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GATORADE SCORES BIG AMONG BRANDS IN SUPER BOWL EXPOSURE

Kansas City, Missouri - Gatorade led all brands in televised exposure during Super Bowl XLIII reports Image Impact, the leading web-based provider of brand placement measurement and valuing. Creatively using the nation's biggest sporting event to showcase the rollout of its 'G' rebranding strategy, Gatorade scored big with \$30.1 million in exposure coming from nearly 27 minutes of on-air exposure. Image Impact analyzed and monetized all in-broadcast brand exposure in the 11 hours of Super Bowl XLIII coverage including the NBC pregame shows. The entire televised coverage yielded nearly \$130 million in brand exposure.

As the presenting sponsor of the Gatorade Halftime Report the vast majority of Gatorade exposure resulted in \$19.3 million in value. During the pregame show, Gatorade received over \$2 million in exposure through its product placement atop the Commentators' Desk. Gatorade also received in game exposure through towels, cups and coolers with the 'G' logo on them as well as the traditional victory Gatorade bath administered to winning coach Mike Tomlin of the Pittsburgh Steelers.

Image Impact has identified the top ten brands that received the highest level of brand exposure.

Top 10 Brands From Super Bowl Sunday*

#	Brand	Duration^	QI	MV
1	Gatorade	26:58	0.318	\$30,122,215
2	Anheuser-Busch	04:43	0.480	\$13,980,456
3	Reebok	17:04	0.149	\$13,509,024
4	Bridgestone	03:26	0.827	\$9,799,638
5	Hyundai	01:31	0.972	\$8,798,551
6	Motorola	08:11	0.168	\$8,136,850
7	Sprint	01:44	0.391	\$2,959,629
8	State Farm	01:26	0.392	\$2,811,492
9	Hess	03:38	0.174	\$2,729,450
10	Pepsi	05:28	0.338	\$2,716,025

*Includes Super Bowl XLIII Game broadcast, Super Bowl XLIII Pregame Show and 'The Road to the Super Bowl.' Shows on NBC

^ Duration is listed as Minutes:Seconds

QI (QI ScoreSM) is indicative of a detection's impact potential based upon observable presentation attributes such as duration, size, isolation and presentation type

MV[®] (Monetary Value) is a quality adjusted value of sponsorship presentations benchmarked against the broadcast's negotiated 30-second ad rate.

The Anheuser-Busch InBev family of brands (Budweiser, Bud Light, Bud Light Lime) yielded nearly \$14 million in exposure; the second-highest. In terms of number of detections, Reebok received the most and shots of the Reebok logo on players' jerseys accounted for over 17 minutes of on-screen time. The Motorola logo seen on the coaches' headsets delivered the brand over \$8.1 million in exposure. As the sponsor of the Halftime Show performance by Bruce Springsteen, Bridgestone delivered nearly \$9.8 million in exposure for the tire company.

It was estimated that NBC sold each of the 30 second commercial spots to sponsors for upwards of \$3 million. Using this as a baseline for its two proprietary metrics, Image Impact was able to determine the total monetary value of the broadcasts. The QI ScoreSM (Quality Impact Score) assigns a measure of quality based on the duration, size, isolation status and types of detection appearing in a broadcast; it is a measure of potential impact. The MV[®] (Monetary Value) is a dollar amount representing the estimated monetary value of a sponsor's detections within the context of a given broadcast presentation and is calculated using an established value of the :30 spot rate for the broadcast as a benchmark before discounting by the percentage of the Quality Impact Score.

"The Super Bowl is the biggest sporting event on the calendar and traditionally the biggest event for high-profile advertiser participation. This analysis is excellent verifiable evidence of the evening's in-broadcast exposure, an element of the Super Bowl which has been hard to quantify for many advertising executives and decision makers," said Russ Cline, President and Founder of Image Impact.

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Image Impact, Inc.[®] is a leading Web-based provider of brand placement measurement and valuing within mass media programming. Utilizing cutting-edge delivery platforms such as BrandBase[®] (www.brandbase.tv), clients are provided with comprehensive, verifiable brand placement evaluation and consulting analysis to take them *Beyond the Numbers*SM. Image Impact is the official provider of brand placement analysis information for Major League Baseball. Image Impact continues to provide brand placement measurement for ESPN, FOX Sports, MasterCard, Sprint Nextel, the LPGA, the PGA, BASS, Feld Motorsports, CBS Sports, the Canadian Football League, the UFC/WEC, among many others. Visit www.imageimpact.tv for more information.