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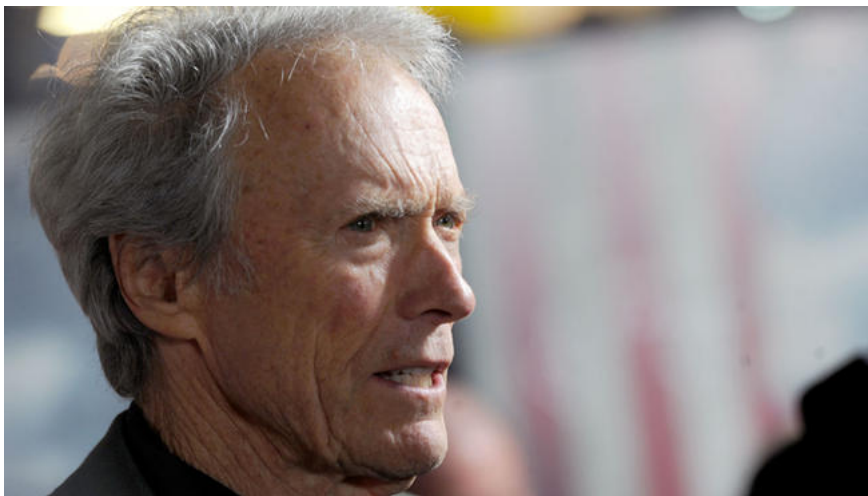
SUPER BOWL 50

THE PANTHERS BATTLE THE BRONCOS AT LEVI'S STADIUM ON FEB. 7

Eastwood Spot Big Winner for UTD Marketing Professor

New trends emerge during Super Bowl ads

By Chris Van Horne

There were plenty of winners and losers in this Super Bowl, on the field and over the air.

But the big winner for University of Texas at Dallas marketing professor Abhi Biswas is the Chrysler commercial featuring Clint Eastwood.

"I think that will be the big winner, in terms of creating the long term buzz and conversation and all the social (media) Twitter hype, I think that's going to be garnered by that particular spot," Biswas said.

Advertisers targeted the "Baby Boomer" crowd with nostalgic ads, featuring Eastwood, Star Wars and Ferris Bueller. *See a scorecard for Super Bowl ads here*.

The Bueller ad was one of 35 Biswas said was released before Sunday, as advertisers are now working to get weeks of buzz before and after the game.

"I think we might see more and more of this trend continuing, this so called leakage of commercials weeks before the big game," Biswas said.

Another trend he said will continue is targeting the younger audience by getting them to interact on second screens, their phones or computers.

Biswas said Nielsen estimates that 60-percent of the viewing audience did just that. He said it's a way for consumers to connect instantly with a company or

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product and can get advertisers more bang for their buck, by getting people to talk about the ads on social media.

"They don't want to leave any stone unturned, this is their big stage, the big extravaganza," Biswas said. "This is their one shot to reach 111 million eyeballs they're going to make sure they reach every segment of the population they can."

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