



# Super Bowl 2018 Ad Attribution Reports: Location





*Wendy's*

# Location Attribution

# Campaign Stats


This brief provides media and walk-in analysis for Wendy's ads during the time period in which Super Bowl LII aired in February, 2018

- TV Flight Dates: 02/04/18 - 02/17/18
- Number of Airings: 2,865
- Number of EQ Units: 1,860
- Total Estimated Spend: \$ 4.06 M



# TV INSIGHTS

# Media Gallery



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Wendy's North Pacific Cod Sandwich TV Commercial

Report Video

TOTAL AIRINGS	EST. SPEND
498	\$0.2M



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HEAD TO Wendy's

Wendy's Dave's Double Super Bowl 2018 TV Commercial

Report Video

TOTAL AIRINGS	EST. SPEND
235	\$0.6M



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Wendy's 4 For \$4 "Es Risco Ser Distintos" TV Commercial

Report Video

TOTAL AIRINGS	EST. SPEND
136	\$0.2M



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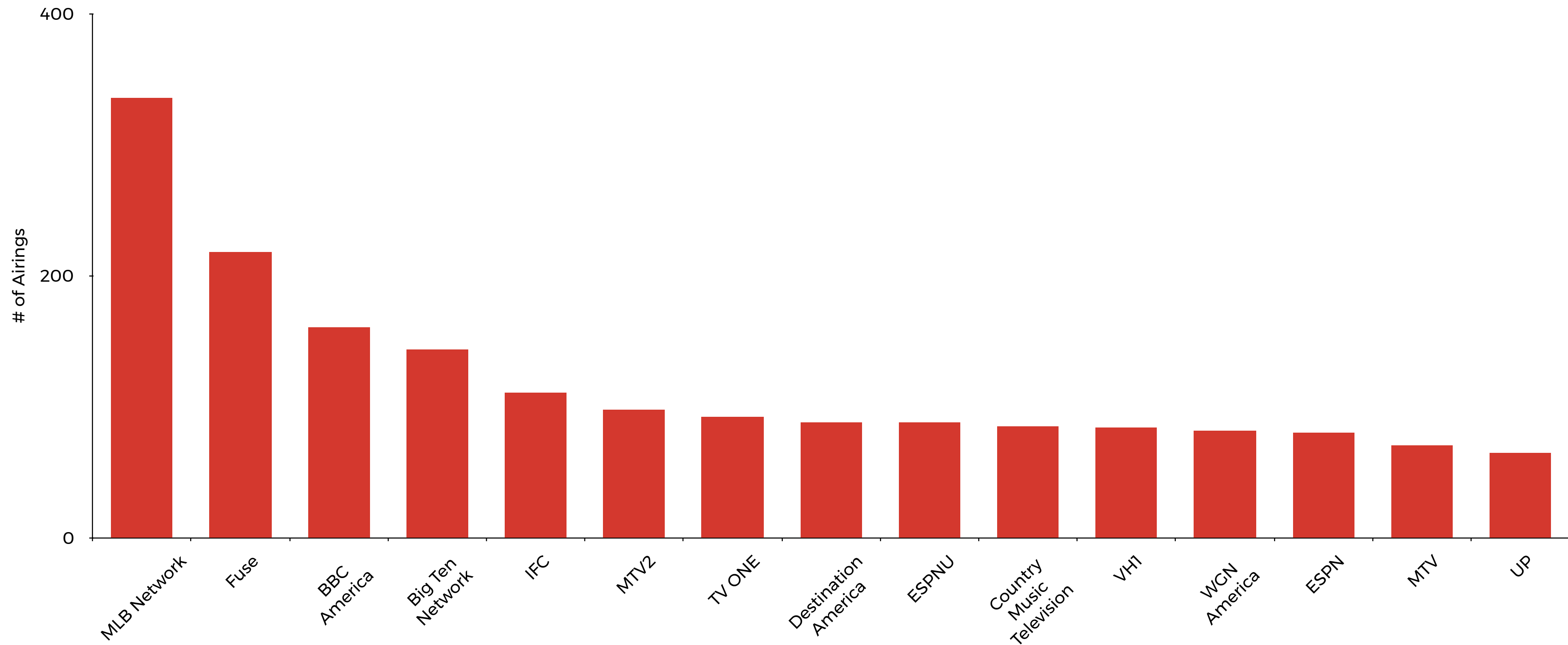
Wendy's 4 For \$4 "Quality Is Our Recipe" TV Commercial

Report Video

TOTAL AIRINGS	EST. SPEND
1651	\$2.1M

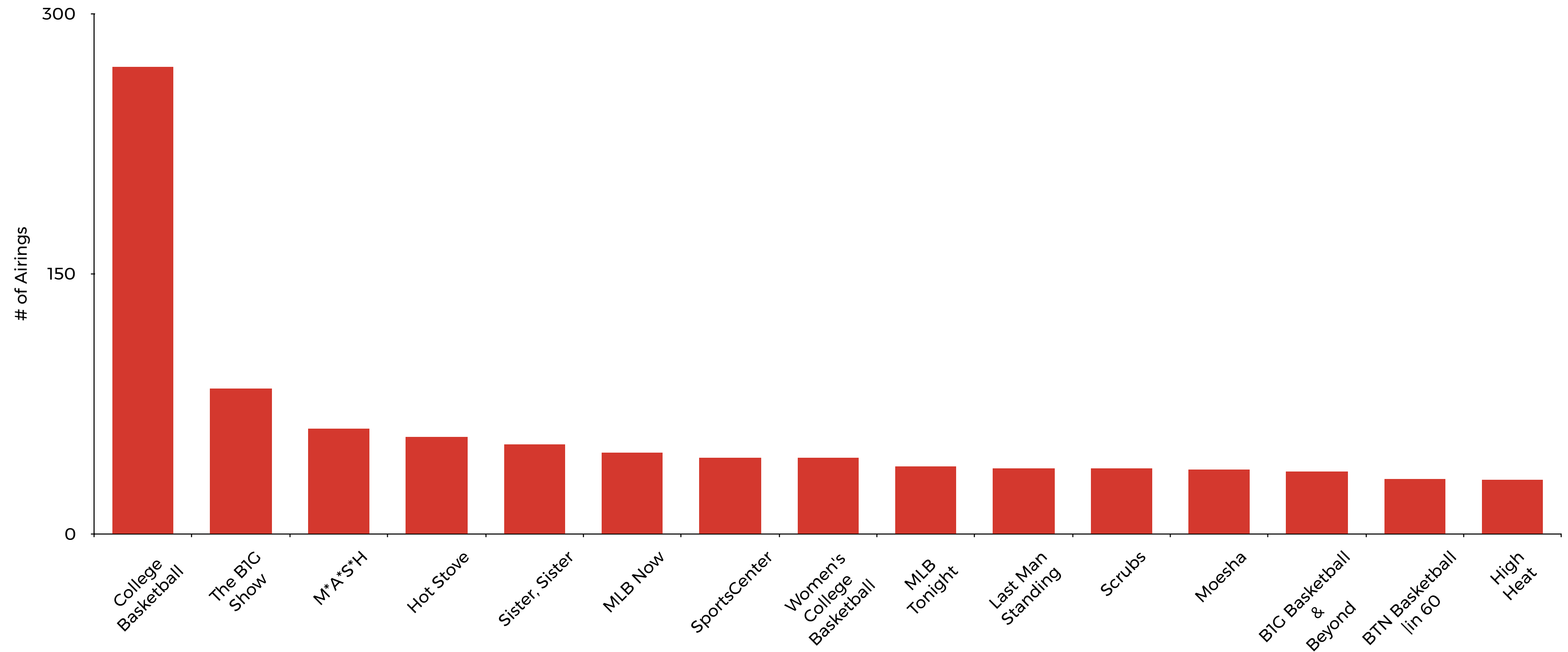
# Ad Airings on Top Networks

Wendy's had the most airings on networks like MLB Network, Fuse, BBC America and the Big Ten Network



# Ad Airings on Top Shows

Wendy's ads predominantly aired on sports shows

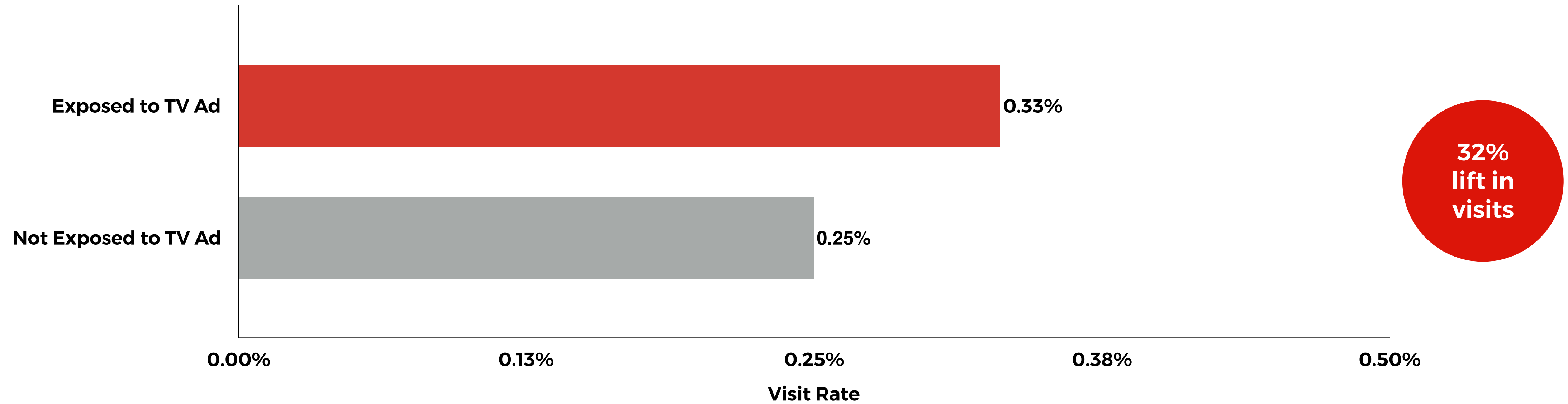


# LOCATION INSIGHTS



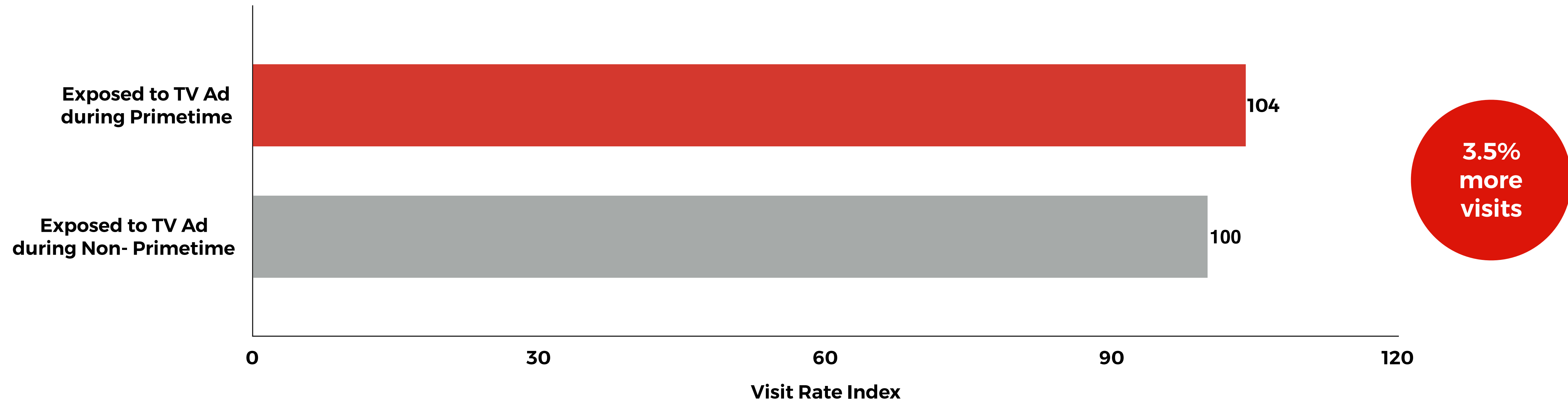
# Lift in Visits

- TV Flight Dates: 02/04/18 - 02/17/18
- Look Ahead 7 days



# Does Primetime Matter?

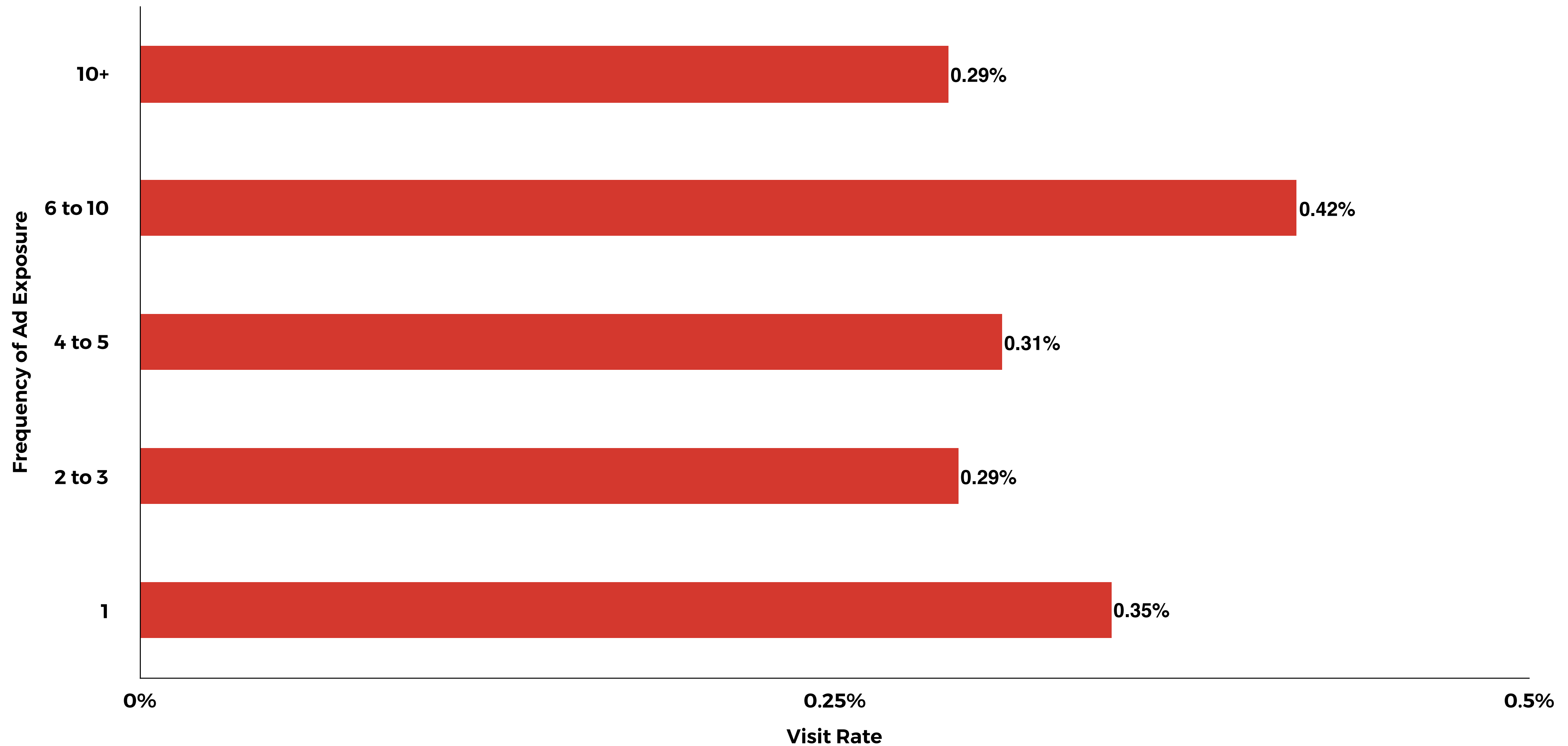
TV viewers exposed to Wendy's ads during primetime drove **3.5%** more visits to Wendy's Stores



\*Visit rate of non-prime time audience is scaled to 100

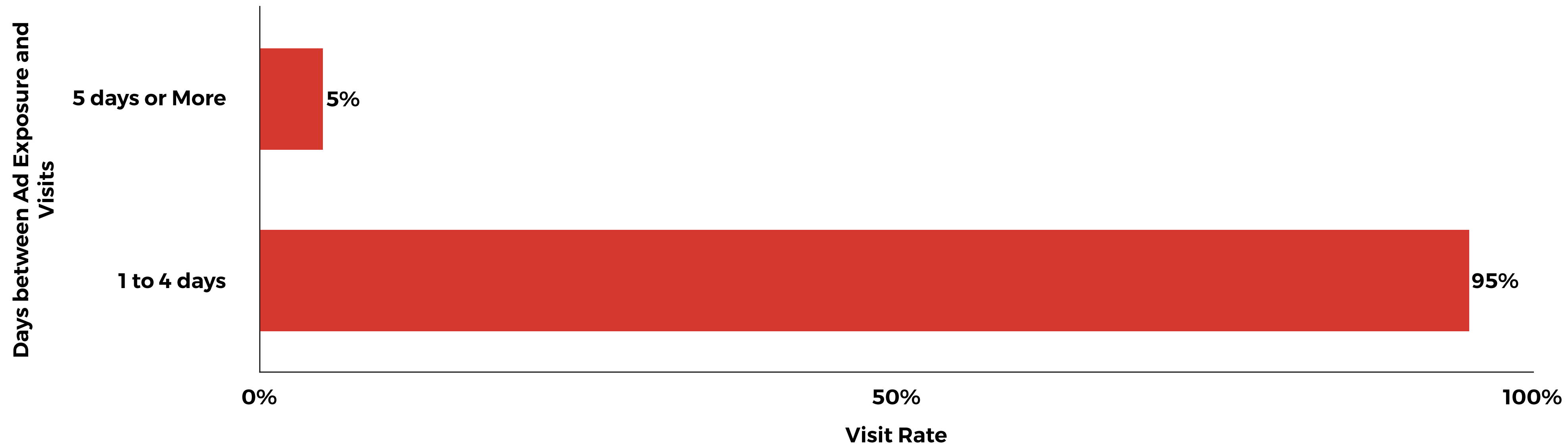
# Ad Exposure Frequency Impact to Walk-In Rate

TV viewers exposed to Wendy's ad 6 to 10 times drove the highest walk-in rate



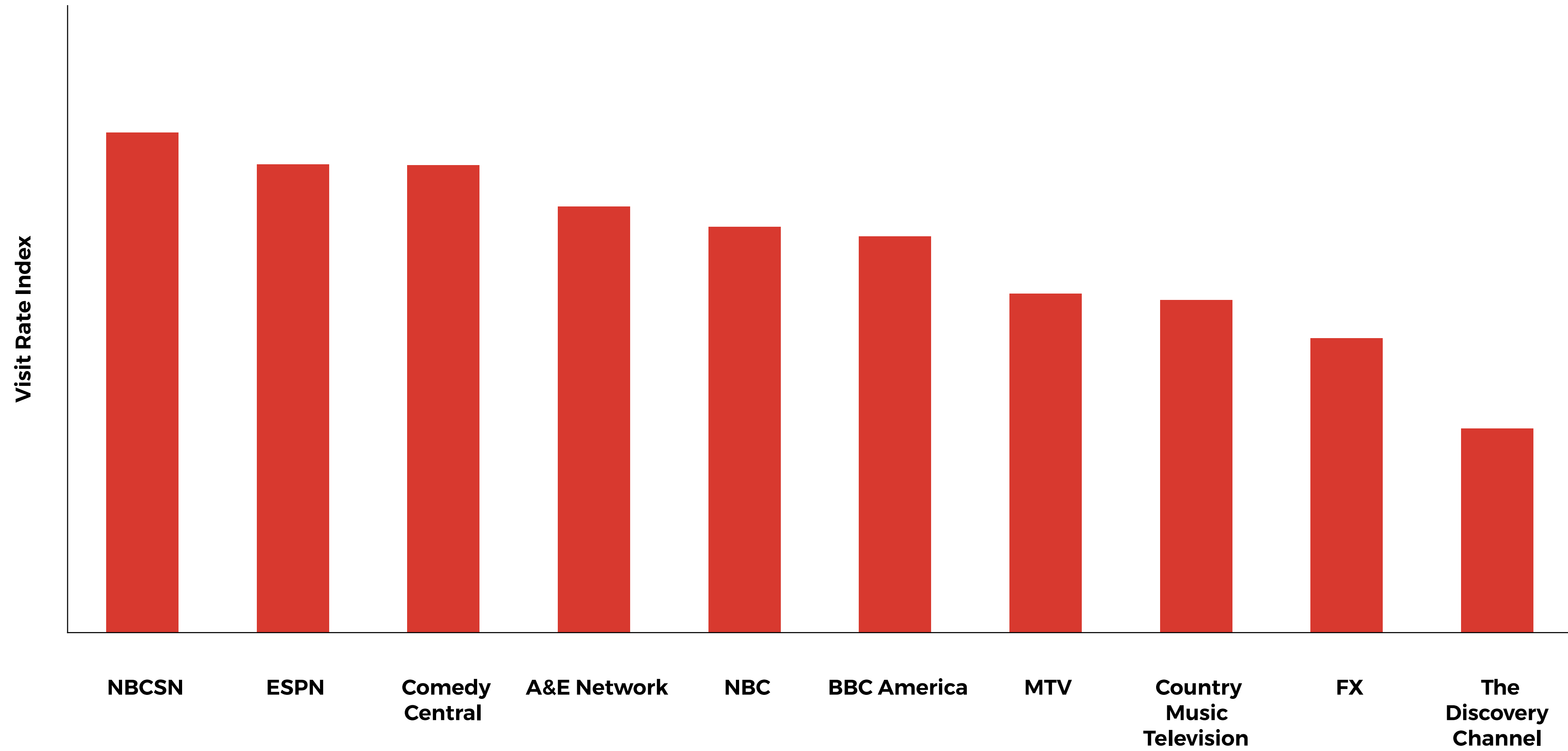
# Recency Effect of Ad Exposure

TV viewers exposed to Wendy's ad were more likely to walk in to a store within 1 to 4 days of exposure



# Visits Rate Index by Networks

The NBCSN network drove the most walk-ins among networks airing Wendy's ads





**TOYOTA**

# Location Attribution

# Campaign Stats

This brief provides media and location analysis for Toyota ads during the time period in which Super Bowl LII aired in February, 2018


- TV Flight Dates: 02/04/18 - 02/17/18
- Number of Airings: 381
- Number of EQ Units: 441.5
- Total Estimated Spend: \$ 2.20 M



# TV INSIGHTS



# Media Gallery

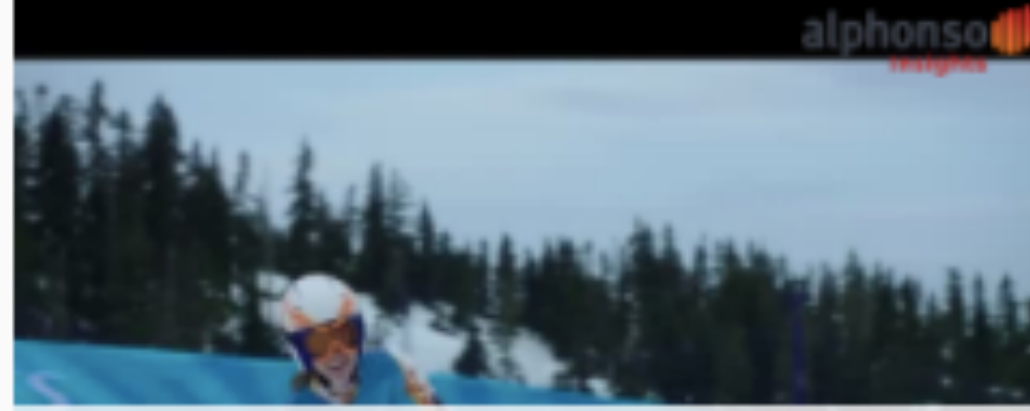


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Toyota "Mobility Anthem" Super Bowl 2018 TV Commercial

Report Video

TOTAL AIRINGS	EST. SPEND
18	\$0.1M



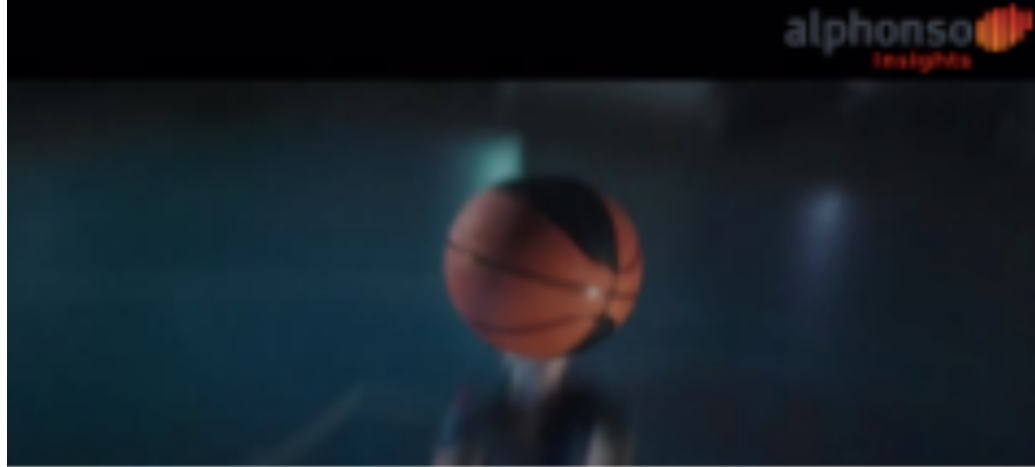
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LAUREN WOOLSTENCROFT

Toyota "Good Odds" Super Bowl 2018 TV Commercial

Report Video

TOTAL AIRINGS	EST. SPEND
43	\$0.4M



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Toyota Super Bowl 2018 TV Commercial

Report Video

TOTAL AIRINGS	EST. SPEND
<10	<\$0.1M



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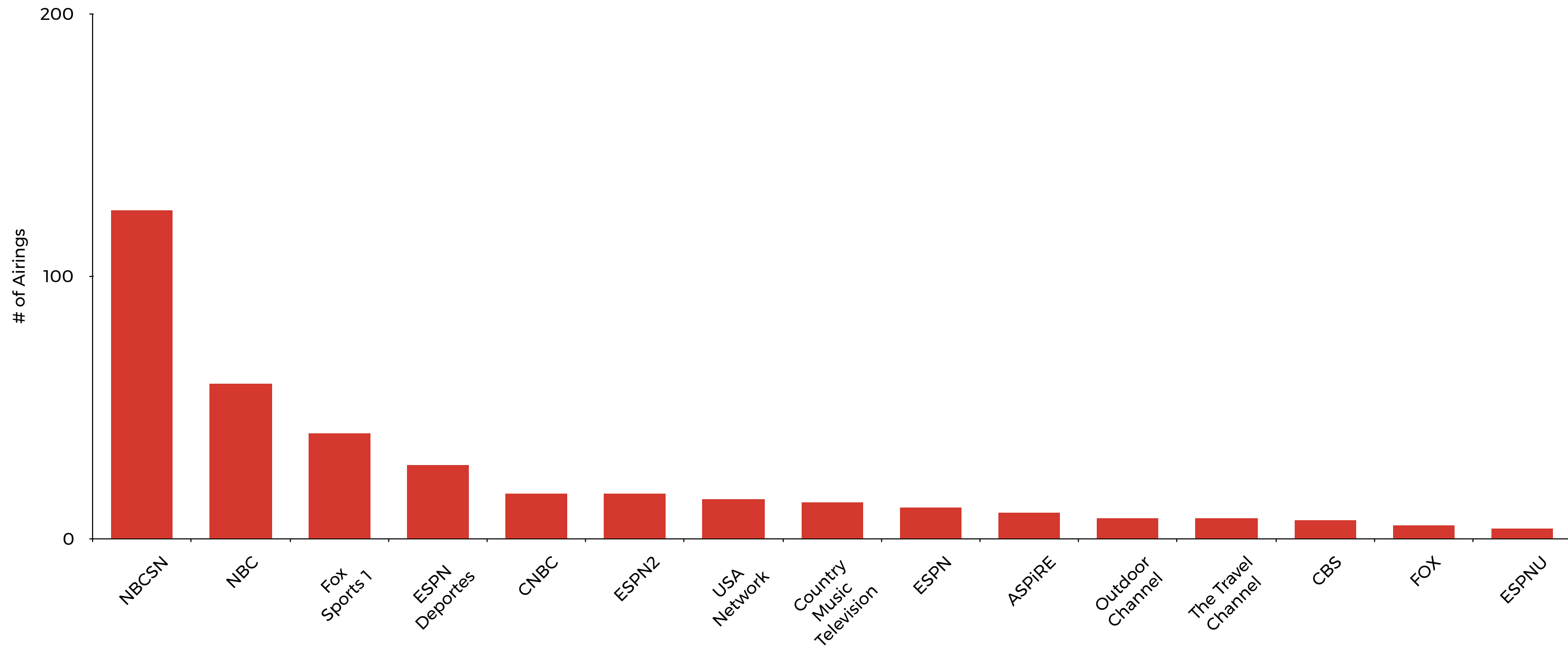
Toyota "One Team" Super Bowl 2018 TV Commercial

Report Video

TOTAL AIRINGS	EST. SPEND
14	\$0.3M

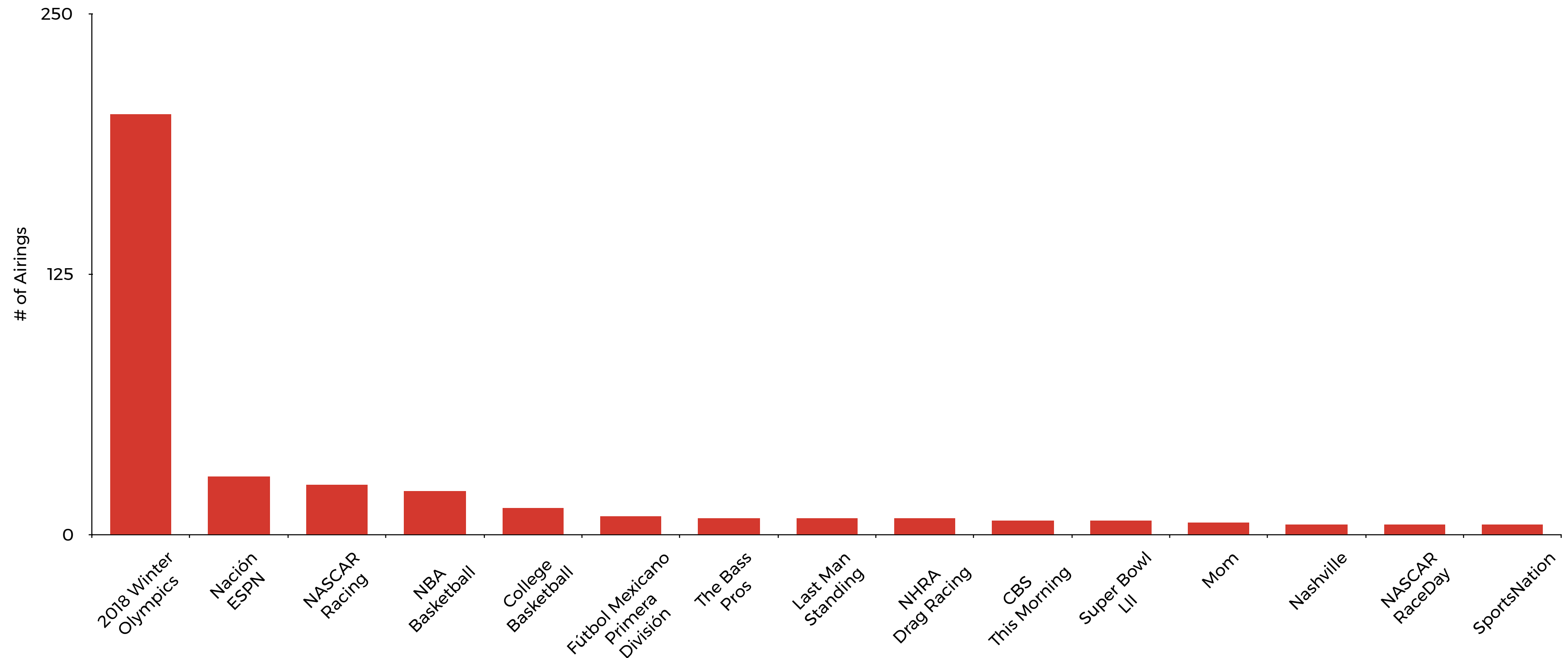
# Ad Airings on Top Networks

Toyota had the most airings on networks like NBCSN, NBC, Fox Sports 1 and ESPN Deportes



# Ad Airings on Top Shows

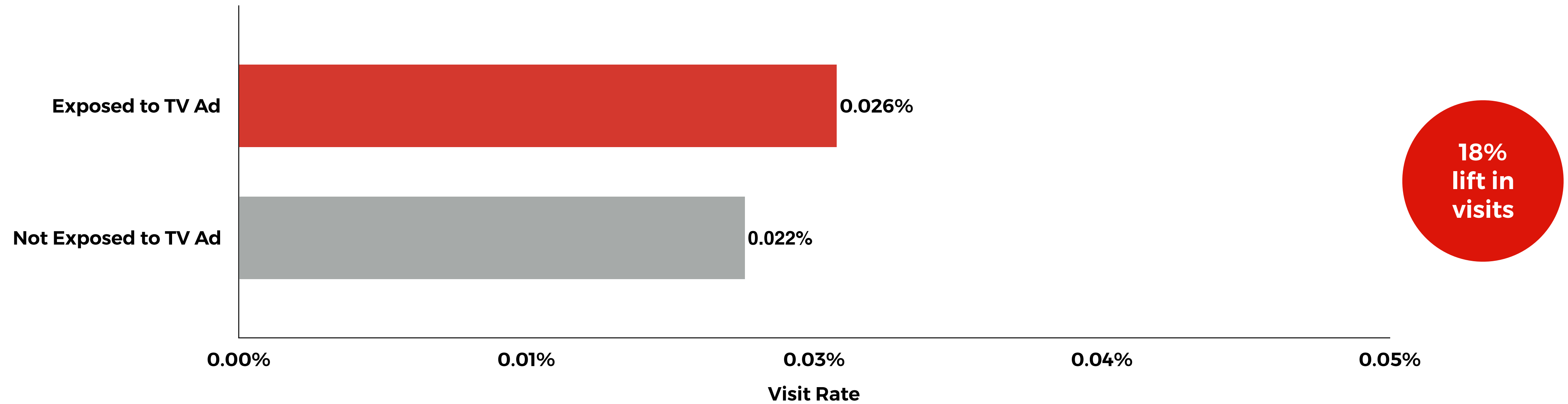
Toyota ads predominantly aired on sports shows



# LOCATION INSIGHTS

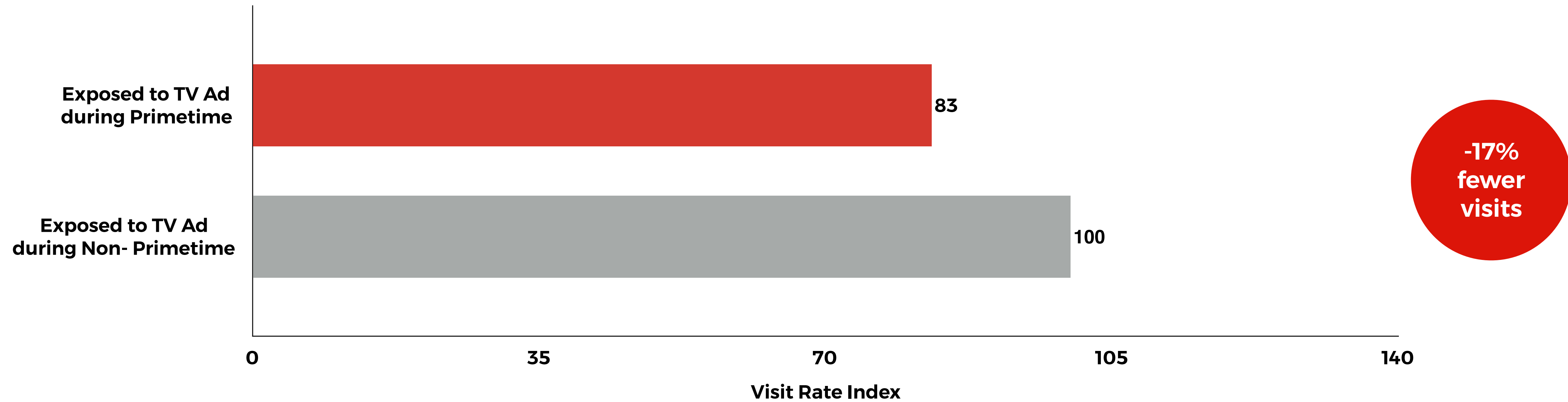
# Lift in Visits

- TV Flight Dates: 02/04/18 - 02/17/18
- Look Ahead 7 days



# Does Primetime Matter?

TV viewers exposed to Toyota ads during non-Primetime drove more visits to Toyota dealerships

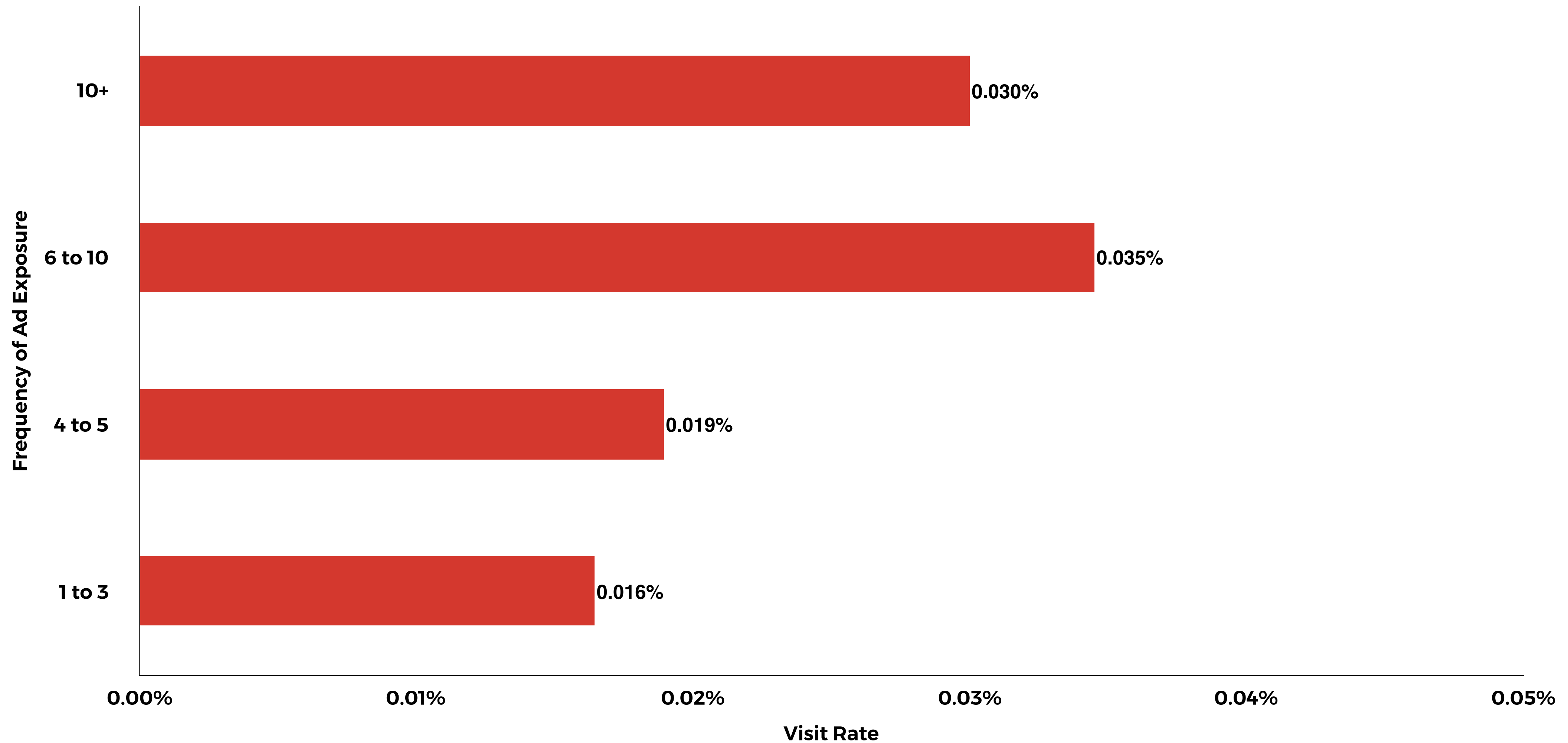


\*Visit rate of non-prime time audience is scaled to 100



# Ad Exposure Frequency Impact on Walk-In Rate

TV viewers exposed to Toyota ad **6 to 10 times** drove the highest walk-in rate





# Location Attribution



# Campaign Stats


This brief provides media and location analysis for Sprint ads during the time period in which Super Bowl LII aired in February, 2018

- TV Flight Dates: 02/04/18 - 02/17/18
- Number of Airings: 2,959
- Number of EQ Units: 2,881.5
- Total Estimated Spend: \$ 9.42 M



# TV INSIGHTS

# Media Gallery




**Sprint With Samsung Galaxy "Es Para Mi" TV Commercial**  
Report Video

TOTAL AIRINGS	EST. SPEND
48	<\$0.1M



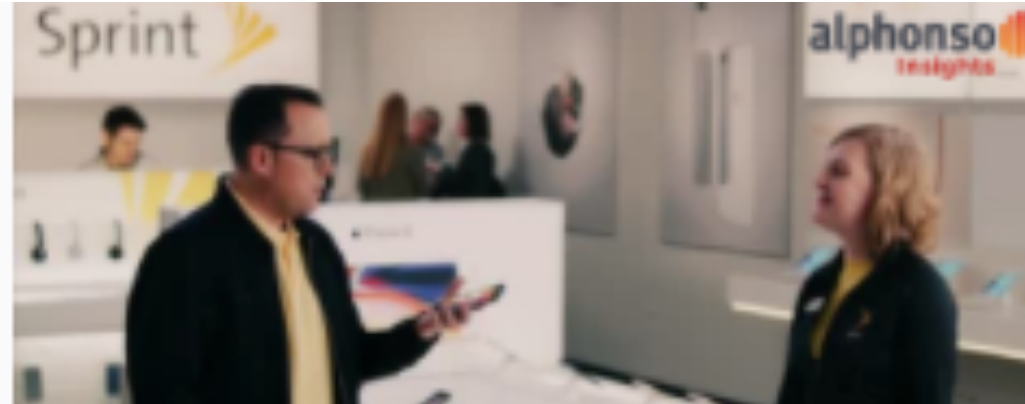
**Sprint With Samsung Galaxy "Works For Me" TV Commercial**  
Report Video

TOTAL AIRINGS	EST. SPEND
1546	\$4.0M



**Sprint With Samsung Galaxy "Works For You" TV Commercial**  
Report Video

TOTAL AIRINGS	EST. SPEND
265	\$0.8M

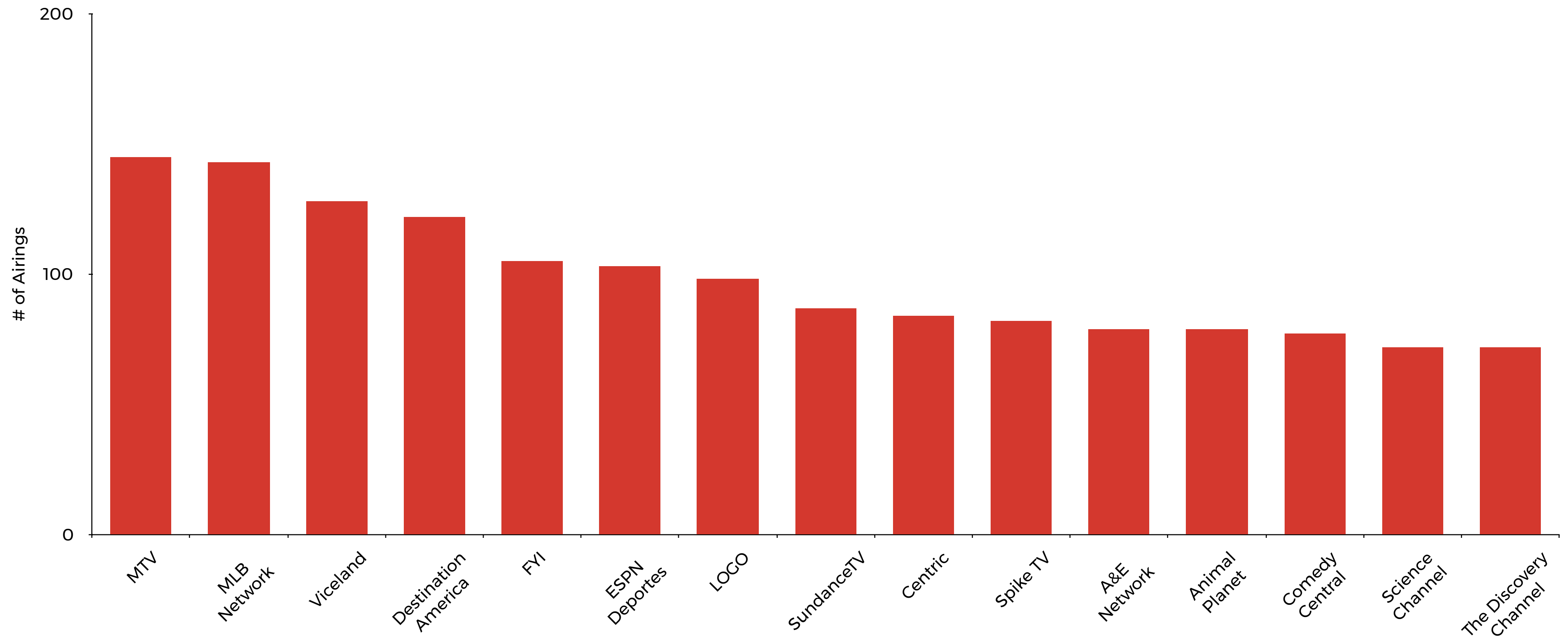


**Sprint With Apple iPhone "Works For Me" TV Commercial**  
Report Video

TOTAL AIRINGS	EST. SPEND
1001	\$4.4M

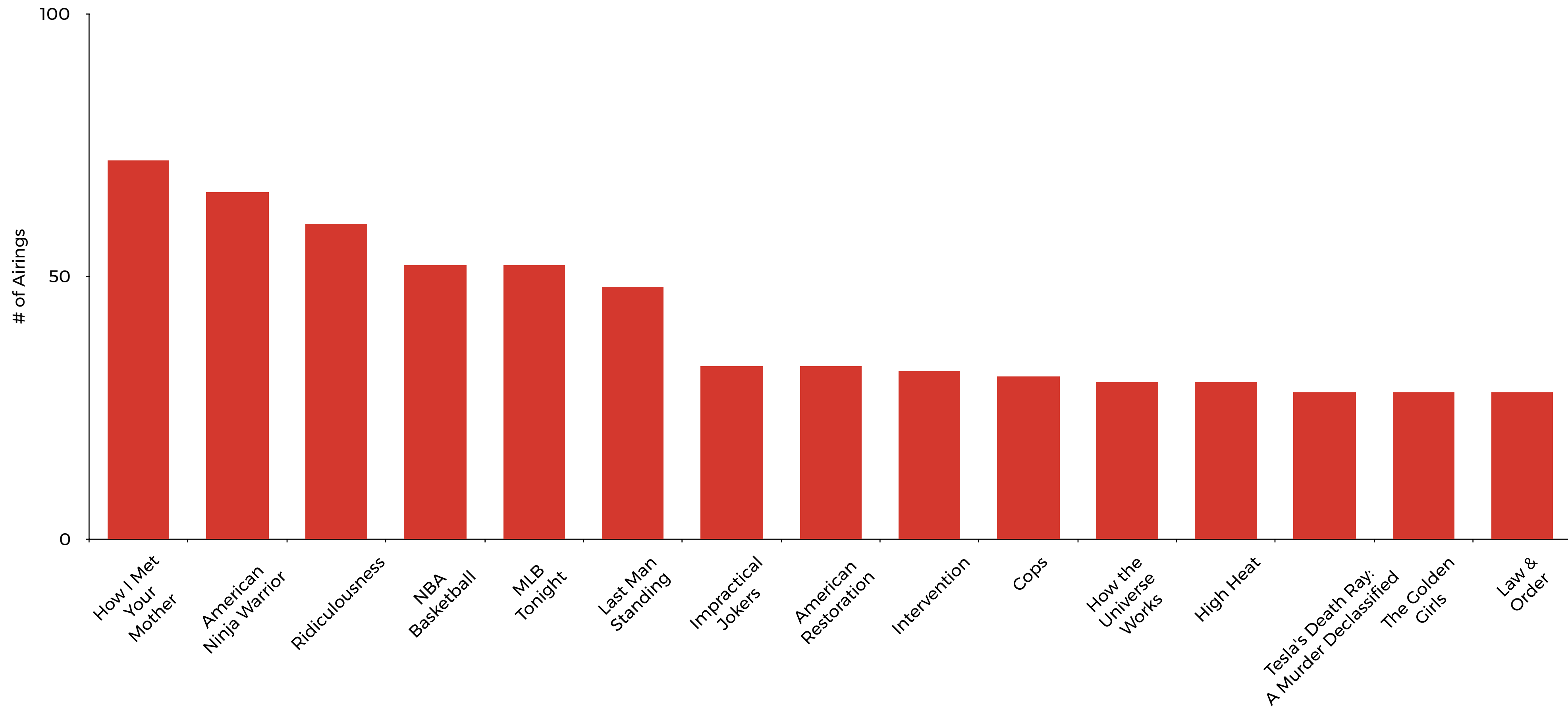
# Ad Airings on Top Networks

Sprint had the most airings on networks like MTV, MLB Network, Viceland and Destination America



# Ad Airings on Top Shows

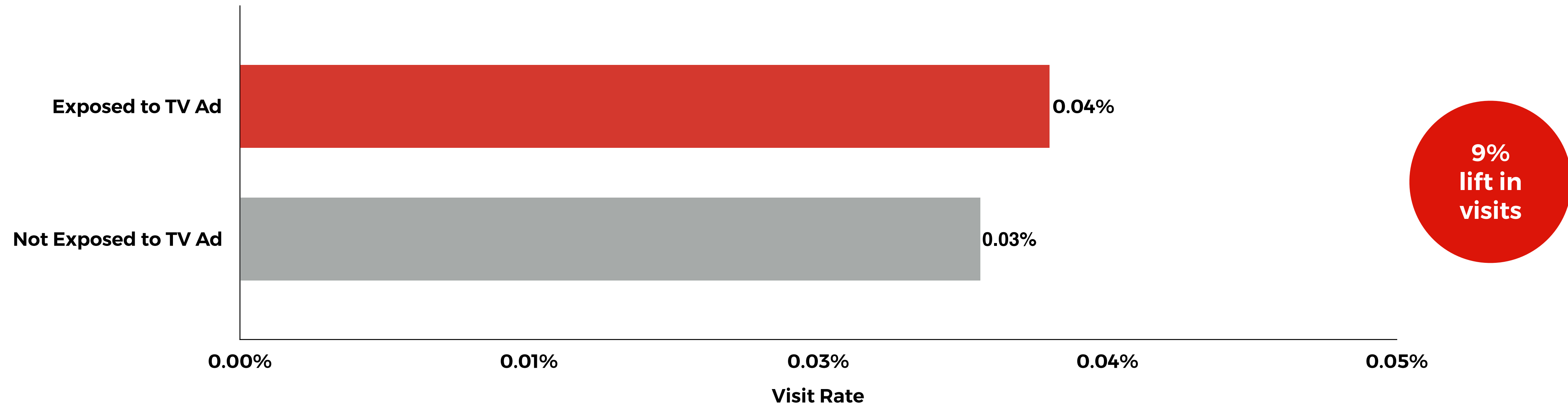
Sprint ads predominantly aired on sitcoms and sports shows



# LOCATION INSIGHTS

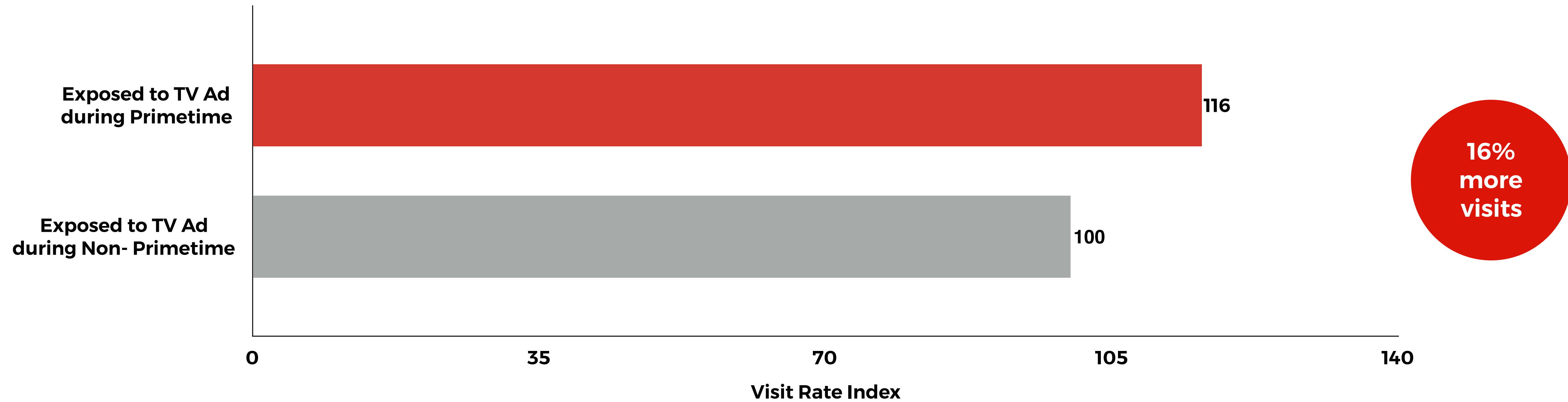
# Lift in Visits

- TV Flight Dates: 02/04/18 - 02/17/18
- Look Ahead 7 days



# Does Primetime Matter?

TV viewers exposed to Sprint ads during primetime drove a 16% more visits to Sprint stores

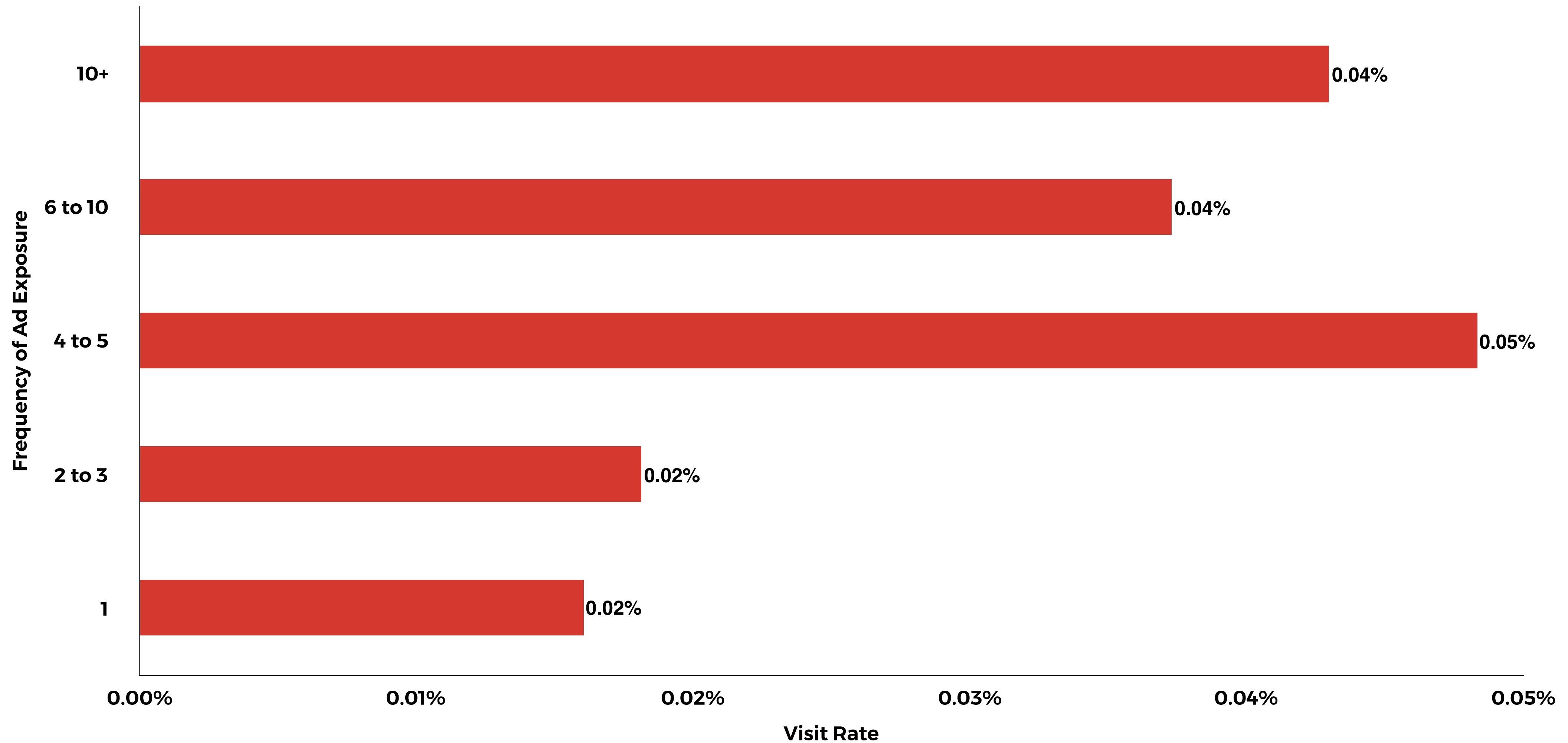


\*Visit rate of non-prime time audience is scaled to 100



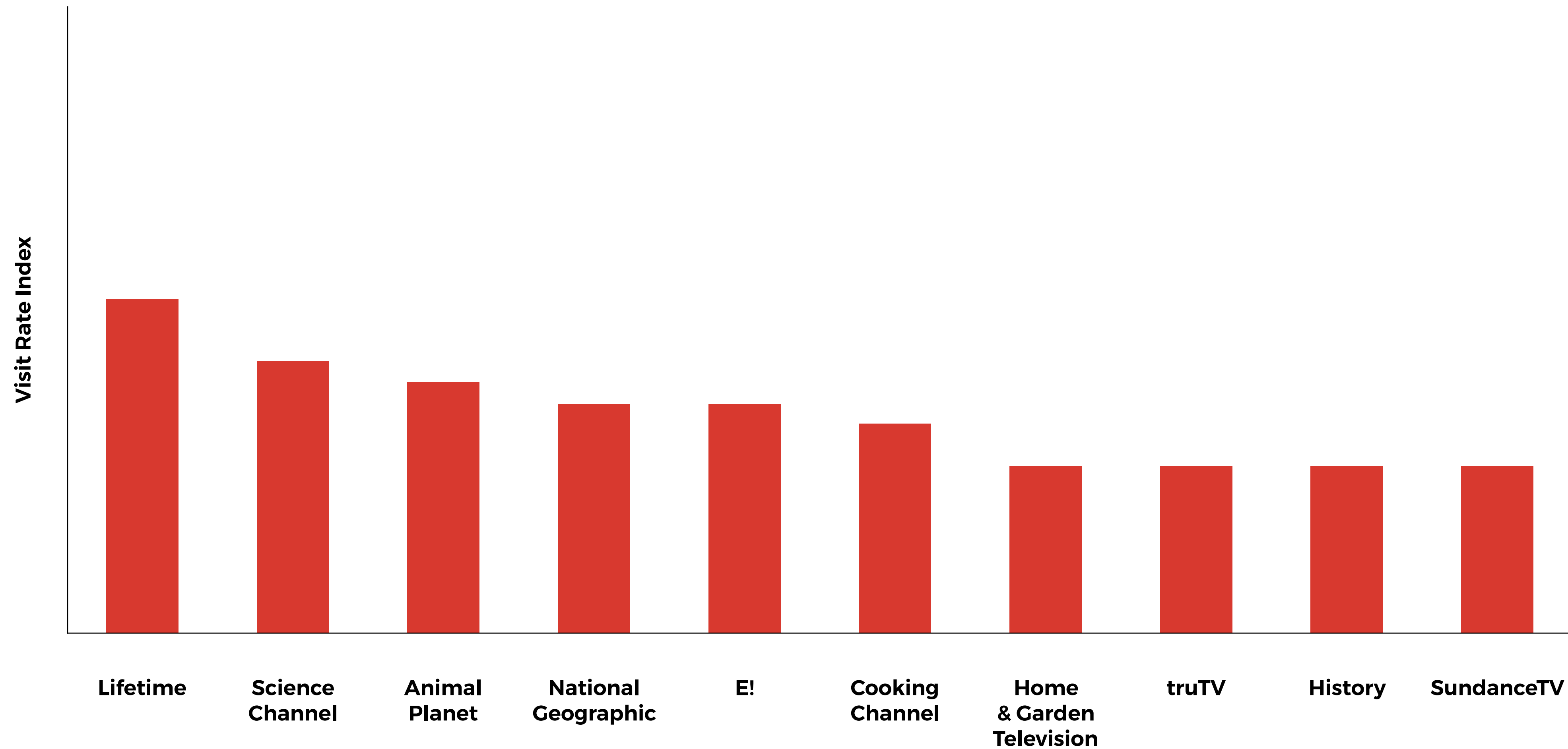
# Ad Exposure Frequency Impact to Walk-In Rate

TV viewers exposed to Sprint ad 4 to 5 times drove the highest walk-in rate



# Visits Rate Index by Networks

The Lifetime channel drove the most walk-ins among networks airing Sprint ads





# Location Attribution

# Campaign Stats


This brief provides media and location analysis for Pizza Hut ads during the time period in which Super Bowl LII aired in February, 2018

- TV Flight Dates: 02/04/18 - 02/17/18
- Number of Airings: 1,419
- Number of EQ Units: 709
- Total Estimated Spend: \$ 2.97 M



# TV INSIGHTS

# Media Gallery



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Pizza Hut \$7.99 Large 2-Topping Pizza "No One Out Pizzas The Hut" TV Commercial

Report Video

TOTAL AIRINGS	EST. SPEND
978	\$1.9M



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Pizza Hut "No One Out Pizzas The Hut" TV Commercial

Report Video

TOTAL AIRINGS	EST. SPEND
438	\$1.0M



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Pizza Hut "Nadie Hace Pizza Mayor Que The Hut" TV Commercial

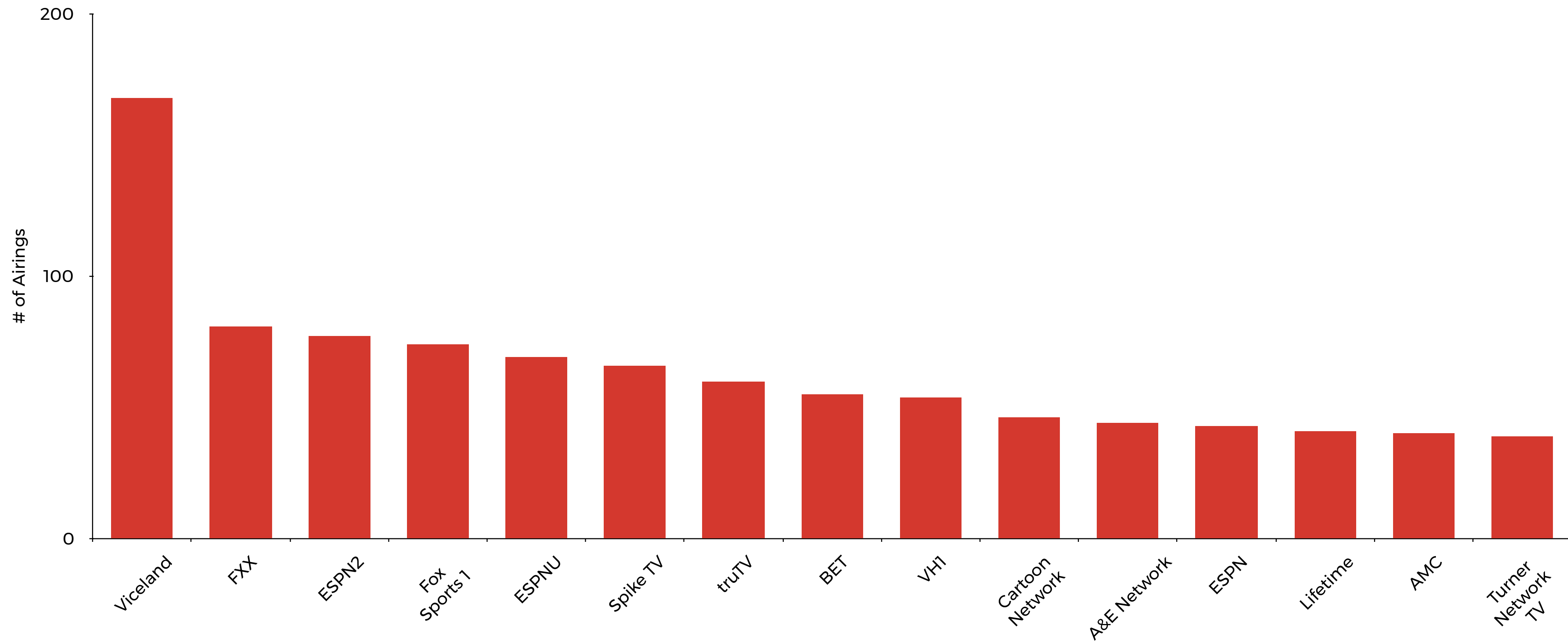
Report Video

TOTAL AIRINGS	EST. SPEND
<10	<\$0.1M



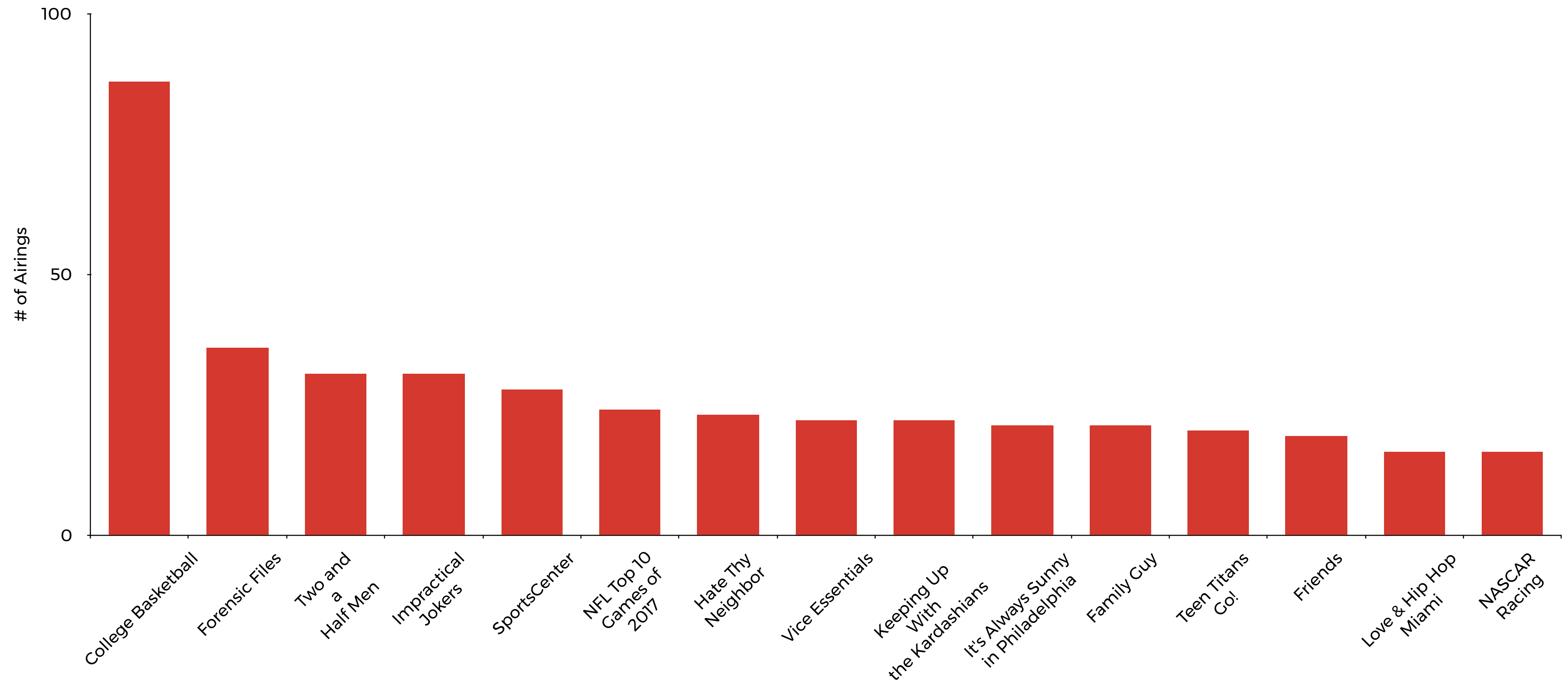
# Ad Airings on Top Networks

Pizza Hut had the most airings on networks like Viceland, FXX, ESPN2 and Fox Sports 1



# Ad Airings on Top Shows

Pizza Hut ads predominantly aired on sports and reality shows





# LOCATION INSIGHTS

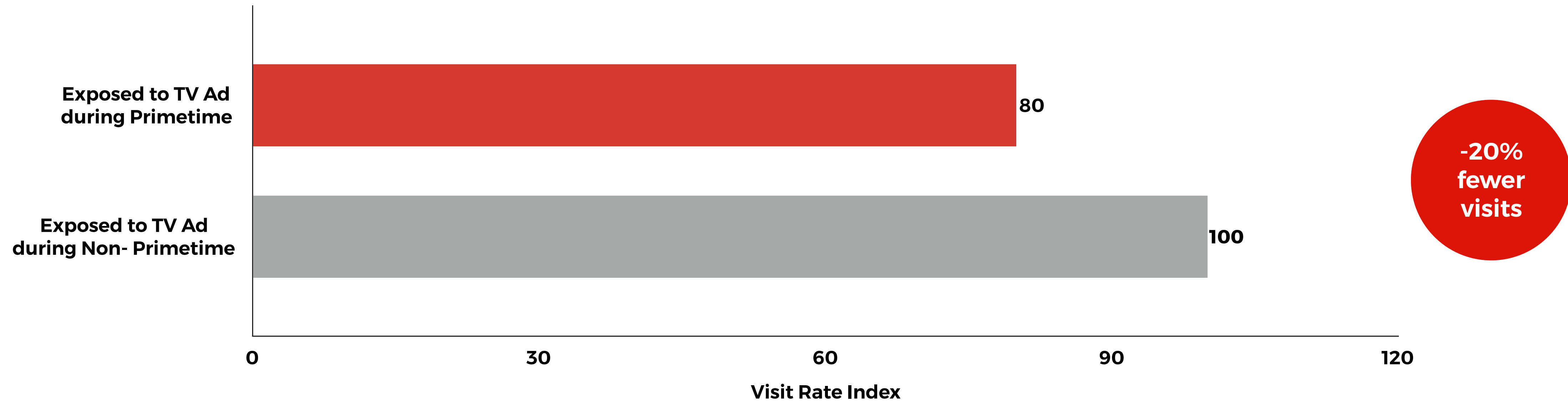
# Lift in Visits

- TV Flight Dates: 02/04/18 - 02/17/18
- Look Ahead 7 days



# Does Primetime Matter?

TV viewers exposed to Pizza Hut ads outside of primetime drove more visits to Pizza Hut stores

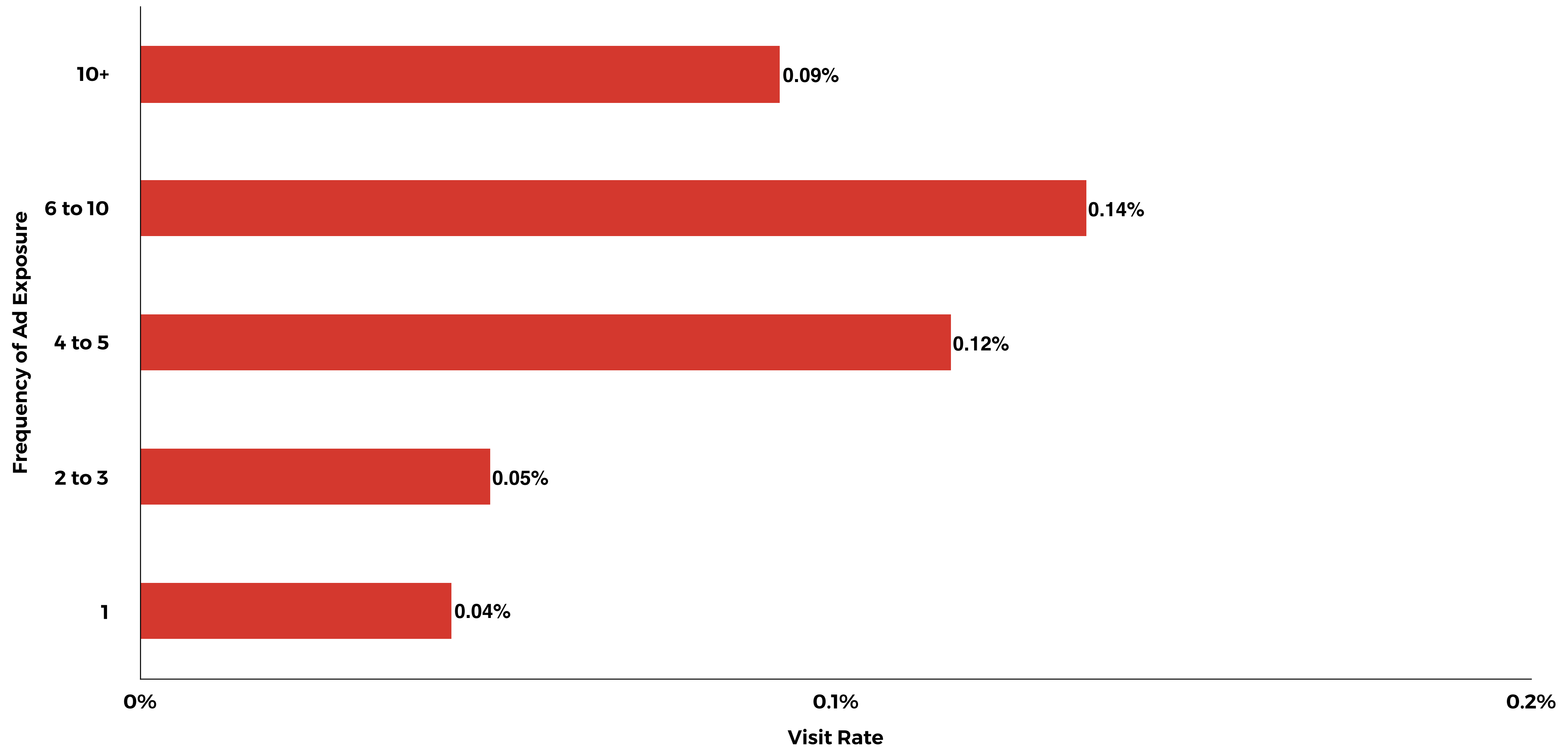


\*Visit rate of non-prime time audience is scaled to 100



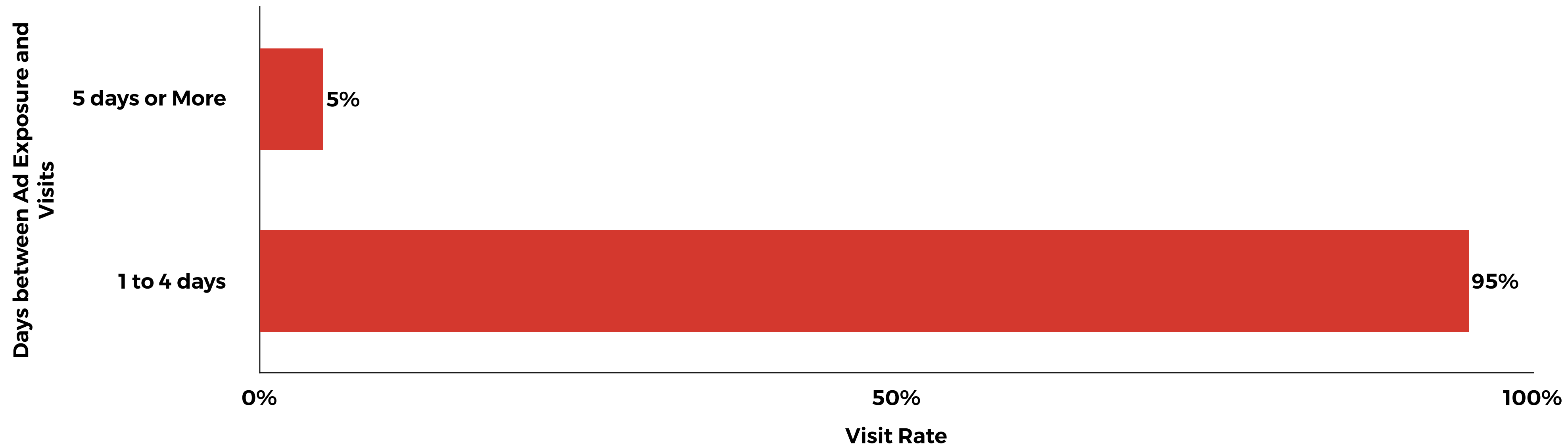
# Ad Exposure Frequency Impact to Walk-In Rate

TV viewers exposed to Pizza Hut ad **6 to 10 times** drove the highest walk-in rate



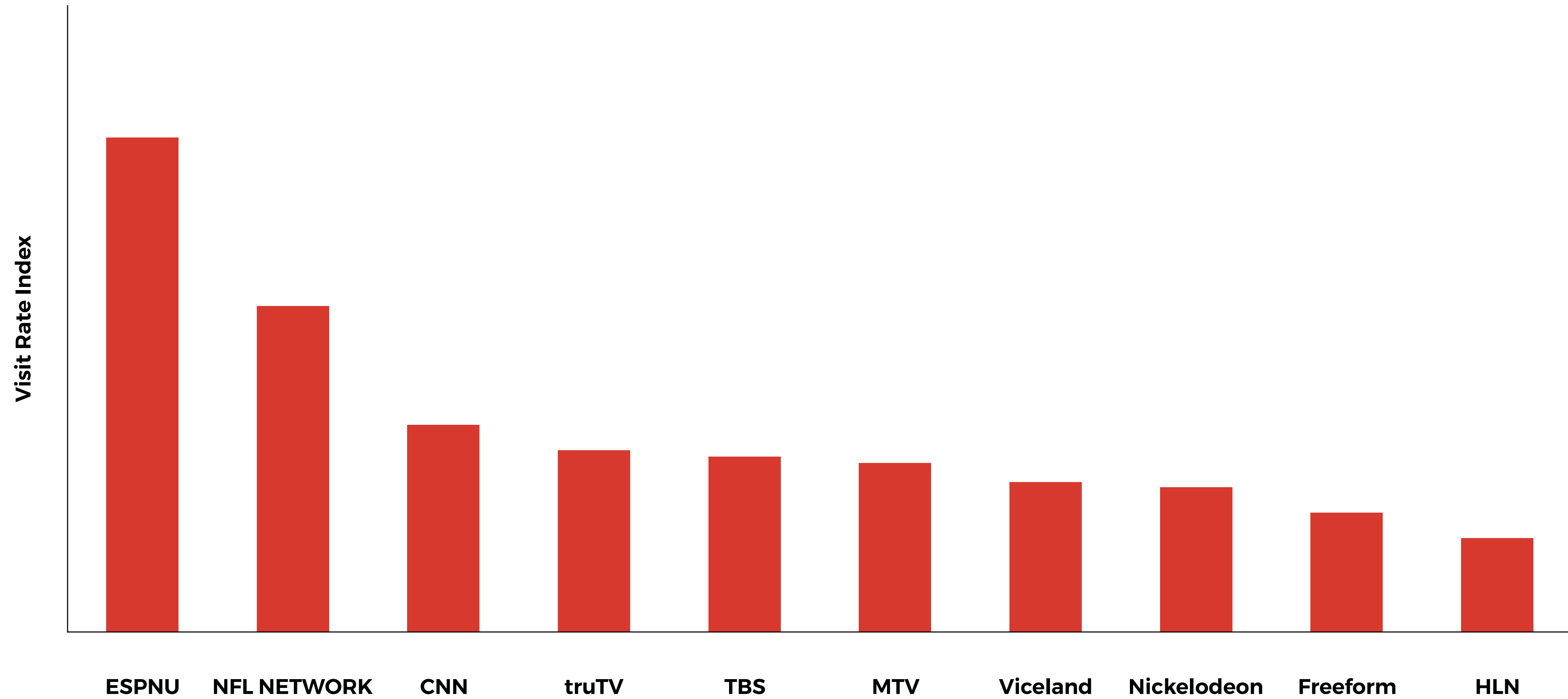
# Recency Effect of Ad Exposure

TV viewers exposed to Pizza Hut ad were more likely to walk in to a store within 1 to 4 days of exposure



# Visits Rate Index by Networks

The ESPNU Network drove the most walk-ins among networks airing Pizza Hut ads



# Contact Us

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