

MRI & E-Poll Analysis

MRI

US consumers who say they like the nominee are XX% more likely than average Americans to say they have used the product in the past 6 months



Male Music Nominees & Soft Drinks



BRUNO MARS & Sprite

16%

DRAKE & Mountain Dew Baja Blast

71%

ED SHEERAN & Schweppes Ginger Ale

30%

KEITH URBAN & Caffeine Free Pepsi

42%

SHAWN MENDES & Mist Twst

80%



Country Music Nominees & Insurance



BLAKE SHELTON & The Hartford

12%

CARRIE UNDERWOOD & AARP

19%

KEITH URBAN & AARP

36%

LUKE BRYAN & Farmers Insurance Grp.

14%

THOMAS RHETT & Aetna

15%



Female Movie Star Nominees & Automotive



ANNE HATHAWAY & Saab

27%

LILY JAMES & Nissan

33%

SANDRA BULLOCK & Porsche

15%

SCARLETT JOHANSSON & Volvo

28%