

THE BIG GAME
LOYALTY
TEST



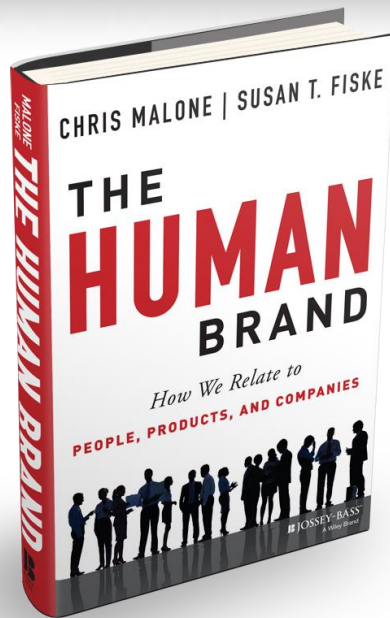
The Big Game Brand Loyalty Leaders & Laggards

Date: February 3, 2014

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“This insightful book will cause you to completely rethink your current approach to customer relationships, and that’s a good thing!”

- Tom Long, Chief Executive Officer, MillerCoors

“The HUMAN Brand is a must read for those who want a truly evolved understanding of how to earn loyalty and create lasting relationships with customers.”

- Beth Comstock, Chief Marketing Officer, General Electric



CHRIS MALONE is an accomplished marketer and strategic advisor, classically trained at P&G, NBA Properties, NHLPA and Coca-Cola before advancing to CMO roles at ARAMARK and Choice Hotels.

He's an established customer loyalty, strategy thought leader who has appeared recently on:



Scoring The Big Game Brand Loyalty Results

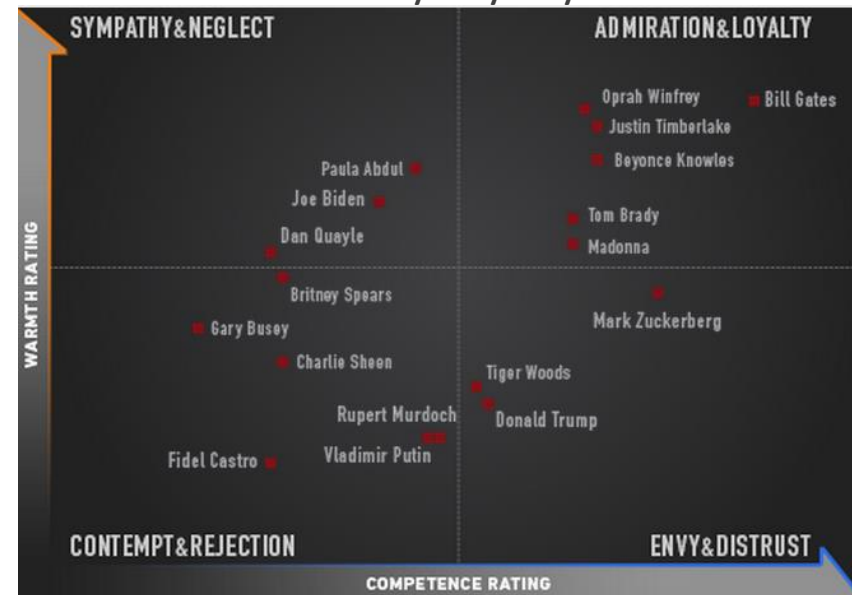
- As detailed in our best-selling book, *The HUMAN Brand*, we judge and become loyal to brands the same way we do other people – on the basis of their warmth & competence.
- We refer to these instantaneous and often subconscious judgments as The LOYALTY Test that guides human behavior and lasting loyalty toward celebrities and brands.
- To determine this year's Big Game Brand Loyalty Leaders & Laggards, our firm conducted LOYALTY Test research with our panel of 7,000 U.S. adults before and after the game.

- These celebrities and brands were evaluated:

Celebrities	Brands
<ul style="list-style-type: none"> • Peyton Manning • Marshawn Lynch • Russell Wilson • Richard Sherman • Bruno Mars • Malcolm Smith* 	<ul style="list-style-type: none"> • Butterfingers • Chobani • Intuit • SodaStream • Beats by Dr. Dre

- The findings of our Big Game LOYALTY Test research are detailed in the following pages.
- More details are available at LoyaltyTest.com.

Previous Celebrity Loyalty Test Results



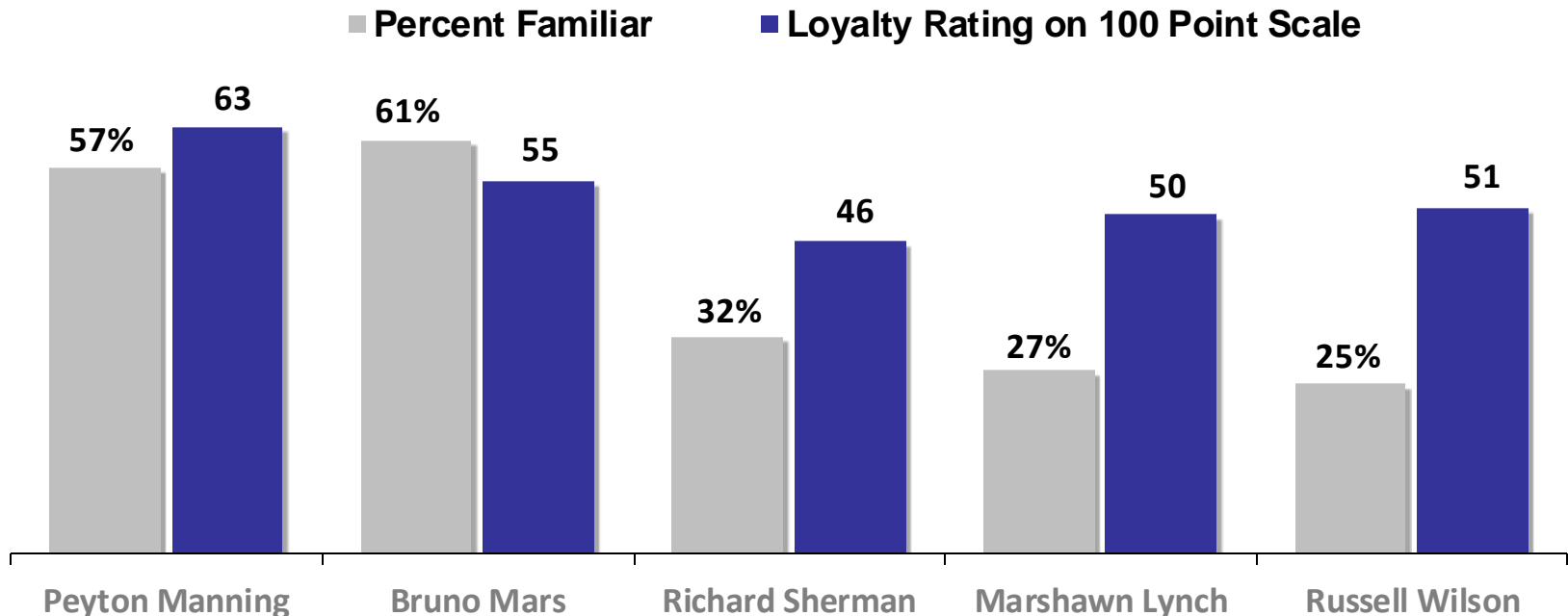


Pre-Game Brand Loyalty Research Findings

Manning & Mars Were the Pre-Game Brand Loyalty Leaders

- Peyton Manning and Bruno Mars had the strongest brands heading into The Big Game, with much greater public awareness and loyalty than Sherman, Lynch and Wilson.
- Surprising, Bruno Mars was familiar to more Americans than Peyton Manning, which shows that while hugely popular, there remain many households who don't follow the NFL.
- It appears that while Richard Sherman had raised his public visibility recently, he did so unfavorably, as the public's loyalty to him still trailed all other celebrities & brands tested.

The Big Game Celebrity Loyalty Test – Pre-Game Results

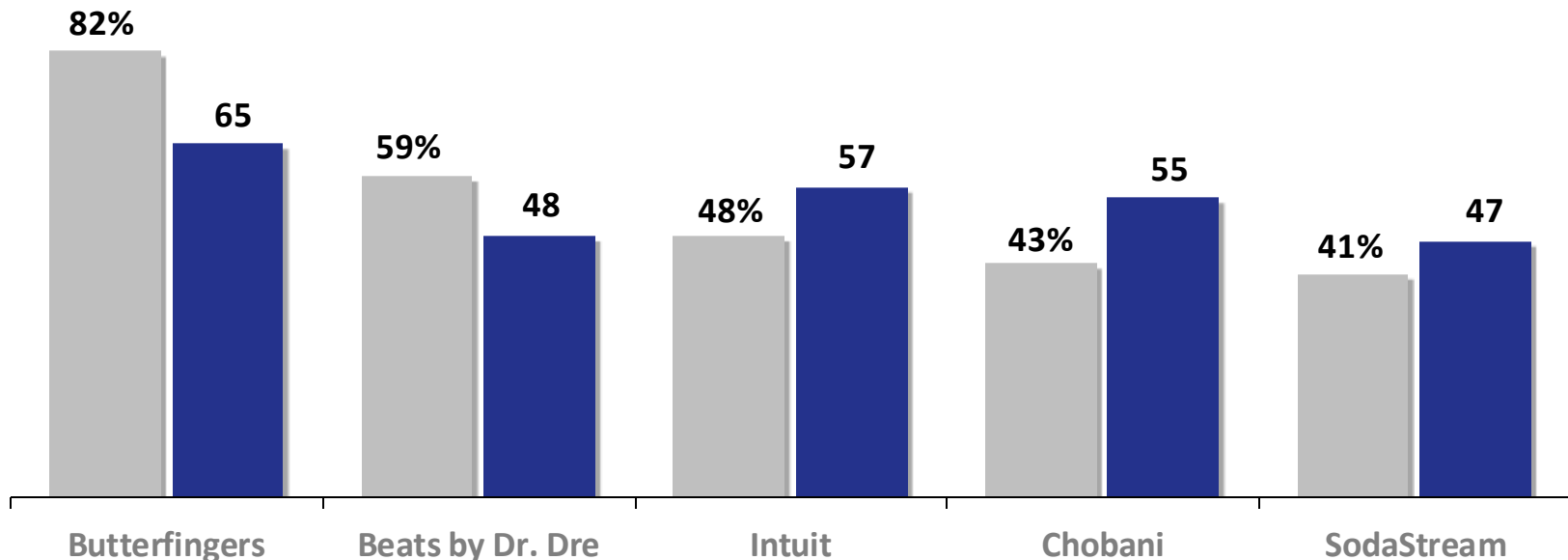


A Battle of Brand Awareness Haves and Have Nots

- Not surprisingly, Butterfingers had very high pre-game awareness and the strongest customer loyalty of all the brands we tested, but not a lot of upside for improvement.
- Beats by Dr. Dre had somewhat greater pre-game awareness than expected, but still had lots of upside in both familiarity and loyalty heading into The Big Game.
- While SodaStream trailed other brands, they also had the greatest potential upside, so if their Super Bowl advertising hit the mark, they could be The Big Game's biggest winner.

The Big Game Brand Loyalty Test – Pre-Game Results

■ Percent Familiar ■ Loyalty Rating on 100 Point Scale



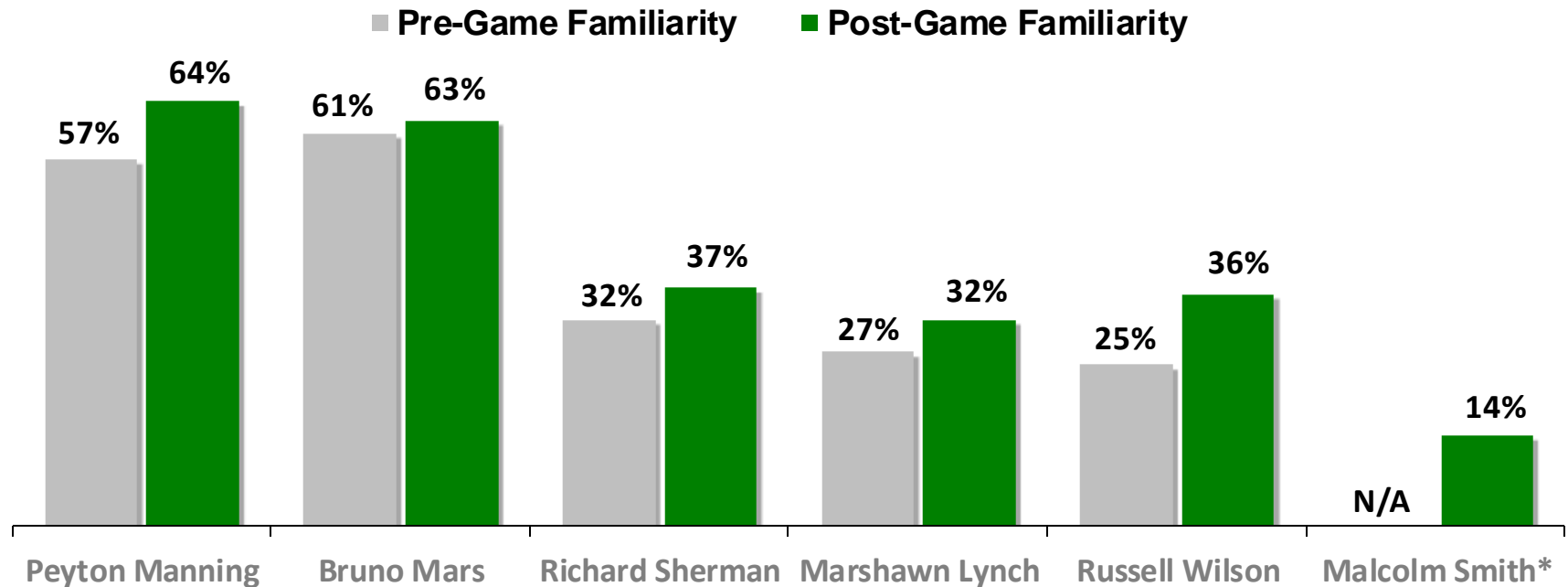


Post-Game Brand Loyalty Leaders & Laggards

All Our Big Game Celebrities Scored Familiarity Gains

- Despite the large number of players, celebrities and entertainers that performed during the Super Bowl, all those we tested scored meaningful gains in brand awareness.
- Russell Wilson and Peyton Manning notched the largest gains, with 11 and 7 point increases respectively.
- Despite that we only captured data on Super Bowl MVP Malcolm Smith after The Big Game, it's clear that his brand familiarity remains very low.

The Big Game Celebrity Loyalty Test – Post-Game Results



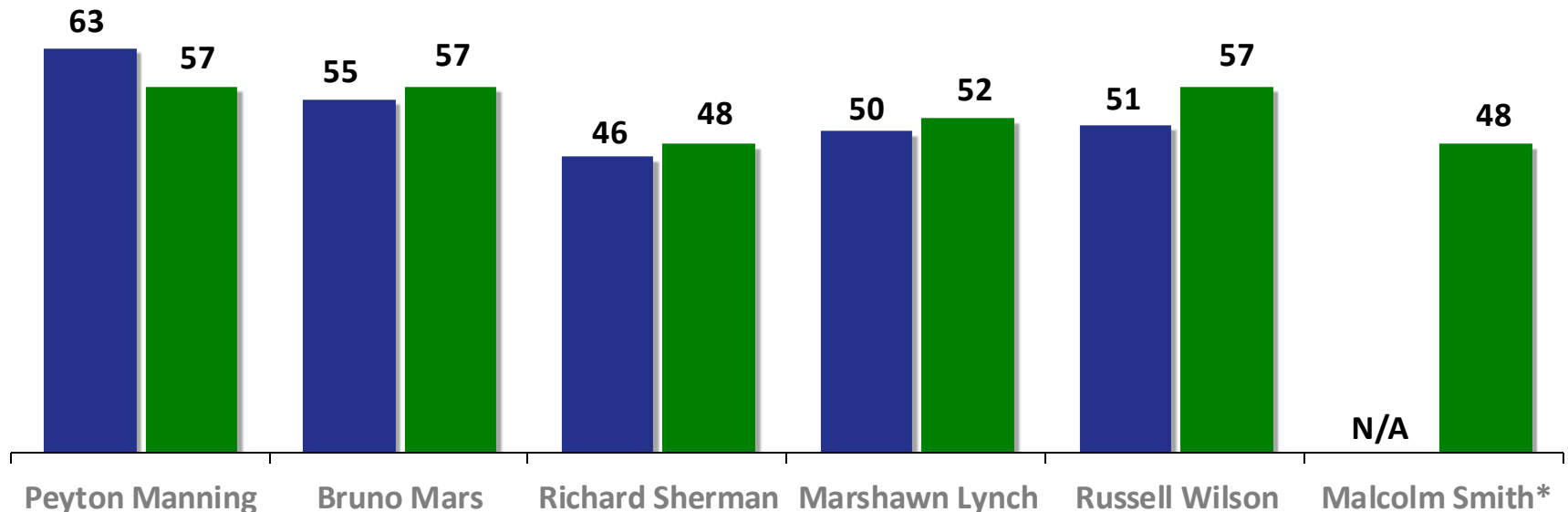
* Post Game results only

Manning Falters While Wilson Gains Greater Admiration

- Due to his disappointing performance on the field during the Super Bowl, Peyton Manning suffered a significant loss of public admiration following The Big Game.
- However, despite failing to earn Super Bowl game MVP honors, Russell Wilson scored the largest gain in public admiration after passing for two TDs with no interceptions.
- As a result, Russell Wilson is our Big Game celebrity brand Loyalty Leader, while Peyton Manning becomes a Loyalty Laggard due to his significant decline in admiration.

The Big Game Celebrity Loyalty Test – Post-Game Results

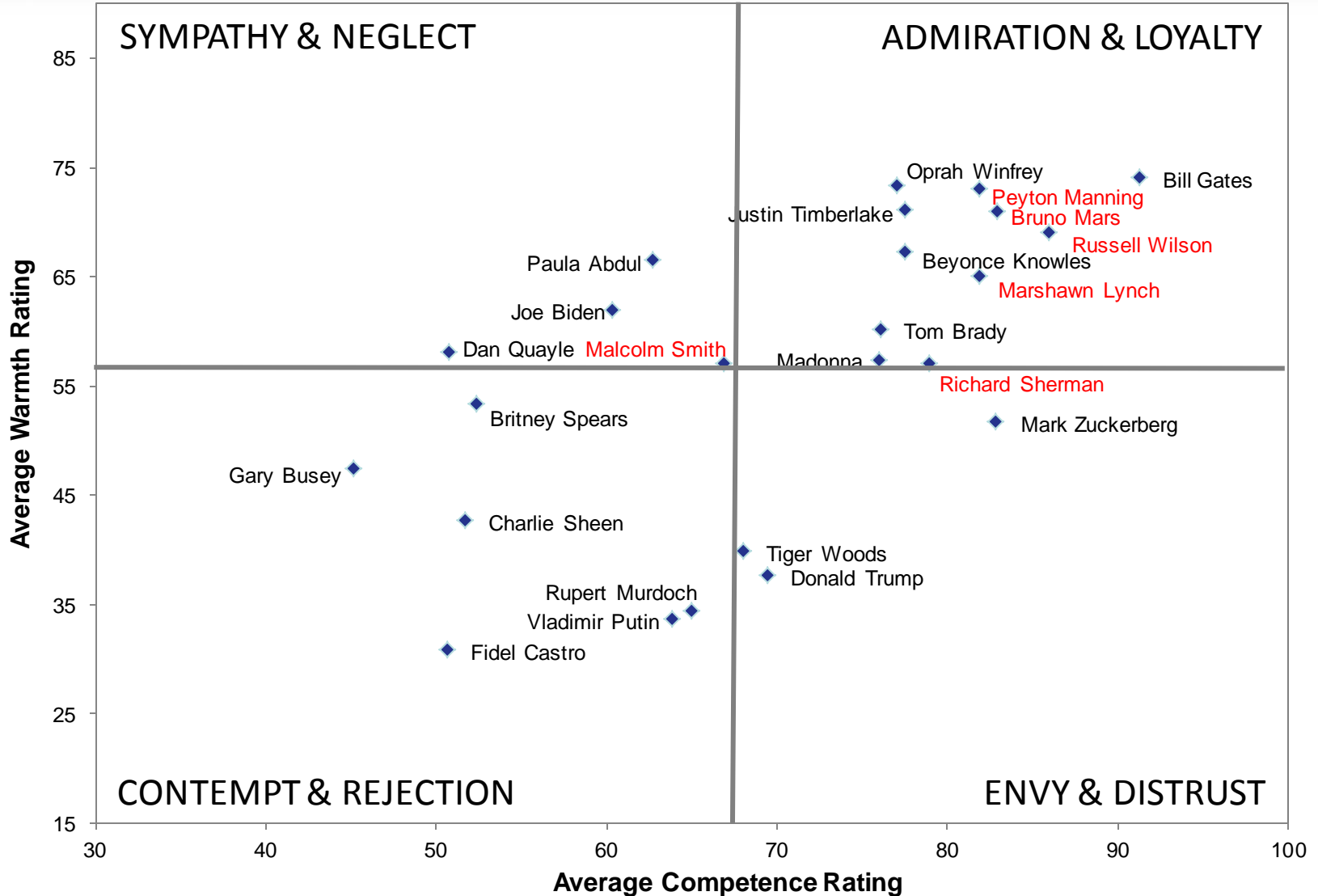
■ Pre-Game Admiration ■ Post-Game Admiration



* Post Game results only

Manning & Mars Are Among The Celebrity Elite

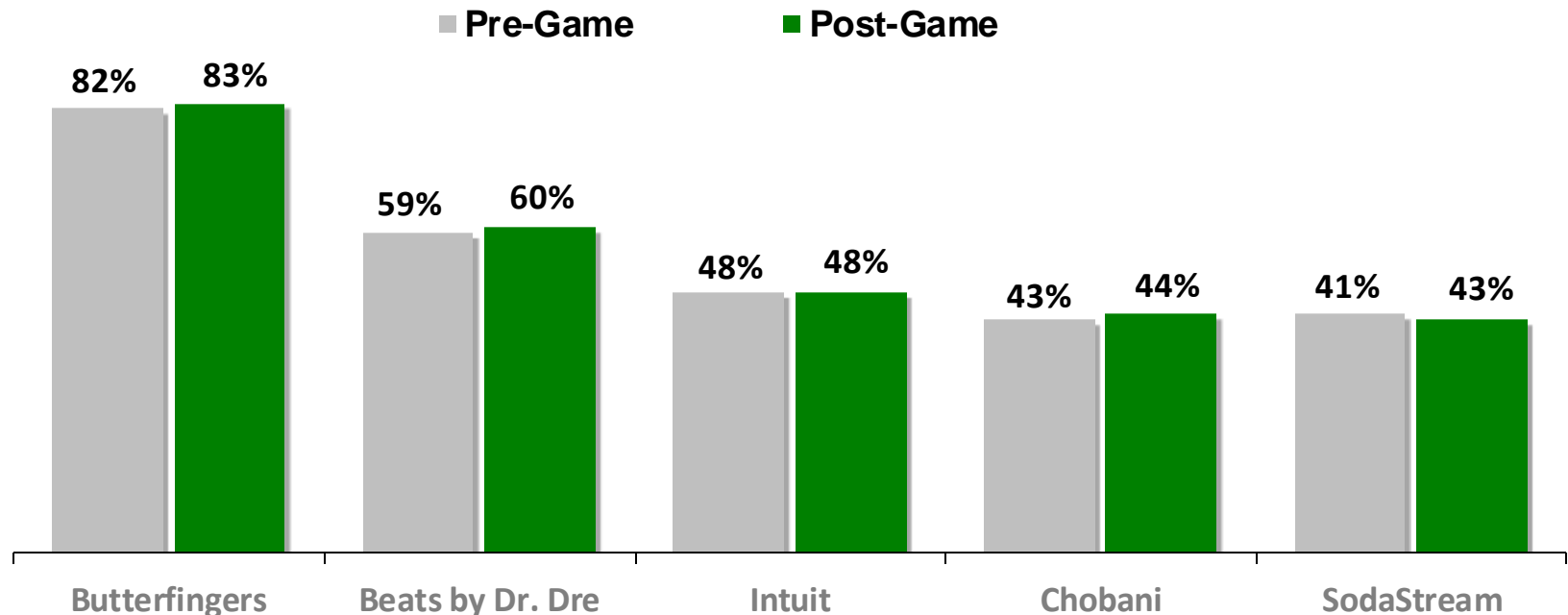
Post-Game Brand Warmth & Competence Ratings



The Big Game Did Not Alter Advertiser Brand Familiarity

- Despite shelling out approximately \$4 million for each 30 second Super Bowl ad, none of the brands we tracked scored significant gains in brand familiarity.
- As first time advertisers in The Big Game, all of these brands had hoped to score significant gains in brand awareness and familiarity.
- Following the game, Butterfingers maintained its strong advantage in brand familiarity over the other brands we tracked.

The Big Game Brand Loyalty Test – Post-Game Results

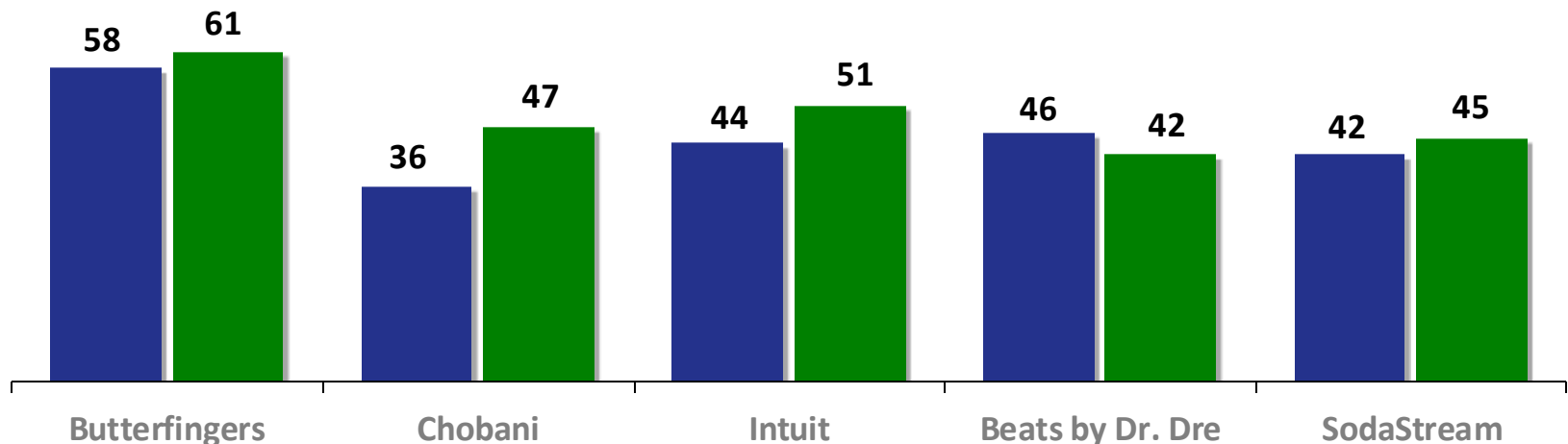


Surprising Brand Loyalty Leaders & Laggards

- Despite a significant pre-game advantage in brand familiarity and loyalty, Butterfingers did not significantly alter its position, though it did notch a slight loyalty gain.
- Chobani scored the largest gain in brand loyalty (+11 points), after starting with the weakest pre-game position, making them our Big Game Loyalty Leader.
- However, Beats by Dr. Dre suffered a significant decline in brand loyalty following the Super Bowl, making them our Big Game Loyalty Laggard.

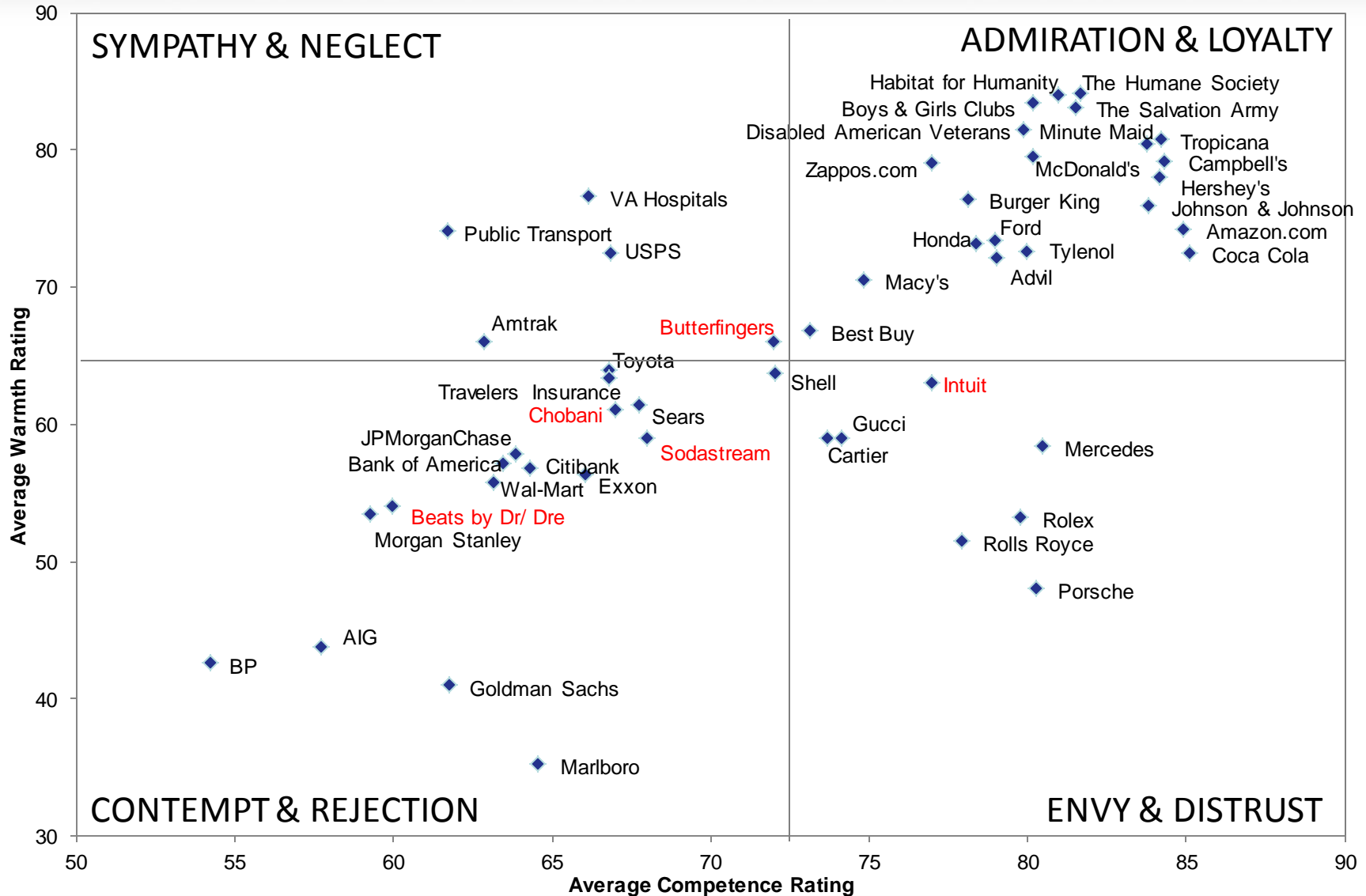
The Big Game Brand Loyalty Test – Post-Game Results

■ Pre-Game Loyalty ■ Post-Game Loyalty



Our Big Game Contenders Trail America's Elite Brands

Post-Game Brand Warmth & Competence Ratings



For More Information:



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