

## ADVERTISING RESEARCH NEWS

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### FOR IMMEDIATE RELEASE

January 19, 2009

### A TOUGHER FIGHT FOR THIS YEAR'S SUPER BOWL ADVERTISERS

**PENNINGTON, NJ** – If the past can tell us about the future, this year's battle by Super Bowl advertisers for the audience's mind will be tougher than ever. Although the data set is small, during the past 12 years for which Gallup & Robinson has data, the numbers show a direct relationship between the confidence that people have in the economy and the attention they have paid to Super Bowl commercials. When people have more confidence in the economy, such as in January 1998 and January 1999, they are more likely to remember the commercials that appear during the game's telecast. When people have less confidence in the economy, such as in January 2003 and January 2004, they are less likely to recall the commercials that appear during the game's telecast.

That means that this year's Super Bowl advertisers could be facing an even more uphill battle. According to the G&R data set, when consumer confidence is weak, recall is 11% lower than what it is on average and 36% lower than what it is in good times. With this year's consumer confidence at an all-time low, Super Bowl advertisers could be facing a lower return on their \$3 million investment per :30 second spot than they have seen in the past.

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Perceived Economic Conditions and Ad Recall Gallup & Robinson Super Bowl Survey Results (1997-2008)	
Economic Conditions (Indexed)	Indexed Super Bowl Unaided Ad Recall
Weak (58)	89
Average (100)	100
Strong (147)	139

Scott Purvis, G&R's President, commented, "While it makes sense, and although the data is limited, we were surprised by the clarity of the relationship we found. In an already high stakes game, where companies sometimes make million dollar investments that are forgotten the next day, today's economic storm very likely puts additional pressure on advertisers to run compelling creative in order to engage consumers."

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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 18 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. Understanding whether commercials are effective requires more than just seeing which spots are best liked. It requires a comprehensive measurement of the commercials' business building potential, including their ability to break through the game's unequalled clutter and be remembered the next day, to be persuasive and to contribute to positive feelings about the advertised brands, among other measures.

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