

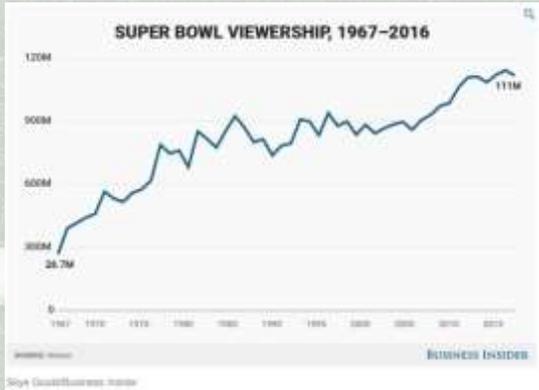


## Top messages

- Yes, the impact from the Super Bowl can be measured
- Super Bowl as advertising venue
- Super Bowl advertising objectives
- Issues/methods in measuring impact
- Marketing outlook for 2018



## The incredible audience size



- 114M viewers in 2014
- 17M tweets about the game
- 4.6M about the advertising
- Growing international audience
- 1967 the cost was \$42,000 (\$300,000 in today's dollars)

*Factoid: What was the first Super Bowl called?*

"The worst thing that happens to an ad is if no one likes it or hates it. *Neutral is death.*"  
Gretchen Walsh, SVP McKinney

Source: Business Insider, Feb 5, 2017, <http://www.businessinsider.com/super-bowl-ads-are-expensive-2017-2>

## 2017 Super Bowl Advertisers



## 2017 Super Bowl Advertisers

Budweiser  
KING OF BEERS

BUD LIGHT

BUSCH

Michelob  
ULTRA

[yellow tail]

Coca-Cola

pepsi

bai

FIJI  
WATER

Beverages

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## 2017 Super Bowl Advertisers

intel

T-Mobile

WORLD OF TANKS

amazon

Google

Sprint

MOBILE STRIKE

airbnb

WIX.com

EVONY

NINTENDO SWITCH

Technology

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## 2017 Super Bowl Advertisers

Logos displayed include: Tide, SNICKERS, Wonderful PISTACHIOS, it's a 10, Mr Clean, skittles, Avocaodos Mexico, KING'S HAWAIIAN, Febreze, Persil, and an illustration of a person pushing a shopping cart.

CPG /  
FMCG

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## 2017 Super Bowl Advertisers

Logos displayed include: McDonald's, TIFFANY & CO., TurboTax, TURKISH AIRLINES, KFC, GNC LIVE WELL, H&R BLOCK, Wendy's, B4 LUMBER, and SoFi.

Retail  
&  
Other

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## Some missing brands?



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## Do they pay off – How do we know?

Incremental Revenue  
- Short term

Incremental Revenue  
- Long term (Brand)

Insertion Cost - \$5M

Production Cost

What if you're not there?

Pre Game hype, buzz

Concomitant activation

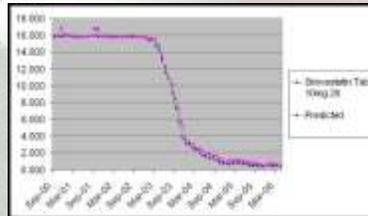
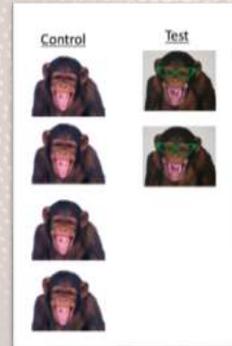
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## Three marketing measurement methods

1. Last Touch Attribution

2. Experimental Design (A/B Testing)

3. Modeling



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## The bet on ROI

“I will bet you my salary against yours that I can determine the ROI of every marketing activity that you do. Everything.”

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### What would we measure?

Brand Imagery	Brand Health
Footfall	Creative Quality
Sales/Profit	Clicks
	Posts

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### Metrics detail

Brand Imagery	Critical to driving the choice
Brand Health	Awareness, Interest, Desire, Action (AIDA)
Ad quality	How well is the creative working
Web Stat's	Tracks short term value, but often not linked to sales & conversion
Conversions	The critical final dimension of measurement, but may be lagged, depending on the structure of the business

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# Potential hypotheses to advertise at Super Bowl

	Male Millennial		Seasonal		Invigorate category
			Seasonal		????
	Millennial		Compete with Home Depot, Lowes		Invigorate category
	Millennial		Government sponsored		Pierce Big Brand Status
	Pierce Big Brand Status, Wide reach		Millennials, New brand		
	???				
	Millennial				

# Notable Failures

- **Dot-com of 2000**
  - Ourbeginning.com
  - LifeMinders.com
  - Epidemic.com
- **1999**
  - Just for Feet
- **2001**
  - Accenture (formerly Anderson Consulting)



“If I’m back in it, it worked.”  
– Bob Parsons, GoDaddy Founder

## Summary of value of Super Bowl advertising

- Build awareness, not purchase intent
- Not just the in-game eyeballs, but the buzz
- Wide reach, difficult to reach
- Support dealers/distribution channel

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## Marketing Trends & Challenges for 2018

- **Data**
  - More and more data will be available to improve targeting & messaging
- **Segment of 1 at Scale**
  - Providing very personalized messages based on past behavior, demographics and other signals
- **Analytics**
  - Machine learning and advanced analytics will become a strategic advantage
- **Data Usage Restrictions**
  - More and more data restrictions will be employed by consumers nullifying advanced analytics opportunities. Europe's GDPR will affect all consumer personal data as other countries latch on to these regulations.
- **Integrated Marketing**
  - Integrated marketing continues to drive brand value
- **Search Marketing**
  - Search marketing, especially for moderate to high consideration categories, will continue to be strong, especially for Millennials
- **Online Video**
  - Online video will grow as video sharing services seek new revenue opportunities

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## Please join us

For a review of Super Bowl  
experiences with:



Joe Burns, Director  
Marketing Data and Analytics  
Aflac



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# Additional Questions

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