



# G&R's 28<sup>th</sup> Annual Super Bowl Survey

## What it is:

Syndicated study of Super Bowl advertising effectiveness

## What you learn:

- Real-world performance
- How effective your advertising is over the full communication dynamic, from buzz, to break-through, to persuasion, to liking, to advocacy
- How your advertising stacks up against other Super Bowl advertising, both today and over the years
- Insights for strengthening future Super Bowl executions
- Characteristics of the audience most and least attracted to your advertising
- How attitudes towards advertising consumption influence the performance of your advertising
- Custom diagnostics

## Technical Features:

- Best in class sampling
- 300 non-sensitized respondents
- Natural ad exposure conditions
- Next-day recall for deeper breakthrough understanding
- Full range of proven performance measures, not just liking
- Re-exposure to test ad for rich, full-sample diagnostics
- Rock solid performance hurdles based on more than 750 Super Bowl commercials
- Optional pre-post lift measures

## Timing:

- Deadline for approval: January 26
- Approval of optional questions and delivery of commercials to be re-exposed, if applicable, required by January 31
- Super Bowl telecast: February 4
- Interviewing: February 5
- Topline results: February 9
- Analytic report: February 16

## Deliverable:

- Executive summary and analysis in PowerPoint
  - Overview of specifications/ test method
  - Photoscript of client commercial
  - Detailed tables of all question responses
- Electronic cross-tabulation of responses by demographic and brand usage segments

## Costs:

- Complete survey as described above: \$6,500
- Complete survey as described above with custom diagnostic package: \$14,500
- Optional target sample boosts: Upon request according to size and incidence
- Optional pre-wave study for measures of lift: \$6,500

## How to Order:

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