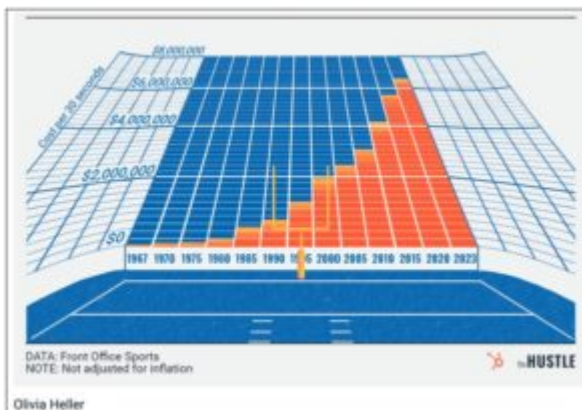


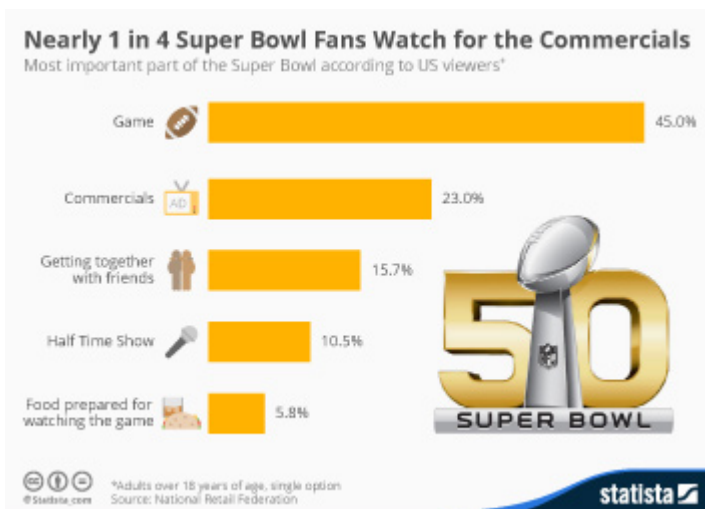
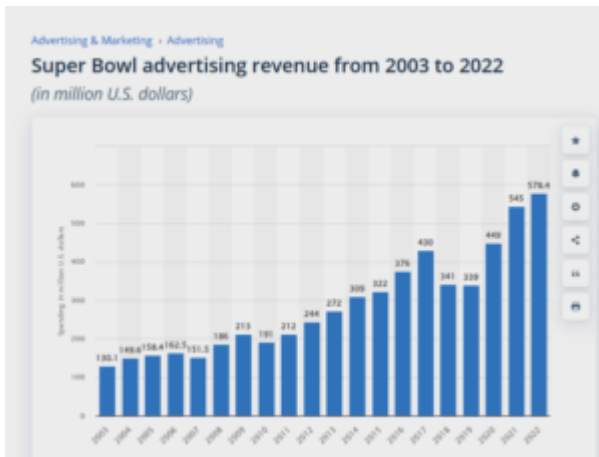
Super Bowl Ads: Infographics

USING SUPER BOWL ADS IN THE CLASSROOM

©2006 Frank Baker, Media Educator



[Source](#)



Source: <https://www.statista.com/chart/12697/super-bowl-facts/>

AMERICANS SAY THE BEST FOODS TO EAT DURING THE GAME ARE...



33%
PIZZA



17%
NACHOS



9%
CHIPS

WHAT AMERICANS ARE LOOKING FOR FROM BRANDS DURING COMMERCIALS

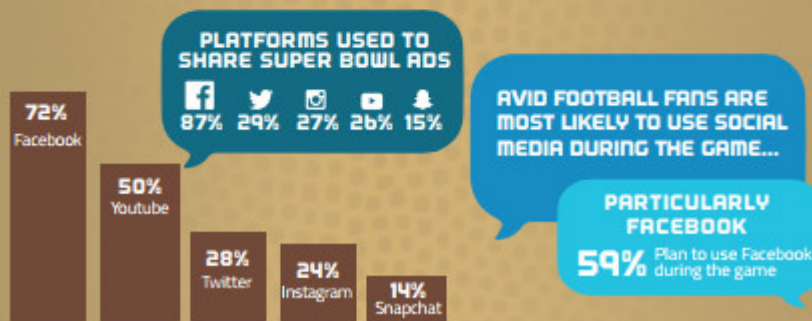


67% SAY
being funny should be the priority
for commercials during the game



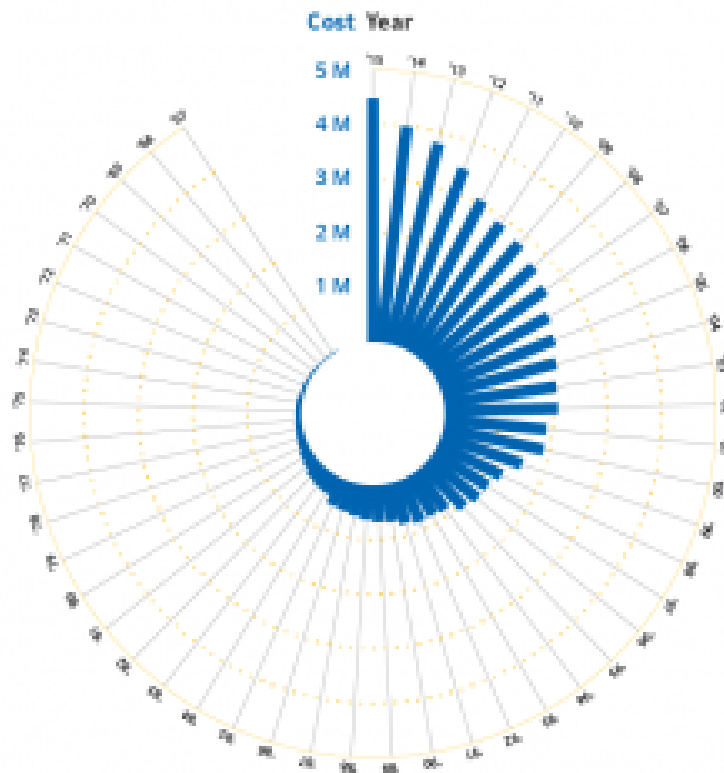
59% SAY
They prefer if brands do not react
to the game on social media

FACEBOOK AND YOUTUBE ARE THE PREFERRED CHANNELS FOR VIEWING ADS BEFORE THE GAME



The findings described here are based on a survey conducted by Burson-Marsteller Fan Experience in partnership with PSB from Jan 11th – 13th of 2018. The survey measures the perceptions and behaviors of Super Bowl viewers, and was conducted online among a national sample of 7,100 people who plan to watch the Super Bowl this year and who watched the Super Bowl last year. Additional information available upon request.

Cost of a 30-Second Ad, 1967-2015

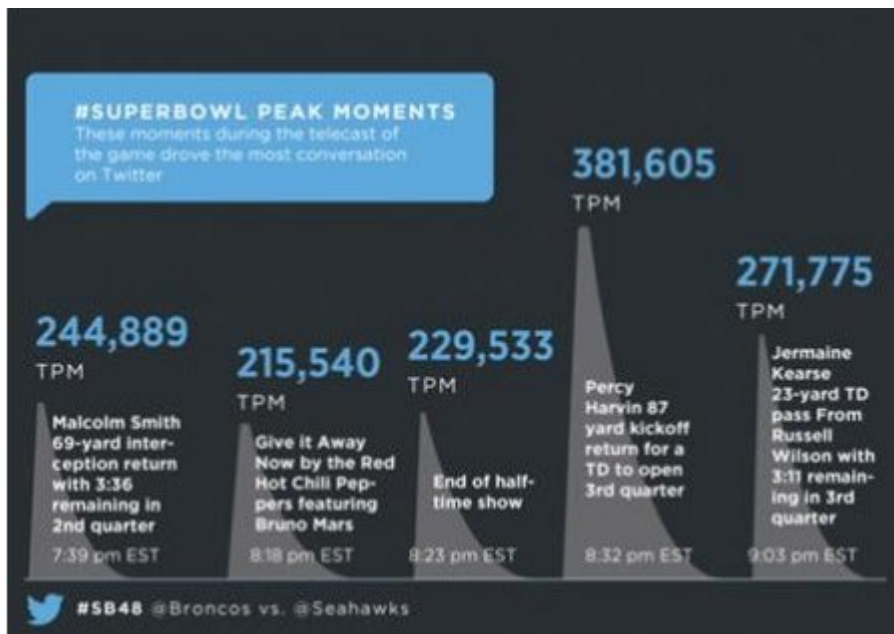


[Source](#)

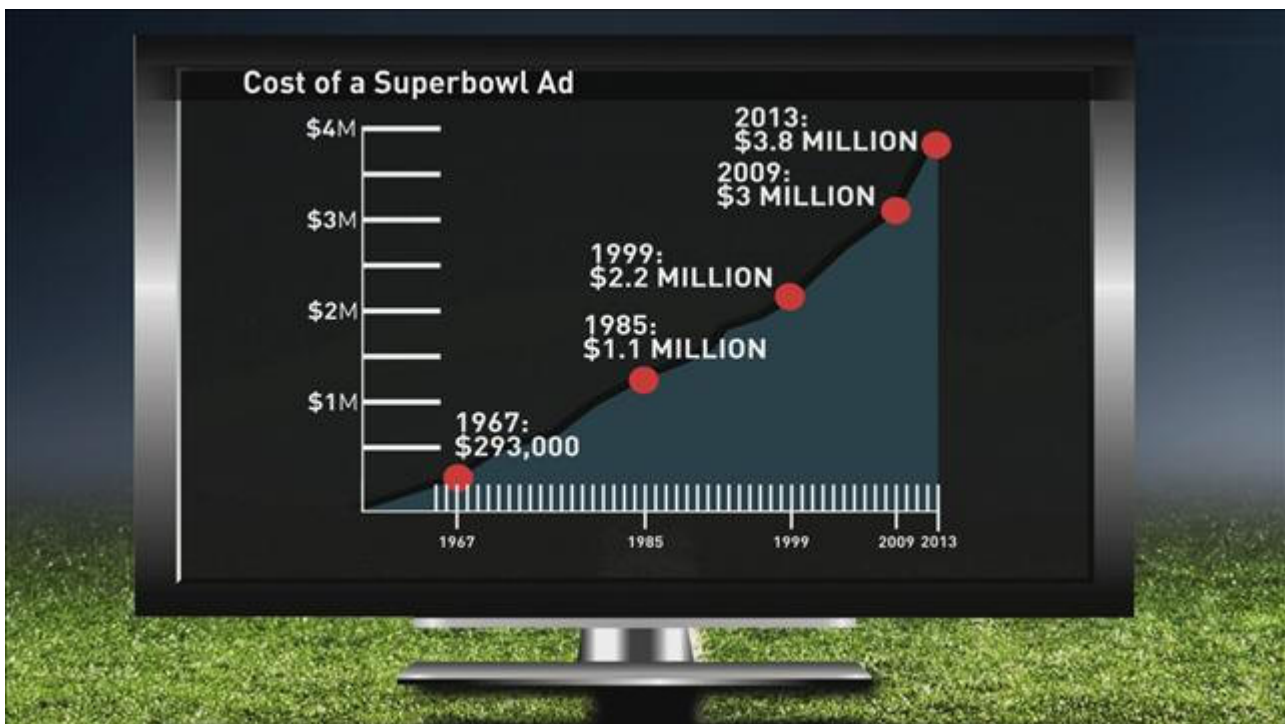
**HOW BRANDS
CAN REACH FANS DURING
SUPER BOWL 50**

Fan bases have deep-rooted loyalty. People hail from all over the country to unite in cheering on their teams, celebrating their victories and wallowing in their losses. But NFL teams aren't the only way fans show loyalty. Through lookalike modeling, location data and third-party data segments, we identified the regions, affinities, and interests of fans of the final eight teams fighting for the Super Bowl 50 championship. Don't go for the "Hail Mary," let these surprising insights help you strategize your Super Bowl campaign this year.

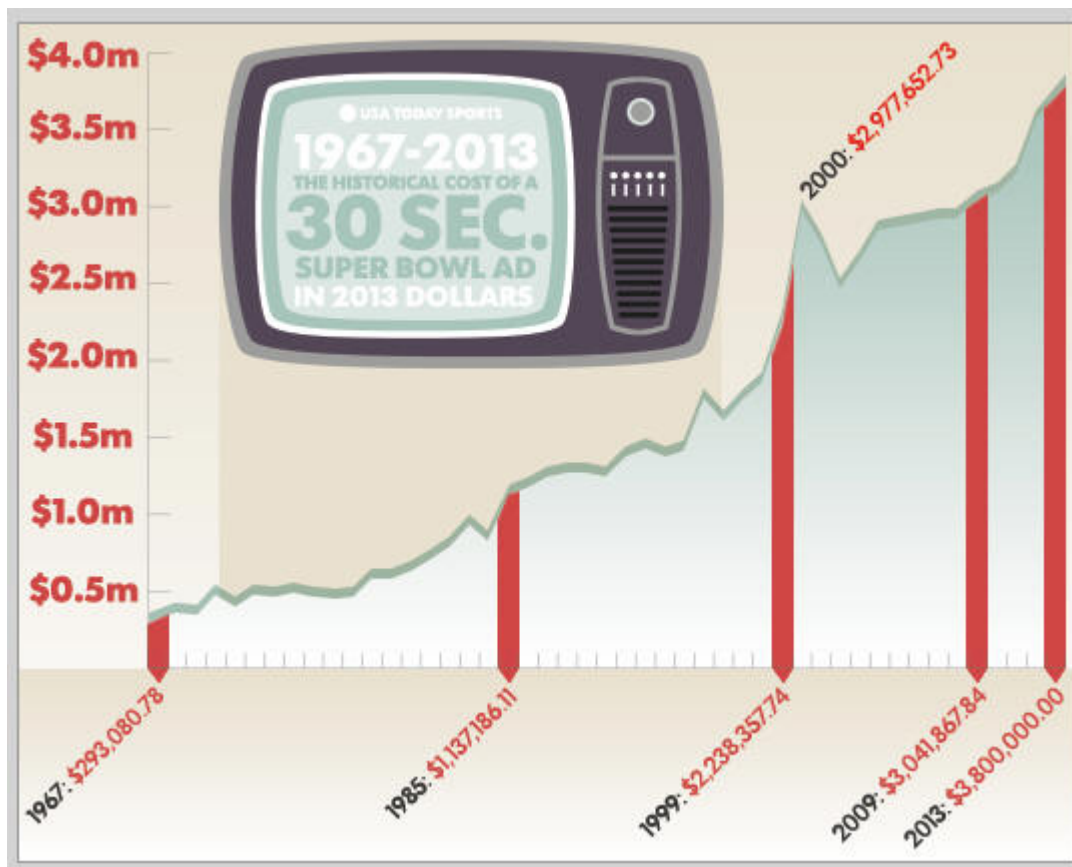
[Source](#)



[Source Super Bowl Ad Insanity Explained In Six Charts](#)

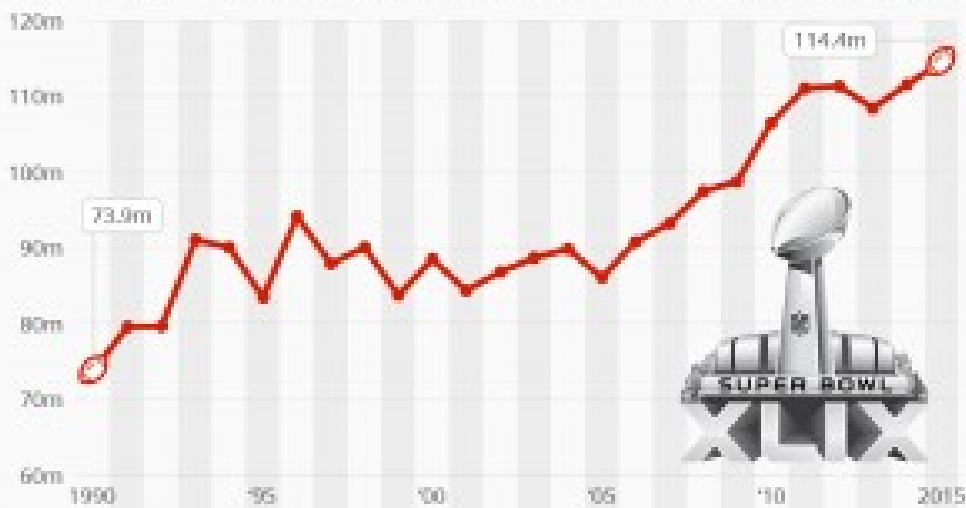


[The rising costs of Super Bowl ads in one chart](#)



Super Bowl XLIX Draws Record TV Crowd

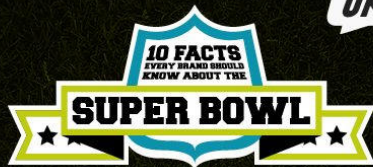
Average TV audience during Super Bowl broadcasts in the United States from 1990 to 2015



statistaCharts Source: Nielsen

statista

UNRULY



For brands, it's no longer just about being the talk of the office water-cooler on Super Bowl Monday. The real opportunity is online, where Super Bowl spots receive millions of shares before, during and after the Big Game.

SHARES OF SUPER BOWL VIDEOS ARE GROWING EXPONENTIALLY

30x

The increase in Super Bowl ad shares 2010-2013

89%

The rise in Super Bowl ad shares 2012-2013

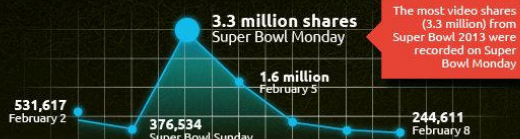
AND THE NUMBER OF SHARES FOR EVERY VIEW IS INCREASING

The average share rate (the % of viewers who shared the ads) of Super Bowl ads nearly

DOUBLED

between 2012 and 2013. In 2012, it took 57 views to generate one share, in 2013...it took 31 views

SHARES PEAK THE DAY AFTER THE BIG GAME: 7 DAY OVERVIEW OF SUPER BOWL SHARES



The most video shares (3.3 million) from Super Bowl 2013 were recorded on Super Bowl Monday

ADS ARE ALSO GETTING LONGER!

2010



42 seconds

2011



52 seconds

2012



83 seconds

2013



89 seconds

The average length of the top 10 Super Bowl ads has more than doubled (112%) from 2010-2013

TOP 3 SUPER BOWL ADS OF ALL TIME



Volkswagen, The Force, 2011
5.2 million shares



Budweiser, 9/11 Tribute, 2002
3.4 million shares



Budweiser, Brotherhood, 2013
2.7 million shares

3

of the top 10 most shared Super Bowl ads of all time are movie trailers



3 KEY FINDINGS

LAUNCH EARLY

60%

of the top 10 most shared Super Bowl ads of all time were launched before Super Bowl Sunday

TEASERS CAN HELP

7

of the top 20 ads in 2013 were supported by teasers

WIN BIG (OR LOSE BIG)

93%

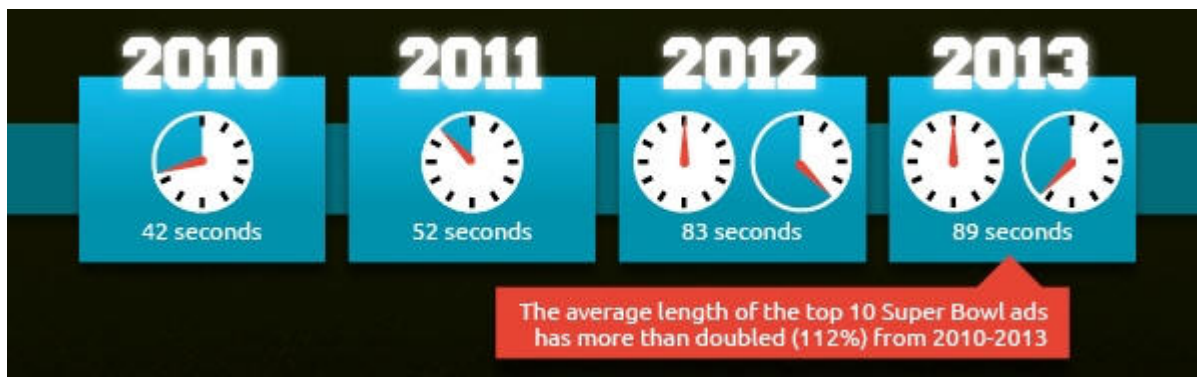
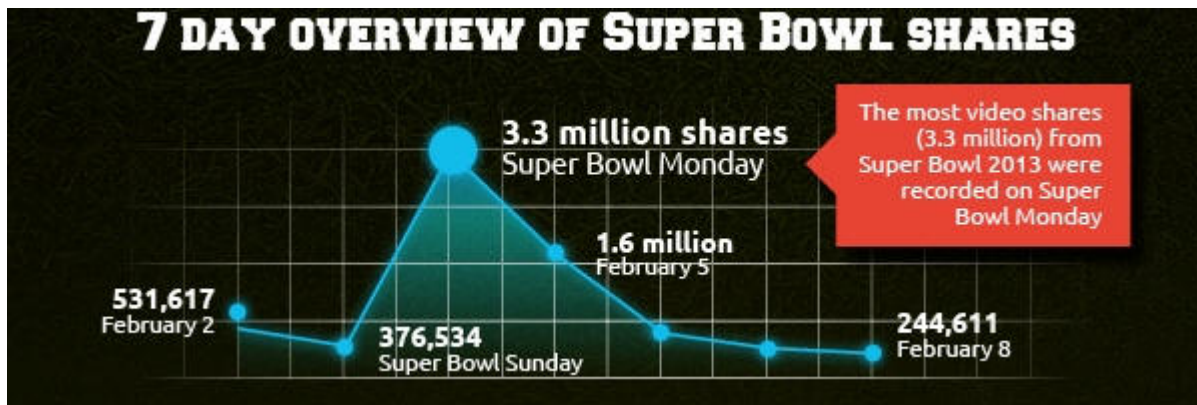
of the total number of shares from the 2013 Super Bowl came from the top 20 ads

WHY DO YOU NEED TO CARE ABOUT SHARES? 3 REASONS:

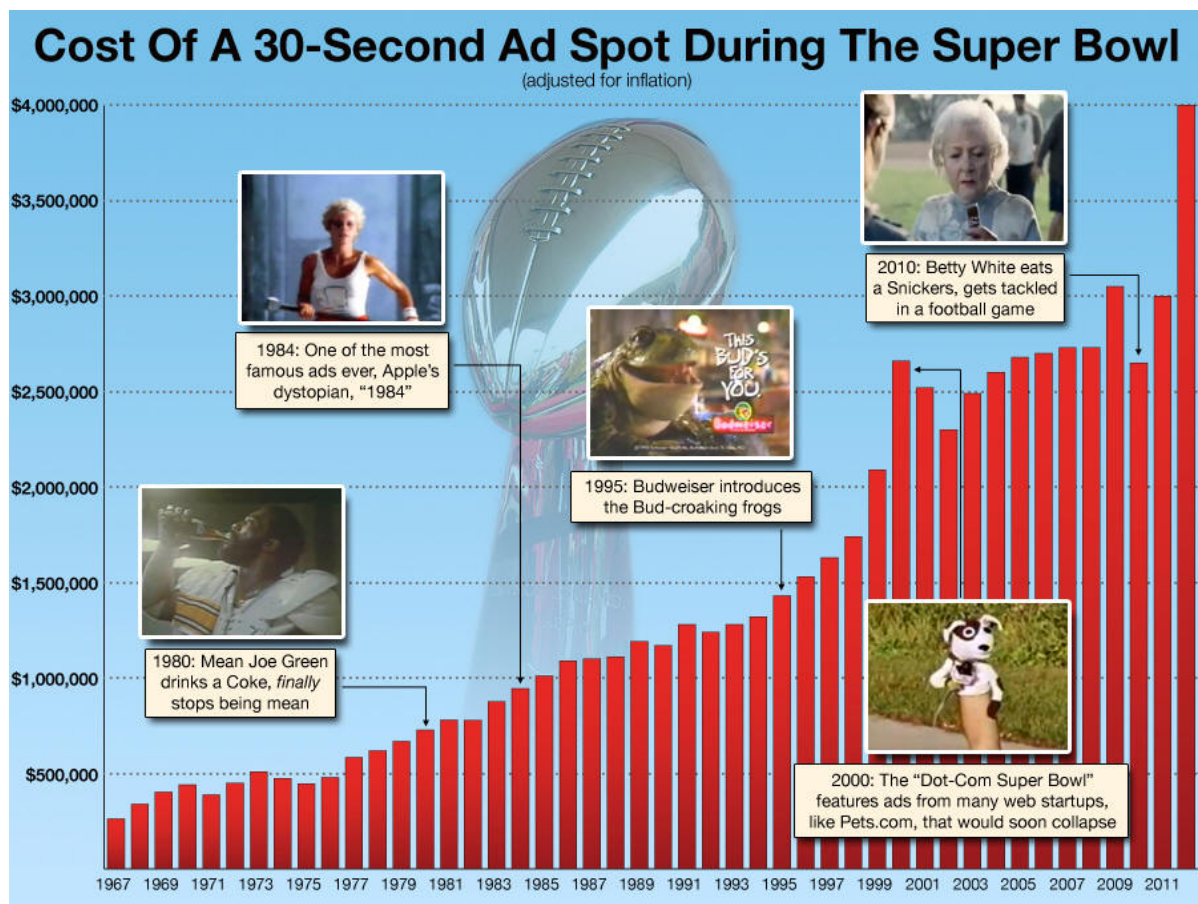
1. Shares are the true currency of social video; a measure of deep engagement.
2. Shares are e-Word of Mouth & influence purchase decisions (Nielsen, McKinsey).
3. Each share generates ~25 additional opportunities to view.

Download your **Super Bowl Playbook** at www.unrulymedia.com/unruly-whitepapers now!

Data sourced from the Unruly Viral Video Chart. Data collected on 8 January 2014.



Top 10 Super Bowl Social Video Facts Every Brand Should Know



Top Five Super Bowl Advertising Categories (2007-2011)

Year-Over-Year Spend Breakdown (in millions)

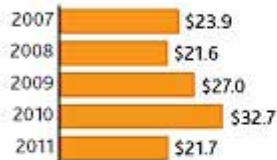
AUTOMOTIVE



2007-2011 Total



BEER



MOTION PICTURE



REGULAR SOFT DRINK



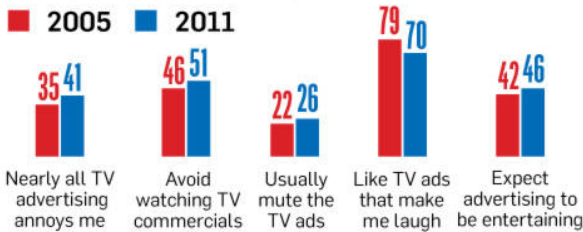
TORTILLA CHIPS



Source: Nielsen

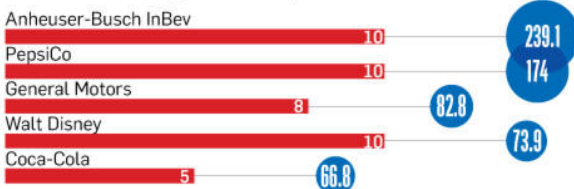
nielsen

Percentage of Super Bowl watchers who agreed with the following



Top 5 Super Bowl advertisers 2002-2011

■ Years with ads in game ■ Ad spend in millions of dollars



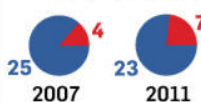
How Super Bowl stacks up versus other sports franchises in terms of network TV ad revenue

In millions of dollars (2011)



First-time Super Bowl advertisers

■ First timers ■ All other advertisers



Brands whose key consumers are likely Super Bowl watchers

Percentage of brand's fans who also have strong attachment to the Super Bowl

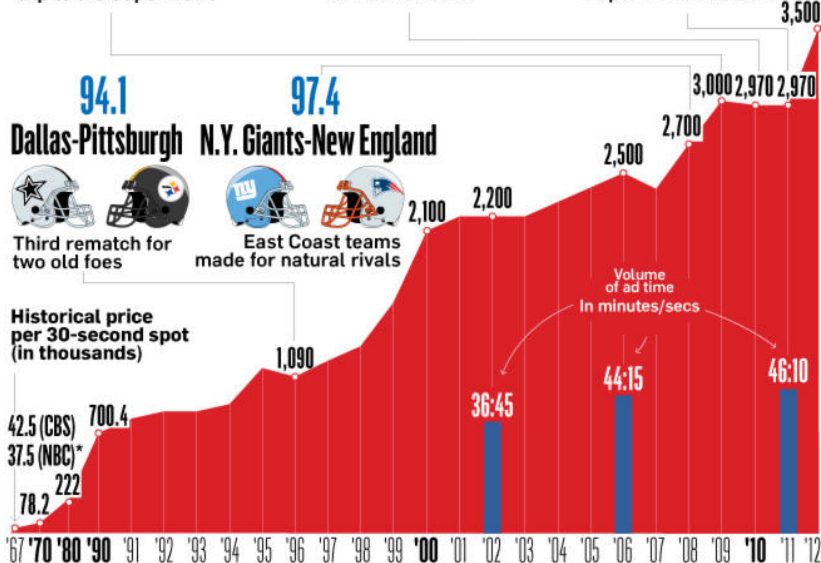


Several have taken advantage by buying TV spots during the game in recent years

... While others have sat out, even their core consumers are highly likely to be watching the game

Five highest-rated games

By total average delivery in millions of viewers

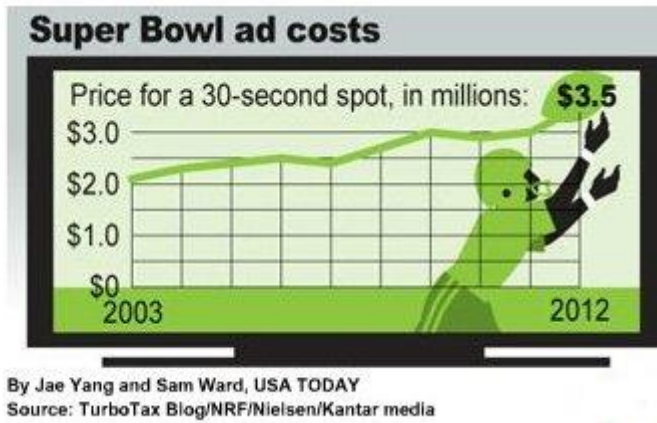


* 1967 Super Bowl aired simultaneously on CBS and NBC

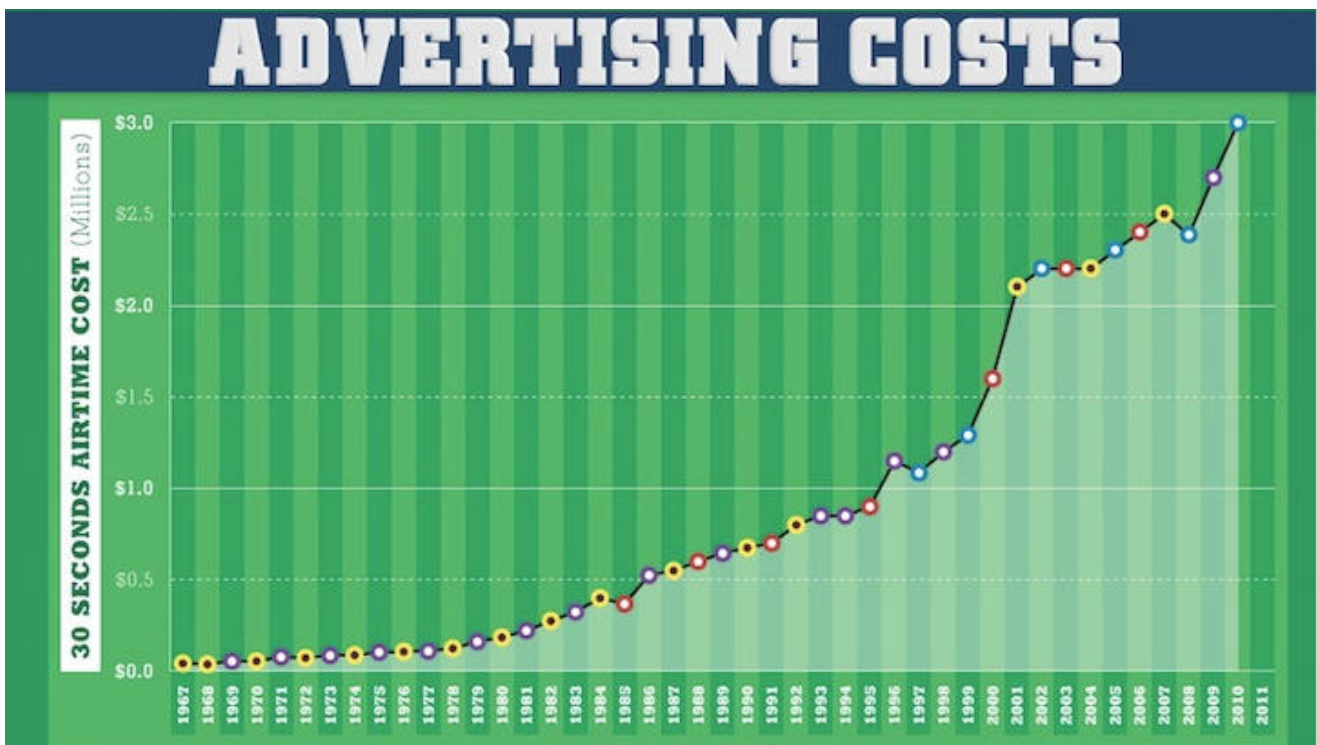
SOURCE: KANTAR MEDIA, NIELSEN MONITOR-PLUS, EXPERIAN MARKETING SERVICES, SIMMONS NATIONAL CONSUMER STUDY, ONLINE SURVEY BY NEWMEDIAMETRICS OF 3,500 CONSUMERS, AGE 13-54, ASKING ABOUT THEIR ATTACHMENT TO BRANDS AND SUPER BOWL

Super Bowl ad costs

Price for a 30-second spot, in millions:



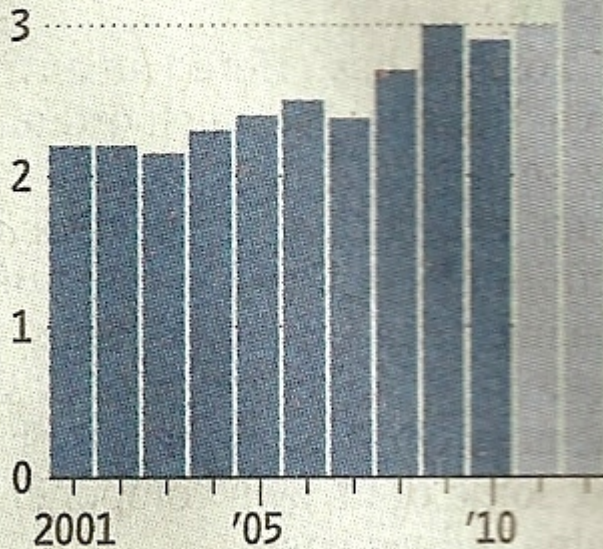
Source: USA Today



Keeping Score

Estimated Super Bowl ad rates

\$4 million



Note: 2011-12 figures are WSJ research estimates

Source: Kantar Media

SUPER BOWL 2007

Advertising History: 40 Years of Prices and Audience

NOTE: Additional year's data has been added to this chart by Frank Baker

Year	Price *1	Price Adjusted for Inflation *2	Network	Rating *3	Avg. Number Home	Avg. Number Viewers
1967	\$40,000	\$245,350	CBS, NBC *4	41.1	22,570,000	51,180,000
1968	54,000	319,098	CBS	36.8	20,610,000	39,120,000

1969	67,500	381,555	NBC	36.0	20,520,000	41,660,000
1970	78,200	416,379	CBS	39.4	23,050,000	44,270,000
1971	72,000	364,607	NBC	39.9	23,980,000	46,040,000
1972	86,000	421,233	CBS	44.2	27,450,000	56,640,000
1973	103,500	488,568	NBCk	42.7	27,670,000	53,320,000
1974	107,000	460,397	CBS	41.6	27,540,000	51,700,000
1975	110,000	424,436	NBC	42.4	29,040,000	56,050,000
1976	125,000	452,873	CBS	42.3	29,440,000	57,710,000
1977	162,000	555,980	NBC	44.4	31,610,000	62,050,000
1978	185,000	595,423	CBS	47.2	34,410,000	78,940,000
1979	222,000	652,105	NBC	47.1	35,090,000	74,740,000
1980	275,000	708,296	CBS	46.3	35,330,000	76,240,000
1981	324,300	748,356	NBC	44.4	34,540,000	68,290,000
1982	345,000	737,120	CBS	49.1	40,020,000	85,240,000
1983	1400,000	824,936	NBC	48.6	40,480,000	81,770,000
1984	450,000	888,987	CBS	46.4	38,880,000	77,620,000
1985	500,000	954,137	ABC	46.4	39,390,000	85,530,000
1986	550,000	1,014,070	NBC	48.3	41,490,000	92,570,000
1987	575,000	1,041,607	CBS	45.8	40,030,000	87,190,000
1988	600,000	1,045,145	ABC	41.9	37,120,000	80,140,000
1989	675,000	1,122,497	NBC	43.5	39,320,000	81,590,000
1990	700,000	1,106,186	CBS	39.0	35,920,000	73,852,000
1991	800,000	1,198,515	ABC	41.9	39,010,000	79,510,000
1992	800,000	1,166,896	CBS	40.3	37,120,000	79,590,000
1993	850,000	1,200,770	NBC	45.1	41,990,000	90,990,000
1994	900,000	1,240,150	NBC	45.5	42,860,000	90,000,000
1995	1,000,000	1,339,973	ABC	41.3	39,400,000	83,420,000
1996	1,100,000	1,435,370	NBC	46.0	44,145,000	94,080,000
1997	1,200,000	1,519,674	FOX	43.3	42,000,000	87,870,000
1998	1,300,000	1,621,886	NBC	44.5	43,630,000	90,000,000
1999	1,600,000	1,963,990	FOX	40.2	39,992,000	83,720,000

2000	2,100,000	2,503,131	ABC	43.3	43,618,000	88,465,000
2001	2,050,000	2,357,880	CBS	40.4	41,270,000	84,335,000
2002	1,900,000	2,160,721	FOX	40.4	42,664,000	86,801,000
2003	2,100,000	2,323,355	ABC	40.7	43,433,000	88,637,000
2004	2,250,000	2,445,073	CBS	41.4	44,908,000	89,795,000
2005	2,400,000	2,532,392	FOX	41.1	45,081,000	86,072,000
2006	2,500,000	2,541,562	ABC	41.6	45,867,000	90,745,000
2007	2,600,000	2,600,000	CBS	42.1	47,505,000	93,200,000
2008	2,700,000	2,700,000	FOX	44.7	48,665,000	97,500,000
2009	estimated 3,000,000		NBC	42.1	48,139,000	98,732,000
2010	\$2.5~\$2.9M		CBS	46.4		106,500,000
2011	approx \$3M		FOX	46.0		***111,000,000
2012	\$3.5M		NBC	47.0		**111,340,000
2013	~\$4.0M		CBS	46.3		108,700,000
2014	\$4.0M		FOX	46.7		*112,200,000

1. Consensus reported price for :30 commercial.

2. Adjusted for inflation in 2007 dollars.

3. Percentage of TV households watching average minute of Super Bowl telecast.

4. First Super Bowl aired on both CBS and NBC; CBS charged \$85,000 and NBC charged \$75,000 for one minute.

Source: "Advertising Age" (prices), Nielsen Media Research (ratings)

** Second most viewed TV program in television history

***Third most watched TV program in television history

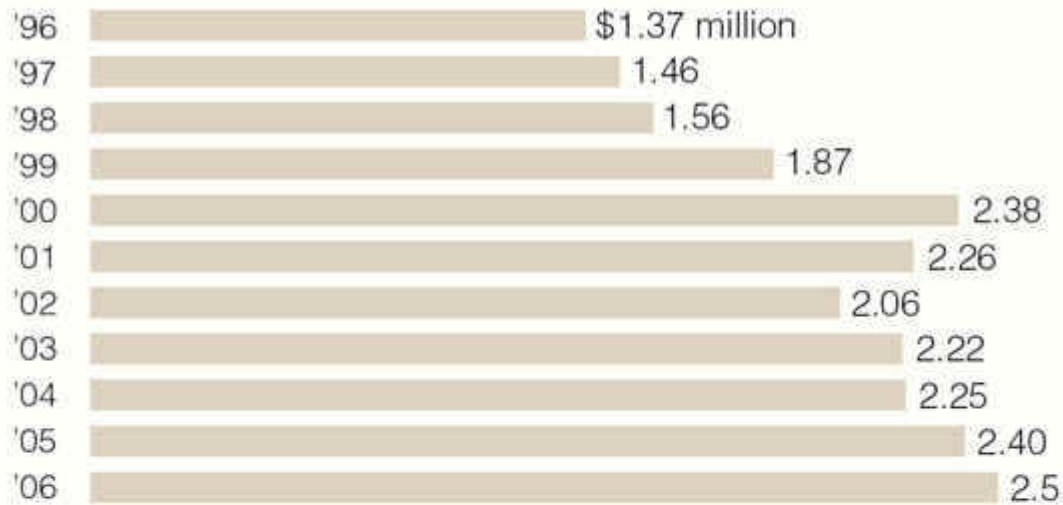
* Most watched TV program in TV History



Source: [TV By The Numbers](#)

The Cost of Advertising

Average price, in 2005 dollars, paid for a 30-second Super Bowl spot



Number of Viewers



Source: Nielsen Media Research



from <http://adage.com/SuperBowlBuyers/superbowlhistory07.html>