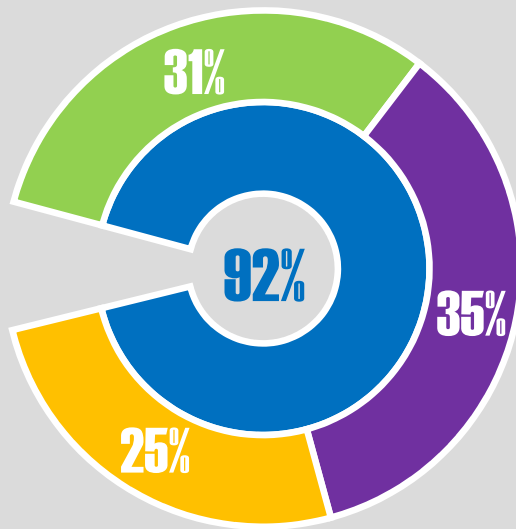
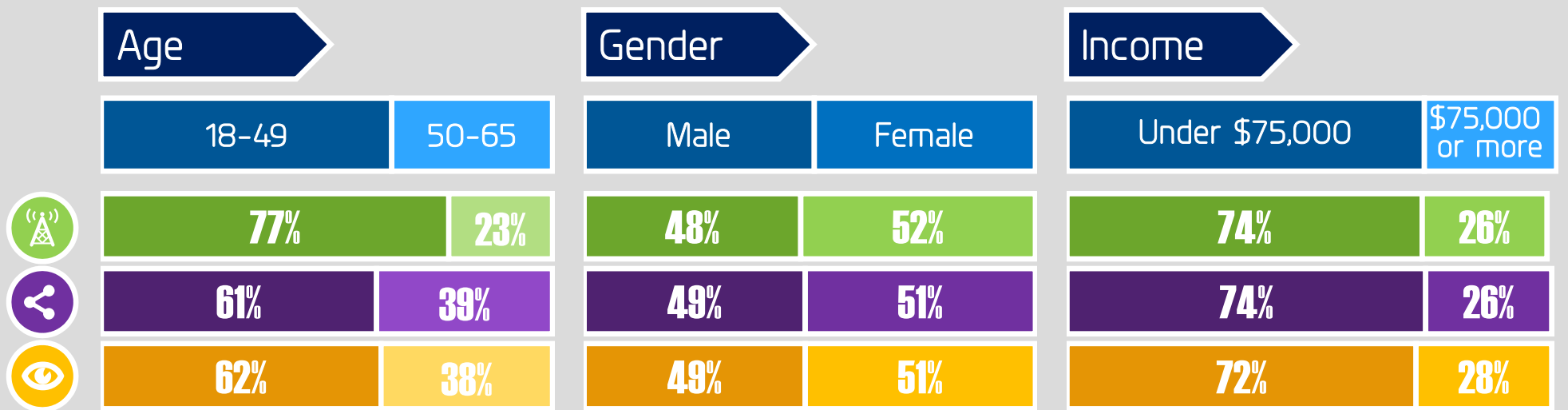


# Giving Super Bowl Advertising a Buzz



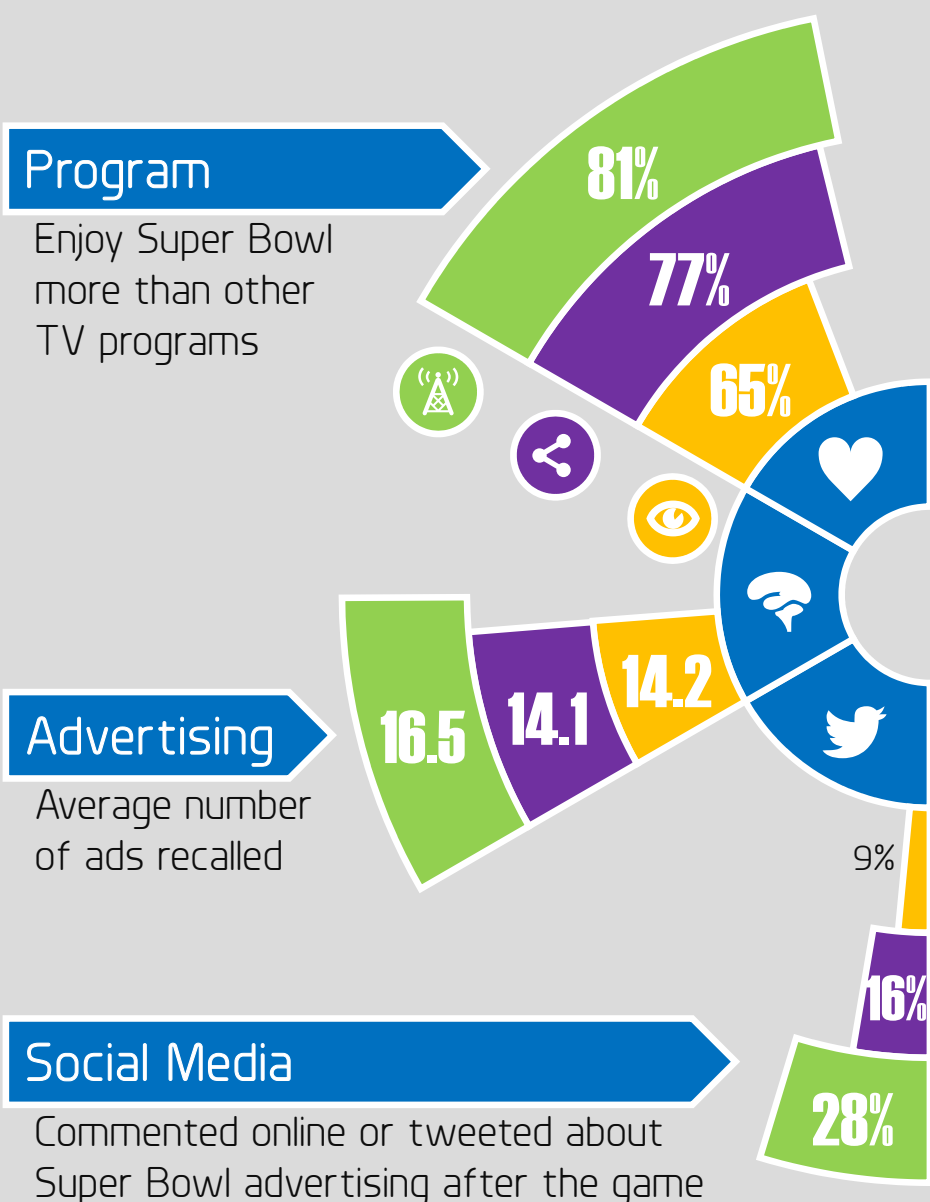
92% of Super Bowl viewers use social media to connect with friends during the game. Buzz "Initiators" say they are usually the first to share something interesting, funny, outrageous, or unique, including ads, with their friends. Buzz "Sustainers" forward what they receive. Buzz "Passives" enjoy receiving content from their friends, but rarely share it with others.

## Who They Are



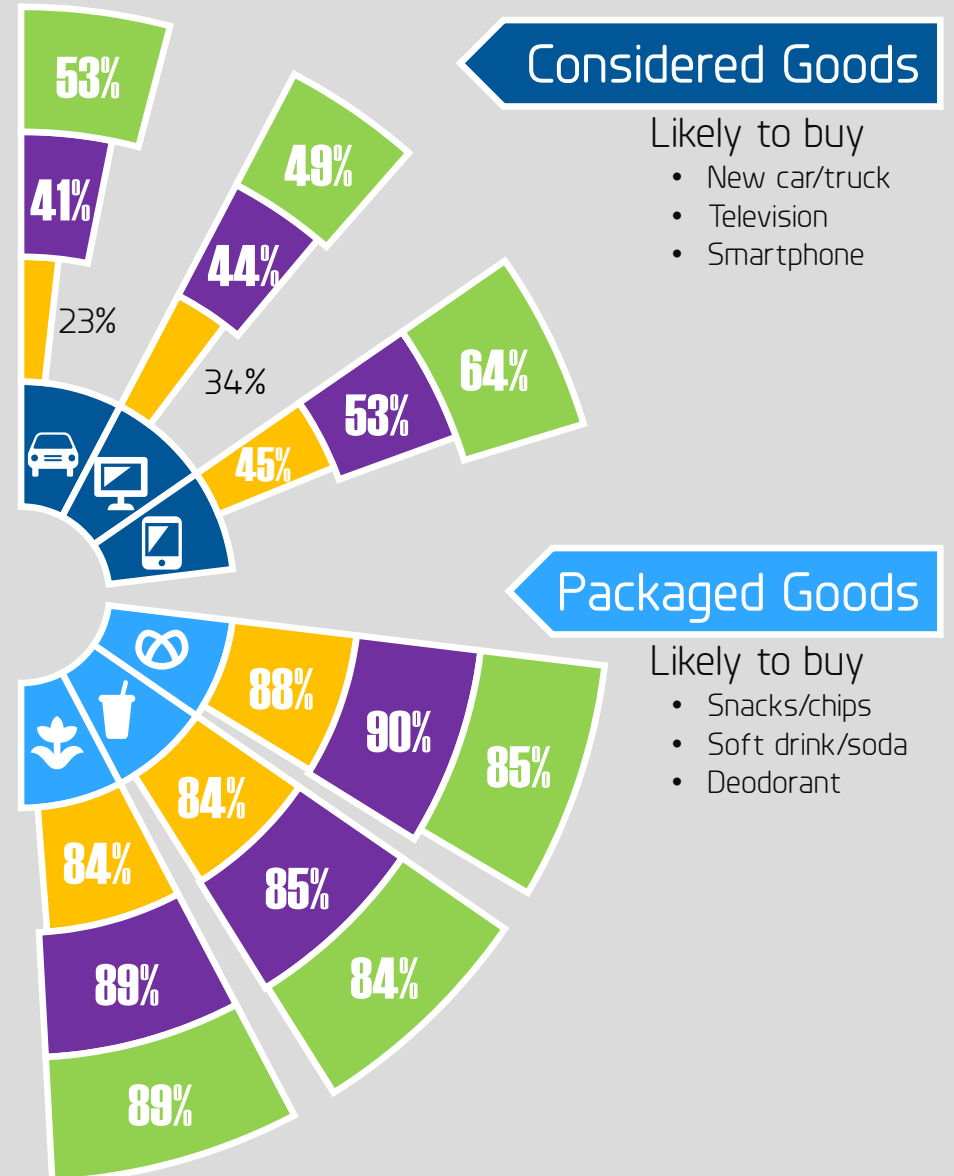
Initiators are younger than the rest, but the groups are otherwise similar demographically.

## How They Watch



Initiators are more engaged in the program and advertising.

## What They Buy



Initiators are more likely to be in the market for considered goods, while buying intent for packaged goods shows little difference.