

## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

## Advertising Super Bowl XVII: Another Win For Franchising

**San Diego, CA.** The American Association of Franchisees & Dealers (AAFD) has released the tabulations for the seventeenth Advertising Super Bowl. For the 16<sup>th</sup> year since the survey was first conducted, franchised businesses purchased more advertising spots than non-franchised enterprises, this time by a commanding margin of 75 franchising related commercial spots to just 44 for enterprises not engaged in some form of franchising.

According to AAFD Chairman, Robert Purvin; "Super Bowl advertising continues to demonstrate the power of franchising. How else can a small businessman presume to share in the opportunity to share his message with 60 million households at one time?"

A near record \$2.3 million average price per 30-second spot (\$76,500 per second) did not blunt advertiser demand, the number of spots sold was up marginally over 2003. Budweiser led all advertisers with 10 spots spread over three brands (down from 11 the previous year).

After Bud, only four advertisers ran more than one or two commercial spots. The National Football League, technically a business format franchisor, ran seven promotional spots. General Motors and Pepsi (both product franchisors) each ran six spots for various brands. California Dairy Producers and the Florida Orange Growers, both cooperatives – a distribution network related to franchising – ran three spots between them.

AOL lead all non-franchisor advertisers, also running six ads, plus sponsoring at least one segment of the four hour program.

CBS (which franchises its network affiliates) ran 26 promotional spots. Even subtracting network promotions, however, franchisor related ads totaled 49, compared to 38 non-franchised ads.

Business format franchisors (those that consumers traditionally associate with franchising) accounted for just six spots, from McDonalds, Pizza Hut, Taco Bell, H&R Block, and Jack-in-the Box (2 regional spots). Last year business format franchises ran 10 spots during the game, and in 2002, the segment accounted for 23 ads, showing a declining trend.

Motion picture spots (10, the same as last year) tied with a resurgence of Dot.com advertisers, and led the non-franchised categories, followed by manufacturers (8) and pharmaceutical companies – primarily ads for erectile dysfunction (4 spots). The only non-franchised retailer to advertise was Staples with just one spot.

120 total advertisements aired during the game, including a recent low four public service (anti-smoking and drugs) spots. This was an increase from 108 in 2003. Although pre and post game ads were not considered, franchisors dominated these shows as well by impressive margins, with Pepsi, Labatt Beer, Pizza Hut, General Motors, Radio Shack, and H&R Block taking major sponsorships, along with Wachovia Securities and Sony Play Station among non-franchisors.

The American Association of Franchisees and Dealers is the oldest and largest direct member non-profit trade

association representing the interests of franchisees and independent dealer networks throughout the United States. Stressing market solutions and franchisee empowerment through independent franchisee associations, the AAFD has grown to represent more than 12,000 franchised businesses nationwide.

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## Advertising Super Bowl XV Final Game Day Stats

Category	2004	2003	2002	2001	2000
<b>Franchise Related Ad Totals</b>	<b>78</b>	<b>62</b>	<b>75</b>	<b>84</b>	<b>78</b>
Beer & Liquor	10	14	13	11	20
Auto/Truck	14	7	11	17	7
Soft Drinks	8	5	7	7	3
Business Format (Fast Food)	6	10	23	8	6
Product Franchises (other)	33	0	0	5	6
Traditional Franchises	39	36	54	48	46
Network Promos	29	26	21	30	32
Cooperatives	3	0	0	0	0
Total Number of Brands	20	15	20	24	15
Budweiser	10	12	12	8	19
Pepsi - Brands	6	4	7	5	5
National Football League	7	4	6	6	5
<b>Non-franchise Related Ad Totals</b>	<b>38</b>	<b>36</b>	<b>44</b>	<b>64</b>	<b>76</b>
Dot.Com	10	7	8	11	36
Investment Firms	0	3	4	15	13
Movies	10	8	12	9	10
Retailers	1	0	0	9	n/a
Manufacturers	6	9	9	14	n/a
Other	12	7	6	6	17
Total Number of Brands	27	n/a	n/a	n/a	n/a
AOL	6	2	n/a	n/a	n/a
Monster.com	3	2	3	2	n/a
(Public Service – Anti-Smoking/Drugs)	4	5	6	4	n/a
<i>Not included in total</i>					