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American Made on America's Game

Pennington, NJ – January 31, 2011 – In a game where the advertisers draw as much interest as the opponents on the field, Americans are often uncertain about whether the brands being advertised during the Super Bowl each year are American or foreign-owned. Interestingly, viewers are more likely to buy the brand being advertised and have a favorable opinion about the advertiser when they believe the advertiser is owned by an American company than they are if they believe the company is foreign-owned or if they do not know. This is according to an online survey of 300 random Super Bowl viewers conducted by Gallup & Robinson on the day after the 2010 Super Bowl.

The study showed that some brands are clearly known to be American or foreign-owned and some are not. Of last year's Super Bowl viewers, 89% knew that Audi is a foreign-owned brand and 80% knew that Snickers is an American-owned brand. But there is also a lot of uncertainty and confusion about ownership: 64% of viewers were not sure whether Boost Mobile is foreign or American-owned and 35% were unsure about the ownership make-up of Dockers pants.

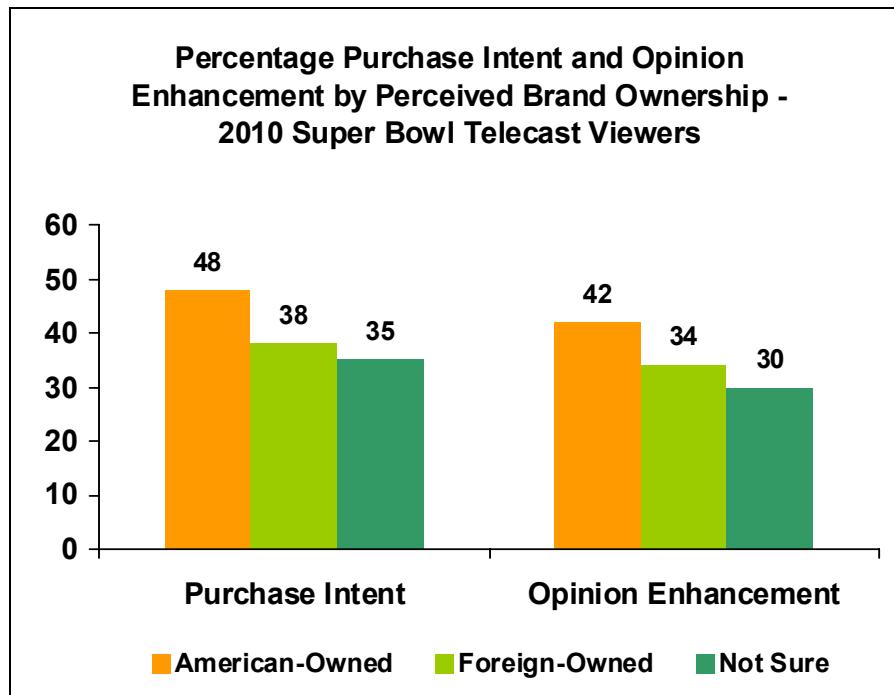
For some brands, viewers were not just uncertain, but they were incorrect. For example, 49% of viewers thought that Bridgestone is American-owned, when it is not, and 83% of viewers thought of Dodge as American-owned, when most business news reports referred to Chrysler's emergence from bankruptcy in 2009 in terms of a "sale" to Italian auto manufacturer, Fiat.

| Percentage Perceived Ownership of Super Bowl Advertisers – 2010 Super Bowl Telecast Viewers (n=312) | | | |
|--------------------------------------------------------------------------------------------------------|---------------------|-----------|----------|
| Advertiser | Perceived Ownership | | |
| | American | Foreign | Not Sure |
| Anheuser-Busch | 39 | 53 | 9 |
| Audi Cars | 2 | 89 | 9 |
| Boost Mobile | 29 | 7 | 64 |
| Bridgestone Tires | 49 | 20 | 30 |
| Dockers Pants | 58 | 7 | 35 |
| Dodge Cars | 83 | 9 | 8 |
| Dove Men+Care | 60 | 4 | 36 |
| Kia Cars | 8 | 79 | 13 |
| Pop-Secret Popcorn | 69 | 3 | 28 |
| Snicker's Candy Bars | 80 | 3 | 17 |
| Vizio TV | 10 | 53 | 38 |

Bolded response is correct

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Viewers are 26% more likely (48% vs. 38%) to buy a Super Bowl advertised brand if they think the company that owns it is American than if they think the company is foreign. Viewers are 37% more likely (48% vs. 35%) to buy a Super Bowl advertised brand if they think the company that owns it is American than if they don't know. Viewers are 24% more likely (42% vs. 34%) to feel their opinion of the brand was enhanced by Super Bowl advertising if they think the company that ran it is American than they are if they think the company is foreign. Viewers are 40% more likely (42% vs. 30%) to feel their opinion of the brand was enhanced by Super Bowl advertising if they think the company that ran it is American than they are if they don't know.



Scott Purvis, President of Gallup & Robinson, Inc., commented, "In an already high-stakes game, where advertisers sometimes make million dollar investments that are forgotten the next day, companies need to run more than just well-liked commercials. They should use every advantage they have to be persuasive and contribute to positive feelings about the advertised brand."

About Gallup & Robinson, Inc.:

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 20 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.

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