

2017 SUPER BOWL AD RATINGS

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DIALSMITH

FINAL RATINGS REPORT 02.06.2017

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ATTRIBUTION

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RATING METHOD

Participation in these ratings was open to the public via the Slidermetrix Super Bowl ad ratings web page at <http://slidermetrix.com/rate-the-super-bowl-ads-2017/>. Visitors to the page can view and rate each ad using an on-screen slider. The slider records 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 an aggregated score for each second as well as a cumulative mean score for that ad, which determines each ad's ranking in this report.

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SLIDERMETRIX TOP TEN

	Brand	Ad Name	Slidermetrix Score	Industry
#1	Hyundai	A Better Super Bowl	79.5	Auto
#2	Mercedes Benz	Easy Driver	67.1	Auto
#3	Bai	Jentleman	66.3	Beverages
4	Buick	Buick	65.9	Auto
5	Kia	Hero's Journey	64.5	Auto
6	Skittles	Romance	63	Food
7	NFL	Super Bowl Baby Legends	62.1	NFL
8	TurboTax	Humpty Fall	62	Services
9	Honda	Yearbooks	61.2	Auto
10	King's Hawaiian	False Cabinet	59.8	Food

TOP RATED BY AGE GROUP



Millennials (age 18 – 34)
SKITTLES | Romance (score: 68)



Gen X-ers (age 35 – 50)
HYUNDAI | A Better Super Bowl (score: 77)



Baby Boomers (age 51 – 69)
HYUNDAI | A Better Super Bowl (score: 80)

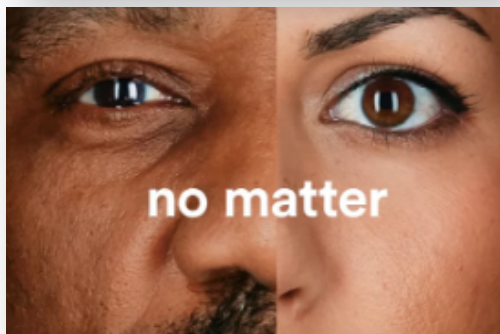
LOWEST RATED BY AGE GROUP



Millennials (age 18 – 34)
[YELLOW TAIL] | Super Bowl LI (score: 48)



Gen X-ers (age 35 – 50)
PERSIL PROCLEAN | Science of Clean (score: 37)



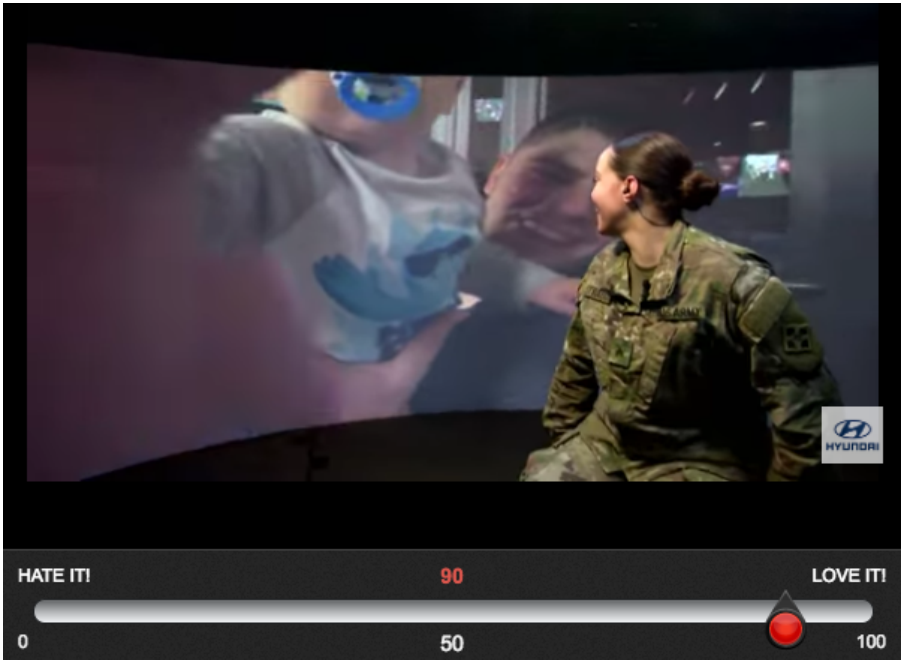
Baby Boomers (age 51 – 69)
AIRBNB | We Accept (score: 41)

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Top Ranking by Category: Auto

	Brand	Ad Name	Slidermetrix Score	Industry
1	Hyundai	A Better Super Bowl	79.5	Auto
2	Mercedes Benz	Easy Driver	67.1	Auto
3	Buick	Buick	65.9	Auto
4	Kia	Hero's Journey	64.5	Auto
5	Honda	Yearbooks	61.2	Auto



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Top Ranking by Category: Beverages

	Brand	Ad Name	Slidermetrix Score	Industry
1	Bai	Jentleman	66.3	Beverages
2	Michelob ULTRA	Our Bar	58.9	Beverages
3	[yellow tail]	Super Bowl LI	57.9	Beverages
4	PepsiCo - Lifewtr	Inspiration Drops	57.1	Beverages
5	Bud Light	Ghost Spuds	56.7	Beverages

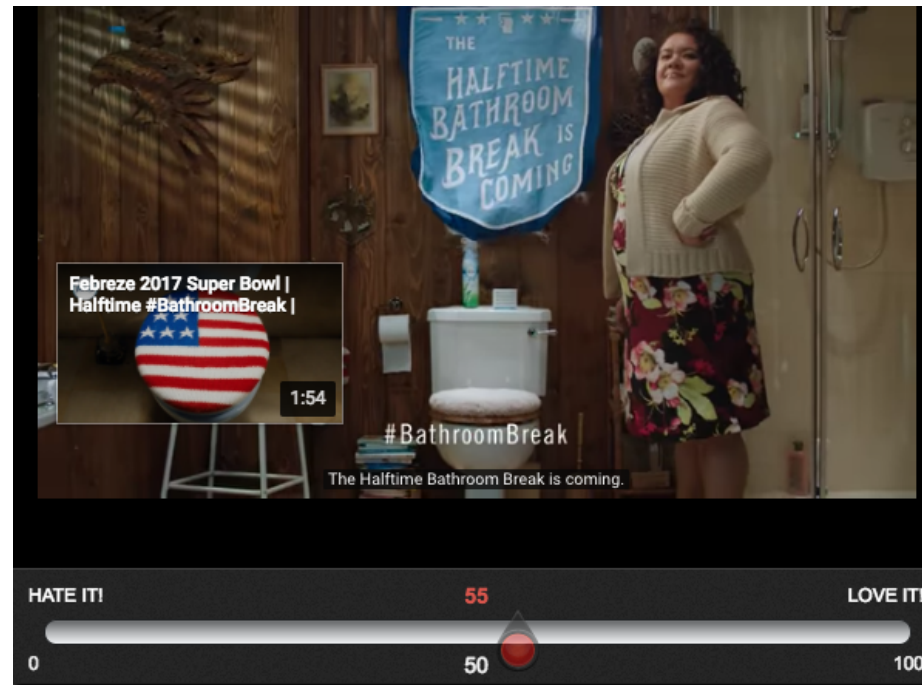


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Top Ranking by Category: Consumer Goods

	Brand	Ad Name	Slidermetrix Score	Industry
1	Febreze	Halftime #BathroomBreak	55.3	Consumer Goods
2	Mr. Clean	Cleaner of your dreams	52	Consumer Goods
3	It's a 10 Hair Care	Super Bowl Commercial	51.2	Consumer Goods
4	Persil ProClean	Science of Clean: 10 Dimensions	50.9	Consumer Goods
5	84 Lumber	The Journey Begins	46.6	Consumer Goods

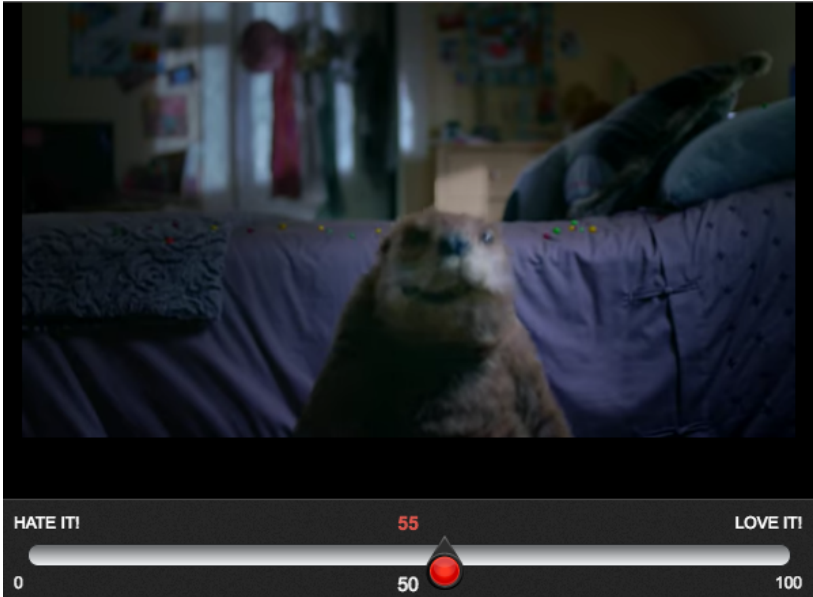


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Top Ranking by Category: Food

	Brand	Ad Name	Slidermetrix Score	Industry
1	Skittles	Romance	63	Food
2	King's Hawaiian	False Cabinet	59.8	Food
3	Avocados from Mexico	Secret Society	59.4	Food
4	Wonderful Pistachios	Ernie Gets Physical	56.2	Food
5	Wendy's	Cold Storage	54.5	Food



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Top Ranking by Category: Technology

	Brand	Ad Name	Slidermetrix Score	Industry
1	Wix.com	Jason Statham & Gal Gadot	58.2	Technology
2	Squarespace	Calling JohnMalkovich.com	57.2	Technology
3	GoDaddy	The Internet Wants You	56.3	Technology
4	Intel	Brady Everyday	54.1	Technology
5	Nintendo	Super Bowl LI	53	Technology



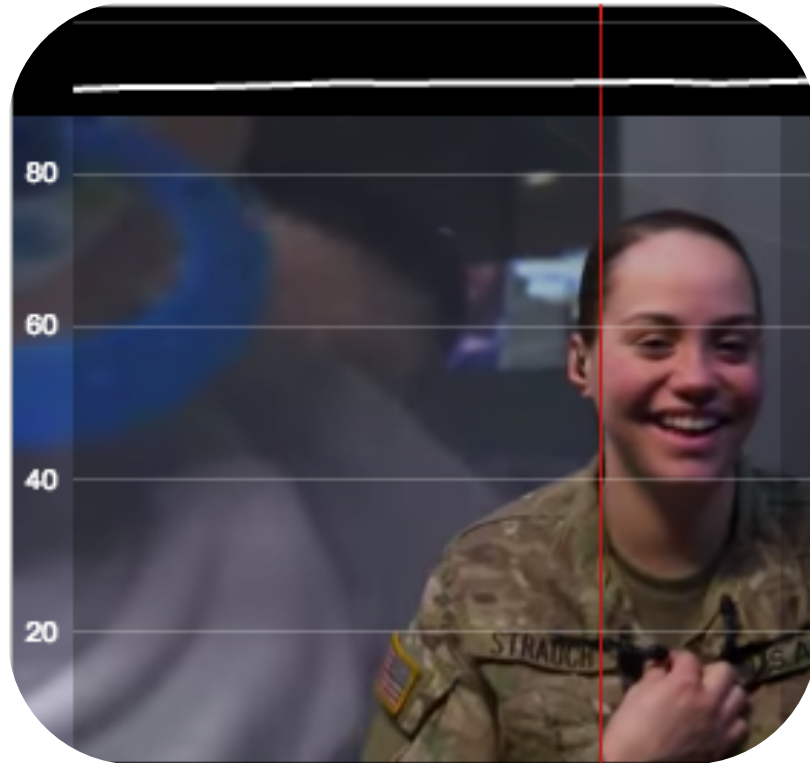
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SUPER SECOND

noun | su·per sec·ond

: overall highest rated second across all the Super Bowl ads based on average score



Hyundai “A Better Super Bowl” (1:18)

Score: 95.0

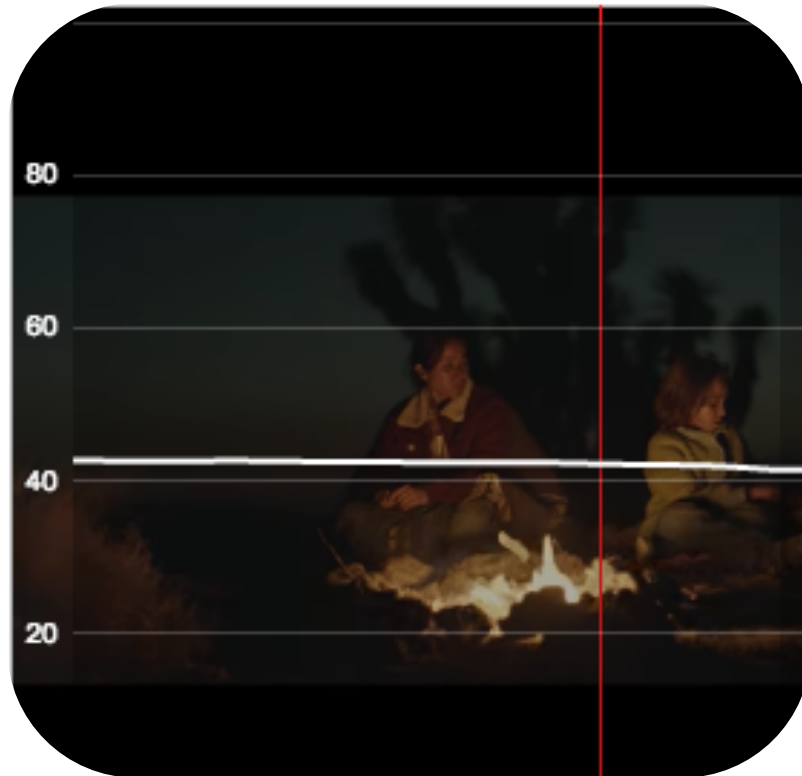
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NOT-SO-SUPER SECOND

noun | not so su·per sec·ond

: overall lowest rated second across all the Super Bowl ads based on average score



84 Lumber “The Journey Begins” (1:22)

Score: 41.47

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ABOUT DIALSMITH

Dialsmith is a Portland, Oregon-based technology company that develops products and services for research, audience engagement and live event polling. Pioneers in the development of audience response tools for capturing and displaying continuous and in-the-moment feedback, Dialsmith is the worldwide marketer, seller and service provider for Perception Analyzer, Perception Analyzer Online, Slidermetrix and ISX Scoring. Featured on CNN, Fox News, 60 Minutes, Food Network, X Games and more, Dialsmith's Perception Analyzer tools are the gold standard for dial testing focus groups, public opinion studies, academic research, mock juries and more. To learn more, visit www.dialsmith.com.

ABOUT MASLANSKY + PARTNERS

Brands and companies are faced with communications challenges that are complex and controversial. And the marketplace is crowded. To address these challenges, maslansky+partners has worked for the past 20+ years to perfect and refine its strategic counsel through cognitive behavioral science research. The strategic agency works with companies to help them translate corporate speak into language that is clear, credible and compelling for consumers and stakeholders. m+p helps clients understand how their audiences process and interpret information and show them how the right words and phrases can drive engagement and action. m+p has worked with many Fortune 500 companies, most of the top retail banks in the US, along with companies like AARP, Starbucks, Merck, Toyota and Pfizer (to name a few) – and because they work within a mix of industries their clients benefit from the agency's breadth of experience.

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