Super Bowl Ads Score Big In List Of Most-Liked Ads Of Q1 2011

Contributed by Nielsen
Wednesday, 11 May 2011
Last Updated Thursday, 12 May 2011

Volkswagenâ€™s Little Darth Vader ad, where a small boy is stunned by his powers, was not only a standout commercial in this yearâ€™s Super Bowl, but it also took the top spot among Most Liked new ads of the entire first quarter 2011.

A Nielsen analysis of the top ads debuting in Q1 of this year revealed that, while Super Bowl ads were among some of the best liked commercials (four of the top five Most Liked ads appeared in the big game), several other creatives managed to break through the clutter as well.

In fact, overall, six out of 10 Most-Liked ads were not shown in the Super Bowl, including a 30-second spot from M&M, which ranked third on the list.

For the most memorable ads, the high profile platform provided by the Super Bowl seemed to have more of an impact. Seven of the top 10 ads with the strongest Brand Recall score came from the game.

The top commercial featured a Western backdrop, where a cowboy demands Budweiser when he enters a saloon. Overall, the ads with the highest Brand Recall significantly outperformed the average commercial in the first quarter of 2011 â€“ they were more than twice as memorable as other new creatives.

Two Super Bowl ads scored on both Brand Recall and Likeability: a Doritos ad where a man licks crumbs off his co-workerâ€™s fingers (#2 Most-Liked, #3 Most-Recalled), and an NFL montage (#5 Most-Liked, #7 Most-Recalled) ranked in the top 10 on both lists.

About Nielsen
For more information please visit www.nielsen.com/us/en.html

2 May 2011