

NFL's "The 100-Year Game" Wins USA TODAY's 31st Annual Ad Meter Competition

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Panelists voted the NFL's "The 100-Year Game" the top-rated Super Bowl commercial this year

MCLEAN, Va.--(BUSINESS WIRE ^[1])--USA TODAY, part of Gannett Co., Inc. (NYSE: GCI), announced that the NFL's "The 100-Year Game" was voted the winning commercial of USA TODAY's 31st Annual Ad Meter, the industry-leading tool used to track public opinion surrounding Super Bowl ads. The commercial with the highest average rating in this year's competition, presented by TaxSlayer and sponsored by Sprint, features some of the biggest stars in NFL history engaging in a comedic brawl over a golden football while attending a black-tie dinner to celebrate the league's upcoming centennial season. This is the first time that the National Football League has finished first in USA TODAY's Ad Meter.

Voting took place on the Ad Meter platform at admeter.usatoday.com ^[2] starting on Wednesday, January 30, at noon ET and ending after the game at 1 a.m. ET/10 p.m. PT. There were tens of thousands of registered panelists, and panelists were required to rate every eligible national Super Bowl ad that aired between the coin toss through the end of game regulation, including halftime. The ad with the highest average score on the 1-10 scale was declared the winner.

The top five ads, as rated by the 2019 Ad Meter panelists, are:

1. **NFL**, "The 100-Year Game," **7.69**
2. **Amazon Alexa**, "Not Everything Makes the Cut," **7.34**
3. **Microsoft**, "We All Win," **7.07**
4. **Hyundai**, "The Elevator," **7.05**
5. **Verizon**, "The Coach Who Wouldn't Be Here," **6.95**

"This year's Super Bowl commercials made for yet another exciting and entertaining Ad Meter competition for fans of all kinds," said Andy Yost, chief marketing officer, Gannett | USA TODAY NETWORK. "Congratulations to the NFL on creating an ad that resonated with so many of our panelists."

"The Super Bowl is the premier platform for companies and brands to share creative, multi-media marketing experiences with their consumers," says Chris Moloney, chief marketing officer, TaxSlayer. "Ad Meter shows us which messages struck the biggest emotional cord in America."

"Commercials are practically their own reason to watch the Super Bowl and no one helps sift through the noise like Ad Meter," said Roger Solé, chief marketing officer, Sprint. "Sprint is once again proud to sponsor the 2019 Ad Meter and is honored to be included in such a powerful and creative field."

Previous Ad Meter winners and ratings include:

2018 - Amazon - Alexa Loses Her Voice - 7.18

2017 - Kia - Hero's Journey - 7.47

2016 - Hyundai - First Date - 6.90

2015 - Anheuser-Busch - Lost Dog - 8.10

2014 - Anheuser-Busch - Puppy Love - 8.29

2013 - Anheuser-Busch - Budweiser Brotherhood - 7.76

2012 - Frito-Lay Doritos - Man's Best Friend - 8.82

2011 - Tie - Bud Light - Dog Sitter Puts Dogs to Work; Frito-Lay Doritos - Dog's Revenge for Doritos Teasing - 8.35

2010 - Mars Snickers - Betty White and Abe Vigoda in Casual Football Game - 8.68

2009 - Frito-Lay Doritos - Crystal Ball Sees Free Doritos - 8.46
2008 - Anheuser-Busch - Dalmatian Trains Clydesdale to Make Beer Wagon Team - 8.73
2007 - Anheuser-Busch - Crabs Worship a Cooler of Budweiser on the Beach - 8.56
2006 - Anheuser-Busch - Secret Refrigerator Stocked with Bud Light - 8.39
2005 - Anheuser-Busch - Pilot Jumps Out of Airplane for Bud Light - 8.65
2004 - Anheuser-Busch - Owners Demonstrate How Their Dogs Fetch Bud Light - 9.04
2003 - Anheuser-Busch - Replay - 8.99
2002 - Anheuser-Busch - Sat in Sheets - 9.11
2001 - Anheuser-Busch - Cedric's Dream Date - 8.63
2000 - Anheuser-Busch - Rex the Dog Recalls His Worst Day - 8.09
1999 - Anheuser-Busch - Separated at Birth - 8.01
1998 - Pepsi - Flying Geese - 9.08
1997 - Pepsi - Dancing Bears - 8.22
1996 - Pepsi - On Security Camera, Coke Driver Nabs a Pepsi - 9.42
1995 - Pepsi - Boy Gets Sucked Into Bottle - 9.66
1994 - Pepsi - Chimp Escapes Lab, Hits the Beach - 9.34
1993 - McDonald's - Jordan and Bird Shoot Hoops - 9.00
1992 - Nike - Bugs Bunny and Michael Jordan Team - 8.51
1991 - Diet Pepsi - Ray Charles' New Jingle Catches On - 8.52
1990 - Nike - Famous Announcers Call Imaginary Game - 8.17
1989 - American Express - Dana Carvey and Jon Lovitz Travel to the Super Bowl - 7.52

Visit admeter.usatoday.com ^[2] to see the full results.

About USA TODAY

Founded in 1982, [USA TODAY](#) ^[3] reflects the pulse of the nation, serving as host of the American conversation by delivering high-quality, engaging content through unique visual storytelling across all platforms. A media innovator, USA TODAY reaches nearly 82 million unique visitors each month across digital platforms, with more than 25 million downloads of our award-winning app. USA TODAY also remains the nation's number one newspaper and is owned by Gannett Co., Inc. (NYSE: GCI).

About TaxSlayer

TaxSlayer makes life simpler and less stressful for millions of Americans with exceptional, easy-to-use technology. Trusted for over 50 years, TaxSlayer saves business owners, tax professionals and individual consumers time and money with high-quality, high-value financial products. The company successfully completed more than 10 million state and federal e-filed tax returns in 2018 and processed \$12 billion in refunds. TaxSlayer is highest rated for ease of use, speed of filing, best value and most trusted according to the 2017-18 American Online Tax Satisfaction Survey. Additionally, TaxSlayer is rated #1 in the tax prep software category on Trustpilot. For more information, visit www.taxslayer.com ^[4].

About Sprint

Sprint (NYSE: S) is a communications services company that creates more and better ways to connect its customers to the things they care about most. Sprint served 54.5 million connections as of Dec. 31, 2018 and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; leading no-contract brands including Virgin Mobile USA, Boost Mobile, and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. Today, Sprint's legacy of innovation and service continues with an increased investment to dramatically improve coverage, reliability, and speed across its nationwide network and commitment to launching the first 5G mobile network in the U.S. You can learn more and visit Sprint at www.sprint.com ^[5] or www.facebook.com/sprint ^[6] and www.twitter.com/sprint ^[7].

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Links:

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