

## How are Americans reacting to the best of the Super Bowl ads?

Bridgestone 'Carma'



Captain America 'Trailer'



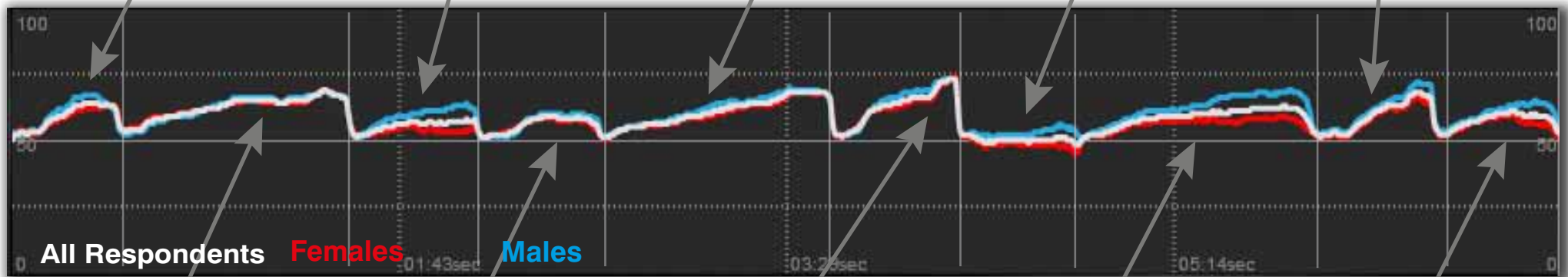
Coca Cola 'Border Crossing'



GoDaddy 'Contract'



PepsiMax 'Torpedo Cooler'



Budweiser 'Cowboys'



Carmax 'Candy Store'



Doritos 'Pug Dog'



Kia Optima 'Epic Ride'



Teleflora 'Help me Faith'



Roy Morgan Research has tested another ten of the best Super Bowl ads with *The Reactor* - an online device that continuously measures respondents' *reactions*. Hundreds of American consumers have recorded their *reactions* with

Roy Morgan  
— Research

the *Reactor* slider-bar. The Roy Morgan *Reactor* has tested thousands of ads over the last 20 years. *Reactor* ad tests will soon be available through Adfinitum.com. For details email [Reactor@roymorgan.com](mailto:Reactor@roymorgan.com).