



**WELCOME TO  
PHOENIX  
SUPER BOWL 49**

# Super Bowl Advertising Understanding the Hype



You Thought It Was Just A Game.....  
You Were Wrong

There might be just one thing better than starting in the Super Bowl game: starring in a Super Bowl commercial, or having a handprint on one.

It's the superfast track to superstardom. It's a national barometer of what's hip. According to results from The Nielsen Company, the broadcast of Super Bowl XLVIII on FOX had an average audience of 111.5 million viewers, which surpassed the previous year's Super Bowl, and became the most watched television program of all time. The game had a 46.4 rating and was viewed in over 53 million homes. Ads this year will sell at an average price of \$4.5 million per thirty-second ad, by far the highest rate for Super Bowl advertising in the event's history, up about \$400,000 from last year. Some such as Anheuser-Busch will spend upward of \$10 million dollars.

For this year's game, NBC is allowing viewers to watch the game on more than just their television. The network announced on Tuesday that it will allow viewers to watch its Super Bowl coverage online for free. The network also announced that its digital unit will launch a Tumblr that will act as a one-stop shop for the highly priced commercials shown during this year's Super Bowl XLIX. The page will showcase the big game's TV advertisements immediately after they air during NBC's broadcast of the game on February 1.

Not only are Super Bowl ads expensive to purchase, they are often pricey to produce. Audi told *USA Today* it paid anywhere from \$500,000-\$1.5 million just for the right to use "The Godfather" imagery in their 2008 ads. Anheuser-Busch shoots more than twice as many commercials as it uses, and then spends money to test them in focus groups around the U.S. Well-known celebrities who appear in Super Bowl ads, such as Justin Timberlake and Carmen Electra, demand a premium fee. Budweiser paid Arnold Schwarzenegger \$1,000,000.00 to appear in its ads last year.

For what? Well how about cultural immortality?

A single Super Bowl commercial can change the way a society snacks.

**Consider:** The first "Diva" ad for a candy bar featuring Betty White.

<http://youtu.be/18ya0-OZ58s>

It can change what makes us laugh.

**Consider:** Doritos Snack Attack Samurai

<http://youtu.be/EbvrcaxCc9Y>

It can change what consumer's buy.

### **“The 1984 Guy”**

Steve Hayden wrote the wildly popular “1984” ad for Macintosh is credited with transforming the Super Bowl from a football game into a showcase for Madison Avenue's best work. By some accounts, the commercial helped kick off the computer revolution. At the time, Hayden says, “Having your own computer was like having your own cruise missile Apple's Macintosh computers virtually sold out the day after the computer maker's famous “1984” commercial made its debut during a Super Bowl.

<http://youtu.be/2zfqw8nhUwA>

It can change what makes us feel good.

**Consider:** When “Mean” Joe Green tossed his jersey to the Coca-Cola carting kid in 1980, America's collective heart fluttered. In 2002 when the Budweiser Clydesdales knelt at Ground Zero America's collective heart cried.

<http://www.youtube.com/watch?v=xffOCZYX6F8>

<http://www.youtube.com/watch?v=ddFZivIDziE>

Then there's Madison Avenue's take on the Super Bowl. For top agency executives, it can be almost like the Ego Bowl. Directing Super Bowl spots has become a calling card for a handful of top directors. And for ad agency writers and creative directors, the Super Bowl has become like a societal Big Screen T.V.

### **Consider these success stories**

#### **The Writer**

Several years ago, 25-year-old Ian Kalman was on about the lowest rung at the San Francisco ad agency, Goodby, Silverstein & Partners. He was a so-call “creative assistant” who ran errands for agency staff. On a lark, he approached agency CEO Jeff Goodby with an idea he had to take Budweiser's popular “Whassup?!” campaign to the next level. Kalman created the now famous “What are *you* doing?” line. It changed his life. He got a fat bonus and a new title. He went from sitting in a cubicle to his own office with a view of the San Francisco coastline.

<http://youtu.be/WKWH2s6CuFg> -

<http://youtu.be/8PQogX88yJg>

#### **The Director**

Joe Pytko has directed more Super Bowl commercials than anyone, by his estimate over 40. Among them are the famous McDonald's “Nothing But Net” spot with Michael

Jordan and Larry Bird shooting “H-O-R-S-E” for a Big Mac and Britney Spears Pepsi commercials. After producing a Super Bowl commercial featuring Michael Jordan and an animated Bugs Bunny, he was called in to direct the feature film *Space Jam*.

<http://youtu.be/2feix1APAqs>

### **Steven Spielberg calling**

Jim Ferguson had a simple idea: create a Super Bowl spot for McDonald’s using Pee Wee Football as a theme. One day after the ad ran in the Super Bowl in 1992, Ferguson received a call from Steven Spielberg who loved the ad and wanted Ferguson to write a screenplay based on it. Within days, Ferguson had penned the film *Little Giants*.

[http://youtu.be/orVESWo\\_N0s](http://youtu.be/orVESWo_N0s)

# **It’s Really All Academic...**

## **At Northwestern University**

The Kellogg School Super Bowl Advertising Review ranks ads using a set of criteria developed by Kellogg professors, known as

ADPLAN: Attention, Distinction, Positioning, Linkage, Amplification and Net Equity. Get more information explaining this study at:

<http://www.kellogg.northwestern.edu/news/superbowl/>

The professors challenge their students to think about these questions in regards to the advertising:

- What are the 2015 advertising trends for the Super Bowl and what changes can viewers expect?
- What qualities are essential in producing an effective Super Bowl ad?
- How has digital and social media become integrated in marketers’ Super Bowl advertising strategies?
- How should marketers leverage buzz to increase ROI?( Return On Investment)
- How does Super Bowl advertising reflect the health of the American economy?

In 2014, Microsoft earned top marks for its “Empowering” ad, winning the 10th Annual Kellogg School Super Bowl Advertising Review. Other 2014 top-ranked advertisers include Cheerios, Heinz, Volkswagen, Butterfinger and Budweiser, while CarMax, SUBWAY and Audi ranked at the bottom.

<https://www.youtube.com/watch?v=qaOvHKG0Tio>

Northwestern's winner in 2013 was year was the Tide ad "Miracle Stain."

<http://www.youtube.com/watch?v=J2SzkD-Uogk>

The winner in 2012 was the M&M's Ad titled "It's That Kind of Party."

<http://www.youtube.com/watch?v=SjbU5L3Q7-g>

The year before, the winner featured a mini Darth Vader

<http://youtu.be/1n6hf3adNqk>

Both professors are blogging about Super Bowl advertising with insightful commentary – please visit the blog at <http://kelloggsuperbowlreview.wordpress.com>.

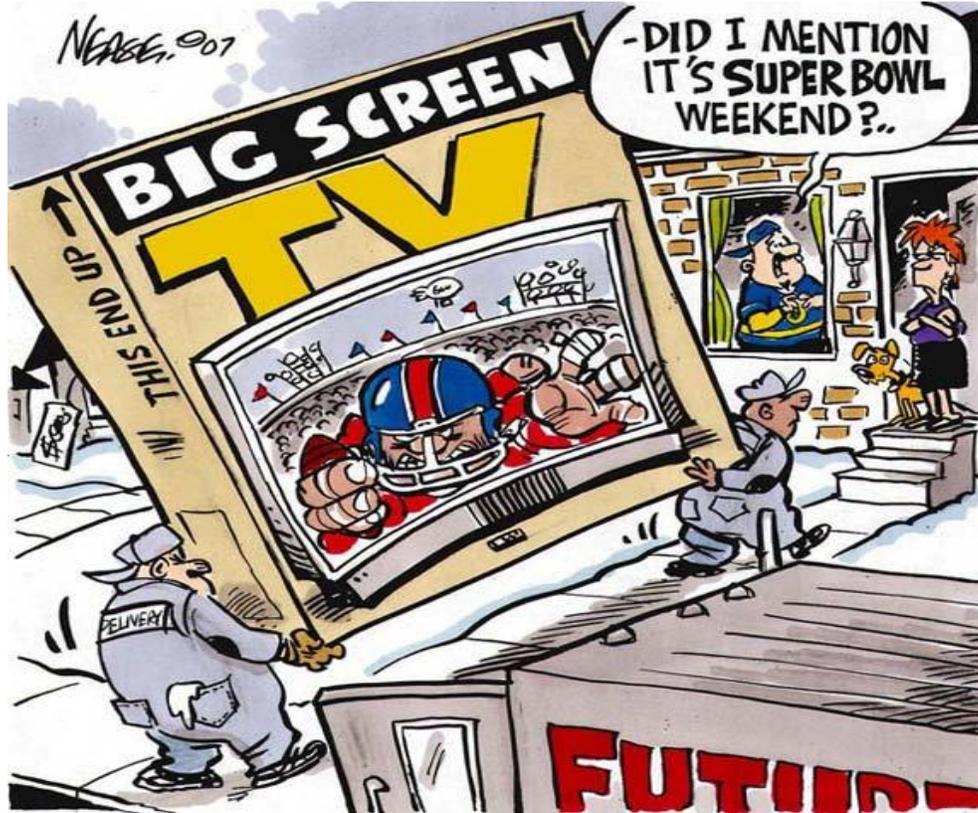
### **The "Cocky" Awards**

At the University of South Carolina, Bonnie Drowniany, an Associate Professor of Journalism teaches an Honors College course on Super Bowl Advertising. For the past nine years her students have gathered during the big game to discuss the merits of each ad and vote on the winning commercial. Drowniany's students judge each ad based upon Persuasion, Brand Identity and Likability. In a different move than Northwestern, They chose the Cheerios Ad "Gracie" as their winner.

<https://www.youtube.com/watch?v=LKuOrKeGe6g>

Drowniany has studied Super Bowl advertising for nearly 20 years and has taught the nation's only course on the subject for nine years.

What other businesses benefit from the Super bowl?



*Other Factors To Consider.....*

**Host city economic impact:** Hosting Super Bowl 2013 propelled \$480 million in spending in New Orleans, concluded a post-game accounting of the football championship's economic reverberations, by the University of New Orleans.

**Who makes Super Bowl Trophy:** Tiffany & Co. of New York.



**Cost of Super Bowl rings:** League pays for up to 150 rings at \$5,000 per ring (plus adjustments for increases in gold and diamonds). League also pays for 150 pieces of jewelry for the losing team, which may not cost more than one-half the price set for the Super Bowl ring.

Thanks to advisor Damien Tippett for sending in a photo of last year's championship ring which was on display in Scottsdale at Tiffany & Co.



**Most Food Consumed**

The championship game is the top home-party event of the year and the second-biggest day for food consumption – topped only by the 4<sup>th</sup> of July.

## **Lasting Value**

Analysts say Anheuser-Busch gets the most out of its money because it follows up by rerunning its best Super Bowl commercials for 3 to 6 months. It also anchors many annual marketing programs around those ads. It is a very efficient media buy. When producers amortize the costs of the spots by building growth and sustaining market share throughout the year – the spots have a halo that continues to glow. Please consider a campaign launched two years ago titled “Here We Go.....” Anheuser-Busch has run those ads many times this year, and has developed many new ads on the same concept, producing enormous success.

And in the day of the Internet, ads will be watched online millions of times after the game, so their life, and thus impact, is seemingly limitless today.

## **What’s New – The Super Teaser Ad**

Starting two weeks ago, companies started leaking teasers of their ads during sports programs and prime time slots. Budweiser is sadly reporting that D-O-G has disappeared and they are sending out an SOS to help find him. The puppy was featured in the 2014 commercial “Puppy Love.”

The company is asking fans to follow Budweiser on Twitter this Super Bowl season for updates on where the puppy has been spotted. While the famous Clydesdales have been the brand’s signature symbols for three decades, dogs have recently become the beer company’s best friends. Last year’s Super Bowl commercial has now been watched online more than 55 million times – the puppy made an emotional connection with the viewers.

## **Controversy**

This year has been all about Deflategate and Richard Sherman’s interview antics. However, this could be a significant game in the event’s history. A Patriots win would cement Tom Brady's legacy as one of the greatest quarterbacks of all-time. Say what you want about Spygate and Deflategate, but there's no denying Brady's clutch play over the years and the mark he's made in the postseason. Four Super Bowl rings put him in rare company. If the Seahawks win, however, they would be the first team since the 2004 Patriots to win back-to-back Super Bowls. A new dynasty would be born, and it could signify the end of the Brady-Belichick era.

In previous years, PETA (People for the Ethical Treatment of Animals) has submitted advertisements that were banned by the networks, and as a result has garnered huge hits on it's website to watch the ad. Last year they added a billboard campaign to save chickens. PETA says 600 million chickens are killed for the wings consumed just during the Super Bowl. This year, PETA is protesting the fact that CareerBuilder is bringing back their popular commercial featuring Chimpanzees.

In several Super Bowl campaigns, the first ad submissions of GoDaddy.com were refused, and the company edited the commercials for network approval...also leading to huge hits on their website to see the original cut.

## Weather

With the game being played in "The Valley of the Sun" weather is not expected to be a factor in the game. Pre-game forecasts call for 73 degrees and sunny on game day.

## Advertisers This Year

**Anheuser-Busch**  
**Avocados from Mexico**  
**BMW**  
**Carnival Cruiselines**  
**Coca-Cola**  
**Doritos**  
**GoDaddy.com**  
**Lexus**  
**Loctite**  
**Mars**  
**McDonald's**  
**Mercedes-Benz**  
**Mophie**  
**Nationwide**  
**Nissan**  
**PepsiCo**  
**Skittles**  
**Squarespace**  
**Toyota**  
**TurboTax**  
**Unilever – Dove Men+Care**  
**Victoria's Secret**  
**WeatherTech**  
**Wix.com**

# Entertainment - Game Time NBC 6:30 ET

Pre-Game Show- U.S. figure skaters Johnny Weir and Tara Lipinski

National Anthem- Idina Menzel

Halftime Show – Katie Perry and Lenny Kravitz

## Links

[www.superbowl.com](http://www.superbowl.com)

[www.nbcsports.com](http://www.nbcsports.com)

[www.spike.com/superbowl](http://www.spike.com/superbowl)

[www.youtube.com/superbowl](http://www.youtube.com/superbowl)

[www.superbowl-ads.com](http://www.superbowl-ads.com)

[www.adbowl.com](http://www.adbowl.com)

[www.nader.org/interest/012805.html](http://www.nader.org/interest/012805.html)

[http://www.frankwbaker.com/super\\_bowl.htm](http://www.frankwbaker.com/super_bowl.htm)

# Propaganda Techniques

## Loaded Words and Phrases

Sometimes called **buzzwords**, these are expressions that produce an instant, unthinking reaction in an audience. An American audience will probably react positively to such words and phrases as *free enterprise, family values, justice, equality and peace*. They will probably react negatively to *communism, bureaucracy, politician and inflation*. Such words can be used in a meaningful way. But some audiences will react only to the good or bad associations of the words, not the ideas behind them.

**In advertising** companies use words to help you associate their product with the words every time you hear them...example **Subway..Eat Fresh**

## Name Calling

Like the use of loaded language, name calling or attaching a label to a person, takes advantage of the emotional associations of words. Labels such as *subversive, big spender, warmonger, or extremist*, for example, can badly damage a politician's reputation. Yet the propagandist who uses such labels might not be able to find facts to justify them.

**In advertising** name-calling usually is used during elections.

## Faulty Generalizations

There are two kinds of faulty generalizations.

**Hasty Generalizations** are based on too little evidence:

After his first month in office, it is obvious that Mayor Watson's policies are leading this city toward bankruptcy.

**Glittering Generalizations** are based almost entirely on prejudice.

This country is run by an establishment of bureaucrats and liberal professors.  
This country is run by an establishment of millionaires and conservative industrialists.

Because faulty generalizations may contain a small grain of truth, people are often willing to accept them unquestioningly. This tendency saves propagandists the trouble of using evidence to support their positions.

**In advertising** products become *Great...Awesome....Reliable...Delicious* with little or no supporting evidence.

### **The Bandwagon**

Propagandists often urge people to jump on the bandwagon – to join in a movement or crusade simply because everyone else is doing it. People who want to feel part of a winning team are very vulnerable to this appeal. Often, those who do not join are made to feel insulted or threatened.

**In advertising** a company will tell you to use their product because everybody does.

### **Transference**

Many advertisers, including propagandists, try to transfer the positive qualities associated with a place or person to their own cause.

Here in Philadelphia, in the shadow of Independence Hall...

We Republicans, the party of Abraham Lincoln...

We Democrats, the party of Franklin Roosevelt...

**In advertising** an ad might show a prosperous, happy, loving family drinking a certain brand of milk. The goal of the transfer technique is to get the viewer to associate the brand of milk with prosperity, happiness and love.

Of course such associations probably have little or nothing to do with what the speaker is advocating. Propaganda uses such transference as a substitute for sound argument. Listeners are asked to use their emotions, not their minds.

### **Testimonials**

A testimonial, or endorsement, by a movie star, sports hero, or other celebrity is often used to draw public attention to a candidate or cause. Many voters feel that people who are glamorous or talented on the screen or on the playing field must be competent and intelligent in real life. In fact, celebrities are no more competent to judge public issues outside their won fields than the rest of us are. In advertising, many of the endorsers don't even use the product they are being paid to peddle.

**In advertising think – Michael Jordan. Celebs also lend their voices like Gary Sinise for Cadillac and Gretchen Wilson for Ford – the best in Texas**

### **Non-Sequitur**

Latin meaning “does not follow” The ad has absolutely nothing to do with the product. The ad goes out of its way to have no relationship to the product what so ever, thus causing you to outthink yourself and remember the product anyway.

**In advertising for example – the famous Budweiser horses playing football.**

## **Stereotyping**

Stereotyping takes advantage of people's tendency to lump all members of a particular group together in their minds without making distinctions between them as individuals. Propaganda uses stereotypes to appeal listeners' biases against the group. Have you heard stereotyping like the following at your school?

*All cheerleaders are airheads.  
Football players are subhuman.  
Skaters are all on drugs.*

**In advertising – Olympus Cameras show that Japanese people are always taking pictures of everything.**

## **Emotional Appeals**

Emotional appeals are used to arouse emotion, however some may distort the truth or provoke irrational desires and fears. Good listeners respond to an emotional appeal, but demand support for any conclusion presented.

**In advertising the most memorable are the “Mean Joe Green” Coke commercial and the “Budweiser Horses kneeling at Ground Zero post 9/11.”**

## **What About the Alcohol? Let's discuss it**

Young people view approximately 20,000 commercials each year, of which nearly 2,000 are for beer and wine. (Strasburger & Donnerstein, 1999)

"Alcohol advertising does create a climate in which dangerous attitudes toward alcohol are presented as normal, appropriate, and innocuous. Most important, alcohol advertising spuriously links alcohol with precisely those attributes and qualities happiness, wealth, prestige, sophistication, success, maturity, athletic ability, virility, creativity, sexual satisfaction that the misuse of alcohol usually diminishes and destroys." Jean Kilbourne, media lecturer/scholar

“Girls are specific targets of marketing... [and] get a heavier exposure to alcohol marketing than girls of legal age, and see 95 percent more alcohol advertising than the typical 35-year old. Much of it is in the magazines girls read, especially, Cosmopolitan, In Style, Vibe, Entertainment Weekly and Vogue.”

(CAMY research, reported in Boston Globe, August, 2005)

## **The Super Bowl Ads & Media Literacy**

Copyright 2009 Frank W. Baker

Let's Ponder.....

1. What do you know about the Super Bowl game? Where did you learn it?
2. Why does the game get tremendous media attention every year?
3. What makes advertisers want to put their ads on this once-a-year sporting event?
4. Why do the ads cost between \$3.0 and \$5.0 million for just one 30-second ad?
5. Who decides what order the ads air during the game?
6. How do advertisers create buzz about their ads, even before the game is broadcast?
7. Create a chart listing previously known advertisers and their parent companies.
8. How many ads are for: alcohol? Why is this so?
9. Which ad(s) are you looking forward to viewing and why?
10. How do advertisers make money from their Super Bowl spots?
11. Might you find ads inside/outside/above the stadium? If so, where? Be on the lookout for not-so-obvious ads during the broadcast. (Students might want to create a list)

Here are some questions to consider after the game:

1. What ad(s) did you find most entertaining, and why?  
(students should be specific and give details here)
2. What ad(s) did you find the most dull, and why?
3. Which ad(s) did you think were most effective, and why?
4. Which ad(s) were you most willing to share (email, blog about) with a friend?
5. Which ad(s) featured well-known personalities? Why?
6. Which “techniques of persuasion” were used in each ad?
7. Calculate the total cost to the TV network if each ad costs an estimated \$3 million.
8. How do Super Bowl advertisers get mileage for their message after the game is over?
9. How many ads did you spot inside the stadium?

**And Now Just For Fun**

**Match the “funny” clue to the NFL team it represents.**

- |                     |   |
|---------------------|---|
| _____ 1. Seahawks   | A. Used to be a girl                          |
| _____ 2. Cowboys    | B. Doll with fish arms                        |
| _____ 3. Steelers   | C. They ask “What’s In Your Wallet”           |
| _____ 4. Buccaneers | D. Six Kings                                  |
| _____ 5. Patriots   | E. Streakers                                  |
| _____ 6. Jaguars    | F. Jim Brown was one                          |
| _____ 7. Panthers   | G. Loaders                                    |
| _____ 8. Texans     | H. <u>Matthew McConaughey</u> and Owen Wilson |
| _____ 9. Cardinals  | I. Sitting Bull and Blackhawk                 |
| _____ 10. Ravens    | J. Forgot their Coppertone                    |
| _____ 11. Jets      | K. Mel Gibson and Heath Ledger                |
| _____ 12. Bengals   | L. King of Beasts                             |
| _____ 13. Raiders   | M. Visa sends them at the end of the month    |
| _____ 14. Vikings   | N. Soldier Insects                            |
| _____ 15. Packers   | O. Revolvers                                  |
| _____ 16. Browns    | P. Steve Martin’s version is Pink             |
| _____ 17. Dolphins  | Q. Opposite of Ewes                           |
| _____ 18. Chiefs    | R. Gold hunters                               |
| _____ 19. Redskins  | S. Commonly found at the Rodeo                |
| _____ 20. Broncos   | T. Rex Ryan no longer flies like one          |
| _____ 21. Bears     | U. It’s ok to be bald                         |
| _____ 22. Bills     | V. Edgar Allen Poe’s favorite team            |
| _____ 23. Lions     | W. Home of Louie Armstrong                    |
| _____ 24. Giants    | X. Fast Cat                                   |
| _____ 25. Eagles    | Y. Dollar for an ear of corn                  |
| _____ 26. Falcons   | Z. Matt Ryan calls the plays                  |
| _____ 27. Titans    | AA. Shoppers                                  |
| _____ 28. Saints    | BB. The most important rules                  |
| _____ 29. Rams      | CC. Remember them                             |
| _____ 30. 49’ers    | DD. They love “pumping” iron                  |
| _____ 31. Chargers  | EE. Their “home” is Qwest                     |
| _____ 32. Colts     | FF. Gauchos                                   |

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| Y  | 4. Buccaneers | D.  | Six Kings                                  |
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| S  | 20. Broncos   | T.  | 747’s                                      |
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| M  | 22. Bills     | V.  | Edgar Allen Poe’s favorite team            |
| L  | 23. Lions     | W.  | Home of Louie Armstrong                    |
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