

## Our approach

Most Super Bowl surveys look at one dimension of successful advertising; whether or not the respondent liked the ad. While likeability is indeed a valid measure of an ad's effectiveness, it is not the only measure. a&g has developed another scale that attempts to measure how meaningful the ad was. The measures we've identified are ones that we have found to predict the success of an ad in market. These measures are by no means complete, but they do help us identify successful ads the other surveys may have missed. **A score of 20 is a perfect score.**

## Methodology

An online survey was used. Ads were posted at the end of each quarter. Respondents were invited to take a survey each quarter.

Respondents found out about the survey through email invitation, Twitter, Facebook, and ads on NECN. We had a total of 291 respondents with at least 100 completes per ad. Respondents were from across the country though a heavy concentration came from the North East region. We skewed female.

Survey was launched at 5PM EST February 1, 2009 and closed 11:15AM EST February 2, 2009.

## Key findings

### Unusual times call for unusual Super Bowl advertisers

- & Cash4Gold is a perfect example of this. They bought a 60 second direct response ad inviting people to send in their gold for cash—a bold move that was unthinkable just a year ago.
- & Job search sites also had a strong presence, with Monster scoring the top spot on our Most Meaningful (MM) list.
- & And challenger brands in the car industry, like Audi and Hyundai, also pushed ahead in their quest to steal market share while the big 3 are refocusing.

### The winning ads acknowledged the multigenerational nature of today's Super Bowl audience and embraced sentimental, personal interest stories

- & This year we saw ads that appealed to a much broader audience. Our winners appear to have embraced the multigenerational

family as audience and put forth messages that were touching and inspiring while sometimes humorous, too.

- & Common themes were reclaiming control, refreshing or renewing oneself, and enjoying life. We believe we will see more inspiring and moving advertising in the year to come as we all brace ourselves against the worsening economy.

### The losers continued to appeal to the lowest common denominator and used sex or dumb humor in a way that polarized and offended.

- & The losers on the MM list failed because they were appealing to the all-male audiences of Super Bowls of the past; ads that appealed to the lowest common denominator received low scores on almost all measures. These days, men are as likely to be offended by ads that disrespect women or the values we hold dear.

## How the ads stack up:

### Most meaningful VALUE, RESPECT, RESPOND, FIT

name	score
1. <b>Monster:</b> "Double Take"	16.86
2. <b>Coke:</b> "Heist"	16.57
3. <b>NFL:</b> "Super Ad: Usama Young"	16.32
4. <b>Budweiser:</b> "Clydesdales Generations"	15.91
5. <b>Pedigree:</b> "Crazy Pets"	15.81

### Least meaningful VALUE, RESPECT, RESPOND, FIT

name	score
1. <b>Godaddy.com:</b> "Enhanced"	10.23
2. <b>Godaddy.com:</b> "Shower"	10.76
3. <b>Cash4Gold:</b> "Heere's Money"	12.49
4. <b>Pepsi:</b> "Pepsuber"	12.81
5. <b>Doritos:</b> "Power of the Crunch"	13.30

## Most meaningful, ad-by-ad:

### 1. **Monster:** "Double Take" (16.86)



Perhaps it was the clear depiction of what isn't fair with the world – where the bosses in the corner office have the seemingly perfect life while the rest of us are cheated. The promise that there are, in fact, jobs out there. Or the unexpected appearance of the moose's rear that made us laugh and grateful that our jobs aren't that bad. Whatever the reason, this Monster spot was the highest performer on our MM scale.

*"Boy... if you have ever had a job you didn't like this is exactly what it feels like. This commercial really hit the nail on the head."*

*"Great commercial, with everyone needing jobs right now."*

*"When I saw the back part, it made me laugh!"*

*"nothing like a moose's ass to make you put your job in perspective."*

- & 73% felt it respected who they are and what they believe
- & 80% felt the value was clearly communicated
- & 82% felt it gave a reason to respond
- & 83% felt it fit with the big game

### Measures of Meaningful Message™

**VALUE.** The commercial clearly portrays the VALUE of the product or service advertised

**RESPECT.** The commercial is RESPECTFUL of who I am and what I believe.

**RESPOND.** The commercial clearly communicates a reason to RESPOND.

**FIT.** The commercial FITS in with the Super Bowl and it makes sense that it ran there.

## 2. Coke: "Heist" (16.57)



At once both grand and intimate, the Coke ad was able to communicate a lot without saying a word. This ad evoked the emotions of a lazy summer day. Oh, and visually made everyone want to reach for a nice, cool Coke. This ad excelled on all four dimensions of the MM score, with more than 4 out of 5 agreeing that the ad was respectful. Never underestimate the power of a beautiful, highly visual ad.

*"The color, the music, all gorgeous. It was whimsical and clever. Beautiful graphics."*

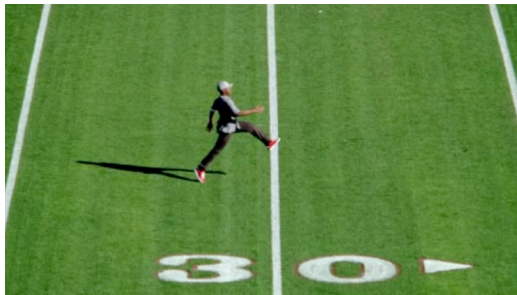
- & 69% felt there was a reason to respond
- & 75% felt the value was clearly portrayed

*"Excellent—left me with a very good feeling about the product (and thirsty for one!)"*

- & 78% felt the ad fit with the Super Bowl
- & 83% felt it was respectful of who they are and what they believe

**Related category:** Pepsi's "Refresh Anthem" just narrowly missed our top 5 with an MM score of 15.75. With their notion of refreshing the world, Pepsi is riding the wave for a cultural renewal. Though a wonderful anthem spot, this ad appeared to have fallen short of its competitor by not as clearly communicating the value of the product (62% agreed v. Coke's 75%) and didn't give a reason to respond (60% v. Coke's 69%). It is interesting to note, however, that where a vast majority of viewers felt the Coke ad respected them (83%) only 73% felt the Pepsi spot did the same.

## 3. NFL: "Super Ad: Usama Young" (16.32)



A classic American dream tale of one man's unflinching belief in his own greatness earned this spot the number 3

slot in our MM top 5. Americans are once again looking for the everyday heroes and derive strength from the stories of those who have succeeded before us. This ad, however, excelled because it fit so well with the Super Bowl event. (85% felt this ad fit with the Super Bowl)

*"Every armchair quarterback's dream."*

*"It's about passion, told with real, non-manufactured humor. But ultimately, we're all watching the NFL right now... so, you probably don't have to sell me really hard on it, do ya?"*

## 4. Budweiser: "Clydesdale Generations" (15.91)



With moving images and a message that we all need right now, Budweiser was once again able to stir people in a meaningful way while keeping with the spirit of the Super Bowl itself.

People are looking for reasons to have faith in America and pride in their own ancestry.

*"Pushed a "patriotic" and "ethnic loyalties" button"*

*"This was funny but also said something about heritage and pride of ancestry"*

- & 76% believed this respected who they are and what they believe
- & 82% felt this was appropriate for the Super Bowl, mostly because the Clydesdales are so closely associated with the big event

## 5. Pedigree: "Crazy Pets" (15.81)



Likeable, entertaining and unexpected, this ad scored high on our MM index in large part because it highlights Pedigree's social responsibility initiative in a way that supports what Pedigree is best known for, their love of dogs. By promoting their adoption drive agenda but in an entertaining way, Pedigree was able to score high on all 4 measures.

*"This was a great commercial that shows that companies do more than make money."*

*"Pedigree does such a good job supporting their brand message that they genuinely love dogs"*

- & 68% agreed portrayed the value of Pedigree
- & 68% agreed it was respectful
- & 73% felt that it gave a reason to respond
- & And 66% felt that it fit in with the big event

**In a similar vein:** Kellogg's "Plant a Seed" narrowly missed our top 5 with a score of 15.72. Like the Pedigree spot, Kellogg's took this opportunity to build its brand by highlighting the ways in which it helps children grow—a message that no doubt is meant to combat the belief that Kellogg's products are not that good for children nutritionally speaking.

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## Least meaningful, ad-by-ad:

1. **Godaddy.com: "Enhanced"** (10.23)
2. **Godaddy.com: "Shower"** (10.76)



Taking the number 1 and 2 least meaningful slots in our MM study, both Godaddy ads appeared to fail to connect with the audience for a number of reasons, but the primary being that they were disrespectful of women. While women overwhelmingly disliked this ad, some men found it to be disrespectful, too.

- & 58% of both men and women found the "Enhanced" ad to be disrespectful, but more women were on the far end of the spectrum and "disagreed a lot" with our respect statement than men.

*"raunchy"*

*"they need a new angle"*

While technically there was a reason to respond, most felt it had nothing to do with the product and 49% disagreed there was a reason to respond.

*"the 'reason' to respond was to see what you could not see on TV, nothing to do with product"*



***"catering to the lowest common denominator male attitude"***

### 3. Cash4Gold: “Heere’s Money” (12.49)



Unlike our top performing ads, this one reminded us of the problems we face as individuals and as a country. Sure, it was done in a humorous way, but do we really want to know that Ed McMahon is selling his gold for money? We already knew M.C. Hammer need money, but Ed too?

- & 43% felt the value of Cash4Gold was portrayed. But most people neither agreed nor disagreed with our 4 MM measures

### 4. Pepsi: “PepSuber” (12.81)



Pepsi may have suffered from higher expectations among the viewers. While most felt this ad was funny, many said they felt “let down” or were “not impressed” by Pepsi this year. This ad seemed to miss the mark the most on depicting the value of Pepsi (only 32% agreed the value was communicated) and giving a reason to respond (33% felt there as a reason to respond).

*“sort of a contrast to the message that you want to give. Relax and it will all go to hell???”*

### 5. Doritos: “Power of the Crunch” (13.30)



This was one of those likeable ads that may have polarized just enough people (read parents with kids in the room). This ad is in keeping with the Super Bowl (64% felt it fit) in that it was entertaining, surprising, and about something that many people were probably eating at the time. Many felt the message was clearly communicated, but enough people felt it featured unnecessary nudity, a traumatizing ending, and just “dumb” humor that this spot made it into our bottom 5 MM ads.

*“If I associate Doritos with awesome things happening, and not having Doritos with getting hit by a bus, aren’t I more likely to buy Doritos? I think I’m more likely to buy some Doritos after seeing that ad.”*

*“Terrible! Disrespectful. A losing ad.”*

*“obviously the work of an amateur, voted on by the general public. They watch reality TV. They also vote for crap like this. Dumb”*

## Full Rankings:

	name	score		name	score
1.	<b>Monster:</b> "Double Take"	16.86	27.	<b>Cars.com:</b> "David Abernathy"	14.72
2.	<b>Coke:</b> "Heist"	16.57	28.	<b>Hyundai:</b> "Contract"	14.66
3.	<b>NFL:</b> "Super Ad: Usama Young"	16.32	29.	<b>Taco Bell:</b> "Overrated"	14.54
4.	<b>Budweiser:</b> "Clydesdales Generations"	15.91	30.	<b>Pepsi:</b> "I'm Good"	14.53
5.	<b>Pedigree:</b> "Crazy Pets"	15.81	31.	<b>Cheetos:</b> "Chester the Cheetah"	14.51
6.	<b>Pepsi:</b> "Refresh Anthem"	15.75	32.	<b>Castrol Oil:</b> "Edge Monkeys"	14.50
7.	<b>Kellogg's:</b> "Plant a Seed"	15.72	33.	<b>Sobe:</b> "Lizard Lake 2D"	14.44
8.	<b>Bridgestone:</b> "Hot Item"	15.70	34.	<b>Bud Light:</b> "Drinkability"	14.43
9.	<b>Monster:</b> "Director of Fandemonium"	15.67	35.	<b>Overstock.com:</b> "Bling and Boozer"	14.36
10.	<b>Budweiser:</b> "Clydesdale Stick"	15.61	36.	<b>E*Trade:</b> "Talking Baby"	14.34
11.	<b>Bridgestone:</b> "Taters"	15.60	37.	<b>H&amp;R Block:</b> "Death and Taxes"	14.23
12.	<b>NFL:</b> "Football Season Never..."	15.60	38.	<b>Toyota:</b> "Faces"	14.22
13.	<b>Universal Studio Parks:</b> "Inner Hero"	15.59	39.	<b>Audi:</b> "Chase"	14.06
14.	<b>CareerBuilder.com:</b> "Tips"	15.57	40.	<b>GE:</b> "Scarecrow"	14.03
15.	<b>Denny's:</b> "Thugs"	15.50	41.	<b>Coke Zero:</b> "Mean Troy"	13.97
16.	<b>GE:</b> "Wind Energy"	15.32	42.	<b>Miller High Life:</b> "One Second Ad"	13.97
17.	<b>Budweiser:</b> "Clydesdale Circus"	15.22	43.	<b>Doritos:</b> "Crystal Ball"	13.87
18.	<b>Sprint:</b> "Roadies"	15.21	44.	<b>Visio:</b> "Take a Look"	13.73
19.	<b>Coke Classic:</b> "Avatar"	14.93	45.	<b>Budweiser Light:</b> "Swedish"	13.60
20.	<b>Hyundai:</b> "Angry Bosses"	14.91	46.	<b>Bud Light:</b> "Meeting"	13.46
21.	<b>Hulu:</b> "Alec in Huluwood"	14.89	47.	<b>Doritos:</b> "Power of the Crunch"	13.30
22.	<b>Teleflora:</b> "Talking Flowers"	14.86	48.	<b>Pepsi:</b> "PepSuber"	12.81
23.	<b>Priceline.com:</b> "Negotiator"	14.83	49.	<b>Cash4Gold:</b> "Heere's Money"	12.49
24.	<b>Toyota:</b> "Killer Heat"	14.82	50.	<b>Godaddy.com:</b> "Shower"	10.76
25.	<b>Bud Light:</b> "Bud Light Lime"	14.74	51.	<b>Godaddy.com:</b> "Enhanced"	10.23
26.	<b>Gatorade:</b> "Tiger"	14.72			



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