



PRESS RELEASE

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CONSUMERS MAKE THE CALL: ANHEUSER-BUSCH SUPER BOWL BET PAYS OFF BIG WHILE PNC BANK’S FIRST-EVER EFFORT TAKES A HIT

Pollster Frank Luntz Gives Marketers Top-5 Tips for Success in Super Bowl Ad Sweepstakes

NEW YORK (February 5, 2007) – At \$8,700 per second, the latest, most expensive Super Bowl ads in history had a decidedly old-school feel, as advertisers like Anheuser-Busch and CareerBuilder.com took top honors, according to the results of live, real-time consumer dial-testing released this morning by Luntz, Maslansky Strategic Research.

The panel ranked the Anheuser-Busch spoof of “*Rock, Paper, Scissors*” as the top spot, followed by another Anheuser-Busch ad, “*Clydesdale Spot*,” featuring a dog down on his luck who finds his way onto the front seat of the Budweiser wagon. Both ads were created by DDB Chicago. Third was CareerBuilder.com (Cramer-Krasselt) followed by Anheuser-Busch again (LatinWorks Marketing) and, in a three-way tie, CareerBuilder.com (Cramer-Krasselt), Sierra Mist (BBDO New York) and the fourth Anheuser-Busch in the top-five (LatinWorks Marketing).

<u>THE FIVE BEST SUPER BOWL ADS</u>	<u>THE FIVE WORST SUPER BOWL ADS</u>
1. “ <i>Rock, Paper, Scissors</i> ,” Bud Light, DDB Chicago	1. “ <i>Biking</i> ,” Flomax, Grey Worldwide
2. “ <i>Clydesdale Spot</i> ,” Budweiser, DDB Chicago	2. “ <i>Pride</i> ,” Lionsgate
3. “ <i>Promotion Pit</i> ,” CareerBuilder.com, Cramer-Krasselt	3. “ <i>What’s His Secret?</i> ,” Salesgenie – Pierce-Boss, One World Productions
4. “ <i>What Would Carlos Do?</i> ” Bud Light, LatinWorks Marketing	4. “ <i>Heart and Soul</i> ,” PNC Bank, Doner
5. (3-Way tie) “ <i>Performance Evaluation</i> ,” CareerBuilder.com, Cramer-Krasselt, “ <i>Combover</i> ,” Sierra Mist, BBDO New York, “ <i>Classroom</i> ,” Bud Light, LatinWorks Marketing	5. “ <i>Elvis</i> ,” Honda, RPA

The CareerBuilder.com ad, “*Promotion Pit*,” was the second of three spots in CareerBuilder.com’s edgy new campaign. It featured office workers in the jungle facing off in a life or death battle for a promotion. Whereas most of the ads were seen as mainstream, this spot had an effective element of surprise that resonated with viewers.

The two Bud Light spots to crack the Top Five starred noted comedian Carlos Mencia. The panel viewed Mencia’s wit and dry social commentary a welcome change from the beer maker’s typical Super Bowl spots.

The Sierra Mist ad featured another office worker – but this one was sporting a never-before-seen full-head combover, jean short-shorts and rollerskates – who is fired because he can't make good decisions. Viewers found the comedic exchange between Michael Ian Black and Jim Gaffigan to be funny although they also said it represented “more of the same” in terms of the typical Super Bowl ad humor. It was the absurd plot that propelled it past other ads and into the top-five.

Conversely, PNC Bank ran two ads during the big game. While neither ranked as the *least* popular spot, the panel overwhelmingly believed that PNC could have gotten more bang for its buck (to the tune of \$5.2 million) elsewhere. The second PNC Bank spot ranked as the fourth worst individual spot. At the end of the day, PNC Bank was considered the biggest loser of the evening.

The worst ad honors, however, went to an ad for urinary disorder medication Flomax from Astellas Pharma. Our panel was in unanimous agreement that the Super Bowl was *not* the right venue for such a delicate medical subject. It was, to say the least, perceived to be woefully out of touch with the overall tone of the evening. On the bright side, one panelist noted that, “it was the worst ad of the night, but people will remember it.”

In terms of the worst ads, the Flomax spot was followed by an ad for the new Lionsgate movie, “Pride.” Only 15 seconds long, this spot failed to connect with the audience. The third-worst spot was an ad for Salesgenie.com which panelists described as “worse than a bad infomercial you see at 3:00 am.” And rounding out the bottom five, in addition to the PNC Bank spot, was one of three spots from carmaker Honda. Though each of Honda's ads were criticized for lacking originality and creativity, the Honda Ridgeline ad was rated in the bottom five. In the words of one panelist, “I like Honda and I tried to like the ads, but I couldn't.”

The Five “Luntz Laws” of Effective Super Bowl Advertising

Pollster Frank Luntz, CEO of Luntz, Maslansky Strategic Research and author of the recent best seller “*Words That Work: It's Not What You Say, It's What People Hear,*” moderated the panel. He suggested five general rules for marketers to create successful Super Bowl advertising:

- 1) ***Surprise us.*** *If we can guess what's coming, we won't appreciate the pitch. Make it edgy, make it new, make it fresh.*
- 2) ***Two laughs are better than one.*** *The best ads have multiple laugh lines rather than a single big laugh.*
- 3) ***Don't sneak a peak.*** *If we've seen the ad before, we won't laugh, cry or watch.*
- 4) ***Two ads are better than one.*** *The impact of a second corporate ad is enhanced if viewers have liked the first corporate ad.*
- 5) ***Talking animals beat talking celebrities.*** *Animals acting like humans are much more effective than humans acting like animals.*

Pollster Frank Luntz conducted the ad testing for CNBC. The ad tests were done live with Super Bowl viewers aged 18-to-49 – the demographic “sweet spot.” Using “Instant Response” hand-held wireless computer devices, participants rated each ad on a second by second basis. Luntz then drilled down with the group regarding what they did and didn't like about the ads.