



# The Super Bowl Scores for Advertisers

Ipsos-ASI, Inc.  
January 28, 2003



## Summary Results

- The results of Ipsos-ASI's annual Super Bowl study are in, and once again, the Super Bowl delivers!
- Male television viewers, not only watched the advertisements during the Super Bowl, but were able to recall many of the ads aired throughout Super Bowl XXXVII.
- Ipsos-ASI conducted research with adult male viewers to determine if the Super Bowl delivers a more effective advertising medium than other college bowl games or the AFC Championship.



## Summary Results

### Key Findings:

- The study found that male viewers were three times more likely to report having watched all the advertisements in a given quarter, compared to men watching college bowl games or the AFC Championship game. They were also able to accurately describe up to four times as many advertisements.
- The study found that 37% of the males surveyed, reported to have watched all of the 60-or so paid ads in any given quarter during the Super Bowl, compared with only 4% for the Rose Bowl, 13% for the Fiesta Bowl, and 7% for the AFC Championship game.
- 48% of males surveyed claimed to have watched all the ads during the Super Bowl halftime show – up from 40% in 2002. By comparison, only 14% watched all the ads during halftime in the Rose Bowl, 21% during the Fiesta Bowl and 16% for the AFC Championship game.



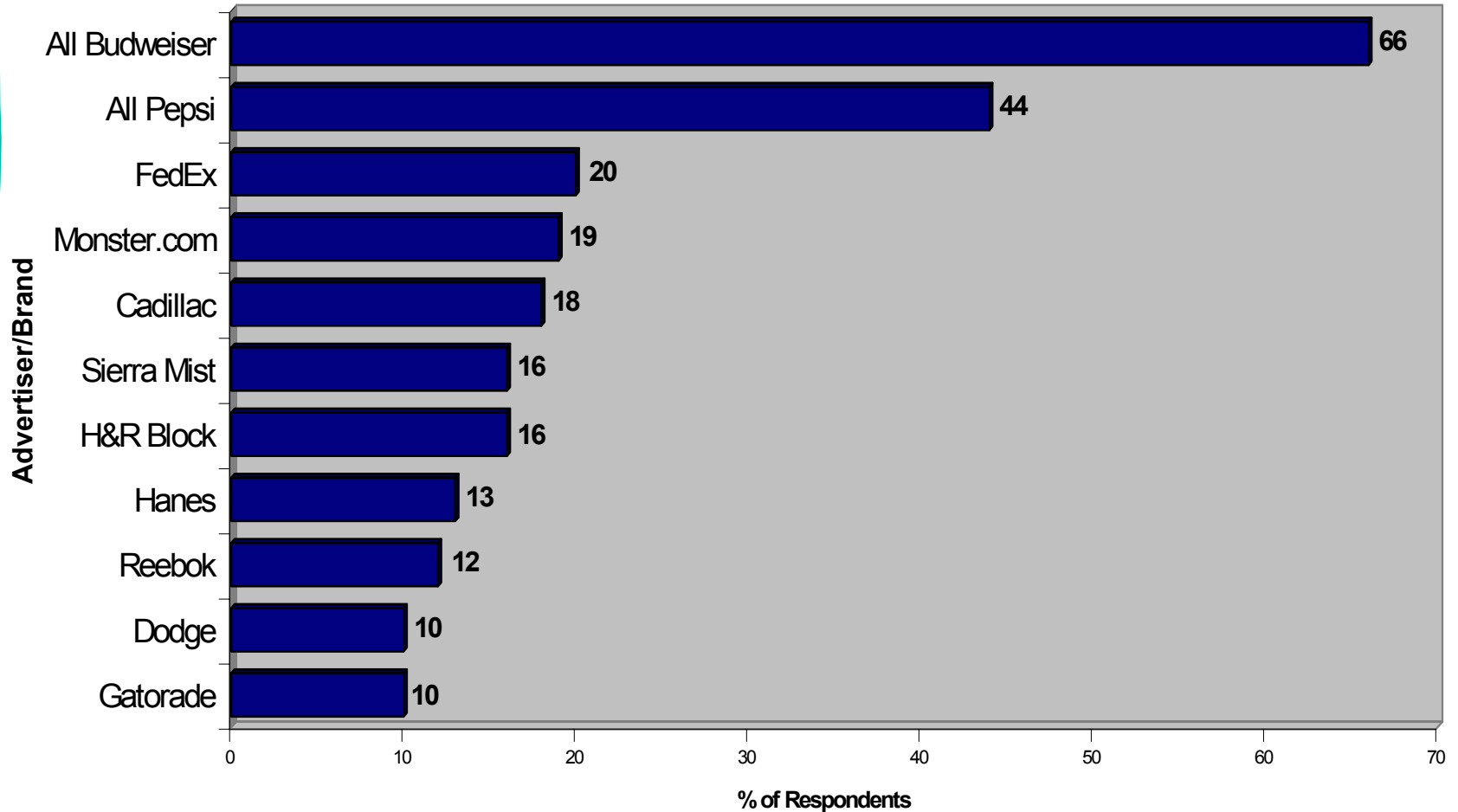
## Summary Results

### Key Findings (cont'd):

- While Super Bowl advertisers often launch PR campaigns to create hype behind their advertising, the study showed that those males that remembered seeing publicity for ads (prior to the Super Bowl) were less likely than average to remember advertisements aired during the Super Bowl.
- Once again, Pepsi and Budweiser came out on top. The ads aired by these two beverage giants were remembered more than twice as much as any other ad.



# The Super Bowl Advertisers Most Well Remembered





## Number of Advertisers Remembered

- As compared to other games, 3 times as many respondents could name any advertiser in the Super Bowl. In addition, the average number of ads viewers remembered, increased from last year's Super Bowl.

	<u>Rose Bowl</u>	<u>Fiesta Bowl</u>	<u>AFC Championship</u>	<u>2003 Super Bowl</u>	<u>2002 Super Bowl</u>
Average Number of Ads Played Back	0.85	1.21	1.26	<b>3.52</b>	3.2
Number of Respondents who Could Name One or More Ad	33%	53%	54%	<b>87%</b>	88%



# Prior Knowledge of Super Bowl Ads

- Advance Super Bowl hype did not necessarily improve recall. 39% claimed prior knowledge of Super Bowl advertising.

Do You Remember Seeing/Hearing/Reading Information about Specific Ads Prior to the Game?

% of Respondents who Claimed to see/hear/read information prior to the Superbowl

	<u>2003</u> <u>Super Bowl</u> %
Had prior knowledge and identified an ad	75
Total sample who identified an ad	87



# Commercial Attention

- As compared to the other high profile 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 in the game

	<u>Rose Bowl</u> %	<u>Fiesta Bowl</u> %	<u>AFC Championship</u> %	<u>2003 Super Bowl</u> %
Entire game (including halftime)	4	13	7	37





# Commercial Attention

- The higher commercial attention seen in the Super Bowl comes through before and after the game, and especially at halftime. The attention is higher for this year's game compared to last year's.

% of Respondents who Claimed to Watch All Commercials in the period

	<u>2003</u> <u>Super Bowl</u> %	<u>2002</u> <u>Super Bowl</u> %
Halftime	48	40
Pre-Game show	37	32
Post-Game show	24	24



# Viewing Behavior

- Significantly more males watched the entire Super Bowl this year compared to 2002.

How Much of the Game Did You Watch?

	<u>Rose Bowl</u> %	<u>Fiesta Bowl</u> %	<u>AFC Championship</u> %	<u>2003 Super Bowl</u> %	<u>2002 Super Bowl</u> %
Whole Game	61	63	72	<b>83</b>	77
Whole Game Plus Halftime	52	55	56	<b>71</b>	60



# Viewing Behavior

- The Super Bowl attracted a broader audience as compared to other high-profile games.

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

	<u>Rose Bowl</u> %	<u>Fiesta Bowl</u> %	<u>AFC Championship</u> %	<u>2003 Super Bowl</u> %	<u>2002 Super Bowl</u> %
Fanatics (Every/Almost Every Week)	78	77	86	71	63
Moderate (Sometimes/ Occasionally)	19	19	15	29	37



# Viewing Behavior

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

Where Did You Watch the Game?

	<u>Rose Bowl</u> %	<u>Fiesta Bowl</u> %	<u>AFC Championship</u> %	<u>2003 Super Bowl</u> %	<u>2002 Super Bowl</u> %
In Your Home	79	87	87	74	72
In Someone Else's Home	20	9	10	24	22
In a Public Location (Club, Bar, Airport, etc.)	6	7	7	5	6



# Viewing Behavior

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

How Many Other People Watched With You?

	<u>Rose Bowl</u> %	<u>Fiesta Bowl</u> %	<u>AFC Championship</u> %	<b><u>2003 Super Bowl</u></b> %	<u>2002 Super Bowl</u> %
None	24	31	24	<b>14</b>	14
One	23	26	26	<b>22</b>	27
2 or More	52	42	48	<b>61</b>	59



## Methodology

- Ipsos-ASI conducted Internet interviews with adult males, 21-60 on the day after each game.
- A total of 1,201 males were interviewed in four waves:
  - ◆ The Rose Bowl: January 1, 2003
  - ◆ The Fiesta Bowl: January 3, 2003
  - ◆ The AFC Championship Game: January 19, 2003
  - ◆ The Super Bowl: January 26, 2003



## About Ipsos-ASI

- Ipsos-ASI is the premier global provider of advertising research solutions for advertisers around the world.
- Offices in 14 countries with revenues nearing \$100 million
- Member of the Ipsos group of companies, the third largest custom market research firm in the world
- For more information, please email us at [info@ipsos-asi.com](mailto:info@ipsos-asi.com)