

## How are Americans reacting to the best of the Super Bowl ads?

Coca Cola 'Seige'



Cars.Com 'Talking Cars'



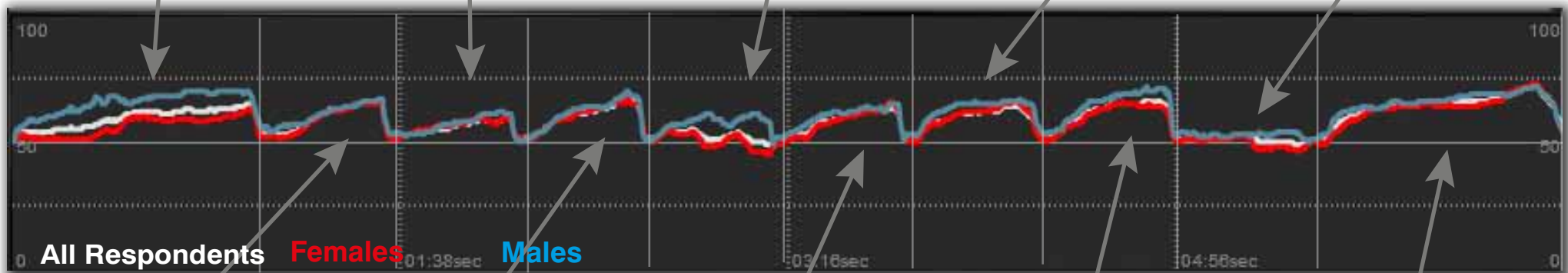
Doritos 'Best Part'



eTrade 'Baby Tailor'



HomeAway.com 'DeTourism'



CareerBuilder 'Parking'



Snickers 'Logging'



Volkswagen 'Black Beetle'



PepsiMax 'Love Hurts'



Volkswagen 'The Force'



Roy Morgan Research has tested ten of the best Super Bowl ads with *The Reactor* - an online device that continuously measures respondents' *reactions*. Hundreds of American consumers have recorded their *reactions* with

the *Reactor* slider-bar. The Roy Morgan *Reactor* has tested thousands of ads over the last 20 years. *Reactor* ad tests will soon be available through Commercial Monitors. For details email [Reactor@roymorgan.com](mailto:Reactor@roymorgan.com).