

# Audi R8, Audi Brand Score Highest Among Car Shopper Traffic Following Super Bowl 50 Commercial, According To Kelley Blue Book

**Kia Optima, Hyundai Genesis and Toyota Prius Among Top Models with Significant Traffic Spikes on KBB.com**

IRVINE, Calif., Feb. 8, 2016 /PRNewswire/ -- The Audi R8 increased 7,780 percent in new-car searches on KBB.com following its commercial, the most of any advertised model during Super Bowl 50, according to Kelley Blue Book [www.kbb.com](http://www.kbb.com), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry.



Rounding out the top three advertised models, the Kia Optima's creative use of Christopher Walken and socks, and the Hyundai Genesis spiked in consumer traffic, gaining 496 percent and 400 percent, respectively. The Toyota Prius was up 313 percent and was the third most visited model on KBB.com, in terms of volume among all Big Game advertisers.

"The fact that online behavior for advertised vehicles jumped so dramatically demonstrates that investing in high visibility events remains highly effective," said Rick Wainschel, vice president of client analytics and insights for Kelley Blue Book. "It also points to the fact that advertisers need to connect their offline messages with online exposure to reinforce the awareness and interest they create during the Big Game."

## **Percent Increase of KBB.com Search for Big Game Advertised Models<sup>1</sup>**

<b>Model</b>	<b>Percent</b>
Audi R8	7,780%
Kia Optima	496%
Hyundai Genesis	400%
Toyota Prius	313%
MINI Clubman	250%
Hyundai Elantra	158%
BMW X1	143%
Jeep Renegade	78%
Ford F-150	18%
Lincoln MKX	40%

## **Percent Increase of KBB.com Searches for Big Game Automaker Advertisers<sup>2</sup>**

Brand	Percent
Audi	448%
MINI	245%
Kia	110%
Jeep	99%
Buick	81%
Lincoln	66%
Acura	56%
Toyota	51%
Mercedes-Benz	44%
BMW	35%
Honda	25%
Hyundai	18%
Ford	5%

Ford, Hyundai, Honda and Toyota brands received a constant high stream of traffic throughout the game, which is why these brand lifts appear lower. With more share of traffic to start and keeping it consistent over time, these brand spikes were certainly notable, but less dramatic in short-term response compared to other advertising manufacturers. In terms of traffic volume at the brand level, and not percent increase, Toyota was the most visited brand, followed closely by Honda and Ford.

"Audi also won at the brand level, with a 448 percent spike, followed by MINI and Kia," said Karl Brauer, senior analyst for Kelley Blue Book. "The Jeep brand also scored high among car shoppers (up 99 percent) with its two heritage-focused ads celebrating the brand's 75-year anniversary."

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

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<sup>1</sup>The percent increase of the model's new-car searches on KBB.com during the hour the ad aired compared to the hour before the ad aired.

<sup>2</sup>The percent increase of the brand's new-car searches on KBB.com during the hour the ad aired compared to the hour before the ad aired.

Super Bowl is a registered trademark of the National Football League


#### **About Kelley Blue Book ([www.kbb.com](http://www.kbb.com))**

Founded in 1926, Kelley Blue Book, *The Trusted Resource*<sup>®</sup>, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book<sup>®</sup> Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2015 Harris Poll EquiTrend<sup>®</sup> study and has been named Online Auto Shopping Brand of the Year for four consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

Logo - <http://photos.prnewswire.com/prnh/20121108/LA08161LOGO>

For further information: Chintan Talati, 949-267-4855, [chintan.talati@kbb.com](mailto:chintan.talati@kbb.com) or Joanna Pinkham, 404-568-7135, [joanna.pinkham@kbb.com](mailto:joanna.pinkham@kbb.com) or Brenna Robinson, 949-267-4781, [brenna.robinson@kbb.com](mailto:brenna.robinson@kbb.com) or Michelle Behar, 949-268-4259, [michelle.behar@kbb.com](mailto:michelle.behar@kbb.com)

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Additional assets available online:  [Photos \(1\)](#)

<https://stage.mediaroom.com/kbb/2016-02-08-Audi-R8-Audi-Brand-Score-Highest-Among-Car-Shopper-Traffic-Following-Super-Bowl-50-Commercial-According-To-Kelley-Blue-Book>