



Brand Keys®

How Super is the Super Bowl?

2012 Brand Keys Survey Shows Cars Blitz Beer and Best Buy

Doritos, Hyundai and Cars.com Score Big – Budweiser, Century 21 and Dannon Fumble ROI

NEW YORK NY (January 19, 2012) -Not all TV programs are right for all brands –even if it happens to be the Super Bowl. But the 10th annual Super Bowl Engagement Survey– conducted by Brand Keys, Inc. (www.brandkeys.com), a New York-based brand and customer loyalty research consultancy – reports that when it comes to winning, only half of Super Bowl XLIV’s advertisers will get real returns on their sizeable investments.

“The Super Bowl has long been a showcase of ‘creative’ advertising and ‘buy big’ audiences. But ultimately all TV spots are judged by how well they perform off the field. Do they engage customers, drive positive behavior, sales, and build the brand?” asked Robert Passikoff, Brand Keys’ president. “Awareness is the price-of-entry to this arena. No Super Bowl advertiser is in this to increase awareness. Everybody already knows them. So if awareness isn’t the goal, brand engagement must be the ultimate measure of an advertising touchdown.”

This year’s Brand Keys Super Bowl Engagement Survey was conducted January 14th and 15th, three weeks before the February 5th game, polling a national sample of 1,500 men and women, 18 to 65 years of age, who indicated that they are going to watch Super Bowl XLVI. The research examined the brands reported in industry publications as Super Bowl advertisers and determined to what degree brand values were affected by the Super Bowl venue. Advertisers are classified as “winners” (+5 brand equity points), “losers” (-5 or more brand equity points), or “tied” (brand values were left unaffected by the Super Bowl setting), with results as follows:

Winners	Losers	Ties
Doritos (+13)	Kia (-5)	Chrysler (-0-)
Hyundai (+12)	Dannon (-6)	Honda (-0-)
Cars.com (+10)	Teleflora (-6)	Bud Light Platinum (-0-)
Audi (+9)	Best Buy (-7)	NBC ‘The Voice’ (-0-)
Coke (+8)	Century 21 (-8)	GM (-0-)
Pepsi (+7)	Budweiser (-9)	Volkswagen (-0-)
GoDaddy.com (+6)		

M&Ms (+6)		
CareerBuilder (+5)		
Skechers (+5)		
Toyota (+5)		

The Super Bowl Engagement Survey, like the Brand Keys Customer Loyalty Engagement Index predictively measures respondents' true reactions to brands with the context of the medium. Results correlate highly with consumer behavior, and have been validated as reliable predictors of future brand purchase. "Think of it as identifying how the media reinforces – or in some cases even degrades – brand values," said Brand Keys' Passikoff. "What you ideally want is a minimum of five brand equity points added to your brand's absent-of-media-or-advertising score to ensure a real return on a very expensive investment."

"This is more than Monday-morning, creative quarterbacking," said Amy Shea, Brand Keys executive vice president, brand development. "Day-after creative reviews are always interesting, and a lot of talk may be generated by the entertainment value of the ads. And that's fine, but it's not enough. What an advertiser buys when it buys the Super Bowl is attention. That's a given, and an important doorway to walk through. You need folks to see your message. But when the brand gets into people's living rooms, if its story is not engaging to consumers, the brand has just spent a ton of money for some morning-after buzz. And I don't think that's in any brand's creative brief."

More and more clients want to know more than they were just seen. "With 30-second spots selling for \$3.5-4 million this year on top of production costs, it should be a whole new ballgame when it comes to ad effectiveness and ROI. You're talking about 'engagement,'" said Shea. "And because engagement assessments are separate and apart from how many eyeballs were watching, they're an absolutely reliable 'reality check' that lets advertisers know how super their media buys will actually be."

The final score: brand engagement is vastly different from being watched, being entertained, or being talked about. "A laugh, a sigh, or a tweet aren't really acceptable returns on an investment this size," noted Passikoff. "At a time when everyone is being pressed for greater strategic and monetary accountability, being able to judge that before you sign the check is the real definition of a winner."

END

Contact: Brand Keys
 Robert Passikoff
 Email: robertp@brandkeys.com
 212 532 6028 x12

Contact: VISIBILITY
 Len Stein
 cel 914 527 3708
 Lens@VisibilityPR.com
 www.VisibilityPR.com