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A preview of the Super Bowl XLVIII ads

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Roughly 60 are commercials scheduled to air during Super XLVIII on Sunday, and with possibly record viewership expected there are a few trends to watch for, Abhijit Biswas, marketing professor at the University of Texas at Dallas, said.

Corporations will spend a record average of \$4 million on 30-second commercials during the big game.

One of the most unique things being tested during the Super Bowl this year will be during H&M's spot. The retailer teamed up with **Samsung** to allow viewers to buy clothing from David Beckham's Bodywear line directly off their Samsung Smart TV. Samsung's telecom arm, Samsung Telecommunications America, is based in Richardson.

"Right now it's just a gimmick," Biswas said, "but I can see that in maybe a year or two there might be people that say they'd like to use it."

Two trends that seem to be gaining speed quickly are celebrity appearances and pre-released or teased commercials.

In the past couple of years, companies began leveraging social media to increase their Super Bowl ad buzz. That means either releasing the ad early via the Web, social media or on ad spots and allowing it to generate excitement weeks before the game, or creating trailer-type campaigns teasing to the Super Bowl ad.

Bud Light has been running teasers to its ads on ESPN for the past two weeks, Biswas said, showing independent clips with Arnold Schwarzenegger, Don Cheadle and Reggie Watts. The actors' stories are expected to collide during the Super Bowl ads. **Volkswagen** released a tease showing German engineers working to create the algorithm for the ultimate Super Bowl commercial.

"Companies are trying to have their cake and eat it, too" Biswas said. "So they want to get the social media buzz but at the same time they want to have the unveiling moment."

Celebrities are also expected to be prominently featured across ads. Biswas said he's counted about 40 celebrities in ads that have been announced so far. Once all the ads have been announced, he expects the total number of celebrities to rise to equal about half the number of commercials that will air. At an estimated cost of about \$1 million per celebrity appearance, plus the \$4 million companies are spending for the air space, corporations are spending big for the chance of a hitting home run.

Another thing you'll see woven into the ads this year, according to Biswas: celebrities that bring a sense of nostalgia. Advertisers will tug on the heart strings of Baby Boomers, who are still the largest spending segment, so be ready to see appearances that include Full House's Bob Saget, John Stamos and David Coulier.



COURTESY OF NEW YORK GIANTS

The Seattle Seahawks and the Denver Broncos will square off at Super Bowl XLVIII on Feb. 2.

One of the most successful advertising campaigns, according to Biswas, has come from Plano-based Frito-Lay, which owns the Doritos brand of tortilla chips.

In 2007, the company created the Crash the Super Bowl campaign, which invited the public to submit commercial ideas and later put finalists up for public vote. The winner selected by the public gets \$1 million and this year, the chance to work on the summer Avenger's movie and a second winner, selected by the company, gets \$50,000 and a trip to the Super Bowl and Super Bowl party. The campaign starts a few months prior the Super Bowl, generating buzz the entire time.

"Thousands of commercials get produced for free," Biswas said. "The cherry on top is these ads made by regular Joes have consistently beaten out most of the 60 ads since 2007."

But do the multimillion dollar ads really pay off in the end? Biswas said measuring the effectiveness of an advertising campaign is complicated, but evidence suggests that it is in fact worth it.

"These giant companies keep coming back year after year which leads people to believe that their experts have done studies that show its worth that high price tag," he said. "It's a gamble but the odds are in your favor if you're good at it."

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