

"Impact of Super bowl Advertising on Changes in Viewers' Brand Attitudes "

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Pre- and post-game testing of game viewers' familiarity and likeability of brands advertised during the Super Bowl games has provided important directions regarding how brands benefit from Super Bowl exposure. Some findings from such pre- and post-game comparisons during Super Bowls XXXV and XXXVII are described below.

Using their proprietary Cyberleague panel, Clickin Research recruited respondents and collected information regarding TV viewing habits, Internet habits, sports affinity, brand affinity, advertising exposure prior to Super Bowl XXXV and Super Bowl XXXVII, as well as actual game-day activities and practices. Clickin used a two-phase method of online data collection. Prior to game day, phase I assessed respondents' familiarity and likeability of brands that would advertise during the Super Bowl. After the airing of the Super Bowl, phase II assessed the familiarity and likeability of brands of those same respondents who had participated in phase I and viewed the Super Bowl game. This two-phase within-subjects design allowed for a pre- and post-test comparison of brand familiarity and likeability. Using the pre and post scores, analyses focused on examining changes in brand familiarity and likeability of the brands advertising during the Super Bowl.

Three major findings revealed implications for advertisers, marketers, and media professionals. The ad impact study during Super Bowl XXXVII found that advertising frequency during the game was positively correlated with gains in likeability for established brands among viewers who watched the entire game. The ad impact study of Super Bowl XXXV found that less well-known brands experienced big gains in familiarity during the Super Bowl for single

From:

"Super Bowl XXXVII – Ad Impact". January 31, 2003. Prepared by Clickin Research, Inc.

"Super Bowl XXXV – Ad Impact". January 31, 2001. Prepared by Clickin Research, Inc.

exposures. Furthermore the ad impact study of Super Bowl XXXV revealed that the impact of some Super Bowl ads on viewer attitudes is different for various market segments.

Advertising frequency during the game is positively correlated with gains in likeability for established brands among viewers who watch the entire game .

Pre- and post-game measurements of likeability (Likert scale) for Super Bowl XXXVII showed that Budweiser and AT&T, who aired commercials more frequently throughout the game than other brands tested, showed the highest gains in likeability of all participating brands.

The Budweiser ads and brand received the highest scores in likeability among viewers who watched the entire game and saw the Budweiser brand advertised in each quarter.

Budweiser aired commercials during each quarter during the game. Likeability was smaller among viewers who saw fewer portions of the game and higher among viewers who saw the entire game. With commercials in each quarter, Budweiser benefited from the airtime gaining one of the highest scores in improvements in both likeability and recognition, compared to pre-game scores.

Likeability Gains for Full and Partial Game Viewing Super Bowl XXXVII		
Brand	Likeability gain: Viewers of entire game	Likeability gain: Viewers of one half of game
Budweiser	5.2%	3.2%

Likeability of the AT&T brand grew more among people who saw both AT&T commercials during the game; it grew even more among the viewers who saw the commercials and watched the AT&T sponsored half-time show.

AT&T aired commercials during two of the four quarters of the game. Likeability was lower among viewers who only viewed the two quarters in which AT&T aired their ads, and higher among viewers who saw both these quarters as well as the AT&T sponsored half-time show. AT&T also benefited from the additional airtime gaining one of the highest scores in improvements in both likeability and recognition, compared to pre-game scores.

From:

*“Super Bowl XXXVII – Ad Impact”. January 31, 2003. Prepared by Clickin Research, Inc.
“Super Bowl XXXV – Ad Impact”. January 31, 2001. Prepared by Clickin Research, Inc.*

Likeability Gains for Full and Partial Game Viewing Super Bowl XXXVII		
Brand	Likeability gain: Viewers of relevant quarters	Likeability gain: Viewers of relevant quarters + half time show
AT&T	4.2%	5.0%

Less well-known brands experienced big gains in familiarity during the Super Bowl.

Among the brands studied in Super Bowl XXXV, gains in familiarity were higher for less well-known (as seen in pre-game measures) brands - Accenture, EDS, Cingular, E-trade.

Familiarity Gains Among Well-Known and Less-Known Brands Super Bowl XXXV	
Brand	Familiarity Gain
Accenture	6.8 %
EDS	4.5 %
Cingular	9.7 %
E-Trade	5.5 %
IBM	-5 %
Verizon	0 %

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Likeability gains varied for different market segments.

During Super Bowl XXXV, Accenture was successful at reaching its target audience. Accenture experienced the largest proportional increase in post-game likeability (among other brands advertised) within their target audience of mature business professionals.

Likeability Gains by Market Segment Super Bowl XXXV		
Brand	Likeability Gain among mature business professionals	Likeability Gain among all viewers
Accenture	11.6%	3.8%
Cingular	10.4%	7.4%
IBM	9.9%	.7%
Verizon	9.3%	22%
E-Trade	7.3%	8.9%
EDS	6.4%	4.9%

From:

*“Super Bowl XXXVII – Ad Impact”. January 31, 2003. Prepared by Clickin Research, Inc.
“Super Bowl XXXV – Ad Impact”. January 31, 2001. Prepared by Clickin Research, Inc.*