

Consumer Generated Advertisements Rate as Bright 'Spots' Among Underwhelming Lineup of Super Bowl Commercials

comScore's "Brand Damage" Index Reveals GoDaddy.com Elicits Most Negative Response but Shows Improvement Versus Last Year Among Women

RESTON, VA. February 9, 2007 – comScore Networks, a leader in the measuring the digital age, today released the results of a survey that quantifies Americans' attitudes and opinions related to Super Bowl XLI. Respondents voiced their approval of the consumer-generated advertisements shown during the game, though they found the overall lineup of advertisements to be underwhelming. In fact, 41 percent of respondents stated that this year's advertisements were less entertaining than usual, compared to just 24 percent who said they were more entertaining than usual. The survey was conducted among 1,000 Americans who watched this year's Super Bowl, and respondents were evenly divided between men and women.

Blockbuster Most Improved Brand; GoDaddy.com Once Again Incurs Most Brand Damage

comScore surveyed participants about which Super Bowl ads improved or damaged their opinion of the brands advertised. Blockbuster, with its popular "Mouse" spot, was perceived to have enhanced its brand image according to 41 percent of respondents. Doritos also benefited from its consumer-generated advertisements, with 40 percent of respondents stating that it had improved its brand image.

Controversial Super Bowl advertiser GoDaddy.com, known for its racy spots, incurred the most brand damage for the second consecutive year with 14 percent of respondents voicing their disapproval. Nationwide Insurance's ad featuring Kevin Federline, which drew criticism from the fast food service industry in the days leading up to the Super Bowl, and Garmin Navigation's "Map Monster" ad were also perceived as damaging their respective brands, with at least 10 percent of respondents citing that these ads negatively impacted their opinions.

Q: "For each of the following brands, please indicate whether their ad(s) during the Super Bowl improved or damaged your impression of the brand in any way:"

Source: comScore Networks, 2007 Post-Super Bowl Survey

N = 1,000

Highest Improvement Scores	Percent of Respondents		
	Improved	Damaged	Unchanged
Blockbuster	41%	2%	57%
Doritos	40%	4%	57%
Toyota	40%	3%	57%
Highest Damage Scores			
GoDaddy.com	26%	14%	60%
Nationwide Insurance	27%	12%	61%
Garmin Navigation	28%	11%	61%

Although GoDaddy.com once again elicited the highest damage scores, the advertiser actually demonstrated improvement versus last year among women. While the brand damage/improvement scores among men remained virtually unchanged, the damage scores among women declined from 28 percent in 2006 to 17 percent this year. Further, the brand improvement scores among women increased from 12 percent to 17 percent. In effect, GoDaddy.com turned its advertising from a net negative among the female demographic last year to a virtual wash this year.

Q: "For each of the following brands, please indicate whether their ad(s) during the Super Bowl improved or damaged your impression of the brand in any way:"

Source: comScore Networks, 2007 Post-Super Bowl Survey

N = 1,000

	Percent of Respondents		
	Improved	Damaged	Unchanged
GoDaddy.com - 2007			
Men	34%	11%	54%
Women	17%	17%	66%
GoDaddy.com - 2006			

Men	35%	9%	56%
Women	12%	28%	60%

Consumer Generated Commercials Score Well Among Viewers

During this year's Super Bowl, some brands – including Doritos, Chevrolet and the NFL – aired commercials created, filmed, and produced by members of the general public. When asked about entertainment value, more than twice as many respondents preferred the consumer-generated ads (21 percent) versus the professionally-produced ads (10 percent). A majority (63 percent) thought they were of equal entertainment value.

When asked which Super Bowl ads respondents would like to watch again, the consumer-generated ads also fared well. Doritos ranked second, with 31 percent of respondents indicating they would like to see the ad again, while 15 percent indicated they would like to view the Chevy ad again. Anheuser-Busch, which aired the most Super Bowl spots, apparently won over consumers with their Budweiser and Bud Light spots. Thirty-five percent indicated they would like to see the Budweiser ad again, ranking first among brands advertised, while Bud Light ranked third with 29 percent.

Q: “Which of the following Super Bowl ads would you like to see again?”

Source: comScore Networks, 2007 Post-Super Bowl Survey

N = 1,000

	Percent of Respondents
Budweiser	35%
Doritos	31%
Bud Light	29%
Coca-Cola	25%
Blockbuster	17%
Chevy	15%
GoDaddy.com	15%

The Internet is an Increasingly Important Advertising Channel on Super Sunday

This year's Super Bowl ads saw the continued integration of the Internet into many advertisers' marketing strategies. Several advertisers directed consumers to brand sites, while others included specific Super Bowl ad-related promotions. The strategy may be gaining in its effectiveness, as 19 percent of those surveyed reported going online to find out more about the commercials they saw, and 10 percent reporting visiting at least one brand advertiser's site. Seven percent went online specifically to view video of the Super Bowl ads, indicating that advertisers are capitalizing on the Internet as a secondary advertising channel.

“With the high cost of TV advertising during the Super Bowl, the increased consumer engagement that results from TV ads with a strong Web tie-in could substantially increase advertising efficiency for some brands,” said Gian Fulgoni, chairman of comScore Networks. “Not only can the notable commercials generate considerable word-of-mouth and viral Internet activity, but advertisers who craft their ads in a way that improves their brand image can get substantial additional ROI from their advertising investments by encouraging consumers to engage with their brands online.”

About comScore Networks

comScore Networks is a global leader in measuring the digital age. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore provides insight on a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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