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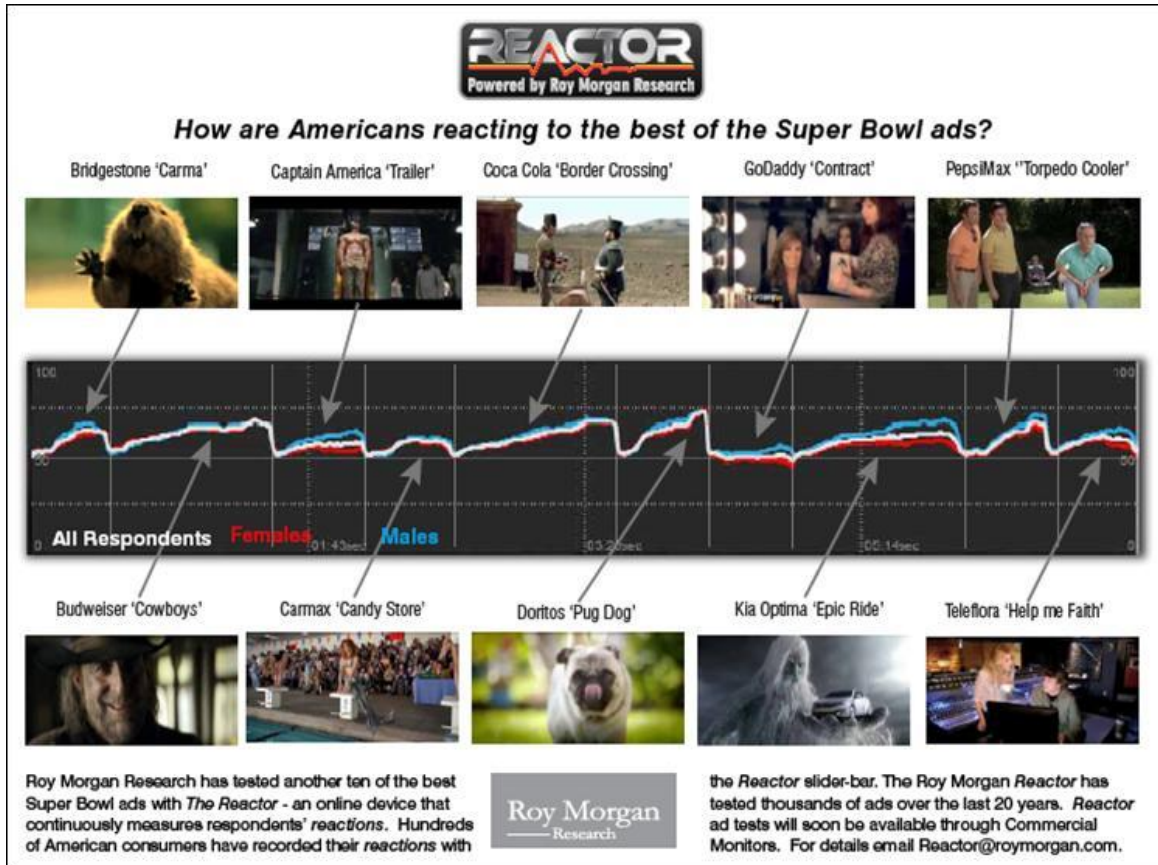
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Audience reacts most positively to Doritos ‘Pug Dog’

Roy Morgan Research has tested another ten of the best Super Bowl ads with *The Reactor* – an online device that continuously measures respondents’ reactions. Hundreds of American consumers have recorded their reactions with the *Reactor* slider-bar. The Roy Morgan *Reactor* has tested thousands of ads over the last 20 years. *Reactor* tests will soon be available through Adfinitum.net. For details email Reactor@roymorgan.com.

A special Roy Morgan ad test over the last 24 hours shows that viewers reacted most positively to the Doritos ‘Pug Dog’ ad, in which a young male taunts a pug dog with a Doritos chip causing the dog to charge at him and break down the glass door – according to the *Reactor*, Roy Morgan’s online real time reaction device with a sample of over 200 consumers. This reaction was much more positive than the reaction to Doritos ad ‘Best Part,’ also aired during the Super Bowl and tested by the Roy Morgan *Reactor*.



Click on the graph (above) to view the interactive Reactor report with selectable graphs synchronised with the video of the ads.

PepsiMax ‘Torpedo Cooler’, Coca-Cola ‘Border Crossing’ and Budweiser ‘Cowboys’ all depicted comradeship and generated positive reaction from viewers.

- The strong positive reaction to PepsiMax surged at the end of the ad when the geek gets his revenge by firing Pepsi Max at his bullies.
- The border guard finds a way to share a Coke with the opposite border guard without crossing the line.
- The scene set in the Wild West involved a cowboy menacingly demanding a Bud Light before breaking into song and celebration with the townfolk.

The initial positive reaction to the Carmax ‘Candy Store’ ad levelled out after the scene of the child in the candy store, failing to leverage on the candy concept and the child’s involvement. Male viewers’ reaction was marginally more positive than female viewers to this ad overall.

Male viewers reacted positively to the Kia Optima ‘Epic Ride’, where the Kia car gets sucked through time warps. However, there was a much weaker positive reaction from female viewers. Similarly, the Captain America ‘Trailer’ generated a positive reaction from male viewers but a flat reaction from female viewers.

The Go Daddy ‘Contract’ ad, starring Danica Patrick and Jillian Michaels who strip down to just their high heels, generated a negative reaction from female viewers. Surprisingly, the reaction from male viewers was also very flat, and only turned slightly positive towards the end.

Michele Levine, CEO of Roy Morgan Research, says:

“Of all the ads tested in this Reactor test, the highest reaction was achieved by Doritos ‘Pug Dog’ when the dog slammed down the door to win the Dorito chips. Other high positive reactions occurred in the PepsiMax ‘Torpedo Cooler’ when the cans of PepsiMax slam into the bully and in the Coca-Cola ‘Border Crossing’ ad when the two border guards share a Coke before returning to their previous hostility.”

[View a graphic PDF overview of the results here.](#)

[View a 5 minute video of the Reactor results here.](#)

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How are Americans reacting to the best of the Super Bowl ads?

Bridgestone 'Carma'



Captain America 'Trailer'



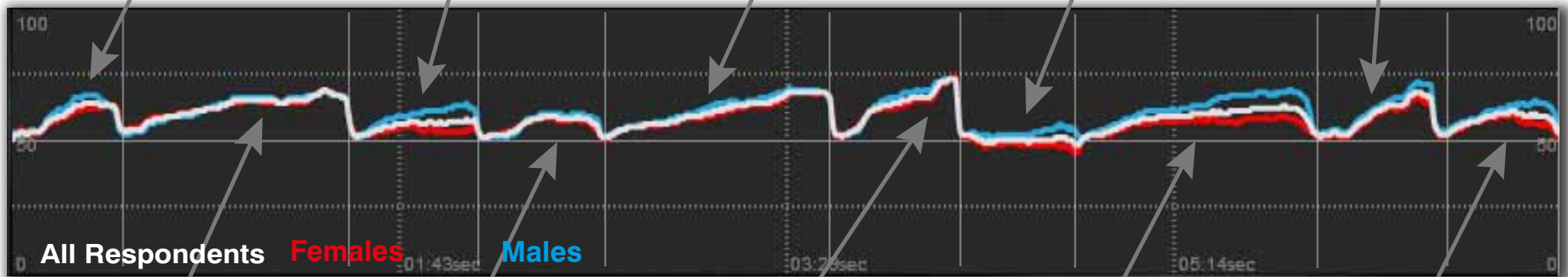
Coca Cola 'Border Crossing'



GoDaddy 'Contract'



PepsiMax 'Torpedo Cooler'



Budweiser 'Cowboys'



Carmax 'Candy Store'



Doritos 'Pug Dog'



Kia Optima 'Epic Ride'



Teleflora 'Help me Faith'



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