

Marketing Project

Super Bowl 2011



[Who is Playing?]



[Where will the game be played?]

- **Arlington, Texas**
- **Dallas Cowboys Stadium**



[When is the game played?]

- **Sunday, February 6, 2011**
- **6:30 PM**



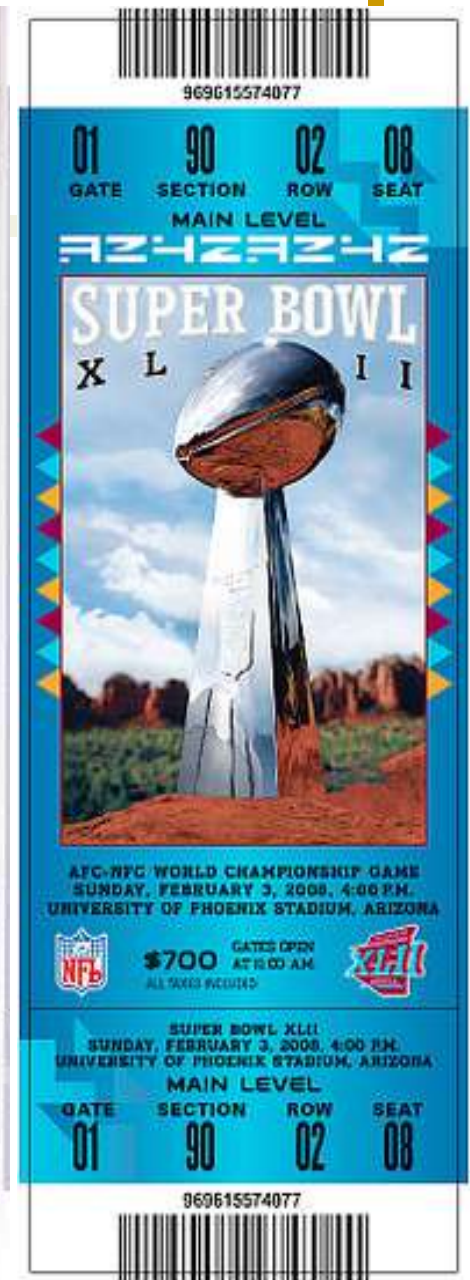
[Where can you watch the game?]

- FOX TV Network



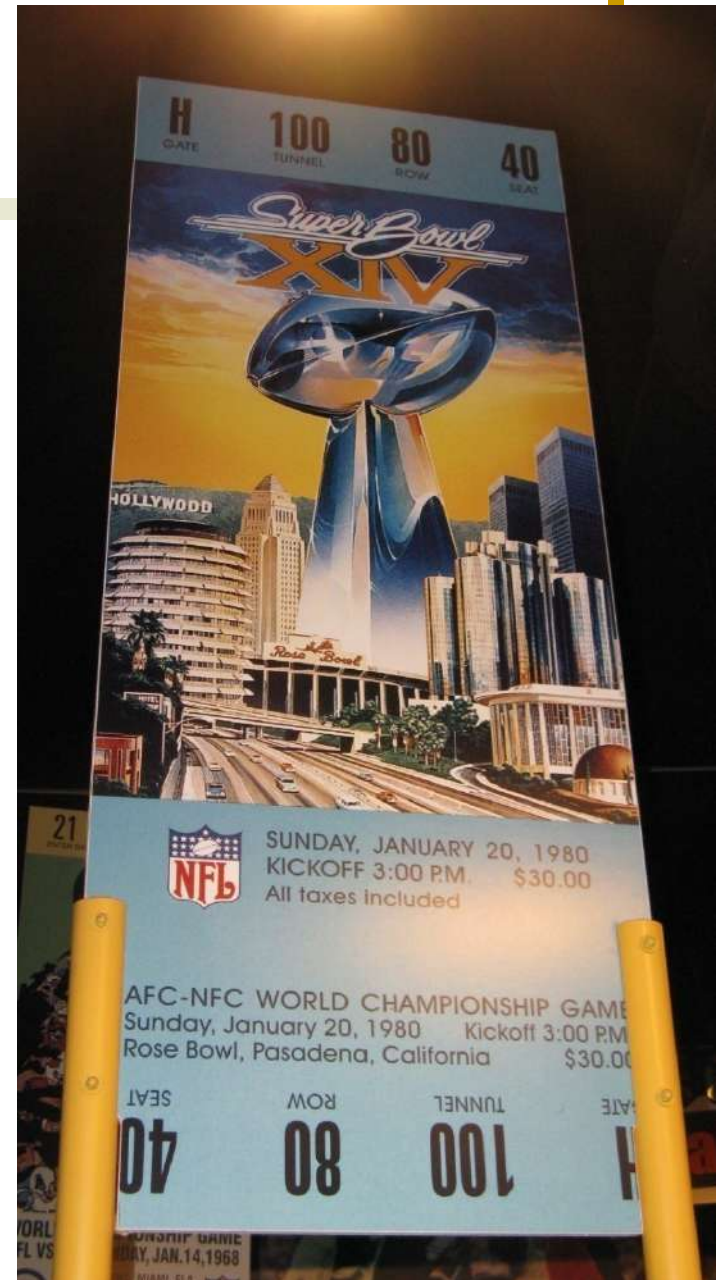
[The Ticket

- The tickets to the Super Bowl are reflective of the **location**.
- Look at tickets to previous super bowls.



[Ticket History

- View previous tickets at:
<http://www.nfl.com/superbowl/history>
- Click “**Ticket & Ring**” in games’ dropdown menu



[PROJECT #1 – Design a Ticket]

1. Think about what a ticket would look like if Delaware was hosting the Super Bowl. What aspects of the state are *highlights* that would warrant being a part of the design of the ticket?
2. Use the internet to search the average “face value” ticket price for this year’s super bowl. You’ll need to insert this price on your ticket.

[Use Microsoft Word Software]

- Insert a **Header** with your name, block
- Insert **Shapes**
- Use **Text Boxes** to insert your ticket price, seat location, event date, time, location, NFL logo, etc.



Grading Rubric – SB Ticket



CATEGORY	4 STARS	3 STARS	2 STARS	1 STAR
1. Attractiveness	The ticket is EXCEPTIONALLY attractive in terms of color, design, layout, and neatness.	The ticket is SOMEWHAT attractive in terms of color, design, layout, and neatness.	The ticket is ACCEPTABLY attractive though it may be a bit messy.	The ticket is distractingly messy or very poorly designed. It is NOT attractive.
2. Images & Text	Images go well with the text and there is a good mix of text and images.	Images go well with the text, but there are SO MANY that they distract from the text.	Images go well with the text, but there are TOO FEW and the ticket seems "text heavy".	Images do NOT go with the accompanying text or appear to be randomly chosen.
3. Writing – Organization	Each section of the ticket has a clear beginning, middle, and end. ALL text on the ticket is very clear and readable.	Almost all sections of the ticket have a clear beginning, middle and end. MOST text on the ticket is somewhat clear and readable.	Most sections of the ticket have a clear beginning, middle and end. SOME of the text on the ticket is hard to read.	Less than half of the sections of the ticket have a clear beginning, middle and end.
4. Content & Accuracy	ALL facts on the ticket are accurate and ALL content has been provided: seat location, ticket price, event date, location, time, NFL logo	95-90% of the facts on the ticket are accurate and most content has been provided: seat location, ticket price, event date, time, etc	89-80% of the facts in the ticket are accurate.	Fewer than 80% of the facts in the ticket are accurate.

[Super Bowl Ads / Commercials]

- Each year, advertisers pay millions of dollars for the opportunity to advertise on the Super Bowl game because they know they will have a captive audience of millions of viewers.
- Here are some of the most ***popular*** Super Bowl ads of all time:

http://superbowl-ads.com/article_archive/

[PROJECT #2 – Super Bowl Ads]

1. Vote for your 'Top 3' favorite super bowl commercials and explain **why** you made your selections. You will create a PowerPoint to support your choices.
2. In addition, which commercial made the “most effective” use of its advertising time; in other words, which advertiser got its money’s worth? Explain your position.

[Use Microsoft PowerPoint]

- ***Minimum of six (6) slides:***
 - **Slide 1** – Title Page (Intro, Name, Block)
 - **Slide 2** – Favorite #1 (company, synopsis)
 - **Slide 3** – Favorite #2 (company, synopsis)
 - **Slide 4** – Favorite #3 (company, synopsis)
 - **Slide 5** – Most effective use of advertising
 - **Slide 6** – Closing / Preview of 2011 ads?

[PROJECT #3 – Before the game]

Use the internet to ponder these questions about the Super Bowl. **Use any format with your responses - Word or PowerPoint.** You must type each question.

1. Why does the game get tremendous media attention every year?
2. What makes advertisers want to put their ads on this once-a-year sporting event?
3. Why do ad's cost between \$2.5 and \$3.0 million for just one 30-second ad?
4. Who decides what order the ads air during the game?

[Before the game... continued]

5. How do advertisers create “buzz” about their ads, even *before* the game is broadcast?
6. How many ads, on average, will deal with alcohol? Why do you think so many?
7. How do advertisers make money from their Super Bowl spots?
8. Create a chart (Hint: Insert, Table) listing the known advertisers and their parent companies. For example, Kia’s parent company is Hyundai

[PROJECT #4 – After the game!]

- Your homework will involve watching the commercials during the Super Bowl game.
- ***Here are 6 questions to consider while watching the big game...***



[Homework – *Use Any Format*]

1. What products did you see being advertised?
2. What commercial(s) did you find most entertaining, and why?
3. What ad(s) did you find most dull, and why?
4. Which ad(s) did you think were most effective, and why?
5. Which ad(s) featured well-known personalities and why do you think they used them?
6. How many ads did you spot inside/outside/above the stadium? Create a list during the broadcast.

[PROJECT #5 – Group Activity]

- Each group, made up of 2-3 students, will create an original advertisement to persuade others to use a product, hold a viewpoint, or participate in an activity.
- Students will identify a subject for their ad, such as a favorite TV show, CD, or product; or an upcoming event.
- Groups will share their ad by performing a **skit** in the style of a television commercial.

Grading Rubric – Skit



CATEGORY	4 STARS	3 STARS	2 STARS	1 STAR
1. Duration of Presentation	The skit was between 30 seconds and 2 minutes and did not seem hurried or too slow.	The skit was between 30 seconds and 2 minutes but seemed SLIGHTLY hurried or too slow.	The skit was between 30 seconds and 2 minutes but seemed VERY hurried or too slow.	The skit was too long or too short.
2. Group Work	The group functioned EXCEPTIONALLY well. The workload is divided and shared equally by ALL team members.	The group functioned PRETTY well. The workload is divided and shared fairly, though workloads may vary from person to person.	The workload was divided, but ONE person in the group is viewed as NOT doing his/her fair share of the work.	The workload was NOT divided OR several members in the group are viewed as NOT doing their fair share of the work.
3. Interest and Purpose	Commercial (skit) has a clear and interesting purpose.	Commercial (skit) is interesting but the purpose is somewhat unclear.	Commercial (skit) is NOT very interesting and the purpose is somewhat unclear.	Commercial (skit) is NOT interesting and has no purpose.
4. Props and/or Costumes	Students use SEVERAL props that show considerable work/creativity and which make the skit better.	Students use 1-2 props that show considerable work/creativity and which make the skit better.	Students use ONE prop which makes the skit better.	Students use NO props OR the props chosen detract from the presentation.

[Skit – Part 2



<i>CATEGORY</i>	<i>4 STARS</i>	<i>3 STARS</i>	<i>2 STARS</i>	<i>1 STAR</i>
5. Voice Volume	Volume is loud enough to be heard by ALL audience members THROUGHOUT the skit.	Volume is loud enough to be heard by all audience members at least 90% of the time.	Volume is loud enough to be heard by all audience members at least 80% of the time.	Volume is TOO SOFT to be heard by all audience members.
6. Enthusiasm	Facial expressions and body language generated a strong interest and enthusiasm about the topic in others.	Facial expressions and body language SOMETIMES generated a strong interest and enthusiasm about the topic in others.	Facial expressions and body language are used to try to generate enthusiasm, but seem somewhat FAKED.	Very little use of facial expressions or body language. Did NOT generate much interest in the topic being presented.
7. Presentation	Well-rehearsed with a smooth delivery that holds audience attention.	Rehearsed with FAIRLY smooth delivery that holds audience attention MOST of the time.	Delivery was NOT smooth, but able to maintain interest of the audience most of the time.	Delivery NOT smooth and audience attention often lost.

Project Checklist & Due Dates

PROJECT	DUE DATE	TEACHER COMMENTS
#1 – Design a Super Bowl Ticket	2/1	Use Microsoft Word, Insert a Header, Refer to Grading Rubric for required elements (4 categories)
#2 – Super Bowl Ads	2/3	Use Microsoft PowerPoint, Minimum of 6 slides, Add Images
#3 – ‘Before the Game’ Research	2/4	Use any Format – Word or PowerPoint, Type each question, Add Images
#4 – ‘After the Game’ Homework	2/7* *end of class	Use any Format – Word or PowerPoint, Type each question, Add Images
#5 – Group Activity (Skit)	2/9-11	Refer to the Grading Rubric for required elements (7 categories)