



## SB52: GO 360 OR GO HOME

For those of us who watch the Super Bowl for the ads (and maybe sneak a peek at the game) this was a fascinating showcase of brand voice - a snapshot of our world in transition and what brands believe consumers want to hear. Inside this Don't Miss we look deep into the CONTENT, SOCIAL and EXPERIENTIAL executions to explore how brands approached today's consumer before and during their Super Bowl journey.

The key learnings include:

1. In a world where big events are global stages for brands to inspire and engage, we are seeing these events garner more money and attention from single advertisers than ever before – this was seen in the multiple ads from Jeep and Tide – clearly brands see the expense of 'big reach' to be worth it
2. Tide went further by building in more triggers for audiences through additional on-screen integrations within the broadcast that extended the creative thrust of the ads – a smart way to make them resonate with viewers who see the ad break as bathroom time
3. The best marketers looked at opportunities to harness social and digital in support of the ad creative, rather than trying to re-create lighting in a bottle 'real-time' interactions
4. Celebrities were huge drivers of communication opportunities - extending reach through their social presence for brands like Monster and Amazon
5. Netflix boldly used this event to 'surprise launch' a new film, setting up a possible Super Bowl streaming precedent to counter program network fare like 'This is Us'
6. Voice began to take center stage with Amazon promoting Alexa – expect more voice integration with TV in the future.

## SUPER BOWL 52 BY THE NUMBERS

**\$5.2MM**

Cost of a Super Bowl  
TV Spot ([source](#))

**103MM**

Estimated TV Viewers  
([source](#))

**16%**

Increase in viewership  
of Super Bowl ads on  
YouTube YoY ([source](#))

**500K**

Views per hour of Justin  
Timberlake songs on  
YouTube during the  
game ([source](#))



## CONTENT TAKEAWAYS

### ONE-SPOT-WONDER NO MORE: MULTIPLE SPOTS + SOCIAL + INTEGRATIONS = MAXIMUM IMPACT

This year we saw brands feature more than one spot during the game, which paid off the most when looking to create one brand narrative across the game. Tide, for instance, had 4 spots throughout the game in addition to game graphic integration and extended social efforts with a lift from spokesman David Harbour who tweeted at brands and other celebs.



#### MOST NOTEABLE:

**Tide:** Multiple spots throughout the game and in-show integration plus social is the gold standard

**Bud Light:** Completed the “Dilly Dilly” trilogy with 2 spots and social distributions

**Michelob Ultra:** 2 spots connected by a single narrative, with Chris Pratt teasing before-hand

**PRO TIP:** Maximize your Priming Stage efforts. Build out a data-rooted content hierarchy that resonates with people that aren’t actively looking to engage, this will build interest in the big game reveal and if delivered effectively, drive action.

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### MAKE ADS GREAT AGAIN: BRANDS CONFRONT CHANGE BY OFFERING NOSTALGIA

Perhaps in response to recent political and social turmoil, many brands looked to the past for inspiration, bringing stars back to their glory days and re-creating iconic spots. Kia literally sent Steven Tyler back in time for the Stinger, Jeep recreated a scene from the original Jurassic Park and Australia Tourism created trailers for a Crocodile Dundee remake that, sadly for fans, isn’t real. Pepsi’s spot, which aired right before their sponsored half time show, featured Cindy Crawford, Britney Spears, and a nod to Michael Jackson in spots of yesteryear. They also partnered with Google to create a VR experience that allowed consumers to relive their iconic spots from the stars’ view.



#### MOST NOTEABLE:

**Pepsi:** Fused old and new with retro TV spots and a VR experience

**Jeep:** Smartly touched on the all-new but retro looking Wrangler by enlisting it’s iconic Jurassic Park scene alongside Jeff Goldblum

**PRO TIP:** Use the data to influence. Don’t just trade on the past – reinvent it with VR, AR or other emerging technologies like as Pepsi did, or own an iconic brand moment as Jeep did with Jurassic Park. By leveraging insights, brands are provided an opportunity to bring emotional influence to the stage, literally and figuratively.

## CONTENT TAKEAWAYS

### REAL TIME INTERACTION IS DEAD: REAL TIME ACTION IS WHERE IT'S AT

Netflix surprised viewers by announcing their new Cloverfield film and simultaneously setting the release date for just after the game, exercising the power of the big game (we await the numbers!) and in testing a live, consumer micro journey. If successful, this could also create a new stage for big brand announcements – making self-promoting events taboo. Amazon built some Alexa Easter eggs into the night – if you mimicked their ad and asked if she was ok, she replied suggesting that a big game would help. Sadly, you couldn't get the celeb voices to work, but maybe next year? Amazon also cleverly fingerprinted their ads so that they wouldn't accidentally trigger viewers' Alexas.



#### MOST NOTEABLE:

**Netflix:** Announced a new film and made it available after the show

**Amazon:** Created prompts that users could ask Alexa for an Easter egg of an answer

**PRO TIP:** Put the audience to the test. With this big of an audience why not put the consumer journey to the test with pre-game, game and post-game brand activations and calls to action.

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### BE A BUDDY: BRANDS WORK GREAT TOGETHER

Brands found strength in numbers. Mountain Dew and Doritos teamed up to introduce new flavors and allowed users on Twitter to vote on combinations. Tide leveraged a whole host of other P&G family brand partners as part of their commercial spoofs. Jeep's ad, featuring Jurassic Park, ran after a trailer for the next installment of the franchise. Most intriguingly, Australia Tourism's ad for a fake new Crocodile Dundee reboot seemed to be sparking interest in a real revival of the 80s films.



#### MOST NOTEABLE:

**Tide:** Leveraged other P&G family brands as well as some non- P&G brands in their spoofs, enhancing the messaging of all brands involved

**Jeep:** Made the co-marketed movie spot fresh again with Jurassic World

**Mountain Dew & Doritos:** Teamed up to introduce new flavors through a rap battle and smart social extensions

**PRO TIP:** Complement consumer predisposition. The right pairing can amplify the core brand attributes of each partner and resonate with consumers whom are already loyalists or predisposed to one of the brands. Not to mention, these are expensive ads and finding a 'friend' within a brand's portfolio or a complimentary brand to help offset the cost is a great help.

# SOCIAL TAKEAWAYS

## BRANDS INVESTED IN CONTENT ECOSYSTEMS TO AMPLIFY AND EXTEND THE BRAND NARRATIVE

Just as we saw brands run multiple spots during the game, they used various tactics in social to reach consumers across a fragmented digital space. Brands created social cut downs which they distributed through paid media, worked with celebrities and influencers, and used Instagram Stories to maximize their earned media and supplement the larger narrative.

**Brands Saw the Value in Social Cut Downs:** In Super Bowls past, it was common for brands to distribute the same spot they ran on TV across social, focusing on driving video views to the core video versus using each touchpoint to extend the narrative. This year, more brands created social content that supplemented their overall narrative and were designed for the unique audience of each social channel.



### MOST NOTABLE:

**Bud Light:** Created social-first cut downs that ran on Instagram and Snapchat

**Doritos:** Created social content and a Snapchat Lens

**Celebrities Took An Active Role in Amplification:** Well-known talent has always been an important tactic in Super Bowl commercials. This year, however, they also became an important reach vehicle to drive conversation around the brands they were working with. Celebrity talent often interacted with the brand's channels and participated in conversations with fans around the brand narrative



### MOST NOTABLE:

**Amazon Alexa:** Nearly all celebrities posted numerous tweets around the Amazon Echo

**Tide:** David Harbour frequently tweeted to build #TideAd momentum

**Groupon:** Tiffany Haddish tweeted leading up and during the game

**Instagram Stories Supplemented Storytelling:** In addition to creating social-first content, brands experimented with using Instagram Stories to reinforce key messages. They often used original content for this platform that help hit on a specific aspect of their brand message



### MOST NOTABLE:

**Gatorade:** Used stories to promote their custom GIF keyboard

**Verizon Up:** Featured a glimpse inside the Verizon Up lounge

**M&Ms:** Used stories to deliver recipes and generally engage users

**PRO TIP:** Content ecosystems are not only the key to catching audience attention as each asset is designed for each unique audience, they can also extend the life of a brand narrative by adding new aspects to the story. This is about creating a layered consumer journey that leverages the data collected and activates it with content in the most effective way possible.

# SOCIAL TAKEAWAYS

## SUPERFICIAL SOCIAL TACTICS STILL APPEARED BUT FAILED TO REGISTER ON CONSUMERS' RADAR

Brands attempted to drive social conversation and consumer interaction through sweepstakes, contests, and live tweeting leading up to and during the game, but were heavily outshined by activations that are rooted in a strategic partnership between creativity and data. Kraft asked users to share a photo that celebrated family and stitched them together into a 'live' spot that aired later in the game. M&Ms asked users to share their celebration dances for a chance to win a football filled with M&Ms. Some brands tried to take advantage of a momentary outage in the stream of the show but fell flat as they copied a moment from years ago. Overall, these tactics often led to shallow consumer interaction instead of meaningful relationship building.



### MOST NOTABLE:

**Kraft:** Asked user to share a photo and stitched them together into a 'live' spot

**M&Ms:** Asked users share their celebration dances

**PRO TIP:** Build on the partnership of Media. Content. Technology. A tent pole moment like the Super Bowl is the perfect convergence of 3 power-house consumer tools. Brands should think outside of the box for ways to drive genuine consumer interactions and conversation, instead of incentivizing these actions, and ensure they are always backing up with the data and insight to maximize the efforts.

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## BRANDS THAT WERE NOT SPONSORS OF THE SUPER BOWL SAT THE GAME OUT

In past years, brands have tried to draft on the "' big game' attention without buying an ad, particularly in social. Ally was notable with their AllyBigSave game that ran during ad breaks and was a bit of a riff on the popular HQ trivia app but was also buggy. They were the exception to the rule, though.

**PRO TIP:** The journey is a full experience. The days of free exposure in social are behind us – external catalysts like a TV spot do more to harness attention that can then be directed elsewhere. If you are going to build an experience like Ally did that lives in an app, make sure to QA it before launch.

## EXPERIENTIAL TAKEAWAYS

### THE SUPER BOWL CONTINUES TO BECOME A SHOWCASE FOR EXPERIENTIAL

The large crowds that the Super Bowl draws gives brands the perfect opportunity to get creative in how they introduce and educate the consumer on their product while also giving them a chance to ‘taste test’ in order to drive consideration.

Doritos brought the heat by creating a ‘Doritos Blaze Lounge’ where guests can try the snack's bold new flavor. Best Buy created a Tech Zone which was a 40x18 ft. shipping container custom outfitted with nearly 30 gadgets. Here they showcased all the ways that cutting-edge tech can transform your football-watching experience. Xcel Energy teamed up with Vestas to educate consumers on the benefits of renewable energy. Fans could get an up-close look at a wind turbine blade, visit the energy-efficient Tiny House and could help light up the ‘Bold North’ by putting a few glowing pegs in the Xcel Energy Light Board. US Bank created a ‘Possibilities Lounge’ where fans embarked on a ‘virtual payment demo’ using contactless transactions earning and paying with virtual currency.



#### OTHER NOTEABLE:

**Tostitos:** Cantina-style lounge with tastings and live interviews with players

**Polaris:** ‘UpsideDowntown – Snowmobile stunts and winter athlete meet & greets

**PRO TIP: Leverage hands on knowledge.** This is an opportunity to showcase products first hand, as well as connect and engage with consumers during various stages of the journey to get in-moment insight.

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### BRANDS USED VR TO TRANSPORT VISTORS TO IMPOSSIBLE PLACES

What does it feel like to be Jeff Gordon in the driver’s seat of a race car while reaching for a rolling can of Pepsi? What does it feel like to wake up at the Super Bowl? This is exactly what fans were able to experience at the Super Bowl grounds in Minneapolis. Brands used their on-site presence to create an immersive, virtual and interactive experience in order to engage the consumer and create an unforgettable and lasting experience.

Pepsi partnered with Google to create a VR experience that places viewers into two iconic Super Bowl ads. The spots featured in the VR experience included Cindy Crawford’s famous 1992 ad and another from 1998 featuring Jeff Gordon. Viewers were able to insert themselves into the video and see as though they were the car driver or the model. Courtyard by Marriott created an Imax type experience inside a dome where fans could experience what it's like to wake up at the Super Bowl.

**PRO TIP: Innovate the consumers journey.** People want to be part of the action so why not create an experience that draws them in, stimulates their senses, and creates an emotional connection to the brand with a lasting impression? You can drive action through stimulation, why not be there to experience it too?



**FOR MORE INFORMATION CONTACT**

Noah Mallin  
Head of Experience, Content, Sponsorships  
[Noah.Mallin@wmglobal.com](mailto:Noah.Mallin@wmglobal.com)

