ReactLabs™   Frank N. Magid Associates, Inc.

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**FRANK N. MAGID ASSOCIATES RELEASES REAL-TIME ANALYSIS OF THE BIG GAME
AND ALL THE COMMERCIALS**

MINNEAPOLIS, Minn. (February 3, 2013) – Frank N. Magid Associates and React Labs partnered tonight to take a comprehensive, real-time look at how consumers engage with the Super Bowl and advertising content associated with the big game. The research used an innovative mobile technology to measure engagement, attitudinal reaction, and activation across all the commercials and the event itself. Nearly 400 consumers from 17 to 67 and from coast-to-coast participated throughout the game.

"This real-time engagement gave us a terrific window into consumer engagement with the biggest television event of the year," said Bill Day, Executive Director at Frank N. Magid Associates. "Our panelists gave us great information about which ads they liked, and which ads made them want to engage with the brands.'

Magid Advertising Performance research is designed to identify advertising that works both by engaging consumers *and* driving activation. The Super Bowl is the premier event for showcasing compelling and entertaining ads – but those ads often fall short when it comes to convincing consumers to try a new product or brand. Data from Magid's 2013 Super Bowl study proved just how difficult it can be to strike the right balance between engagement and activation.

Our early results showed that consumers had the strongest response to the Budweiser Clydesdale ad — significantly outperforming everything else. The strong emotional connection, driven by a strong musical track, clearly drew in our respondents and brought them along. Despite that power, our respondents reported little to no intent to purchase while watching the spot. By contrast, the earlier "Budweiser Black" spots weren't quite as compelling as entertainment, but they drove activation at four times the levels of the Clydesdale spot.

Kia's "Babylandia" ad also showed strong reaction from consumers who connected with the strong imagery and the relatable humor. Activation responses came late in the spot, driven largely by the technology demonstration driving the spot's punchline.

Subway's blooper driven "Februhuh" spot missed the mark with consumers, eliciting high levels of "blah" and "dislike" reactions across our sample of 400 consumers, ages 17 to 67. Samsung's late-game "Next Big Thing Spot" never quite gained any real traction with our panel, leaving consumers confused and drifting through the end of the spot. Neither of these spots showed any strong effect on driving new sales for either of their brands.

Topline Advertising Summary

Top Five Ads of the Game

1. Budweiser 'Clydesdale'
2. Kia 'Babylandia'
3. Sodastream
4. Dodge/Ram 'Farmer'
5. E-Trade

Bottom Five Ads of Game

1. Subway 'Februhuh'
2. Samsung "Next Big Thing'
3. GoDaddy.com 'Perfect Match'
4. Subway 'Jared'
5. Pistachios 'Gangnam'

Other findings from the evening included looking at how the ads compared to the game itself and the halftime performance.

"Consumers reported engagement levels in each advertising pod equal to the highlights of the game," says Jim Bernstein, senior research analyst at Frank N. Magid Associates. "That's not surprising given the anticipation each year around the entire Super Bowl experience."

Beyoncé's halftime performance had a surprisingly high level of polarization across our respondents. Consumers responded well to the Destiny's Child reunion, but they appeared put off by the over-the-top graphics and the more extreme staging elements.

The React Labs technology utilizes a mobile app that enables users to react to an event moment by moment. The new real-time polling platform captures viewer engagement with what they're watching while simultaneously collecting temporally fine-grained, interpretable data about their responses.

"React Labs harnesses the potential of mobile technology to tap into people's immediate, unmediated responses to what they're seeing and hearing," said Philip Resnik, Ph.D., founder of React Labs, LLC. "Our goal for this project was to build a platform that seamlessly integrated with how consumers watch and react to major media events like the Super Bowl."

Leveraging its domain expertise in content development and advertising effectiveness, Frank N. Magid Associates experts provide a comprehensive view of the game, the ads and consumers' engagement with both.

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Founded in 1957, Frank N. Magid Associates provides research-driven, strategic media counsel on the evolving consumer mindset for clients in 37 countries. The company helps businesses that are struggling to make sense of a constantly evolving marketplace connect with an increasingly elusive, splintered consumer who is seemingly hidden behind an expansive array of technologies. Magid not only provides businesses with an understanding of the attitudes, opinions, and actions of today's technology-saturated consumers, but also offers research-driven strategic advice on how to successfully brand, advertise, market, and design their products and services. For more information, please visit Magid on the Web at www.magid.com.

React Labs LLC, based in Bethesda, Maryland, offers the industry's most innovative and flexible technology platform for collecting moment-by-moment reactions on a large scale using mobile devices. Originating in research at University of Maryland by founder Philip Resnik, Ph.D., the technology was developed in collaboration with user experience and political science experts and made its debut with large scale collection of public opinion during the October 2012 presidential debates. For more information, see reactlabs.org or email reactlabs@gmail.com.