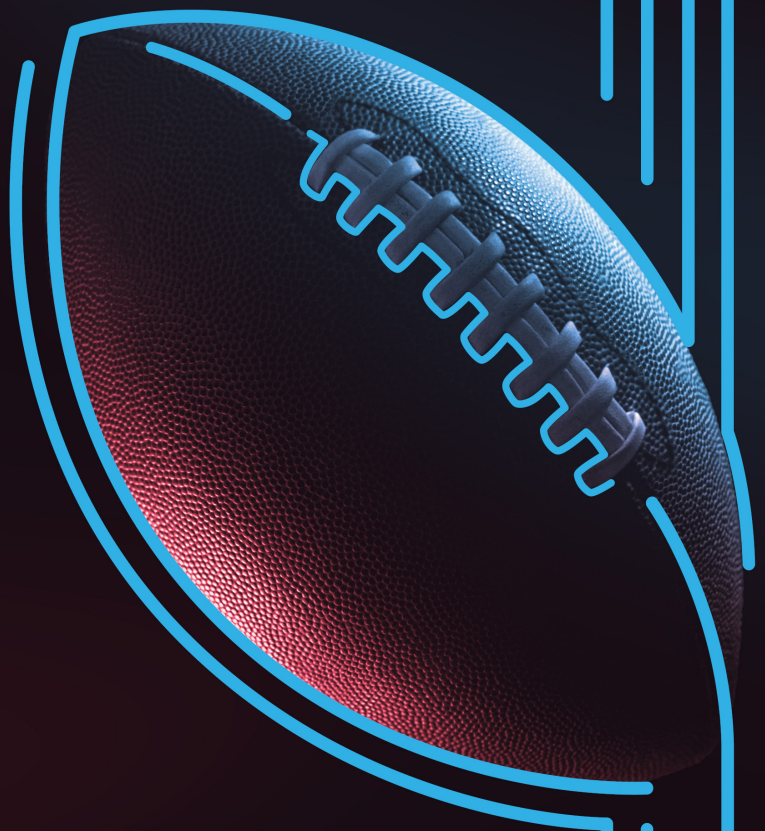


# Brand Bowl

Introducing an Annual Index  
on the Big Game's Ad Impact



The Harris Poll



The Harris Poll's 2021 Brand Bowl reveals the impact Super Bowl LV's commercials (or the lack thereof) had on brand equity for both emerging and established brands.

Most Super Bowl viewers preferred ads that were "funny or clever" (59%). Ads that featured celebrities Americans liked also fared well, with 43% of viewers enjoying these spots, as did commercials that were uplifting (42%).

According to our survey, 70% of Americans claimed to have watched this year's Super Bowl and 93% of watchers paid attention to the commercials. 82% tuned in on a TV, with 60% using cable or a satellite and 23% streaming. 28% of viewers across all devices used an official stream, compared with 10% who admitted watching on an unofficial one. On Tuesday, Nielsen announced Super Bowl LV "drew an average TV audience of about 92 million viewers" - the lowest since 2006.

## HOW THE INDEX WAS DETERMINED

Our Brand Bowl Index measures the change in brand equity-- the perceived value of a company based on its reputation with its audience -- from February 1st to February 9th for companies who confirmed their intent to advertise during the Super Bowl by February 4th, 2021.

The goal of this new index is to better understand which brands saw the largest gains in brand equity after the Super Bowl on February 7th, 2021. It then drills down into the four metrics that make up brand equity: momentum, consideration, quality, and familiarity.

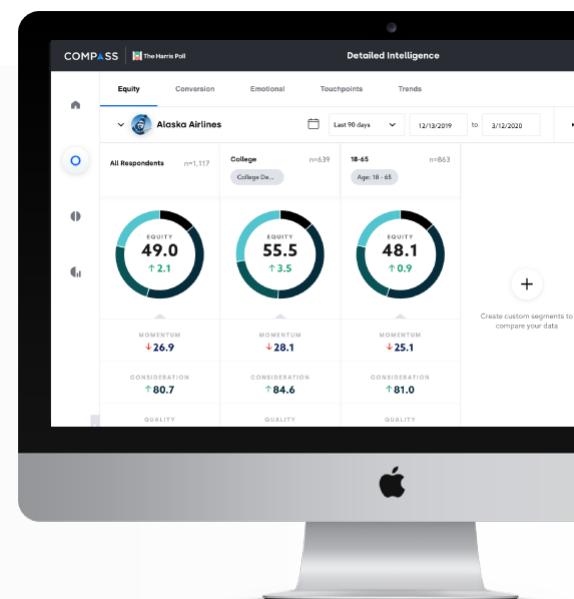
The Harris Poll's brand tracking platform also measures key metrics that help understand a customer's progression through the purchase funnel -- awareness, familiarity, trial, usage, and likelihood to recommend. Finally, it collects data on a wide variety of emotional attributes that consumers associated with each brand.

## WHERE THE DATA COMES FROM

### HARRIS POLL BRAND TRACKING PLATFORM

Brand tracking platform polls thousands of people every day to provide real-time, global intelligence on thousands of brands.

[LEARN MORE](#)





## KEY STORYLINES FROM THIS YEAR'S INDEX



### **Companies that saw growth in brand equity this year:**

Ads from companies such as Verizon, Indeed, and Mercari struck a chord with consumers, and saw a noticeable lift in momentum, as well as brand equity.



### **Inclusive ads have a way to go:**

Representation matters, but this alone cannot boost brand equity. Although brands like Amazon and Anheuser-Busch featured ads with more ethnically diverse casts, the best inclusive ads both showed underrepresented groups and directly addressed their unique experiences and identity differences.



### **Comedic catharsis: pure entertainment mostly beats out serious spots:**

Comedic ads, like those for Cheetos and Amazon, scored highest among viewers for recall and enjoyment. Sympathetic and uplifting ads, on the other hand, were generally not as memorable, but by digging deeper into Americans' emotions, Indeed earned a big boost to its brand equity.



### **These were the most enjoyable ads by brands:**

These rankings show the top 15 brands that saw the highest recall and enjoyment rates for their Super Bowl ads—Amazon, Anheuser-Busch, and Bud Light topped the list.



### **New entrants see big game boost:**

Newcomers to Super Bowl advertising, such as Dexcom, Dr. Squatch and Vroom, saw payoffs for their \$5.5 million+ investments via substantial boosts in brand equity, awareness and consumer perception.



### **Generational Divide: Younger viewers more engaged with game, ads:**

Younger consumers were more likely to watch the Super Bowl and pay attention to ads. Attempts to target these highly-engaged viewers were hit-or-miss. The most successful brands appealed to Americans of all ages.



### **Social Responsibility: Brands opting out of advertising still see boost**

Many major brands sat out Super Bowl LV. Americans were overwhelmingly supportive of these brands' decisions. However, most brands that opted out did not see boosts in equity comparable to brands that advertised.



## BRAND BOWL INDEX: BRAND EQUITY

This index was determined by measuring the growth in brand equity for Super Bowl advertisers this year from February 1-7, 2021, to February 8-9, 2021.




















	PRE	POST	GROWTH		PRE	POST	GROWTH
	37.2	42.0	4.8		53.8	56	2.2
	57.1	61.4	4.4		62.9	65	2.1
	38.7	43.0	4.3		42.3	44.4	2.1
	48.1	52.4	4.3		38.8	40.8	1.9
	33.5	37.6	4.1		42.6	44.3	1.7
	61.6	65.3	3.7		39	40.7	1.7
	54.6	58.1	3.5		57.9	59.4	1.5
	52.2	55.6	3.3		44.7	46.1	1.5
	53.7	56.8	3.1		67.1	68.5	1.4
	78.4	81.3	2.8		68.2	69.5	1.3
	42.1	44.9	2.8		62.7	63.8	1.1
	53.5	56.1	2.7		68.1	69.1	1.0
	40.2	42.6	2.5		74.2	75.1	1.0
	53.8	56.2	2.4		40.5	41.1	0.6
	34.8	37.1	2.3		59.9	60.3	0.4
	52.4	54.6	2.2		39.6	39.7	0.1
	46.1	48.3	2.2		52.2	52.3	0.1
	65.3	67.5	2.2				



## BRAND BOWL INDEX: MOMENTUM & CONSIDERATION

This index was determined by measuring the growth in brand equity for Super Bowl advertisers this year from February 1-7, 2021, to February 8-9, 2021. These rankings show the top 20 brands that saw the most growth in two of the four categories that comprise brand equity: momentum and consideration.

### MOMENTUM

	PRE	POST	GROWTH
	29.5	41.0	11.5
	26.5	35.8	9.3
	42.0	48.9	7.0
	39.0	45.2	6.2
	28.6	34.5	6.0
	30.0	35.6	5.6
	26.1	31.0	5.0
	31.0	35.8	4.8
	58.4	62.9	4.5
	36.7	40.6	3.8
	32.1	35.7	3.6
	33.4	36.7	3.4
	26.4	29.2	2.8
	28.3	30.7	2.5
	29.9	32.3	2.4
	29.4	31.7	2.3
	30.9	33.2	2.3
	27.3	29.4	2.2
	26.2	28.3	2.1
	22.8	24.1	1.3

### CONSIDERATION


	PRE	POST	GROWTH
	69.4	86.5	17.1
	62.2	76.5	14.3
	69.5	75.4	5.9
	56.6	62.3	5.7
	78.2	83.6	5.4
	88.7	93.1	4.4
	67.4	71.8	4.4
	56.2	60.3	4.2
	69.2	73.3	4.1
	56.7	60.5	3.9
	76.1	80.0	3.8
	78.0	81.7	3.7
	55.0	58.6	3.6
	74.3	77.4	3.1
	57.6	60.4	2.8
	75.2	78.0	2.7
	70.8	73.4	2.6
	87.5	89.8	2.3
	66.2	68.4	2.3
	94.0	96.0	2.0















## BRAND BOWL INDEX: QUALITY & FAMILIARITY

This index was determined by measuring the growth in brand equity for Super Bowl advertisers this year from February 1-7, 2021, to February 8-9, 2021. These rankings show the top 20 brands that saw the most growth in two of the four categories that comprise brand equity: quality and familiarity.

### QUALITY

	PRE	POST	GROWTH
 <b>Dexcom</b>	33.9	52.8	19.0
Robinhood 	27.9	37.3	9.3
 <b>gm</b>	39.9	47.4	7.5
 <b>Mitsubishi ULTRA</b>	32.5	39.7	7.3
<b>E*TRADE</b>	29.4	36.0	6.6
<b>verizon</b> 	43.5	49.9	6.4
<b>MERCARI</b>	28.2	34.3	6.1
Uber <b>Eats</b>	37.3	43.3	6.0
guaranteed  <b>Rate</b>	29.3	34.0	4.7
<b>WeatherTech</b>	55.6	60.3	4.6
 <b>BUD LIGHT</b>	34.9	39.1	4.1
<b>Jeep</b>	41.4	45.2	3.8
 <b>amazon</b>	34.6	38.3	3.7
<b>amazon</b>	66.4	70.0	3.7
<b>T-Mobile</b>	39.7	42.9	3.2
 <b>TOYOTA</b>	57.7	60.6	2.9
<b>SKECHERS</b>	51.0	53.6	2.6
<b>WALT DISNEY</b>	55.8	57.6	1.8
<b>fiverr.</b>	41.5	43.0	1.6
<b>indeed</b>	41.4	42.0	0.7

### FAMILIARITY

	PRE	POST	GROWTH
 <b>DORITOS</b>	67.6	75.5	8.1
 <b>DOORDASH</b>	56.7	62.4	5.7
<b>VROOM</b>	20.2	25.6	5.3
 <b>turbotax.</b>	67.6	72.9	5.3
 <b>HELLMANN'S</b>	68.8	73.8	5.0
 <b>TOYOTA</b>	79.7	84.6	4.9
<b>verizon</b> 	81.9	86.7	4.8
<b>HUGGIES</b>	71.5	76.3	4.8
 <b>Cheetos</b>	89.1	93.8	4.7
<b>MERCARI</b>	27.7	31.6	3.8
 <b>ROCKSTAR ENERGY DRINK</b>	44.2	47.9	3.8
 <b>FANTA</b>	85.2	89.0	3.8
<b>fiverr.</b>	17.2	20.6	3.5
<b>Google</b>	94.0	97.5	3.4
<b>Scotts Miracle-Gro</b>	60.1	63.5	3.4
<b>WALT DISNEY</b>	84.1	87.3	3.3
<b>indeed</b>	50.2	53.4	3.2
 <b>m&amp;m's</b>	85.5	88.6	3.2
 <b>Pillulas</b>	86.5	89.3	2.9
Robinhood 	31.0	33.7	2.7



## INCLUSIVE ADS GARNER MODERATE SUCCESS

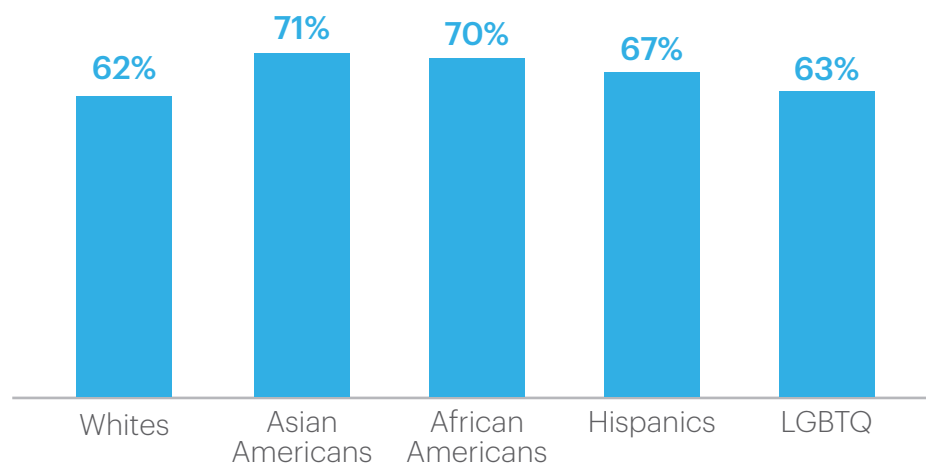
2021 saw a continued push from advertisers to run ads that accurately reflect America's diversity. This focus was reflected in both the content and casting of Super Bowl LV ads aired by major brands. However, the tactics of diverse casting and broad, unity phrases that worked in the past are less effective now. As time moves on from the Civil Rights era and identities become more nuanced beyond race and gender to include income, sexuality, values, and more, truly inclusive Super Bowl ads will need to address those nuances to resonate with audiences.

Most Americans (76%) agree that Super Bowl commercials should feature people from diverse backgrounds (e.g., ethnicity/race, sexual orientation, disability), and 82% of this year's Super Bowl viewers agreed that most of this year's commercials had casting that represented the diversity of the U.S. However, only 26% of viewers said they liked the ads because they represented the diversity of the U.S., compared to 59% of Americans who liked ads because they were funny or clever.

Digging deeper, many in minority groups were actually more critical of casting choices in Super Bowl ads. When asked to measure the proportion of diverse Super Bowl ads, only 11% of White Americans said less than half or none of the ads featured a diverse cast (e.g., people of various ethnicities/races, sexual orientations). African Americans, Hispanics, and those who identify as LGBTQ, disagreed more often (14%, 27%, and 32%, respectively). Young adults, often more cognizant of representation, were also highly critical. A third (33%) of Gen Z-ers disagreed that most ads featured a diverse cast, compared to only 11% of Millennials, 16% of Gen X-ers, and 18% of all Super Bowl viewers.

Representation does yield higher enjoyment among targeted demographics, but this does not always translate to brand equity improvements. Amazon Prime Video and Amazon (Alexa) ran ads starring Black celebrities such as Eddie Murphy and Michael B. Jordan. Across ethnicities, these spots rated the highest in enjoyment among African Americans (34% and 26%, respectively). However, Amazon Prime Video dipped in equity ratings (-0.8) among African Americans while Amazon saw a small lift (+1.7) after the Super Bowl aired. Despite being ethnically relatable, both brands struggled to boost overall equity in addition to brand momentum, social consciousness, and trust.



“At least half of the ads **acknowledged my own personal experience, identity or values**”





It appears ads that addressed both the presence of minorities and their unique experiences saw more success with inclusive marketing. Toyota’s 60-second “Upstream” spot, for example, follows Jessica Long, a US Paralympian swimmer and double amputee. This ad and others like it scored highly across several emotional metrics tracked by the Brand Bowl Index, including “Socially Conscious” and “Trustworthy.” Our data also shows that 24% of viewers who recalled the ad said it made them feel included or represented. More impressive, this ad, which directly addressed the topic of being disabled rather than merely showing a disabled person, caused 51% of those who recalled viewing the ad to say it made them respect the brand more - the highest for any brand in the Brand Bowl Index. Toyota’s overall brand equity score rose by 2.1 during the period tracked by the Brand Bowl Index.

## African American Reception to Black-Led Ads

	ENJOYMENT	Δ EQUITY	Δ MOMENTUM	Δ SOCIALLY CONSCIOUS	Δ TRUST
	26.0%	-0.8%	+2.3%	-14.3%	-2.0%
	18.0%	+1.7%	-6.8%	-26.7%	-10.7%

However, a change in the balance of representation can also cause previously overrepresented groups to feel more left out. White Americans and Baby Boomers were the least likely to say that most Super Bowl ads acknowledged their own personal experience, identity or values -- and older viewers felt particularly alienated, likely the result of the balance of representation shifting due to cultural expectations and revenue potential.

Brands with calls for unity that addressed the nuance of that unity also performed better. Anheuser-Busch’s “Let’s Grab a Beer” has messaging around coming together but only indirectly addresses a range of ethnicities, genders, and life situations with casting. Jeep’s “The Middle” with Bruce Singsteen addressed the need for Americans to come together, but instead of just showing various people, it used one person who spoke about U.S. identity differences to drive the point home. As a result, Jeep’s brand equity increased by 2.4 compared to Anheuser-Busch’s +1.7. The ads’ positive equity boosts among White viewers (especially Jeep’s +5.5 vs. Anheuser-Busch’s +1.0) and overall boost in social consciousness (+2.2 for Jeep, +1.8 for Anheuser) demonstrates that diverse casting and specific, inclusive language can help brands connect with specific groups without sacrificing broader appeal.



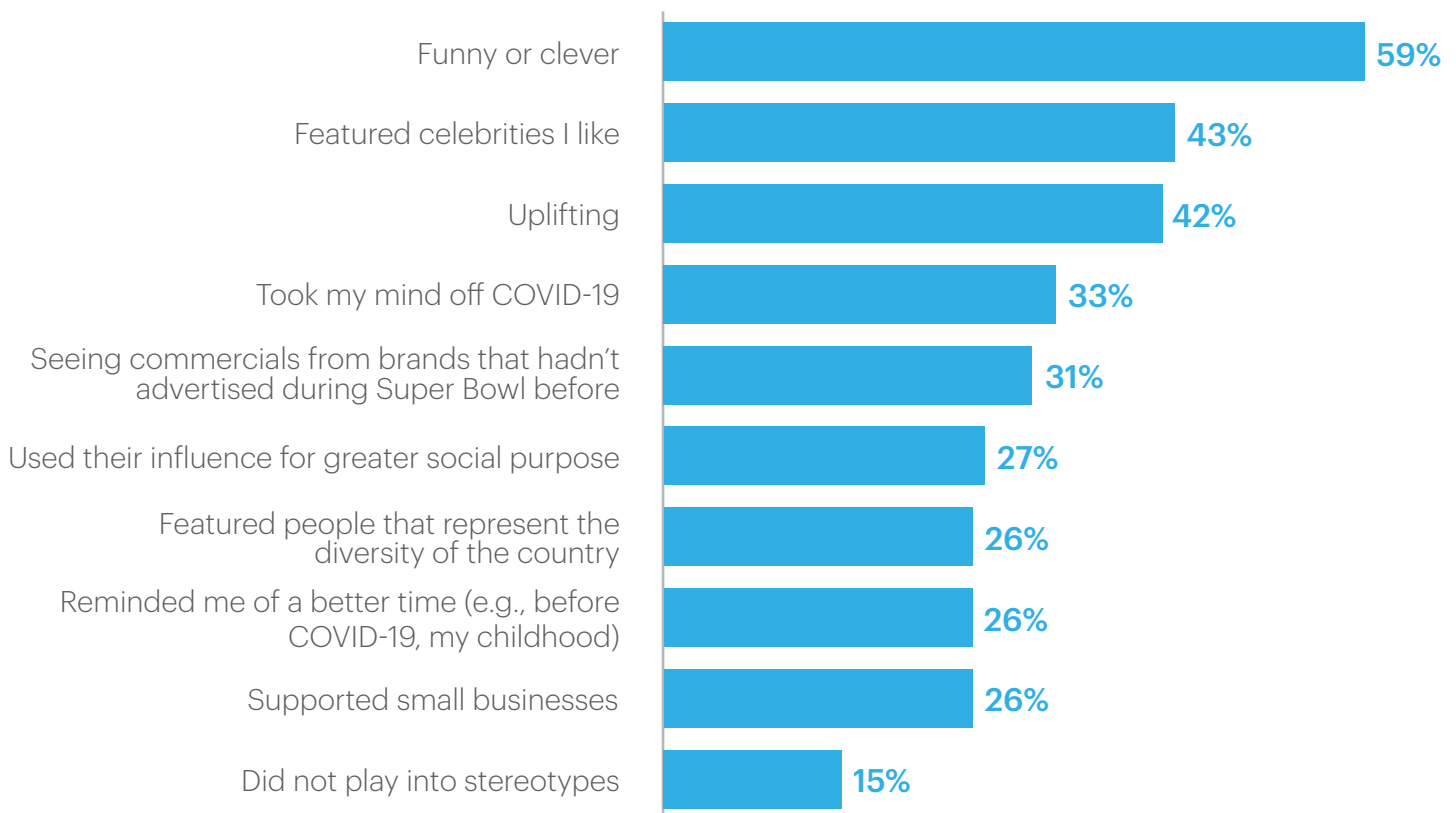


## COMEDIC CATHARSIS: VIEWERS WANTED TO LAUGH, BUT WERE ALSO MOVED BY ADS THAT WENT DEEPER

Super Bowl LV represented a unique challenge to brands, who struggled with the directionality of this year's ads given the backdrop of COVID-19 -- while also contending with the usual tensions between playing it safe and going bold.

Post-game, it became clear that viewers appreciated comedic ads that made them laugh and took their mind off COVID-19.

### Why did those who watched **generally like the Super Bowl commercials** this year?





However, while the brands that embraced comedy over sympathy may have made a lasting impact, some brands, like Indeed, saw a substantial brand boost by plugging into the deeper emotions that define many consumers' pandemic-era lives.

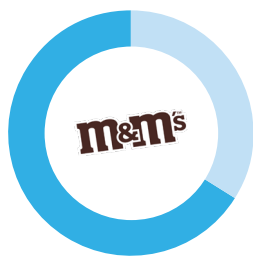
*Indeed's inspirational spot only scored 15% for recall and 5% for enjoyment, but the brand saw a 6% boost in equity, significantly above the average.*

In the same vein, Guaranteed Rate's baldly uplifting ad earned the brand a 4% lift in brand equity despite scoring on the lower end of the spectrum for recall and enjoyment, at 8% and 2%, respectively.

Brands with lower overall equity scores tended to see the biggest boost in equity from ads that dug deeper into viewers' emotions by playing up themes of struggle, hard work and triumph. But overall, the data shows that a comedic approach was this year's "safe" option for brands looking to linger in viewers' heads post-game.

Viewers took comfort in laughing in the trenches, and we can see this reflected in the ads they best remembered and most enjoyed.

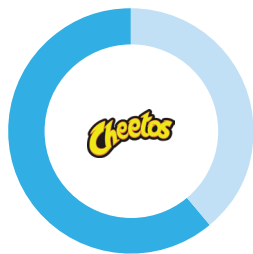
## Laughter is the best medicine?



**66%**  
of people who remembered the M&M's ad said it made them laugh



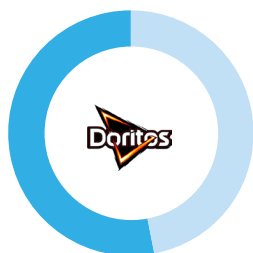
**37%**  
of people who remembered the Amazon Alexa ad said it made them laugh



**61%**  
of people who remembered the Cheetos ad said it made them laugh



**36%**  
of people who remembered the Amazon Prime Video ad said it made them laugh



**53%**  
of people who remembered the Doritos ad said it made them laugh


















**29%**  
of people who remembered the Bud Light Seltzer ad said it made them laugh



## THE BRAND BOWL AD TRACKER

These rankings show the top 15 brands that saw the highest recall and enjoyment rates for their Super Bowl ads. They were determined from a survey of U.S. adults aged 18+ who watched 2021 Super Bowl ads before or during the game, recalled seeing the ads, and were randomly selected to answer follow up questions about the ad content.

	RECALL	ENJOYMENT	THIS AD MADE ME...
	38.4%	22.8%	Laugh • Want to buy from that brand
	24.5%	12.6%	Remember better times • Want to do good in the world
	30.0%	14.6%	Laugh • Respect the brand more
	32.7%	18.2%	Laugh • Respect the brand more
	41.9%	29.3%	Laugh • Want to buy from that brand
	30.5%	14.1%	Laugh • Remember better times
	37.8%	23.4%	Laugh • Want to buy from that brand
	28.8%	14.4%	Laugh • Respect the brand more
	24.0%	11.6%	Laugh • Want to buy from that brand
	30.0%	18.8%	Laugh • Want to buy from that brand
	26.4%	10.7%	Want to buy from that brand • Respect the brand more
	23.4%	11.1%	Laugh • Respect the brand more
	27.3%	13.7%	Laugh • Feel included or represented
	25.5%	12.8%	Laugh • Want to buy from that brand
	23.8%	7.9%	Respect the brand more • Want to buy from that brand



## LESSER-KNOWN BRANDS SEE BIG GAME BOOST

At \$5.5 million for a 30-second spot, investing in a Super Bowl ad is like a board-approved bet for growth stage brands. And in spite of hesitation from some stalwart advertisers, 19 new brands chose to make their Big Game debut this year, up from 11 first-time advertisers last year.

At first glance, the bet has paid off for lesser-known newcomers like Dr. Squatch, Dexcom and Vroom:

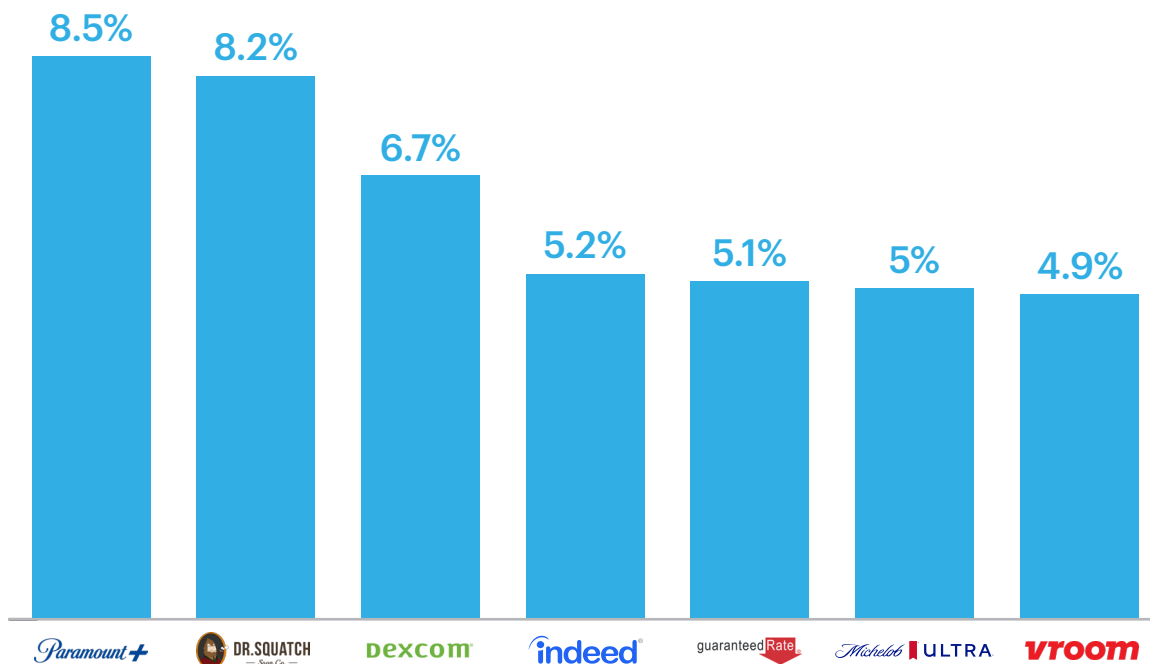
**23%** lift for Dr. Squatch's 'Innovative' rating

**19%** uptick for Dexcom's 'Trustworthy' score

**8%** boost for Vroom's 'Fun' perception

- Dr. Squatch, the fast-growing soap brand, took a chance with an offbeat ad and tied with Paramount+ for first place in driving post-game awareness. And the ad's unconventional take on an infomercial succeeded in changing consumer perception: the day after watching the ad, consumers were significantly more likely to associate Dr. Squatch with attributes such as 'innovative' (+23%), 'young' (+20%) and 'visionary' (+14%).

Lesser-known brands see **gains in awareness** after their Super Bowl ads ran





- Dexcom, a glucose monitoring system manufacturer, called on Nick Jonas to create buzz in a relatively sleepy industry. Awareness for Dexcom shot up by 7% following the Super Bowl. Post-airtime, the brand received significantly higher ratings from consumers for attributes such as ‘trustworthy’ (+19%) and ‘wholesome’ (+14%).
- Vroom, the used car e-tailer, was the most obvious benefactor of COVID-era restrictions, and its darkly comedic take on buying a car netted the brand an 8% uptick in consumers who view it as “fun” -- outpacing all other Super Bowl advertisers on this metric the day after. And like other entrants, Vroom saw a 5% gain in Awareness post-game.

Unplanned and eleventh-hour entrants like Oatly and Reddit also enjoyed success with non-traditional and polarizing debut ads. Reddit’s marketing team put a 5-second ad together in less than a week, but drew instant buzz on social media —while Oatly’s ‘love it or hate it’ ad commanded a spot in almost all of the major post-game ad recaps.

These underdogs may not have been the star of the show, but our initial results suggest that lesser-known brands reaped the rewards from their first-time Super Bowl ads.

**Wow, this actually worked.**

If you're reading this, it means our bet paid off.

Big game spots are expensive, so we couldn't buy a full one. But we were inspired and decided to spend our entire marketing budget on 5 seconds of airtime. One thing we learned from our communities last week is that underdogs can accomplish just about anything when they come together around a common idea.

Who knows, maybe you'll be the reason finance textbooks have to add a chapter on "tendies." Maybe you'll help r/SuperbOwl teach the world about the majesty of owls. Maybe you'll even pause this 5-second ad.

Powerful things happen when people rally around something they really care about. And there's a place for that. It's called Reddit.

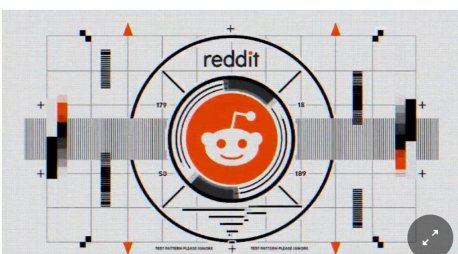
Vote Comment Share

reddit

### The New York Times

#### Reddit's 5-Second Ad Was an Unlikely Super Bowl Winner

Other companies spent millions on ambitious commercials made for advertising's biggest day. Reddit's blip of an ad, made in under a week, connected.



The Reddit logo took over TV screens on Super Bowl Sunday after a commercial that seemed to be just another car ad fizzled out. Reddit



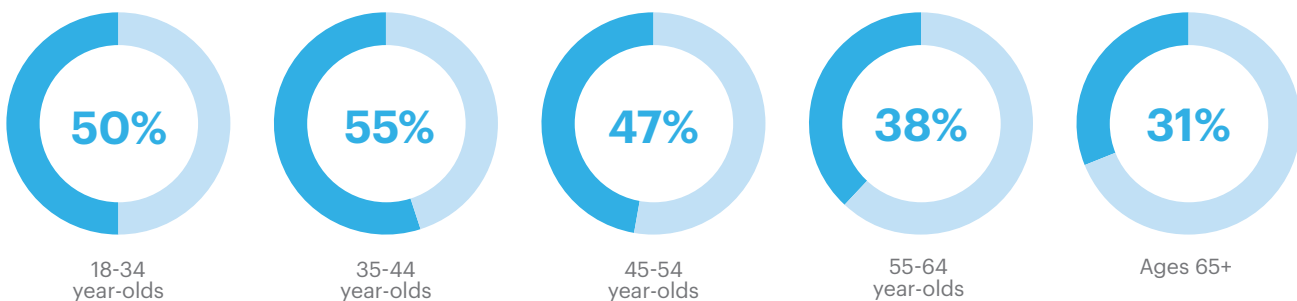
## GENERATIONAL DIVIDE? YOUNGER VIEWERS MORE ENGAGED WITH ADS, GAME

While a majority of every age group watched the Super Bowl this year, younger viewers were the most engaged on the whole. Millennials were by far the likeliest age group to report watching the game at 83%. Gen Z-ers were not quite as likely to watch as Millennials, but still reported 68% viewership, one shy of second-place Gen X-ers at 69%.

Young viewers were also significantly more likely to seek out Super Bowl ads, with 56% of Millennials and 40% of Gen Z watching at least one ad early, as compared to only 33% of Boomers and 24% of viewers from the Silent Generation. There is reason to believe that these high marks among young Americans may be even higher in future years. Gen Z-ers were by far the most likely (24%) to report that they would not watch the game because it was irresponsible for the NFL to host an event during the COVID-19 pandemic, a unique circumstance that should disappear by the next big game.

Interestingly, these younger viewers did not respond well to ads that were perceived as “young.” Amazon Prime Video, for example, saw a 7% decrease in equity among Gen Z viewers, while receiving a 17% lift in “young.” Amazon’s Alexa spot, on the other hand, drove a 3% lift in brand equity for Gen Z while declining by 8% in “young.” These findings track well with our pregame survey results, in which “youth-oriented” was one of the least-desired characteristics for Super Bowl ads across all age groups.

### Watched an early-release Super Bowl ad in 2021:





**BUD LIGHT**  
**SELTZER**

**↑ 5%**

*increase in brand  
equity for Bud Light*



Bud Light also saw success in appealing to younger viewers. Bud Light Seltzer's "Last Year's Lemons" spot performed well across the board, ranking as one of the most remembered (33%) and most laugh-inducing (29%) ads of the evening. The ad did especially well with Gen Z, earning Bud Light a 5% equity lift among that age group, along with a 5% decline in "young." The spot also appealed to Millennials, making the list of top 5 most enjoyed ads for that generation, with 22% of Millennials enjoying it. The brand's clever choice to station Instagram influencer @dudewithsign (7.4M followers) in the game's live audience may have contributed to this overperformance with social media-savvy young Americans.

Overall, despite the gaps in enthusiasm and viewership between the generations, the best-performing overall ads did similarly well across all age groups. Doritos' "Flat Matthew" was selected as enjoyable by 29% of Gen Z-ers and 30% of Baby Boomers. Cheetos' "It Wasn't Me" was enjoyed by 26% of Gen Z, 34% of Gen X, and 33% of Boomers, all significantly higher than the average brand. This suggests that while appealing to specific age groups is a viable strategy, excellent creative work can attract viewers of all ages without sacrificing youth engagement.



## SOCIAL RESPONSIBILITY: BRANDS OPTING OUT OF ADVERTISING STILL SEE BOOST

Many perennial Super Bowl advertisers sat out this year's game, some for financial reasons and some to demonstrate a commitment to social responsibility during the COVID-19 pandemic. Budweiser, for example, chose to divert the money that would have gone into a big game spot towards promoting COVID-19 vaccination efforts.

Americans surveyed before the game overwhelmingly supported Budweiser's decision, with 83% in favor. This support can also be seen in Budweiser's brand equity, which increased by 3% (from 47.5% to 50.8%) in the week following their announcement. Between the week before the Super Bowl and the following two days, AB InBev also enjoyed a boost in consumers who viewed the brand as "socially conscious," seeing a 2% increase in this description overall and a 4% increase for the Bud Light brand in "socially conscious." Michelob Ultra, who ran a Super Bowl ad as usual, saw less than a 1% increase in the same metric.

Coca-Cola also opted out of advertising, but did not release a rationale or plan like Budweiser, simply stating that they wanted to "invest in the right resources during these difficult times." Coke's brand equity did not enjoy the same boost as Budweiser, staying nearly flat with a 0.3% drop. While Budweiser's success demonstrates that sitting out was an effective PR tool for advertisers, the comparison with Coke suggests that an opt-out must be well-planned and communicated to match a Super Bowl spot's impact.

Change in brand equity for **brands who chose not to advertise** during the big game:







## METHODOLOGY

The brand equity index survey was conducted online within the United States between February 1-7 among 1,651 adults (aged 18 and over) and February 8-9 among 1,648 adults (aged 18 and over) by The Harris Poll via its Brand Platform product. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online.

The Super Bowl consumer sentiment survey was conducted online within the United States by The Harris Poll on January 26-27 among 1,073 adults (aged 18 and over) and February 7-9 among 1,109 adults (aged 18 and over). This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online.

## ABOUT US

The Harris Poll is one of the longest-running surveys in the U.S., tracking public opinion, motivations and social sentiment since 1963. It is now part of Harris Insights & Analytics, a global consulting and market research firm that strives to reveal the authentic values of modern society to inspire leaders to create a better tomorrow. We work with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible.

[compass.theharrispoll.com](http://compass.theharrispoll.com)

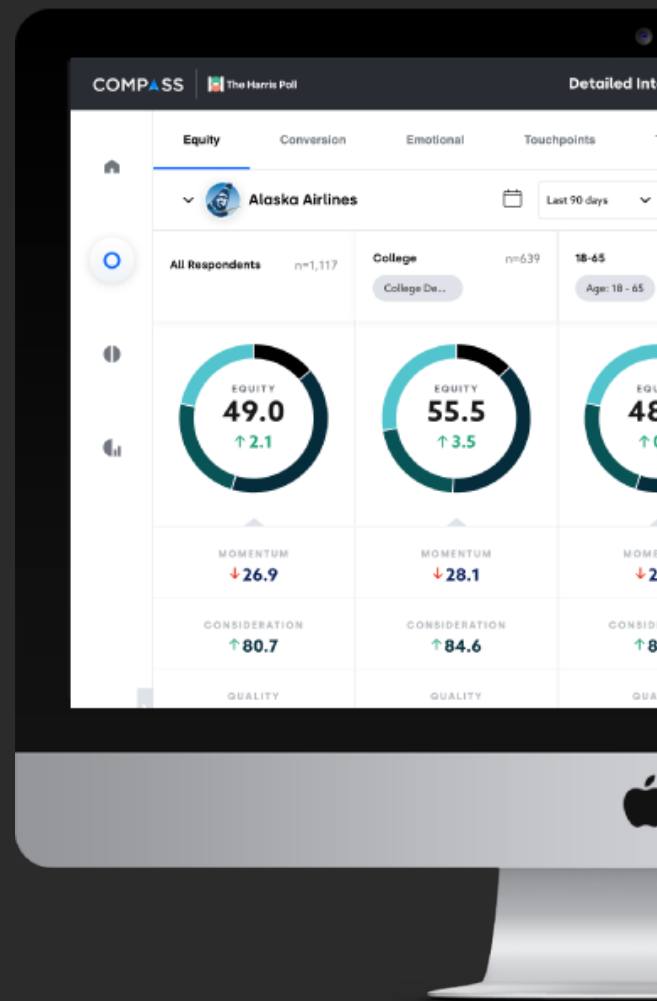
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## BRAND INTELLIGENCE BUILT FOR THE 21ST CENTURY

Harris Poll brand tracking platform offers real-time consumer insights for your brand. Don't wait to hear what your customers are saying about you and your competitors - get up and running in less than 24 hours

[REQUEST A DEMO](#)



# STATISTICALLY INSIGNIFICANT TWITTER POLLS

**The Harris Poll** @HarrisPoll · Feb 7

"There will be a void in some typical Super Bowl categories: think soda, cars and movies." - @jpoggi @adage

Which #SuperBowl regular are you missing the most this year?

@Hyundai @CocaCola @AvosFromMexico @budweiserusa #BrandBowl

Hyundai	6.3%
Coca-Cola	28.9%
Avocados From Mexico	22.6%
<b>Budweiser</b>	<b>42.2%</b>

301 votes · Final results

**The Harris Poll** @HarrisPoll · Feb 7

.@DraftKings is running a prop bet on what color @Gatorade will be dumped on the winning coach.

Which color do you predict it'll be?

#BrandBowl @MarketingBrew

<b>Orange</b>	<b>33%</b>
Yellow	15.4%
Blue	29.6%
Red	22.1%

267 votes · Final results

**The Harris Poll** @HarrisPoll · Feb 7

What is your favorite @TMobile ad thus?

Ours is the banned @TomBrady and @RobGronkowski ad: [bit.ly/2OgwfHj](http://bit.ly/2OgwfHj)

#SuperBowl #BrandBowl @gwenstefani @blakeshelton @anthonyanderson

Anthony Anderson's Family	1.2%
<b>Stefani + Shelton Date</b>	<b>95.3%</b>
Brady + Gronk Banned Ad	3.5%

254 votes · Final results

**The Harris Poll** @HarrisPoll · Feb 7

Now that #SuperBowlLV is over, who performed better? @Chiefs or the commercials?

@MarketingBrew #BrandBowl

Kansas City Chiefs	14.3%
<b>Super Bowl Commercials</b>	<b>85.7%</b>

70 votes · Final results

**The Harris Poll** @HarrisPoll

Which @paramountplus celebrity do you wish made a cameo in the @theweeknd's #SuperBowl half-time show?

#brandbowl @snooki @SpongeBob @JeffProbst

Snooki	20.6%
<b>SpongeBob</b>	<b>61.8%</b>
Jeff Probst	14.7%
Girl from the Ring	2.9%

34 votes · Final results

7:39 PM · Feb 7, 2021 · Twitter Web App

**Paramount+** @paramountplus · Feb 7

Replying to @HarrisPoll @theweeknd and 3 others

2 replies · 1 retweet · 3 likes

**The Harris Poll** @HarrisPoll · Feb 7

.@Vroomcars nailed it. Buying a car at the dealership can be a nightmare.

What's the worst part?

#SwitchToVroom #SuperBowl #BrandBowl

<b>High-pressure Salesperson</b>	<b>51.2%</b>
Stale Coffee	7%
Awkward Financing Talk	20.9%
The "Extras"	20.9%

43 votes · Final results

**The Harris Poll** @HarrisPoll · Feb 7

.@MichelobULTRA and Don Cheadle unmask celebrity doppelgängers in it's Organic Seltzer #SuperBowl commercial.

Which doppelgänger do you think most look like the celebrity?

#RealisBetter #BrandBowl @TheSlyStallone @Usher @serenawilliams @MeganFox

Sylvester Stallone	24.3%
Serena Williams	21.6%
Usher	10.8%
<b>Megan Fox</b>	<b>43.2%</b>

37 votes · Final results