**Super Bowl Ad Results One Month Later: One Big Winner and Three Key Charts**

Avocados From Mexico and some of the other statistically-significant gainers actually showed smaller improvements in their scores now than in the first days after the game, which YouGov BrandIndex said reflected the greater amount of data behind the new scores. It was harder to call lifts "significant" in early going, when they reflected less consumer polling, YouGov BrandIndex said.

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<http://adage.com/article/special-report-super-bowl/super-bowl-ad-results-one-month-later/308206/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1489620795&utm_visit=113450>