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SUPERBOWL YIELDS BRAND LOYALTY LEADERS AND LAGGARDS

**RUSSELL WILSON AND CHOBANI SCORE BIG GAME VICTORIES,
WHILE PEYTON MANNING AND BEATS BY DR. DRE FALTER**

Philadelphia, PA, February 3, 2014 --- Seattle Seahawks quarterback Russell Wilson and Greek-style yogurt maker Chobani scored the most significant increases in brand admiration and loyalty as a result of their 2014 Super Bowl appearances, making them the clear Loyalty Leaders following this year's Big Game. Denver Quarterback Peyton Manning and advertiser Beats by Dr. Dre emerged as the most significant Big Game brand loyalty Laggards, each registering significant declines in admiration and loyalty despite high post-game familiarity scores.

The study, conducted by Fidelum Partners, a research-based consulting firm that specializes in brand loyalty insights and strategy, tracked consumer awareness, loyalty and perceptions of five celebrities and five brands before and after the Super Bowl to determine which of these gained and lost the most as a result of their involvement during The Big Game. The celebrities tracked included Peyton Manning, Marshawn Lynch, Russell Wilson, Richard Sherman and Bruno Mars. The brands evaluated included Butterfingers, Chobani, Intuit, SodaStream and Beats by Dr. Dre. Surprise Super Bowl MVP Marcus Smith, the game standout linebacker for Seattle, was included only in the post-game testing.

"In addition to being the mother of all sporting events in America, the Super Bowl is also the "birth mother" of several new household brand names each year," said Chris Malone, Managing Partner of Fidelum Partners. "Russell Wilson and Chobani each cut through the clutter and hype surrounding the Big Game to win the hearts and minds of significantly more Americans than other performers and brands."

The study found that Russell Wilson's solid 206 yards passing and two touchdowns with no interceptions increased his public admiration of 51 to 57, on a 100 point scale, among American adults following the Big Game. Similarly, Chobani's humorous hungry bear Super Bowl ad caused its brand loyalty to grow from 36 to 47 on the same 100 point scale, following The Big Game.

Peyton Manning and Beats by Dr. Dre Falter

Despite the surprising gains scored by Russell Wilson and Chobani, some brands also suffered disappointing losses in loyalty as a result of their Big Game performances. Despite a strong post-game brand familiarity score of 64%, public loyalty toward Denver Broncos quarterback Peyton Manning declined from 63 to 57 following his disappointing two interception performance in the Super Bowl. Similarly, brand loyalty for the Beats by Dr. Dre brand declined from 46 to 42 on a 100 point scale, despite solid post-game brand familiarity of 60%.

“While certainly well-known and respected, both Peyton Manning and Beats by Dr. Dre clearly left viewers feeling substantially less admiration and loyalty toward them following their exposure in Super Bowl,” added Malone. “This clearly shows that high profile Super Bowl exposure alone is no guarantee of increased loyalty or admiration - for both celebrities and brands.”

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About The Study

This study was conducted in two parts. The first wave was conducted on January 29th and the second immediately following the Super Bowl on February 2nd and 3rd, 2014. The study was conducted online by Fidelum Partners from a panel of 7,000 double opt-in participants that is representative of the U.S. adult population. The study examined the brand familiarity, loyalty and warmth and competence perceptions of consumers toward five celebrities and brands that participated in the 2014 Super Bowl. The celebrities examined Peyton Manning, Marshawn Lynch, Russell Wilson, Richard Sherman and Bruno Mars. The brands studied included Butterfingers, Chobani, Intuit, SodaStream and beats by Dr. Dre. Full details of the study will be available at <http://LoyaltyTest.com>.

About Fidelum Partners

Fidelum Partners is a research-based, consulting and partnership marketing firm that helps organizations achieve sustained performance. Managing Partner Chris Malone is a recognized expert on customer and employee loyalty, particularly as relates to sports, entertainment and partnership marketing. His recently published book, *The HUMAN Brand: How We Relate to People, Products and Companies* details his loyalty research on over 45 well-known companies and brands. The firm is located in Philadelphia, PA. For more information visit <http://www.Fidelum.com> or <http://TheHUMANBrand.com>