

# Roy Morgan

— International —

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## **BUDWEISER SUPERBOWL TV AD SCORES BEST ON ROY MORGAN REACTOR**

Since Sunday night (February 3), Roy Morgan International has been testing some of the ads that appeared during the Superbowl, using their *Online Reactor*. [The graph represents average scores of hundreds of respondents who reacted to the commercials](#), second-by-second, using a slider-bar to continually record likeability scores between 0 and 100.

In view of the fact that advertisers reportedly paid about \$100,000 per second, some of them might be wishing they'd had them *Reactor* tested before Sunday night! None of the commercials made it into the *Reactor's Hot Spot Zone* (between 75 and 100).

The highest score among the five TV commercials tested was 63 for both **FedEx** and **Budweiser**, but the highest average for an entire commercial was for Budweiser, with an average score of 58.

Among those who wanted the **New York Giants** to win, the Budweiser commercial had the highest average score at 59, peaking at 64. Those who wanted the **New England Patriots** to win also thought the Budweiser commercial was the best of those tested, with an average score of 61 and a peak score of 69.

	Total*		Wanted NY Giants to win		Wanted New England Patriots to win	
	Average Score	Highest Score	Average Score	Highest Score	Average Score	Highest Score
<b>PepsiMax</b>	56	61	57	61	58	67
<b>Budweiser</b>	58	63	59	64	61	69
<b>FedEx</b>	54	63	56	64	52	69
<b>GM</b>	56	59	56	59	58	63
<b>PepsiCo</b>	52	57	53	59	51	59

\* Includes 25% who didn't give a response on the question of "Who'd they like to win"

Sample: 315 Americans aged 18+;

Interviewed: February 4-7, 2008.

Detailed analysis of the Roy Morgan *Reactor* on 'Superbowl Ads' is available for \$9,800.

To purchase or enquire about the CD-ROM contact Luke Griffiths on +61 3 9223 2466 or visit the Roy Morgan Online Store (<https://store.roymorgan.com/home.php?cat=663>).

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FOR IMMEDIATE RELEASE

Females



Males

Americans give their *reactions* to a selection of Superbowl ads.  
Were they *really* worth \$100,000 per second?

