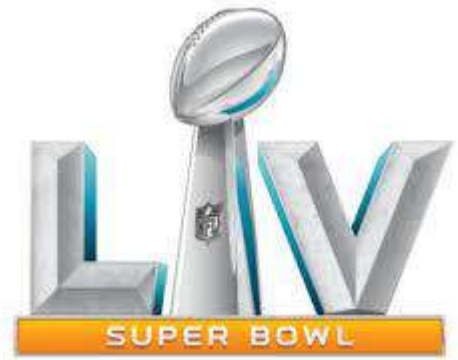


# Super Bowl 55

Sunday, February 7<sup>th</sup>

CBS 6:30 pm ET



As one of the most watched television events of the year, with over 100 million viewers expected, the Super Bowl is a big day for marketers. Companies will once again pay \$5.6 million for a 30-second commercial and often feature the launch of new products and reinforcement of brand names.

The Super Bowl will be missing some advertising staples like Coke, Avocados from Mexico, Hyundai and Audi, who have all decided to sit on the sidelines this year and will be replaced by first time advertisers Huggies diapers, Scotts Miracle-Gro, Door Dash, Hellmann's mayonnaise and Chipotle.

Budweiser may not be bringing its Clydesdales back to the Super Bowl, as the brand sits out of the game for the first time in 37 years, but the beloved horses will make an appearance in some Super Bowl marketing nonetheless. Sam Adams will run ads during the Big Game that pokes fun at Bud's iconic horses.

Anheuser-Busch, the parent company of Budweiser, will air four minutes of commercials in the Big Game for Bud Light, Bud Light Seltzer Lemonade, Michelob Ultra (tapping a roster of A-list athletes) and Michelob Ultra Organic Seltzer, as well as a corporate brand spot that highlights "the company's commitment to making a positive impact on communities and playing a role in our nation's economic recovery."

Returning after a two-year hiatus is E\*Trade, along with returning advertisers M&M's, Pringles, Toyota, Turbo Tax and Walt Disney World. Doritos will return with a spot featuring Matthew McConaughey and will highlight Doritos 3D Crunch. Cheetos will return to the game for a second consecutive year and feature the new Cheetos Crunch Pop Mix, a combination of Cheetos Crunch and Cheetos Popcorn. Husband and wife Ashton Kutcher and Mila Kunis appear along with singer Shaggy in the ad.

Pepsi, with their multi-brand portfolio, will sponsor the halftime once again and will feature The Weeknd, who is NOT paid for his half time appearance. Rather, the exposure significantly spikes album sales and paid digital downloads. Pepsi will air a spot for its Mountain Dew brand to plug a new watermelon flavor.

# 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?

# Super Bowl Commercial Review

**Directions:** As you watch the commercials, complete the following as you analyze them 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: \_\_\_\_\_