



DIALSMITH

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For Immediate Release

Dialsmith and KGW NewsChannel 8 Release Results of Second-by-Second Super Bowl Ad Ratings

Slidermetrix collects more than 31,000 unique ratings from across the country, revealing the winners, the losers and the whatevers

Portland, Ore (February 5th)—Portland, Oregon-based NBC Affiliate KGW NewsChannel 8 and Dialsmith have released a final report of the second-by-second ratings results of the 2014 Super Bowl ads based on more than 31,000 unique ratings collected on KGW's website (KGW.com) and the websites of eight KGW partner stations from around the country.

Ratings were conducted using Dialsmith's Slidermetrix application, which uses an on-screen slider to record each viewer's opinion every second on a scale of 0 (HATE IT!) to 100 (LOVE IT!). The average of each viewer's slider position during every second of the ad results in a cumulative mean score for that ad, which determines each ad's ranking in the report. Slidermetrix also identifies the highest rated and lowest rated seconds from each ad, helping to parse out key moments where an ad is particularly impactful or where it completely misses the mark.

Download the full report here: <http://dialsmith.com/company/superbowl-request.html>

See Dialsmith Founder and CEO David Paull explain results: <http://www.kgw.com/thesquare/Talk-Box-Ranking-the-Super-Bowl-Commercials-243432571.html>

Budweiser's Heroes and Puppies Score Touchdowns

The highest rankings went to the two Budweiser ads, "**A Hero's Welcome**" (71 out of 100) and "**Puppy Love**" (69 out of 100). Budweiser stuck with a format that has worked well for them in the past—an emotional appeal that tugs on the heartstrings of viewers. Last year's Budweiser "Brotherhood" ad, featuring a reunion between a Clydesdale and his trainer, also received top rankings in the Slidermetrix ratings.

"The trend we're seeing in the data is that the ads with an emotional hook are clearly performing the best," said David Paull, CEO and Founder of Dialsmith. "Budweiser clearly has the formula for this down to an art form and it shows with how well their ads are resonating with those viewing and rating the ads in our Slidermetrix polling."

RadioShack's Blast to the Past Scores Well in the Present

RadioShack's "**The '80s Called**" ad (67) ranked third overall. Paull noted that the ad stood out for its use of self-deprecating humor and its nostalgic appeal. "There are a lot of '80s kids out there who appreciated seeing those '80s icons again. RadioShack was the only brand to play the self-deprecating humor card and it worked."

CarMax Slow Clap Couldn't Get Out of the Garage

The lowest ranked ad overall was **CarMax's "Slow Clap" (47)**. The ad, featuring a man driving his newly purchased CarMax car on a victory lap around town, missed the mark with viewers. Even a cameo by the Rudy-esque Sean Astin couldn't inspire viewers to respond positively.

"Super Second" and "Stinky Second" Revealed

Budweiser's "A Hero's Welcome" also took home the "Super Second," scoring the highest rated second from all of the Super Bowl ads with a peak second score of 78.44 out of 100. Results show the spot's top second being the moment when the returning soldier, Lt. Chuck Nadd, is reunited with his mother during his welcome home parade.

Staying true to overall rankings, CarMax's "Slow Clap" earns this year's "Stinky Second," scoring the lowest rated second from all the Super Bowl ads. It bottomed out with a low second score of 45.08 out of 100, during the spot's lone cameo featuring actor Sean Astin in character as Rudy.



Category Winners

Among the auto industry advertisers, **Honda's "Hugfest" (61.2)**, featuring Bruce Willis and *Portlandia's* Fred Armisen, and **Toyota's "No Room for Boring" (58.6)**, featuring Terry Crews and The Muppets, scored the highest. Among the technology and telecommunication advertisers, **Microsoft's emotionally charged "Empowering" spot (60.5)**, featuring former pro football player Steve Gleason who is now living with ALS, ranked highest.

In the battle of the beverages, **Coke's "Going All the Way" (56.6)** topped **Pepsi's "Halftime Intro" (54.8)**. Even Scarlett Johansson and the buzz around Fox's censorship of its original spot, couldn't slide the dial up on **SodaStream's "Sorry Coke and Pepsi" ad (51.2)**, which scored lowest amongst the beverage advertisers.



About Slidermetrix

Slidermetrix is a Software as a Service (SaaS) application that adds continuous, second-by-second rating capabilities to embedded online video. Through the Slidermetrix application, a fully customizable slider is added below a video, allowing viewers to continuously rate it as they watch. Real-time feedback is captured for display back to the viewer or for use in research and/or reporting. For online publishers, Slidermetrix creates a unique and interactive experience that increases viewer engagement and drives metrics for increased ad revenues. For marketing and media researchers, Slidermetrix offers a fast, cost-effective approach to market test recorded video content. For more information or to view a demo, visit www.slidermetrix.com.

About Dialsmith

Dialsmith is a Portland, Oregon-based technology company that develops products and services for research, audience engagement and live event scoring. We are pioneers in the development of tools for capturing and displaying continuous and moment-to-moment feedback and are the worldwide marketers, sellers and service providers for the Perception Analyzer, Perception Analyzer Online, ISX Scoring and Slidermetrix. Featured on CNN, FOX News, Food Network, ESPN X Games, The New York Times and more, Dialsmith's Perception Analyzer tools are the gold standard for dial-based focus group testing, public opinion polling and audience engagement. To learn more, visit www.dialsmith.com.

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