

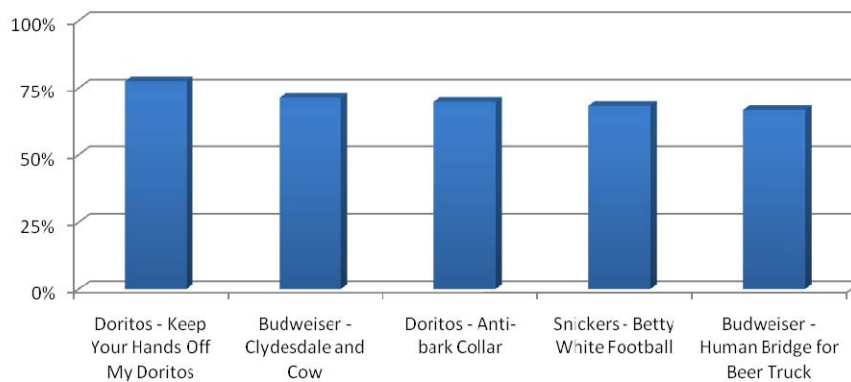


2010 Big Game Survey

Full Game Ad Results

Top 5 Performing Ads¹

The following ads were the top 5 highest rated ads during the Big Game. “Outstanding” and “Very Good” percentages were added together to create a composite score and sorted to reveal which ads performed the best.² Shown during the first half of the Big Game, Doritos’ “Keep Your Hands Off My Doritos,” which featured a boy warning his mom’s date about eating his Doritos, was the clear audience favorite among all ads.



<u>Big Game Ad</u>	<u>Description</u>	<u>Approval Score</u>
Doritos	Keep Your Hands Off My Doritos	78%
Budweiser	Clydesdale and Cow	71%
Doritos	Doritos – Anti-Bark Collar	70%
Snickers	Betty White Plays Football and Refuels	68%
Budweiser	Human Bridge for Beer Truck	67%

Winners by Demographics

The Doritos ad was the clear favorite among both males and females and respondents younger than 55 years of age. Among the 55+ age group, the Budweiser “Clydesdale and Cow” ad was the favorite.

The Winner by Gender

Male	Doritos (Keep Your Hands Off My Doritos) – 73%
Female	Doritos (Keep Your Hands Off My Doritos) – 80%

The Winner by Age

Under 25	Doritos (Keep Your Hands Off My Doritos) – 88%
25-34	Doritos (Keep Your Hands Off My Doritos) – 78%
35-54	Doritos (Keep Your Hands Off My Doritos) – 77%
55+	Budweiser (Clydesdale and Cow) – 88%

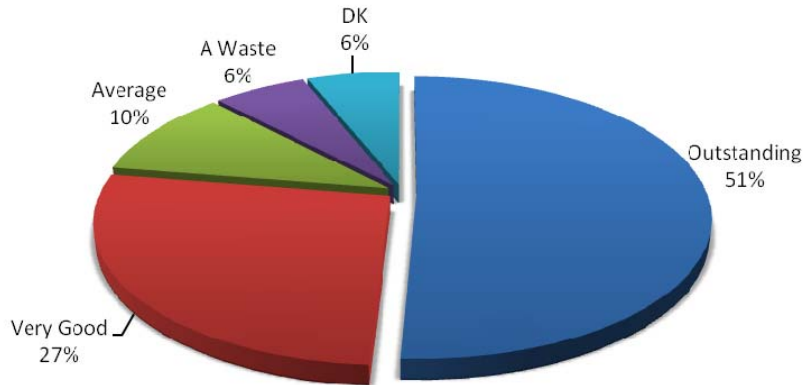
¹ Based on response from approximately 410 Iowa residents who had completed the study by 11:59 pm on Sunday, February 7, 2010.

² Refer to the appendix on Page 4 for a full breakdown of approval scores for all Big Game ads.

© Copyright 2010, Harvest Research Center



Best Performing Ad – Doritos (Keep Your Hands Off My Doritos)



Doritos (Keep Your Hands Off My Doritos) Approval
Composite Score of "Very Good" or "Outstanding"

Approval of the Doritos Ad by Gender

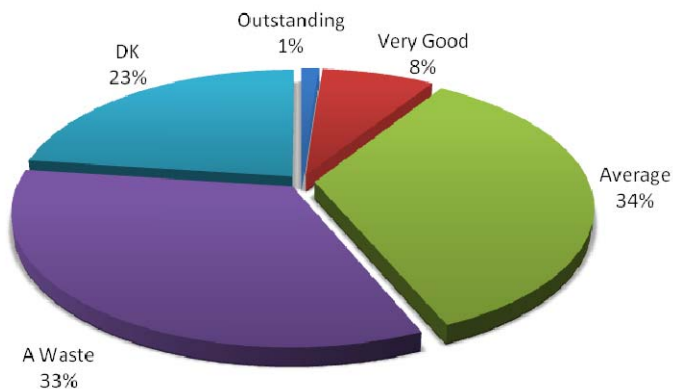
Male	73%
Female	80%

Approval of the Doritos Ad by Age

Under 25	88%
25-34	78%
35-54	77%
55+	73%



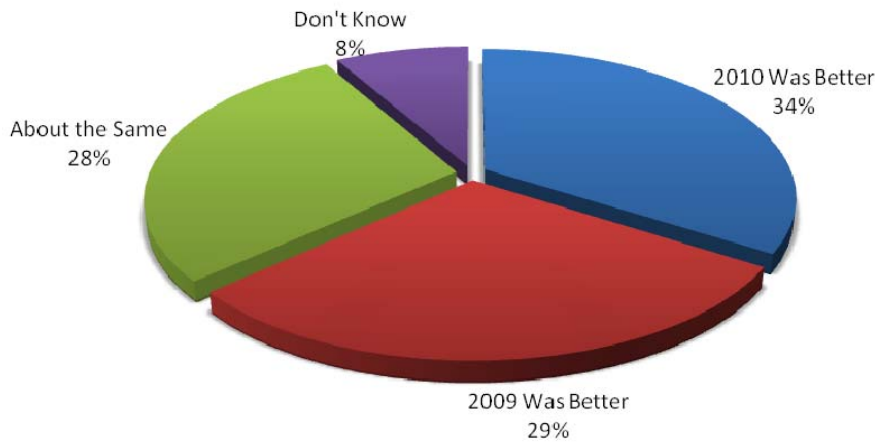
Worst Performing Ad – RoundUp (Showdown with Weeds)





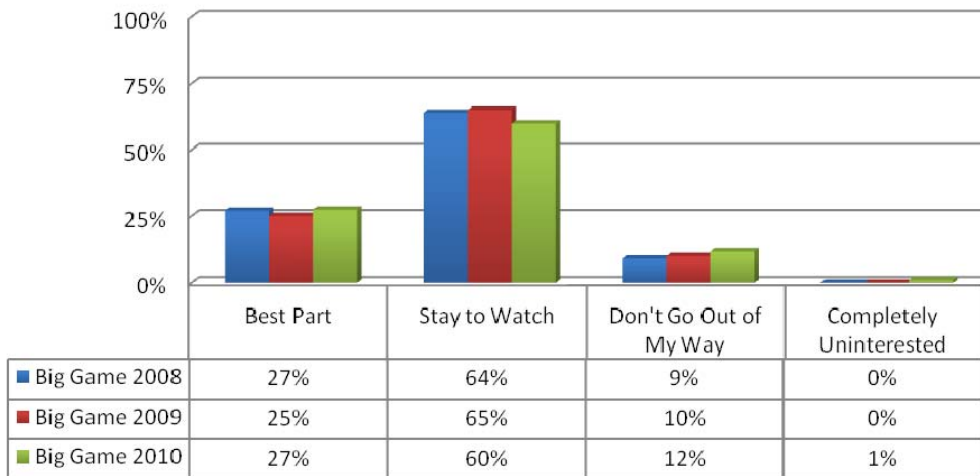
Perception of Ad Quality – Prior Year Comparison

“Based on what you have seen so far, how did these ads compare to last year’s ads?”



Interest in Big Game Ads – Year to Year Comparison

“Which of the following best describes your attitudes toward Super Bowl ads?”





Appendix: Comparative Scores for All Ads

The table below shows approval scores and aided recall scores for each spot, as well as a comparison of approval scores by respondent age and gender. The table is sorted by overall approval score.

Ad	Key Metrics		Approval by Age				Approval by Gender	
	Approval Score	Aided Recall Score	Under 25	25-34	35-54	55+	Male	Female
Doritos - Keep Your Hands Off My Doritos	78%	94%	88%	78%	77%	73%	73%	80%
Budweiser - Clydesdale and Cow	71%	98%	48%	56%	75%	88%	58%	78%
Doritos - Anti-bark Collar	70%	94%	80%	61%	74%	66%	70%	70%
Snickers - Betty White Football	68%	92%	56%	71%	72%	56%	70%	67%
Budweiser - Human Bridge for Beer Truck	67%	96%	64%	62%	70%	66%	66%	67%
eTrade - Talking Baby makes excuses	65%	97%	76%	63%	67%	59%	66%	65%
Volkswagen - Slug Bug	61%	94%	57%	63%	65%	43%	63%	60%
Hyundai - A warranty policy that is for sure	57%	95%	56%	61%	57%	50%	61%	55%
Doritos - Gym Locker Warrior	53%	93%	71%	58%	53%	42%	54%	53%
CareerBuilder - Casual Friday	53%	95%	48%	56%	53%	50%	59%	49%
Audi - Green Police	51%	95%	57%	49%	53%	49%	53%	51%
HomeAway - The Griswolds	50%	92%	43%	52%	50%	54%	51%	50%
eTrade - Talking Baby Calms friends	50%	93%	62%	48%	50%	49%	51%	50%
Bud Light - Lost	50%	93%	64%	37%	55%	45%	50%	50%
Denny's - Chickens Freak Out	50%	97%	24%	43%	51%	64%	50%	50%
Bud Light - BL can house	49%	90%	64%	52%	48%	44%	54%	47%
TruTV Full Contact - Punxsutawney Polamalu	49%	91%	60%	45%	52%	42%	55%	47%
Coca-Cola - Sleepwalking man	48%	94%	43%	36%	48%	64%	44%	50%
Denny's - Grand Slam meal giveaway	46%	98%	29%	39%	47%	57%	44%	47%
Bud Light - Book Club	44%	91%	57%	49%	44%	36%	47%	43%
KIA - Stuffed Party Animals	43%	92%	19%	42%	45%	45%	38%	45%
Dodge - Things Men Will Do	42%	91%	16%	44%	45%	39%	45%	41%
Google - Search On	42%	92%	33%	40%	44%	42%	38%	45%
kgb - Sumo wrestlers	42%	90%	48%	38%	44%	41%	46%	40%
Bridgestone - Killer Whale	42%	91%	36%	36%	44%	48%	38%	44%
Bridgestone - Evil-Doers	41%	86%	52%	35%	40%	48%	49%	37%
Doritos - Free Doritos Miracle	41%	93%	56%	44%	40%	30%	38%	42%
Bud Light - Scientist Party	40%	91%	56%	35%	41%	38%	46%	37%
Motorola - Tub Texting	40%	87%	43%	42%	41%	32%	52%	33%
Monster - A Fiddle Playing Badger's Good Life	39%	92%	44%	30%	41%	47%	39%	39%
Dr Pepper - A Little Kiss of Cherry	37%	92%	32%	34%	41%	30%	38%	36%



BIG GAME

ADVERTISING SURVEY

2010

Bud Light - Auto-Tune Party	36%	90%	52%	38%	38%	23%	34%	38%
Boost Mobile - Super Bowl Shuffle	34%	89%	36%	38%	35%	22%	31%	35%
FloTV - Personal TV	32%	87%	48%	37%	28%	31%	37%	29%
Emerald Nuts and Pop-Secret - Aquatic Show	32%	91%	24%	32%	31%	36%	36%	29%
Cars.com - Boy Genius	31%	87%	12%	28%	32%	36%	31%	30%
Dove Men's Care - Comfortable Skin	30%	91%	28%	31%	31%	25%	24%	33%
Denny's - Birthday Grand Slam	30%	91%	10%	25%	30%	43%	33%	28%
Coca Cola - Mr Burns Simple Pleasures	30%	94%	44%	28%	30%	27%	33%	28%
Vizio - Delivering Entertainment	30%	92%	33%	24%	28%	42%	30%	29%
Teleflora - Flowers in a Box	29%	92%	36%	19%	35%	25%	24%	32%
Honda - Crosstour	29%	88%	29%	21%	29%	41%	33%	27%
QuikTrip - No Time for Lunch	27%	83%	14%	22%	31%	25%	25%	28%
Focus on Family - The Tebows	26%	85%	32%	22%	27%	28%	22%	29%
Intel - Intel Processors	24%	87%	28%	23%	24%	25%	27%	23%
Dockers - I wear no pants	24%	96%	24%	25%	25%	17%	25%	23%
Hyundai - Sonata at Georgia plant	22%	85%	24%	21%	20%	29%	27%	19%
Taco Bell - Five Buck Box deal	21%	90%	14%	21%	20%	29%	19%	23%
Budweiser Select 55 - Lightest Beer in the World	21%	80%	14%	20%	21%	25%	20%	22%
Michelob Ultra - Lance Armstrong	21%	85%	24%	20%	19%	30%	25%	19%
Electronic Arts - Dante's Inferno	21%	90%	19%	17%	23%	20%	27%	18%
Universal Orlando - Potter Ride	20%	81%	20%	17%	18%	31%	15%	23%
Papa John's - Delivering pizza to Super Bowl	17%	83%	20%	14%	17%	23%	16%	18%
US Census - Snapshot of America	17%	92%	14%	13%	17%	26%	17%	17%
Hyundai - Sonata Art	17%	83%	12%	9%	18%	27%	17%	16%
GoDaddy.com - Back massage from an aspiring model	15%	95%	20%	11%	15%	20%	25%	10%
GoDaddy.com - Too Hot for TV	15%	95%	14%	14%	15%	16%	24%	10%
Sketchers - Shape Ups II	11%	90%	5%	7%	10%	25%	11%	11%
Sketchers - Shape Ups	10%	82%	8%	9%	8%	16%	8%	11%
RoundUp - Weed Showdown	9%	77%	0%	10%	7%	17%	10%	8%

