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The Real Advertising Critics Give Their Opinions

Finally, the Consumers become Critics

New York, NY – December 27, 2000 – *Humor me... don't ask me to change* - that's what the consumers are saying, according to a survey by DiMassimo Brand Advertising.

This year, the people have spoken as to which ads had them laughing, crying and buying. The results show that consumers remember ads most that don't ask them to change their behaviors.

"In the past year, because of the Internet, advertisers have been trying to push consumers into new buying habits," explains Mark DiMassimo, President and Executive Creative Director of DiMassimo Brand Advertising. "As the Internet pulled back – particularly some of the most visible consumer-oriented advertisers - consumers responded with 'don't push me anymore.'"

"Consumers are showing less of a willingness to be motivated by ads," continues DiMassimo, "so we should be using our television commercials to pull the consumer along with us, through the brand experience, making it a pleasurable one."

Over the course of three days, DiMassimo Brand Advertising surveyed 824 consumers at shopping centers, malls and food stores across the country to find out which of this year's commercials have been the most memorable, most humorous and most effective.

By asking consumers which commercials are quoted most in conversations, which drove them to buy a product, which ads they found themselves singing or humming, DiMassimo's survey reveals what ads do, in fact, impact consumers' lives, and which ads do not. And the results are telling:

2000 Consumers' Commercial Choices

- The most talked about commercials were the ones for products that are already branded, like Budweiser, Snickers and Jeep.
- Four out of five of the ads that people most remembered were the ads that made them laugh- Budweiser: Whazzzzup!, UPS: Fulfillment Issues, TiVo Launch: Montana/Lott Masculine Itch, and Jeep: Jeep Dog
- When asked if television ads drove people to make purchases, 82% of those surveyed said 'no.'

"This survey reflects that in order to reach consumers, I mean really reach them, we need to surround them with information and messages," says DiMassimo. "We have to give consumers the whole brand experience through means other than television."

- A Full List of Results Follows -

Did You Know...

According to a survey by DiMassimo Brand Advertising

Top 5 Most Talked about Ads

1. Budweiser: Whazzzzup!
2. Snickers: Voting Booth
3. Geico: Collect Call
4. Jeep: Jeep Dog
5. Gap: Musicals

Top 5 Ads that Made People Laugh

1. Budweiser: Whazzzzup!
2. UPS: Fulfillment issues
3. TiVo Launch: Montana/Lott Masculine Itch
4. Jeep: Jeep Dog
5. Corn Flakes: Corn Inspection

Top 5 Ads that People Found Themselves Singing and Humming

1. Gap: Musicals
2. eToys: Facing Future
3. Volkswagon: Da Da Da
4. Old Navy: Item of the Week
5. Priceline.com: William Shatner's Improvs

Top 5 Ads that Drove People to Log-on to the Internet

1. E*Trade: Out the Wazoo
2. Kozmo.com: Cheating Heart (tied) Amazon.com: Holidays
3. eToys: Construction
4. SmartMoney.com: Crisis of Confidence
5. Monster.com: Get Me Ted

Top 5 Ads that Drove People to Use a New Service

1. UPS: Fulfillment Issues
2. EDS: Cat Herders
3. Geico: Collect Call
4. FedEx: Croc Hunter Snake Bite
5. TiVo Launch: Montana/Lott Masculine Itch

Top 5 Advertising Icons

1. Red: M&Ms
2. Sockpuppet: Pets.com
3. Bunny: Crunch Fitness
4. Political cartoons: Snickers
5. Simon: MySimon.com

Top 5 Ads that Had Nothing to do with the Product

1. 7-Up: Make 7-Up Yours
2. Gap: Musicals
3. Corn Flakes: Corn Inspection
4. TiVo Launch: Montana/Lott Masculine Itch
5. Budweiser: Wasabi

Top 5 Ads that People Remembered Most

1. Budweiser: Whazzzzup!
2. UPS: Fulfillment Issues
3. Jeep: Jeep Dog
4. TiVo Launch: Montana/Lott Masculine Itch
5. Discover: Danger Kitty