super Bowl. There was considerable speculation in the press as to how they would do versus the professionals. As it turned out, pretty well. Two fan-conceived spots were for Doritos, one with a man eating the product crashing his car and the other with the product on a supermarket checkout line. The first was reported to have been produced for \$14. Another commercial conceived by a college freshman for Chevy HHR also scored in the top third of all commercials in the game in memorability and likeability.

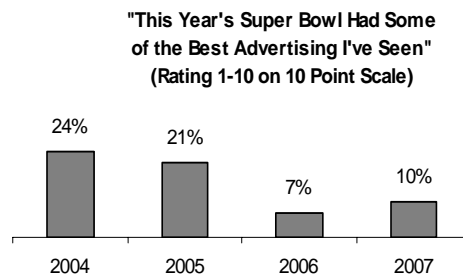
Doritos and GoDaddy.com provide an instructive contrast this year. Both had a total of 60 seconds of air time in the game. Both achieved high recall levels with both men and women. With a more tangible product, the Doritos spots focused on brand benefits and performed exceptionally well on all other G&R measures as well, ranking first of all commercials in the game on increasing Brand Ratings and Purchase Intent. This year GoDaddy.com even attempted to move beyond titillation and talk about their product for the first half of their commercial before reverting to their fulsome approach of the previous two Super Bowls. GoDaddy.com scored in the bottom third of all Super Bowl commercials on all G&R measures besides memorability. This time, the fans beat the pros handily.

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Commentators have noted that many of this year's commercials were violent. Among others, these included Bud Light's "Rock, Paper, Scissors", with a rock knocking down one of the characters, FedEx Ground's commercial showing a meteor zapping an astronaut, and Garmin's robot dual. Last year Gallup & Robinson noted a drop in consumer perceptions of commercials in the Super Bowl. Things may have improved a bit this year but not much. Agreement with the statement below on the caliber of this year's commercials remains at about half the level of previous years.



Participants were also asked if they agreed that "I think that the commercials this year were in better taste than they were last year". Only 15% agreed with this statement this year, compared to 18% last year and 34% in 2005, the year after the notorious "wardrobe malfunction" and some notably tasteless commercials.

What were you doing during the Super Bowl? Chances are you were multitasking if you were anything like the participants in G&R's survey, who were asked this question for the first time this year. Nearly everybody was eating, as indicated by the table below, but they were doing a number of other things as well.

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Eating munchies or food	85%
Talking about the game	72
Talking about the commercials	70
Drinking alcoholic beverages	48
Drinking non-alcoholic beverages	45
Talking about other subjects	37
Preparing food	35
Browsing the Internet/web sites	13
Talking on the phone	11
Switching to other TV programs	9
Reading books, magazines, newspapers	9
Working	5

Scott Purvis, Gallup & Robinson's President, observed "This year's Super Bowl continued the tradition of over-the-top commercial executions vying for attention amid exceptional clutter. Some of the most memorable spots failed to move the ball when it came to persuading consumers or registering positive impressions about the advertised brand. Those that were both memorable and motivating consistently focused on an important brand benefit as the integral part of their story. Entertainment alone doesn't ring the cash register."

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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 17 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.

