

Super Bowl 53

Sunday, February 3rd



As one of the most watched television events of the year, with about 115 million viewers expected, the Super Bowl is a big day for marketers.

Companies pay over \$5 million for a 30-second commercial and often feature the launch of new products and reinforcement of brand names. 35% of those attending the game will write it off as a corporate expense.

Anheuser-Busch made its largest-ever advertising purchase for the Super Bowl, with a total of eight different commercials of various lengths (covering 5-and-a-half minutes of airtime) across 7 products, including three being advertised during the game for the first time. Movie trailers for blockbuster films are also set to take center stage as well as companies marketing new models of automobiles.

Interesting this year is the fact that Coca-Cola is headquartered in Atlanta, the host city of this year's Super Bowl. However, Pepsi is painting the city's skyline blue as an official sponsor, which Coke is not. PepsiCo will put its flagship Pepsi soda brand in the Super Bowl, along with Doritos and Bubly, its 1-year-old sparkling water. Pepsi, with their multi-brand portfolio that also includes Frito-Lay, Gatorade, Quaker and Tropicana, will sponsor the halftime show once again. Maroon 5 will perform and is NOT paid for their half-time appearance. Rather, the exposure significantly spikes album sales and paid digital downloads.

- 5% of viewers will watch the game alone
- 1/12 will watch the game just for the commercials
- 33 million pounds of goodies consumed game day
- 1,200 calories consumed during game day snacking
- Average number of people at a Super Bowl party: 17
- Tickets are reselling for an average of \$6,800 each

Monday, February 4th

Bring your leftover snacks and soft drinks/juices/water from the game to class for us to enjoy as we review and discuss many of the commercials from the game.

Super Bowl Sunday Assignment

As one of the most watched television events of the year, with millions of viewers, the Super Bowl is a big day for marketers. In the space provided, answer the following questions about the game as you research the “Big Game” online:

1. Why can't companies use the name Super Bowl in their ads?
2. How many viewers watched the Super Bowl this year?
3. How much do players on the winner team get paid?
4. How much do the players on the losing team get paid?
5. What was the price of a 30-second advertisement?
6. What company had the most number of ads this year?
7. List companies that advertised for the first time this year.
8. How much are tickets to the Super Bowl?
9. Who was the half time performer? How much do they get paid?
10. What company sponsored the half time performance?

Name: _____

Super Bowl Commercial Review

Directions: As you watch the commercials, complete the following as you analyze it for the marketing message(s). They can be one or more.

#1: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#2: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#3: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#4: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#5: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#6: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#7: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#8: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#9: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#10: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#11: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#12: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#13: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#14: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#15: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#16: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#17: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#18: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#19: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

#20: Sponsor: _____ Product: _____

Inform • Persuade • Remind • Introduce • Humor • Other: _____

Favorite Overall Commercial: _____

Least Favorite Commercial: _____