## Super Bowl Ad Effectiveness Questionnaire

## **Pre-Game:**

Which of the following brands are you aware of?

- Audi
- BMW
- Chevrolet
- Chrysler
- Hyundai
- 🔲 Kia
- Mercedes-Benz
- Suzuki
- Volkswagen
- CarMax
- Cars.com
- CareerBuilder
- E-Trade
- Go Daddy
- Groupon
- Livingsocial
- Salesforce.com
- Teleflora
- Best Buy
- Bridgestone tires
- Brisk
- Coca Cola
- Doritos
- Motorola
- Skechers

Which of the following brands are you considering using/buying in the near future?

- Audi
- BMW
- Chevrolet
- Chrysler
- Hyundai
- 🔲 Kia
- Mercedes-Benz
- Suzuki
- Volkswagen
- CarMax
- Cars.com
- CareerBuilder
- E-Trade

- Go Daddy
- Groupon
- Livingsocial
- □ Salesforce.com
- Teleflora
- Best Buy
- Brisk
- Bridgestone tires
- Coca Cola
- Doritos
- Motorola
- Skechers

## Based on anything you have seen or heard, how would you rate the following brands?

	Very Good	Good	Neutral	Bad	Very Bad	Never heard of this brand	
Audi	0	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	$\bigcirc$	
BMW	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	
Chevrolet	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	
Chrysler	0	$\bigcirc$	$\bigcirc$	0	0	$\bigcirc$	
Hyundai	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	$\bigcirc$	
Kia	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	
Mercedes-Benz	0	$\bigcirc$	$\bigcirc$	0	0	$\bigcirc$	
Suzuki	0	$\bigcirc$	0	0	0	0	
Volkswagen	0	$\bigcirc$	$\bigcirc$	0	0	0	
CarMax	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	
Cars.com	0	$\bigcirc$	$\bigcirc$	0	0	$\bigcirc$	
CareerBuilder	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	
E-Trade	0	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	0	
Go Daddy	0	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	0	
Groupon	0	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	0	
Livingsocial	0	$\bigcirc$	$\bigcirc$	0	0	0	
Salesforce.com	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	0	
Teleflora	0	$\bigcirc$	$\bigcirc$	0	0	0	
Best Buy	0	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	0	
Brisk	0	$\bigcirc$	$\bigcirc$	0	0	0	
Bridgestone tires	0	$\bigcirc$	$\bigcirc$	0	0	0	
Coca Cola	0	$\bigcirc$	$\bigcirc$	0	0	0	
Doritos	0	$\bigcirc$	$\bigcirc$	0	0	0	
Motorola	0	$\bigcirc$	$\bigcirc$	0	0	0	
Skechers	0	$\bigcirc$	$\bigcirc$	0	0	0	

## **Post-Game:**

Which o	of the following brands are you aware of?
	Audi
	BMW
	Chevrolet
	Chrysler
	Hyundai
	Kia
	Mercedes-Benz
	Suzuki
	Volkswagen
	CarMax
	Cars.com
	CareerBuilder
	E-Trade
	Go Daddy
	Groupon
	Livingsocial
	Salesforce.com
	Teleflora
	Best Buy
	Bridgestone tires
	Brisk
	Coca Cola

- Doritos
- Motorola
- Skechers

Which of the following brands are you considering using/buying in the near future?

- 🔲 Audi
- BMW
- Chevrolet
- Chrysler
- Hyundai
- 🔲 Kia
- Mercedes-Benz
- Suzuki
- Volkswagen
- CarMax
- Cars.com
- CareerBuilder
- E-Trade
- Go Daddy
- Groupon
- Livingsocial
- □ Salesforce.com
- Teleflora

- Best Buy
- Brisk
- Bridgestone tires
- Coca Cola
- Doritos
- Motorola
- Skechers

	Very Good	Good	Neutral	Bad	Very Bad	Never heard of this brand		
Audi	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	0		
BMW	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0		
Chevrolet	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0		
Chrysler	0	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	0		
Hyundai	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0		
Kia	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	$\mathbf{O}$		
Mercedes-Benz	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	0		
Suzuki	0	$\bigcirc$	$\bigcirc$	0	0	0		
/olkswagen	0	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	0		
CarMax	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	0		
Cars.com	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0		
CareerBuilder	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0		
E-Trade	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0		
Go Daddy	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0		
Groupon	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0		
_ivingsocial	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0		
Salesforce.com	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0		
Teleflora	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	0		
Best Buy	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	0		
Brisk	0	$\bigcirc$	$\bigcirc$	0	0	0		
Bridgestone tires	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	$\bigcirc$		
Coca Cola	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	0		
Doritos	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	$\bigcirc$		
Motorola	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	0		
Skechers	0	0	$\bigcirc$	0	0	0		

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Did you watch Superbowl on February 6th(Sunday) 2011

◯ Yes

O No

	Ad was meaningful	Ad was humurous	Ad was boring	Ad was confusing	Donot have much to say about the ad	Donot remember seeing this ad
Audi	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
BMW	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Chevrolet	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Chrysler	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Hyundai	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Kia	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Mercedes Benz	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Suzuki	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Volkswagen	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
CarMax	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Cars.com	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Careerbuilder	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
E-Trade	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Go Daddy	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Groupon	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Livingsocial	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Doritos	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Teleflora	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
BestBuy	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0
Bridgestone	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	0
Brisk	$\bigcirc$	$\bigcirc$	$\bigcirc$	0	$\bigcirc$	0
Coco Cola	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	0