

SUPER BOWL PRE GAME SHOW

Last Year's Ratings

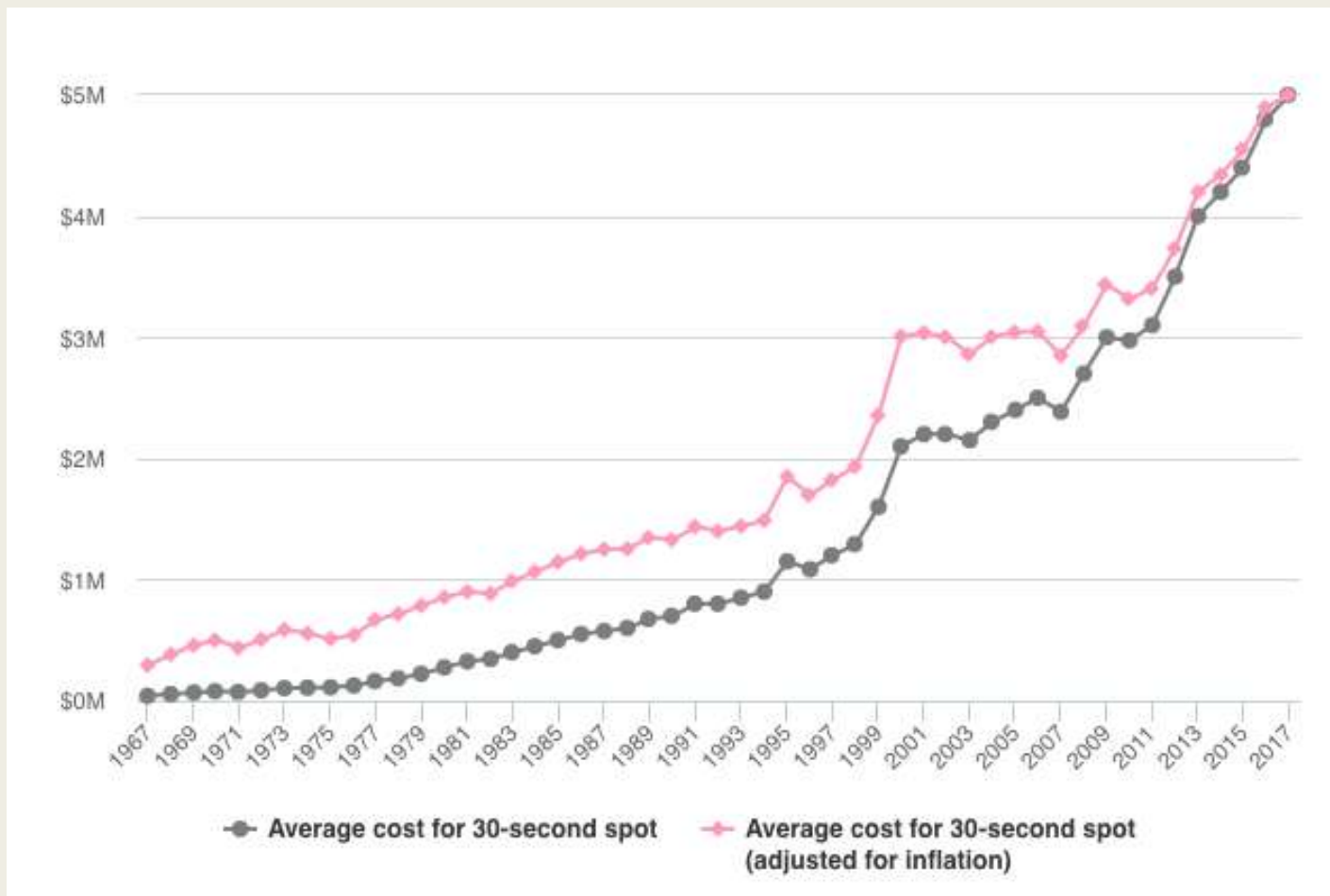
- 111.3 million TV viewers
- 190.8 Million Social Media Interactions
- Most watched TV show in history



Super Bowl, Supersized:

- Advertising's big game gets more supersized every year
- A total of \$4.9 billion has been spent in the last 51 years
- Ad spending for commercials during the game on Feb. 5's Super Bowl LI broadcast on Fox will total a record \$385 million
 - *That is more than the 1960s, 70s and 80s combined (\$299 million)*

Average Cost of a 30-second spot



Cost for one second of Super Bowl advertising




Source: Ad Age Datacenter analysis. See source line in main accompanying graphic.

Big Numbers:

- Of the advertisers for Super Bowl 2016, Anheuser-Busch was the biggest spender, dropping \$33.6 million on Super Bowl ads, and Chrysler and Pepsi Co. were right behind, spending over \$19 million each.
- For the price of a single 30-second ad during Super Bowl 2017, marketers could purchase 17 sponsored lenses on Snapchat, which, according to Adweek, cost almost \$330,000.

How Much Do We Eat on Super Bowl Sunday?


- On Average, we are expected to eat 2,400 calories each just during game time
- Get ready for the rest of the heavy stats:

A close-up photograph of several cooked chicken wings. The wings are golden-brown and glistening with a sauce. A semi-transparent blue rectangular box is overlaid in the center of the image, containing white text. At the bottom right of the text, there is a small red chicken head emoji.

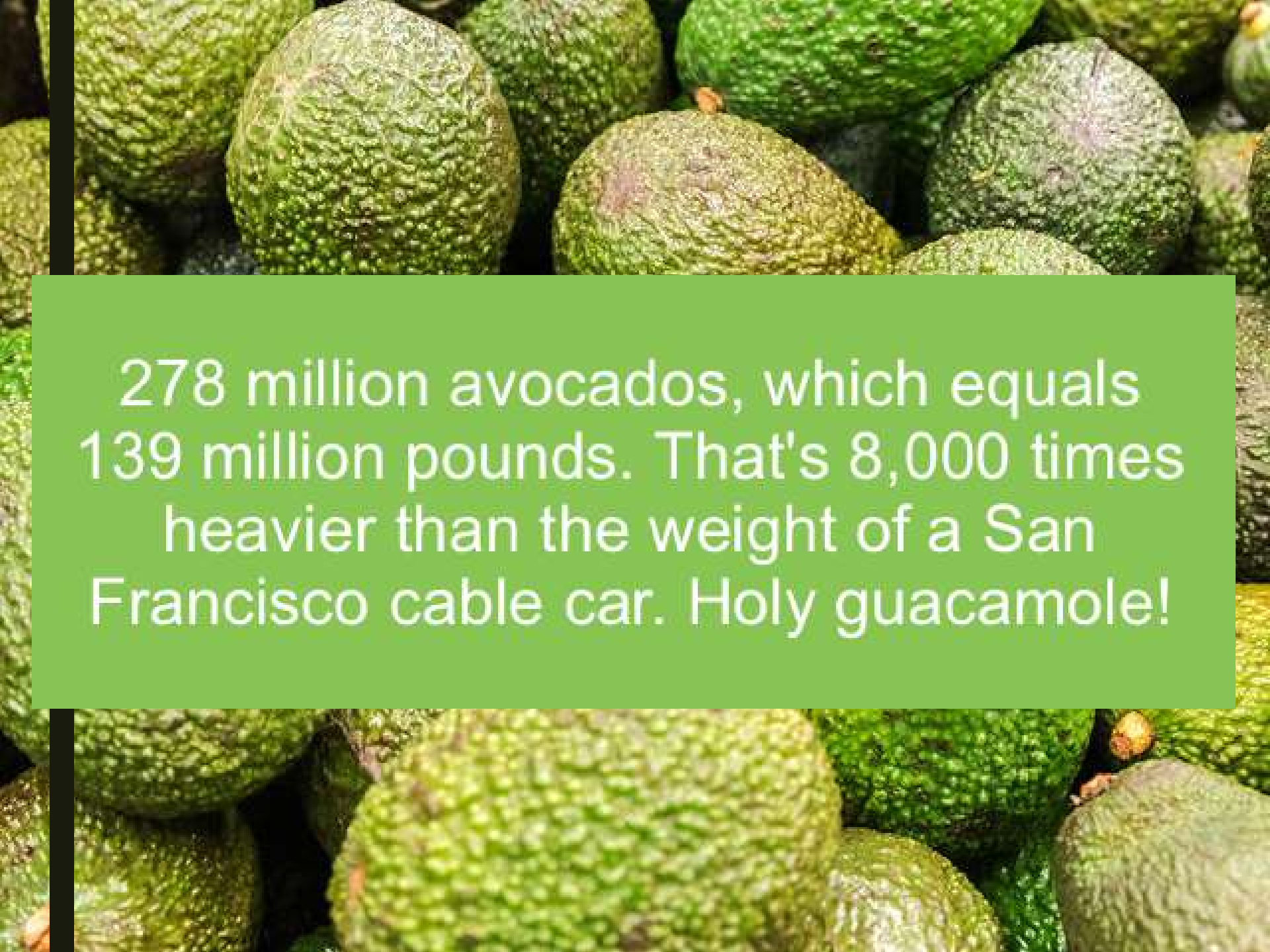
1.3 billion chicken wings, or 162.5 million pounds. That's enough wings for every man, woman, and child in the U.S. to have 4 wings each. 🐔

1.3 BILLION Chicken wings:


- To put that staggering number into perspective: According to the NCC, the weight of those wings (162.5 million pounds) is more than 300 times the combined weight of all 32 NFL teams. Wow!



11.2 million pounds of potato chips will be consumed this year. Who's bringing the chip dip?




278 million avocados, which equals
139 million pounds. That's 8,000 times
heavier than the weight of a San
Francisco cable car. Holy guacamole!



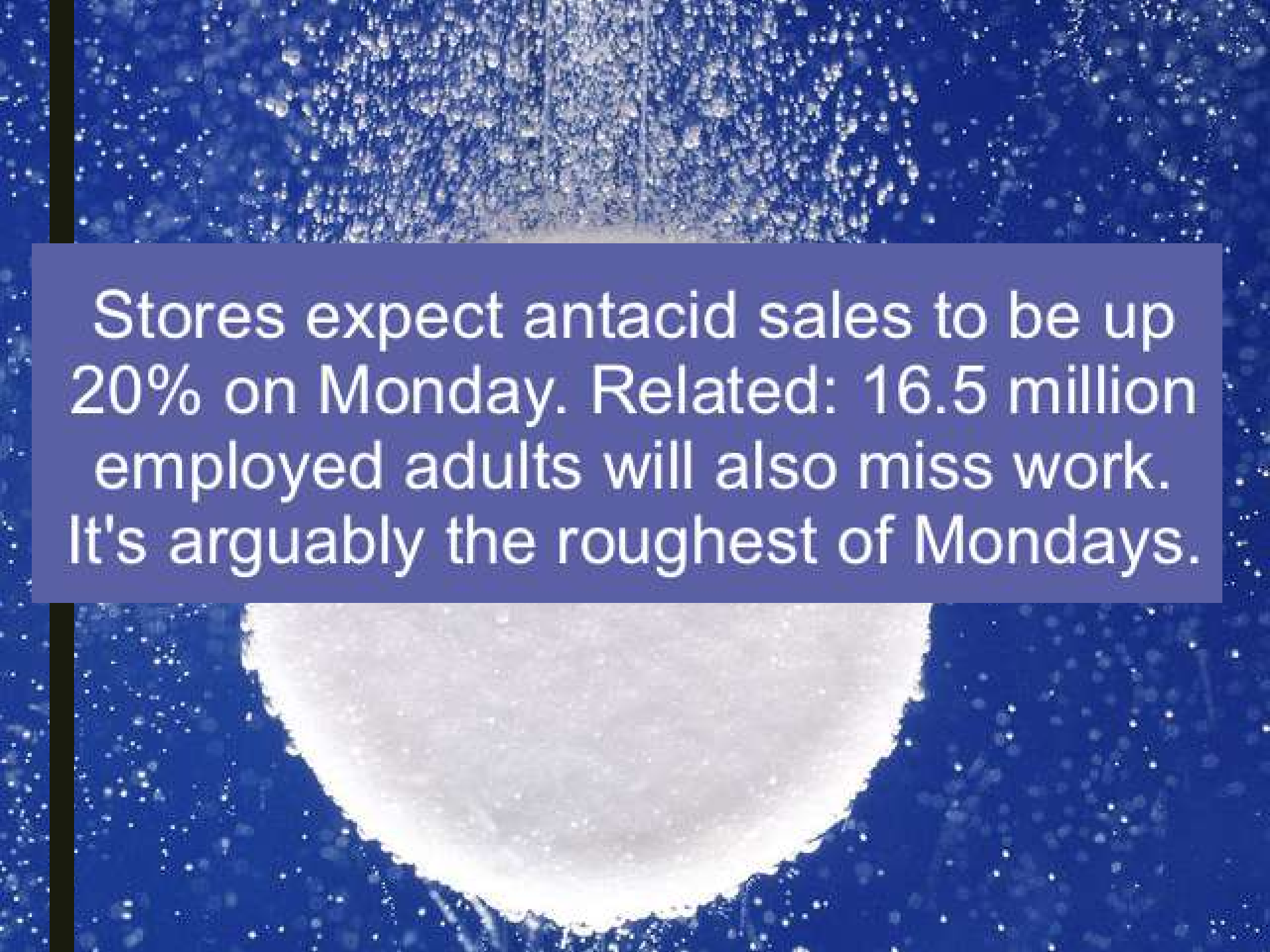
48 million Americans—roughly 31% of viewers—are expected to order takeout on Super Bowl Sunday. 🍕 🍲 🍗
Be sure to tip your delivery person!

Most Common Take Out is Pizza:

- Cheesy, greasy pizza will tempt any Super Bowl partygoer. Domino's says the Super Bowl is the company's third-busiest delivery day of the year. (Halloween is No. 1, followed by New Year's Eve.) The national pizza chain sells more than 11 million slices on Super Bowl Sunday – nearly a 350 percent jump from a typical Sunday.

The background of the slide is a collage of images. At the top left, there is a close-up of a Budweiser beer can with the brand name in its signature script. To the right, a portion of a football is visible, showing its white surface and red and gold laces. Below the football, there is a red sports jersey with white lettering, which appears to be a New York Yankees uniform. In the bottom left corner, there is a close-up of a glass filled with ice and a red liquid, likely a cocktail or beer. The central text is overlaid on a solid blue rectangular background.

The Stevens Institute of Technology
estimated that Americans will drink
325 million gallons of beer during the
big game. Better stock up on aspirin!



Stores expect antacid sales to be up 20% on Monday. Related: 16.5 million employed adults will also miss work. It's arguably the roughest of Mondays.

How much does all that food cost?

- \$227 million on potato chips
- \$13 million on vegetable trays
- \$10 million on deli dips
- \$89 million on popcorn
- \$58 million on deli sandwiches

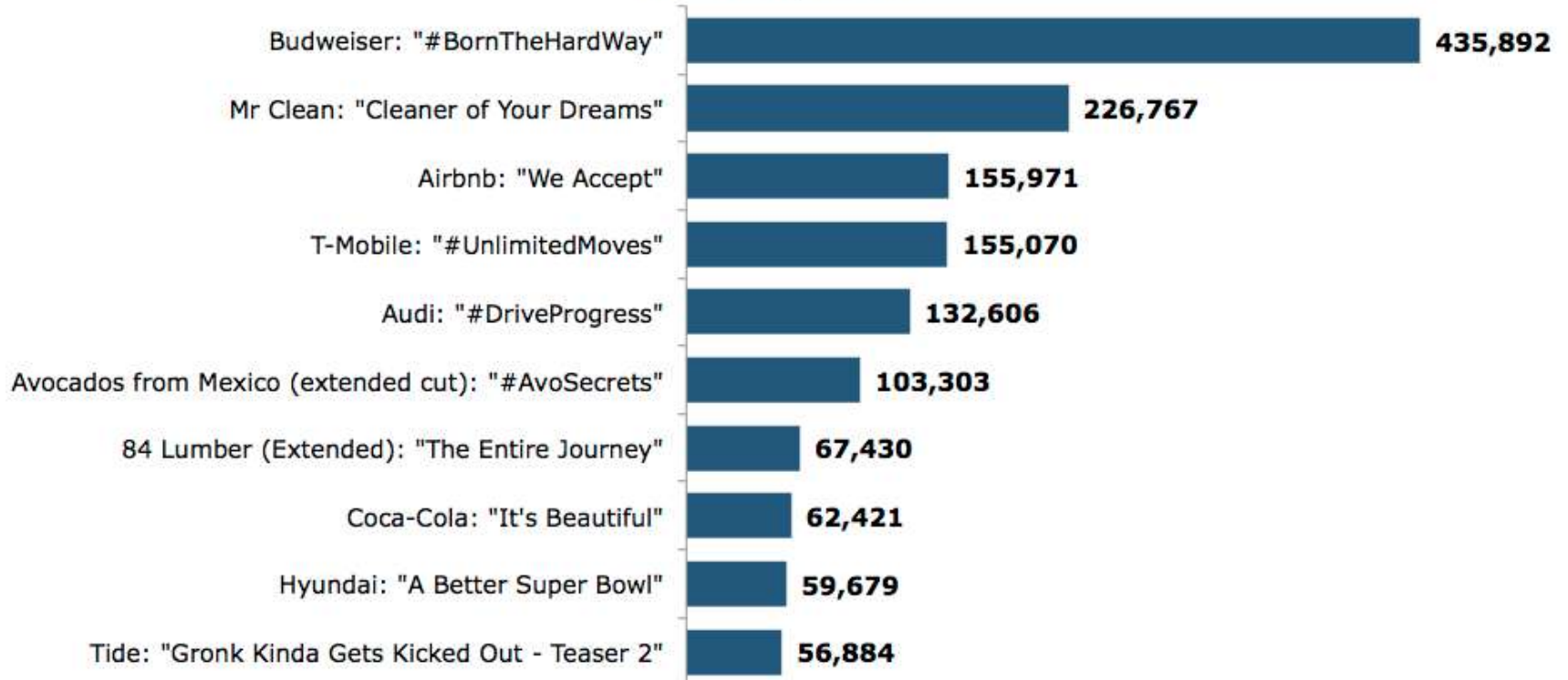
Most Shared Ads



10 Most Shared Ads of Super Bowl 2017

number of shares across Facebook and the blogosphere (excludes movie trailers) / data compiled on February 6, 2017

February 2017



Commercial Category Winners

- Most Viewed Ad: Budweiser “#BornTheHardWay”
- Most Shared Ad: Budweiser “#BornTheHardWay”
- Most Watched Ad on Youtube: Budweiser “#BornTheHardWay”
- Most Effective Ad: Hyundai “A Better Super Bowl”
- Brand with the most social mentions: Budweiser
- Brand with the most social actions: 84 Lumber

Commercial Category Winners

- Most Tweeted About Ad: Mr. Clean's "Cleaner of Your Dreams"
- Most Talked About Ad On Facebook: Audi's "Daughter"
- Most Mentioned Brand on Twitter: Pepsi
- Most Effective Ad Based on Survey: Ford's "Go Further"
- Most Engaging Based on Financial Tracking: Mr. Clean's "Cleaner of your Dreams"
- Top Brand by Google Ad Clicks: 84 Lumber

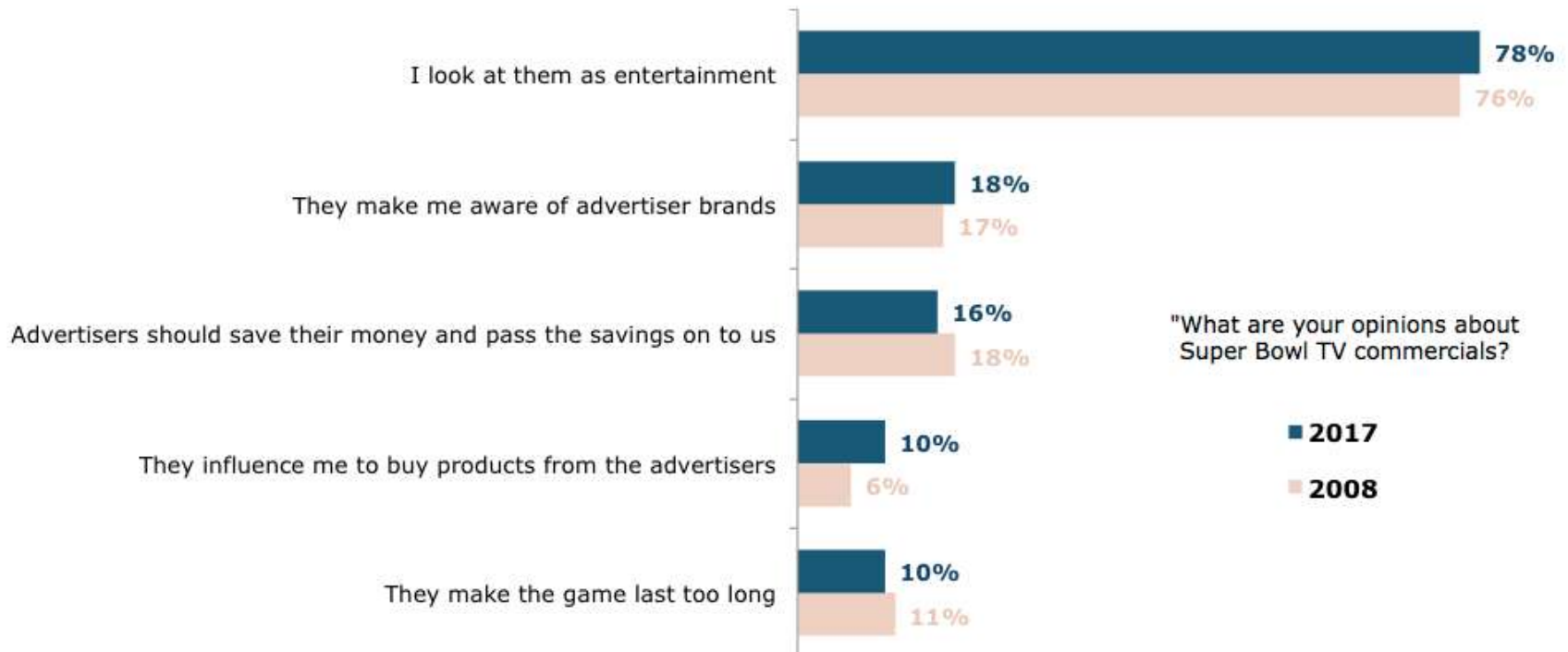
Opinions About Ads



US Adults' Opinions About Super Bowl Commercials

2017 data based on a survey of almost 7,600 adults (18+) | select responses

February 2017



Advertising Attitudes

- Some 16% believe that advertisers should save their money and pass along the savings to consumers, compared to 18% in 2008; and
- 1 in 10 say the commercials make the game last too long, versus 11% in 2008.

What was your favorite commercials?