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## BUSINESS NEWS UPDATES

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Monday,  
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From the Boston Globe Business Team

### Study: Popular Super Bowl ads bump stock price

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February 4, 2008 08:17 AM

Lost a bundle from betting on the Pats in last night's Super Bowl? Well, there may be a way to recoup your losses.

According to researchers at the [University at Buffalo School of Management](#) and [Cornell University](#), companies that air likeable Super Bowl ads get a bump in their stock prices.

The study examined 529 ads from 17 Super Bowls between 1989 and 2005, and to gauge the likability of ads, the researchers relied on ratings from [USA Today's Ad Meter](#).

According to the study, companies with the most liked ads had higher than normal stock purchases on the days following the big game, and higher volume increased the companies' stock prices.

A check of USA Today's website this morning found that a Budweiser ad from the [Anheuser-Busch Cos.](#) ranked tops among last night's ad; the winning ad's theme had a firehouse dog overseeing the training of a horse who yearns to be a member of Budweiser's famous Clydesdale team.

But take note: Investing on Wall Street can be as risky as betting this month's rent on the suddenly mortal Patriots.

(By Chris Reidy, Globe staff)

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