

ADVERTISING RESEARCH NEWS

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FOR IMMEDIATE RELEASE

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WHO REALLY WON THE SUPER BOWL?

PENNINGTON, NJ— Now that the dust has settled on Super Bowl XXXIX and all New England is celebrating the Patriots' win, who won the other game, the one most important to the business community? Some 30 advertisers paid an average of \$2.4 million for a single :30 spot in the game. Anheuser-Busch, the perennial big spender, bought a total of five minutes time to air nine different commercials, followed by Pepsi-Cola with two and a half minutes of commercial time. Newcomers to the game included CareerBuilder.com, GoDaddy.com and Silestone, among others. Madison Avenue traditionally regards the Super Bowl as its annual opportunity to strut its stuff. Collectively, its clients spent an estimated \$142 million to appear in the game, not even counting the Kick-Off and Post-Game shows. Was this a good investment or simply a display of corporate ego?

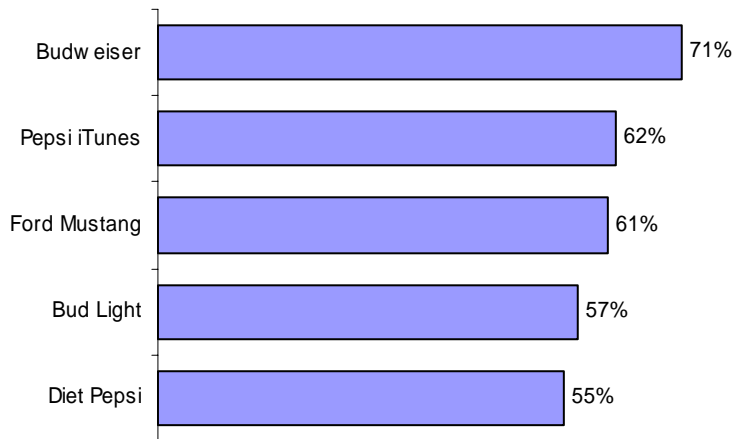
Media pundits have already voiced their subjective opinions of individual Super Bowl commercials, but now survey results based on hard data are in from Gallup & Robinson, an advertising and marketing research firm in Pennington, New Jersey.

After last year's panoply of misbehaving animals and malfunctioning wardrobes, all eyes were on the level of taste displayed this year. Survey results suggest that the audience found this year's ads to be less

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Most Highly Recalled Brands



While these brands were all able to break through the competitive clutter, many others had particularly low next-day recall. Only 5% of respondents claimed to have seen the commercial for newcomer Silestone, which ranked last in the survey. This low score was perhaps due to the confusing nature of the ad, with retired athletes claiming to be “Diana Pearl.” Another poorly recalled commercial was for Michelob Amber Bock, claimed by only 15% of the sample. This ad most likely got lost among the nine other beer ads that appeared during the game.

But memorability isn’t everything. It’s also important to know how viewers liked the commercials and what affect they had on perceptions of their brands. The Mustang commercial and its frozen driver was the highest rated in likeability, and was most cited by viewers as their single favorite commercial. Mustang also received the highest rating in increasing viewers’ opinions about the brand. As did many of the best liked commercials, Mustang had an unusual and amusing execution. Unlike many of them, though, the execution vividly conveyed a key brand idea: the sheer joy of driving it, no matter what the weather. Anheuser-Busch’s salute to returning troops was rated as viewers’ second favorite commercial, and was first among women. A Heineken spot running in major markets showed Brad Pitt chased by paparazzi as he went out to

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Scott Purvis, Gallup & Robinson's President, remarked "It's clear that many advertisers this year consciously pulled back from the excesses displayed the year before. However, many still opted for sheer entertainment value at the expense of any meaningful linkage to their brands. Those that succeeded by our measures had sound branding strategies that communicated their benefits in striking ways in addition to having breakthrough executions."

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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 15 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.

