

ADVERTISING RESEARCH NEWS

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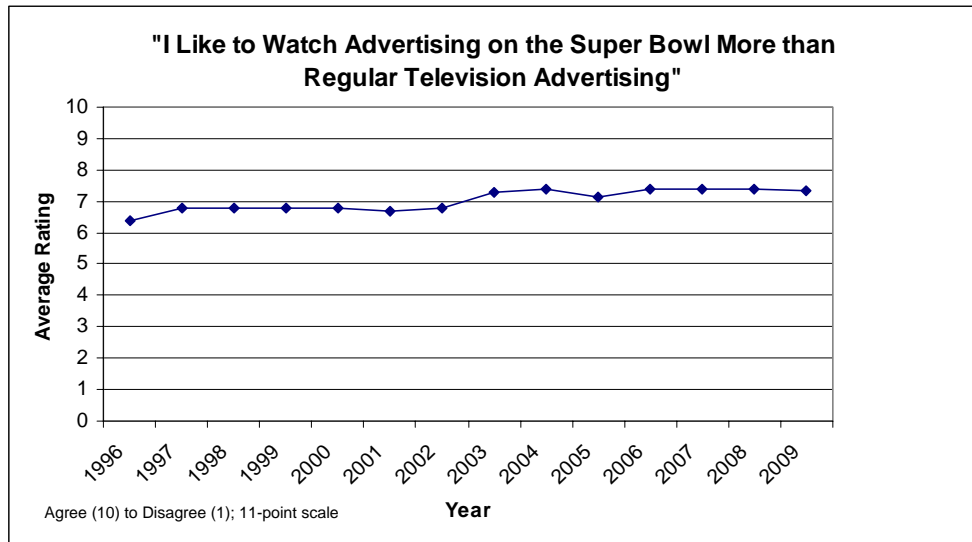
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SUPERBOWL ADVERTISING, IN GOOD TIMES AND BAD

PENNINGTON, NJ – In good times and in bad, people like to look at Super Bowl advertising. According to the market research firm, Gallup & Robinson, Inc., overall attitudes towards Super Bowl advertising have remained strongly positive throughout the economic ups and downs of the decade, although some specific attitudes have declined.

In an ongoing study of attitudes towards Super Bowl advertising Gallup & Robinson, Inc. asked Super Bowl viewers whether they agreed or disagreed with a series of statements about Super Bowl advertising and advertising in general on a scale of 10 to 0. A 10 would mean that the respondent agreed with the statement and a 0 would mean that he or she disagreed with the statement. The survey found that the average agree/disagree rating with the statement, "I like to watch advertising on the Super Bowl more than regular television advertising" was 7.3. The average rating of people whether they agreed (10) or disagreed (0) with the statement, "I like to look at advertising" was 5.4. The average rating of general interest in Super Bowl advertising has actually gone up during the last 10 years, whether people's confidence in the economy was strong (1998 and 1999) or weak (2003, 2004 and 2009).

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Some people like Super Bowl advertising so much that it is their favorite part of the event. After last year's game, 16% of respondents reported that the commercials were the most interesting part of the Super Bowl broadcast. This was higher among women than men (22% among women versus 11% among men).

Not all perceptions of Super Bowl advertising are trending positive. Ratings about the quality of individual commercials and about the companies who advertise on the Super Bowl have declined during the decade. There has been a slow decline in perceptions that the Super Bowl has some of the best advertising. Last year, the agreement/disagreement rating of people for "This year's Super Bowl advertising had some of the best advertising I've seen" was 5.0. This was down from 5.6 seen ten years ago (1999) and 6.5 in 1996. And there has been a similar erosion in the perceptions about the quality of Super Bowl advertisers. Last year, the agreement/disagreement rating for "Generally, the companies that advertise on the Super Bowl are the real leaders in their industry" was 5.8. This was down from 6.8 ten years ago (1999) and 7.4 in 1996.

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Scott Purvis, G&R's President, commented, "No medium provides the kind of super-charged selling environment that the Super Bowl does. Viewers don't just tolerate Super Bowl advertising, they seek it out and embrace it. But audiences are looking for more than just entertaining, edgy executions, which many first-time Super Bowl advertisers favor. With Super Bowl stalwarts like FedEx and Pepsi sitting this year's game out and being replaced by more first-time Super Bowl advertisers, it will be interesting to see if respondents notice that there are fewer "'best' spots from leaders in their industries" and whether this leads to a difference in overall attitudes towards Super Bowl advertising."

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Gallup & Robinson, Inc. 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 19 years, the company has tracked audience response to the quality of Super Bowl commercials by surveying online viewers the day after the game about the commercials they remember and their reactions to them.

