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Study: More likable Super Bowl commercials can boost stock

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BUFFALO, N.Y. (AP) - A study from Buffalo State University's School of Management and Cornell University indicates that a good Super Bowl commercial carries some weight on Wall Street.

According to the university, the study looked at 529 commercials that aired during the Super Bowls from 1989 through 2005. It found that companies with the better ads had higher than normal stock purchases on the days following the Super Bowl, which increased the stock prices.

To gauge the ads, the researchers used ratings from USA Today's Ad Meter, a real-time consumer likability ratings of the commercial spots.

The study found that companies with the least-liked ads did not see any such stock bounce, though that did not harm their stocks either.

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