



Super Bowl: *Does it Deliver?*

Ipsos-ASI, Inc.
February 5, 2002



Summary Results

- While much research and many polls have focused on how well-liked or popular the ads in the Super Bowl are, advertisers care about whether the ads leave an enduring impression with the viewer.
- Ipsos-ASI conducted research with male TV viewers to determine if the Super Bowl delivers as a more effective advertising medium than other football games.

Key Findings:

- 45% of the audience reported to have watched all the 56 paid ads in any given quarter during the Super Bowl compared with only 9% for the Monday Night Football and NFC Championship games.
- 88% could remember the name of at least one of the advertisers in the Super Bowl while only 29% could remember an advertiser from Monday Night Football and 33% from the NFC Championship.

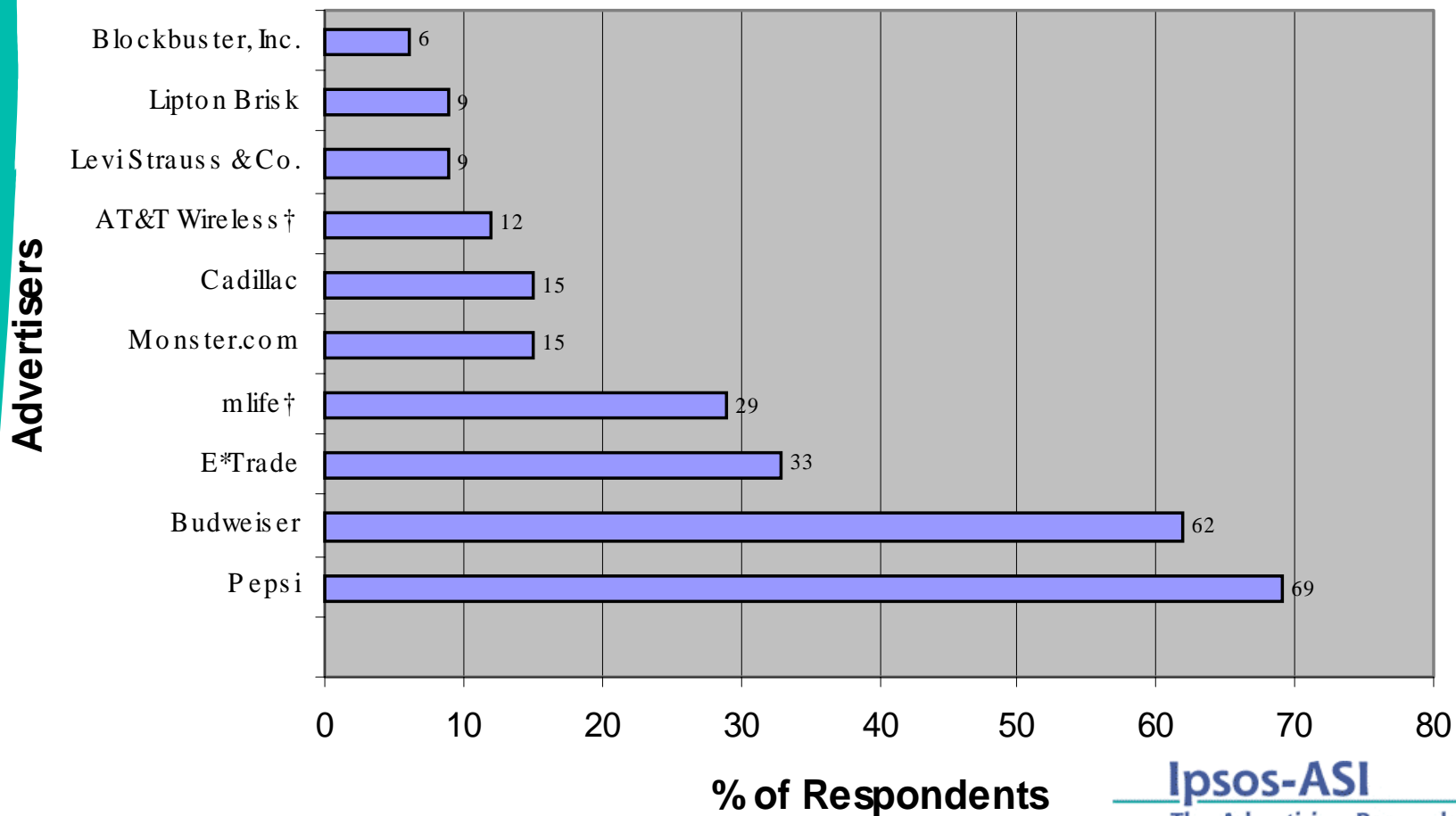
- **Key Findings (cont'd):**

- The average viewer could remember 3.2 advertisers on the Super Bowl compared to less than one for Monday Night Football and the NFC Championship.
- 32% claimed to have watched all the ads during the halftime show. Only 9% watched all the ads during halftime of the Monday Night Football game and 13% for the NFC Championship game.
- Pepsi and Budweiser fared the best during the Super Bowl. Two-thirds of the audience could remember their advertising. Budweiser had been the most well-remembered in the two other games tracked, but only about 10% could even recall seeing their advertising the next day.



The Super Bowl Top 10

Super Bowl Top 10 Most Well Remembered



† - AT&T and mlife together yielded 38% of respondents mentioning.

Number of Advertisers Remembered

	<u>Monday Night Football</u>	<u>NFC Championship</u>	<u>Super Bowl</u>
Average Number of Advertisers Played Back	0.5	0.5	3.2
Number of Respondents who Could Name One or More Advertisers	29%	33%	88%

As compared to other games, 3 times as many respondents could name any advertiser in the Super Bowl, and remembered on average 6 times as many specific advertisers.

Commercial Attention

% of Respondents who Claimed to Watch
All Commercials in a Quarter

	<u>Monday Night Football</u>	<u>NFC Championship</u>	<u>Super Bowl</u>
	%	%	%
1st Quarter	8	9	48
2nd Quarter	7	8	46
3rd Quarter	9	8	41
4th Quarter	13	10	43

As compared to other games, the Super Bowl is a tremendous media for advertisers, delivering significantly higher attention to the commercials.

% of Respondents
who Claimed to
Watch All
Commercials

	<u>Super Bowl</u>
	%
Average Quarter During the Game	45
Pre-game	32
Halftime	40
Post-game	24

The higher commercial attention seen in the Super Bowl comes through before and after the game, and especially at halftime.

Viewing Behavior

How Much of the Game Did You Watch?

	<u>Monday Night Football</u>	<u>NFC Championship</u>	<u>Super Bowl</u>
	%	%	%
Whole Game	49	61	77
Whole Game Plus Halftime	42	49	60

For the Super Bowl, more people are watching more of the game.

Viewing Behavior

How Often Have You Watched/Attended NFL Football Games This Season?

	<u>Monday Night Football</u>	<u>NFC Championship</u>	<u>Super Bowl</u>
	%	%	%
Fanatics (Every/Almost Every Week)	82	71	63
Moderate (Sometimes/ Occasionally)	18	29	37

The Super Bowl attracted a broader audience as compared to other season games.

Viewing Behavior

Where Did You Watch the Game?

	<u>Monday Night Football</u>	<u>NFC Championship</u>	<u>Super Bowl</u>
	%	%	%
In Your Home	83	79	72
In Someone Else's Home	9	13	22
In a Public Location (Club, Bar, Airport, etc.)	8	8	6

Super Bowl viewers are more likely to watch the game in a group environment, at someone else's home.



Viewing Behavior

How Many Other People Watched With You?

	<u>Monday Night Football</u>	<u>NFC Championship</u>	<u>Super Bowl</u>
	%	%	%
None	37	29	14
One	26	23	27
2 or More	37	48	59

Super Bowl viewers are significantly more likely to watch the game with two or more other people, indicating that traditional ratings may underreport viewership.

- **Ipsos-ASI conducted Internet interviews with adult males, 18-60 on the day after each game.**
- **A total of 898 males were interviewed in three waves:**
 - **Monday Night Football game between New Orleans and St. Louis**
 - **The NFC Championship Game between St. Louis and Green Bay**
 - **Last Sunday's Super Bowl between New England and St. Louis**



About Ipsos-ASI

- **Ipsos-ASI is the premier global provider of advertising research solutions for advertisers around the world.**
- **Offices in 15 countries with revenues nearing \$100 million**
- **Member of the Ipsos group of companies, the fourth largest custom market research firm in the world**