

Super Bowl ads keep recall edge

In summarizing ad recall for the first quarter of 2003, it's tough to look past the Super Bowl. Ads breaking during the Jan. 26 match-up crowned both Intermedia Advertising Group's Top 20 recall and likeability lists and also fared well in their individual product categories.

The Pepsi Twist spots, which blurred the line between the Osbourne and Osmond clans, achieved brand recall rates about 150% higher than the average spot breaking during the past three months. And no new ad from the first quarter of the year has been able to catch up with Budweiser's "Clydesdales replay." The Super Bowl spot easily maintained its status as the leader on the likeability chart—scoring 15% higher than second-place Federal Express and 156% higher than the average new ad.

The mix of automakers landing Top 10 positions for the category show there is more than one way to generate high consumer recall scores. Cadillac banked on attentive eyeballs when launching its latest campaign during the Super Bowl, and two of its "17th Street" spots benefited from these premium placements. Saturn earned high recall marks for its recent Ion and L-Series ads. Chrysler integrated singer Celine Dion into its "Drive & Love" flight, and some of the ad impact can likely be attributed to her growing connection with the brand. And notably, the only Top 10 inclusion from the crowded SUV class was the Mitsubishi Endeavor—with a spot that launched late last month introducing the new model.

Every Sprint spot breaking since

the start of the year has ranked among the top performers in its category. Verizon's year-old "Test man" branding ads also scored well. Virgin Mobile has begun to grab the attention of younger consumers—and it only took one execution in broadcast network prime time to do so. Pizza Hut held its own throughout the first quarter, while ads supporting several new product initiatives in the personal/household care categories registered high recall—including extensions to the Old Spice, Saran and Windex brands. Light-hearted executions for Viagra and Lipitor and more sober ads for Procrit achieved the pharmaceutical category's highest recall scores. ■

To view Top Spots, go to: AdAge.com QwikFIND aao60i

Methodology

The Ad Age/IAG Ad Recall Quarterly Report focuses exclusively on new campaigns breaking Jan. 1-March 31, 2003 and ranks TV ads based upon viewers' ability to recall the new ads and their associated brands. The Recall Ranking is derived from an ad's individual Recall Score and Recall Index.

The Recall Score is the percentage of TV viewers who can recall within 24 hours the brand of the ad they were exposed to during the normal course of viewing TV. These scores are then indexed against the mean score for all new ads in the category during the time period (Recall Index). 100 equals average.

The Quarterly report also ranks the top-recalled ads in specific product categories: Automotive, Wireless, Restaurant, Consumer Products, and Prescription Drugs.

The Overall ad performance ranking also includes an additional measure of Likeability, which is derived from an ad's Likeability Score and Likeability Index. The Likeability Score is the percentage of viewers who claim to like an ad "a lot" (among those who can recall the ad and its associated brand). These scores are then indexed against the mean score for all new ads during the time period (Likeability Index). 100 equals average.

All ads under consideration must meet a minimum survey sample size of 200. The Overall Top 20 ad ranking is based on over 2.6 million surveys of TV viewers conducted between Jan 2 and April 1. Total survey sample size varies across individual product category rankings.

BRAND RECALL

#1 Pepsi Twist



Rank	Brand	Ad Description	Recall Index
1	Pepsi Twist	Ozzy's nightmare, kids become Donny & Marie (:30)	251
2	Pepsi Twist	Ozzy's nightmare, kids become Donny & Marie (:45)	251
3	Pizza Hut	Stuffed Crust Gold—man in golden light, choir music	246
4	Nike	Shox—streaker at soccer game (:60)	234
5	KFC	Hot Wings—J. Alexander brings wings to ice fishermen (:30)	229
6	FedEx	Bearded man delivers package, "Cast Away" spoof	229
7	KFC	Hot Wings—J. Alexander brings wings to ice fishermen (:15)	229
8	Serta	Sheep rip off mattress tag, put in jail	226
9	Old Navy	Boot-Cut Jeans—"The Denim Game," Morgan Fairchild and three men	226
10	Hallmark	Two waitresses in diner, one fixes other's hairnet, gives funny birthday card	226
11	Old Navy	Boot-Cut Jeans—"The Denim Game," guy in red, "American Idol" tag	223
12	Visa	Check Card—Tiki Barber & twin at flower shop, one should be in Super Bowl	223
13	Stacker 2	Lite—mob boss introduces Trish Stratus, pills in violin case	223
14	Old Navy	Boot-Cut Jeans—"The Denim Game," guy in red	223
15	AFLAC	Amazing Kreskin makes hypnotized man think he is a chicken	223
16	Windex	Multi-Surface Sparkling Orange—bird named "Wilson" flies into windowpane	218
17	Nike	Shox—streaker at soccer game (:30)	215
18	Payless	Buy One Get One Half-Off Sale—Star Jones, "shoes are one habit I refuse to break"	212
19	Clairol Herbal Essences	Shampoo—nurse in hospital room, man wakes up	212
20	Pier 1 Imports	Dining Sale—Kirstie Alley w/ megaphone in purple outfit with hat	209

LIKEABILITY

#1 Budweiser



Rank	Brand	Ad Description	Likeability Index
1	Budweiser	Clydesdales replay, zebra referee watches horses' hooves running	256
2	FedEx	Bearded man delivers package, "Cast Away" spoof	216
3	Burger King	Croissan'wich—"Steve Harvey Live", 99 cents breakfast	212
4	Reebok	Felcher recruits Terry Tate, "Office Linebacker"	208
5	Pepsi Twist	Ozzy's nightmare, kids become Donny & Marie (:45)	208
6	Ford	Explorer—car wash employees admire black SUV	204
7	1 800 CALL ATT	Carrot Top & Stephanie McMahon, WrestleMania 19 sweepstakes	199
8	Dodge	Stratus—man tries to flirt w/ women in red car	199
9	Coca-Cola	Courtney Cox & David Arquette, pinball, "true love"	191
10	Apple	PowerBook—Yao Ming & Mini-me on plane, 12" & 17" screens (:45)	191
11	Budweiser	Bud Light—Reggae, man walks dog, sees "no pets" sign, puts dog on head	191
12	Toyota	Corolla—man drives red car to friend's house, drives for chips next door	187
13	Nike	Shox—streaker at soccer game (:60)	187
14	Apple	PowerBook—Yao Ming & Mini-me on plane, 12" & 17" screens (:30)	183
15	M&M's	Man hits candy machine to get M&M's (:30)	179
16	Budweiser	Bud Light—worst nightmare, girlfriend's mom has huge bottom	179
17	Nike	Shox—streaker at soccer game (:30)	179
18	Pepsi Twist	Ozzy's nightmare, kids become Donny & Marie (:30)	179
19	M&M's	Man hits candy machine to get M&M's (:15)	175
20	Budweiser	Bud Light—men try on women's lingerie	175

CONSUMER PRODUCTS

Rank	Brand	Ad Description	Recall Index
1	Windex	Multi-Surface Sparkling Orange—bird named "Wilson" flies into windowpane	291
2	Clairol Herbal Essences	Shampoo—nurse in hospital room, man wakes up (:30)	283
3	Clairol Herbal Essences	Shampoo—nurse in hospital room, man wakes up (:15)	265
4	Pampers	Easy Ups—two-year-old thinks he's a superhero	227
5	Old Spice	High Endurance Body Wash—freshly-showered college student walks down dorm hallway	213
6	Pantene	Pro-V Daily Moisture Renewal—Kelly Ripa in button-down shirt, talks about protecting hair	213
7	Saran	Cutting Sheets—Chef cuts chicken in restaurant and at home	209
8	Huggies	Pull-Ups—kids give advice about potty training	205
9	Jergens	Naturally Smooth Shave Minimizing Moisturizer—woman did it for years, now shaves half as often	198
10	Oxi Clean	Bride notices groom's shirt isn't clean, wedding interrupted	186

AUTOMOTIVE

Rank	Brand	Ad Description	Recall Index
1	Cadillac	Vehicles—17th Street, man on subway in 1950s sees Cadillacs of future (:90)	199
2	Cadillac	XLR—17th Street, man on subway in 1950s sees Cadillac of future (:30)	195
3	Saturn	L300—people wear boxes like cars; real car drives by	192
4	Volkswagen	Jetta—man honks horn, car is on factory assembly line	186
5	Saturn	Ion—drives past swings, "now leaving childhood", "old age ahead"	180
6	Chrysler	Sebring—Celine Dion in convertible driving across desert	176
7	Chrysler	Crossfire—Celine Dion drives & sings in car	176
8	Kia	Sedona—mother takes picture of daughter in front of monkey cage	170
9	Kia	Optima—employees think Smith got a raise	170
10	Mitsubishi	Endeavor—SUV passes by security guard, grocery store, gym	164

WIRELESS

Rank	Brand	Ad Description	Recall Index
1	Sprint	PCS—oxen vs. dachshund	185
2	Sprint	PCS Vision—Little Richard at bowling alley	177
3	Verizon Wireless	"Can you hear me...?"; man tells scary story around campfire to kids	171
4	Sprint	PCS Vision—man thinks mom's face appears in pancake, sends photo	171
5	Sprint	PCS—sisters fight over phone; buy-one-get-one free Samsung phones	157
6	Verizon Wireless	"Can you hear me...?"; chimp uses banana as cell phone	155
7	AT&T Wireless	MLife—Gilligan's Island theme & clip	138
8	Sprint	PCS—man holds flowers in the rain, can't say "I love you"	133
9	AT&T Wireless	MLife—Unlimited Anytime Minutes, players pass coach's phone	122
10	Virgin Mobile	Fogged up cars have messages written on glass	116

RESTAURANT

Rank	Brand	Ad Description	Recall Index
1	Pizza Hut	Stuffed Crust Gold—man in golden light, choir music	209
2	KFC	Hot Wings—J. Alexander brings wings to ice fishermen (:30)	195
3	KFC	Hot Wings—J. Alexander brings wings to ice fishermen (:15)	195
4	Outback Steakhouse	Man unplugs refrigerator (:30)	171
5	Pizza Hut	Cinna Meal Deal—boy compliments friend's mother to stay for dinner	166
6	Outback Steakhouse	Elderly couple arrives at door, drives away	166
7	Outback Steakhouse	Man unplugs refrigerator (:15)	166
8	Outback Steakhouse	Call Ahead Seating—men stranded on snowy mountain top picked up by helicopter	164
9	Pizza Hut	Stuffed Crust Gold—man brings pizza, woman thinks she's getting a ring	164
10	KFC	Honey BBQ Boneless Wings—Joe Millionaire & J. Alexander	162

PRESCRIPTION DRUGS

Rank	Brand	Ad Description	Recall Index
1	Viagra	Bob goes to a party and everyone asks what's different about him	239
2	Procrit	Anemia & Chemotherapy, older man always talked fast, auctioneer (:60)	166
3	Lipitor	Twins walk through gym, one hits glass door	162
4	Zoloft	Animated oval gets rained on; bluebird flies by	162
5	Procrit	Anemia & Chemotherapy, older man always talked fast, auctioneer (:30)	154