

\$4 MILLION FOR 30 SECONDS: HOW COMPANIES ACHIEVE
WINNING SUPER BOWL ADVERTISEMENTS

by

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\$4 MILLION FOR 30 SECONDS: HOW COMPANIES ACHIEVE
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ABSTRACT

This study analyzes how companies can strategize most effectively when deciding to invest in a Super Bowl advertisement campaign. The cost is extremely expensive, where 30 seconds of airtime can cost upwards of \$4 million. Super Bowl advertising is also by far the most subject to public scrutiny than any other advertising in the world. The Super Bowl brings in millions of viewers who pay special attention to the commercials; some even pay more attention to them than the game. Companies are given a platform to speak to 100 million people, and they need to have the best strategies before participating in such a significant event. This study specifically analyzes viewer reactions and responses to the 2017 Super Bowl commercials, and gives insight as to how companies can capitalize on the risky investment. An advertisement that does not resonate well with customers can result in immense negative online activity and altered perceptions. Successful brands that incorporate the voice of the customers, infuse original ideas and elements that leave impressions on viewers can result in impeccable ratings, buzz conversation, and positive brand perception. Through previous literature and survey research this study will recommend the best ways to formulate “winning” Super Bowl advertisements.

TABLE OF CONTENTS

INTRODUCTION.....	1
Research Questions.....	3
REVIEW OF LITERATURE.....	4
NFL’s Super Bowl: The Biggest Marketing Event.....	4
Pre-Event Anticipation and Media Buzz.....	6
Super Bowl Ad Criteria: What Characteristics to Consider	9
Super Bowl Ads: Return on Investment	12
Literature Summary.....	14
RESEARCH METHODOLOGY.....	15
Procedures.....	16
Hypotheses.....	16
Participants.....	17
Measures.....	18
RESULTS.....	18
DISCUSSION.....	23
Limitations.....	26
IMPLICATIONS.....	26
CONCLUSION.....	28
GRAPHS AND FIGURES.....	30
SURVEY.....	37
REFERENCES.....	42

INTRODUCTION

4 million dollars initially appears to be an outlandish amount of money to spend to broadcast a 30 second commercial. However, many companies each year spend well over this amount for airtime during the NFL's Super Bowl telecast. The question has to be asked, do the benefits outweigh the costs? Or more simply, is it worth it? In the viral media culture today, a successful ad aired during the Super Bowl can drive a wealth of positive social buzz, while a spot that misses the mark can drown in online negativity and plummet a company's brand (Alberti 2016). A company's brand is everything in today's marketplace. Brands offer the ability to differentiate from the competition, build awareness, create a reputation, and develop prominence (Keller 2007). Brands spend on estimate of \$2 billion collectively each year on Super bowl advertising (Dietz 2016) because they have the chance of building their brand by eliciting particular responses from their target market. The NFL's Super Bowl sets up a perfect platform for companies to broadcast short segments of airtime to strategically generate these responses. Many advertisers talk about using the Super Bowl to amplify their message and get into culture due to the mass viewership and buzz resorting from the event (Miller 2015). The success results from different strategies companies utilize to relate to their respective markets.

The Super Bowl is consistently ranked as the highest rated program in U.S. advertising, and many also consider it the largest annual marketing event (Tomkovic, Yelkur, and Christians, 2001). Various companies have recognized the value of capitalizing on such a hyped event, and have prompted new strategies to see the most success. Simply airing a humorous advertisement, or one that features a celebrity is not enough. Companies start brainstorming as early as a year in advance in how to execute a successful Super Bowl ad. Enterprises have discovered that releasing promo clips a few days in advance to the game generates more buzz and anticipation

prior to the event, as well as prompts more media sharing and responses following the event. This, in turn, enhances brand engagement and people's view of the brand. Companies have had to become creative in their strategies to stand above the competition, and fully take advantage of such a world renowned event. Along with preview clips comes the content in the ad itself. The key step in creating a successful ad is the consideration of the customers. Brands that infuse the ideas and voice of the customers in all that the company does allows customers to relate to the brand (Alberti 2016). Companies spend millions upon millions of dollars on Super Bowl ad campaigns, but an immense advertising budget cannot replace relevance and or engagement with the audience (Alberti 2016). Companies cannot simply outspend their customers, but they must capture the attention of their audience to make them feel heard, known, and appreciated. Various factors are vital to consider in the process of an ad campaign, which are heightened to an extreme extent during the biggest advertising event of the year. Timing, content, and customer engagement are all taken under extreme scrutiny, and have massive effects in how the advertisement resonates with the audience. It can also have an impact on investors. Studies have shown a positive abnormal returns on investment and buying activity (Fehle 2005).

This paper explores the reasons as to why companies decide to spend so much money for relatively small segments of airtime during the Super Bowl. In order to answer this overarching question, it is necessary to understand why companies have placed so much stigma on the Super Bowl event. Previous research and studies provide answers as to why the Super Bowl considered the largest annual marketing event, and the reasons as to why airtime expenses are incredibly steep. After exploring what benefits the Super Bowl event offers in general, this study provides insight to the pre-game media buzz. More and more emphasis is placed on the buzz generated prior to and after the game. Media buzz is crucial in branding a company, and the Super Bowl

generates an enormous amount. Viewers enjoy participating in debrief and discussion of Super Bowl advertisements through various forms. Word of mouth, Facebook, Twitter, and YouTube represent only a few of the methods viewers become involved and enhance a company's brand. Finally this paper addresses the characteristics that make a successful Super Bowl ad, and the components that companies need to consider when determining their ad's criteria. A simple mistake can result in major cost deficiency, and a waste of time.

After establishing some base knowledge, we will discuss potential outcomes that result from an ad release during the Super Bowl so that enterprises can determine what benefits or consequences they can expect. We will look into studies that have examined whether advertising can be used as a communication channel targeted towards current or potential investors. Research will be gathered in the forms of both primary and secondary data. This study will culminate a review to examine the most effective ways companies can participate in releasing a Super Bowl advertisement, and whether or not the benefits truly outweigh the costs.

Research Questions

Before investigating research, we proposed a number of questions that we intended the study to answer. To answer the following questions, we reviewed secondary data including a number of different studies and research. We also conducted collected our own primary data, which will further be discussed and analyzed.

RQ1: Why is there so much stigma placed on the Super Bowl?

RQ2: What types of characteristics in a Super Bowl advertisement resonate most with customers?

RQ3: What causes viewers to participate in social media buzz regarding Super Bowl advertisements?

RQ4: Do Super Bowl advertisements affect one's willingness to purchase products from the brand?

RQ5: Do the benefits of investing in a Super Bowl advertisement campaign ultimately outweigh the costs?

REVIEW OF LITERATURE

The literature review will examine why there is so much value associated with the Super Bowl when a company is seeking to advertise their brand. It will discuss the potential audience a company is targeting and the potential viewership. The literature review will then explore the days leading up to the Super Bowl. Various enterprises have taken advantage of the anticipation before the day of the game. This strategy is crucial in the success of an advertisement, and companies have become creative in how they conduct doing so. We will then look into what characteristics to consider in creating an ad to be released during the Super Bowl. Ads that engage the customers, appeal to people's emotions, and utilize their time slots resonate with their audience. Finally, the literature review explores what outcomes are expected from a successful or unsuccessful Super Bowl advertisement, and what a company who decides to participate can expect.

NFL's Super Bowl: The Biggest Marketing Event

What do 16 million cans of Budweiser beer, 114,000 Victoria's Secret bras, and 835,000 bottles of Dove's Men's Body Wash have in common? According to Strasser, they are all purchases that cost the same as airing a 30 second advertisement during the Super Bowl (2015).

Why do companies consider taking on this expensive investment for the little air time they receive? First, we must understand the extent of the viewership that tunes in during the Super Bowl and specifically, the attention drawn to the advertisements while the game is aired. The broadcast continually attracts more and more viewers each year, both football fans and nonfans. For many, the interest in the advertisements aired rivals or even exceeds the interest watching the actual game (Dietz 2016). A *Media Week* article reported that 68% of respondents claimed they paid attention to Super Bowl advertisements, and 52% of respondents participated in discussions about Super Bowl advertisements the day after they aired (Freeman, 1999). The event not only draws people to tune into the event itself, but prompts immediate discussion, debate, and conversation in the days that follow. A substantial number of viewers have reported that they have talked with friends relating to the commercials aired, browsed brands and watched advertisements on the internet, tweeted, sent texts, and read commentary online relating to ads aired during the event (Spotts 2014). Spotts further indicates, “Viewers not only tolerate Super Bowl advertising, they seek it out and embrace it” (2014). Thus, a winning commercial can drive immense positive social buzz and attention (Alberti 2016).

The Super Bowl has become ingrained in American culture and has a higher viewership than any other television event. The 2015 Super Bowl had a viewership of 114.4 million people in the United States alone, and also reached more than 200 other countries (Patra 2015). It has become the largest social gathering revolving around a television program (McAllister, 1999). Clearly, there is immense attention paid to the event as a whole. It is the largest platform to broadcast information and potentially build a company’s brand. Advertisers talk about using the Super Bowl specifically to amplify their message and find a way into the culture (Miller 2015). For advertisers hoping to make a cultural statement to a large, diverse audience, the Super Bowl

is truly the last big television event left (Miller 2015). The audience for the Super Bowl continues to grow in number of viewers. Within 10 years, the audience grew by 26% (Miller 2015). According to Tom Huddleston, 111.3 million people tuned in to watch the 2017 Super Bowl LI (Huddleston 2017). The ability to reach such a large audience is incredibly rare, especially one that genuinely cares to watch advertisements. Research suggests that viewers care more to watch advertisements aired during the Super Bowl than they do during regular television programs (Gunter, Furnham, and Beeson, 1997). In a 2015 survey, the NRF discovered that 25% of Super Bowl viewers place more importance on the ads aired than they do the touchdowns scored during the game (Alberti 2016). 40% of 5,200 posts on Facebook and Twitter displayed considerable interest in Super Bowl commercials just prior to the event (Elliot 1997). Directly after a Super Bowl advertisement airs, the number of Tweets about a brand jumps significantly (Kincaid 2009). Thousands of individuals choose to go online year-round and voluntarily watch Super Bowl ads as pure entertainment (Ditez 2016). Super Bowl advertisements have gained a high level of significance, attention, and excitement. The Super Bowl is a marketing event like no other. There is no other event that generates attention, excitement, and buzz from a massive audience like the Super Bowl, which creates an incomparable platform that brands have the ability to capitalize on.

Pre-Event Anticipation and Media Buzz

In today's culture, advertisers have moved their focus to the 30 to 60 days before the game instead of focusing on the 30 to 60 seconds the ad is aired (Miller 2015). There are two factors that have caused this shift in focus: the costly expenses and the explosion of social media throughout the culture (Miller 2015). The price to air a Super Bowl ad has risen by 80% since 2010, making it vital for brands who choose to invest in the Super Bowl to utilize any outlet they

can to make the most out of their investment. The degree of social media growth has led advertisers to consider the medium as a major aid in television advertising (Goldman 1998; Haley, 2006). It gives brands the ability to talk directly to their consumers in order to gain insight and spark conversation before ads are aired (Miller 2015). When brands advertise online through social media, it positively influences people to visit company websites, which increases the likelihood of purchase (Fulgoni and Morn, 2009). Social media allows customers to rank, comment, and share their thoughts about certain brands, which in turn, allows companies to use their insight to improve their products and know what their customers are looking for. Individuals enjoy participating in conversation because they feel more connected to the brand. Consumers become “co-producers of brand value” when they participate in conversations that take place in the digital environment, and thus, feel that their voice is heard and acknowledged (de Chernatony, 2000). This has direct relation to Super Bowl advertisement because consumers not only talk about the commercials they enjoyed aired during the game, but also discuss the brand behind the ad (Spotts 2014). This is engagement with the brand is highly prioritized by companies because it brings consumers one step closer to the ultimate goal of purchase. Online buzz directly influences purchase intent (Keller and Fay, 2009).

Most Super Bowl advertisers take on a similar strategy to increase online buzz. Brands will buy a 30 to 60 second time slot while the game is airing, but they release their advertisements a few days before the game in order to generate attention and buzz (Whiteside 2016). Brands have completely elevated the hype and anticipation leading up to actual release of the advertisement, and the strategy is working. The anticipation before airing ads has a direct impact on the reviews people partake in afterwards (Dietz 2016). YouTube claims that 2012 Super Bowl campaigns that released videos before game day generated an average of over 9.1

million views on YouTube, while those that waited until game day to launch averaged only 1.3 million views, a 600% difference (Miller 2015). Pre-released ads also generated 57% more brand mentions in social media than those that premiered on the day of the game (Miller 2015). Prwes suggests that companies need to utilize as many social media outlets as possible. Those who utilized Facebook along with YouTube had advertisements that were shared four to five times solely on YouTube (Prywes 2015). The online buzz and widespread word-of-mouth discussion is one of the most desired outcomes companies hope for from the costly advertisements (Ferguson 2009). It gets people talking about the brand, sparks their interest, and allows customers to compare and contrast ads between competitors. Super Bowl advertising is by far the most subject to public scrutiny than any other advertising in the world. Ads will be pored over by commentators, evaluated by polling and ad ranking meters, and discussed by millions of consumers both in person and online. If companies don't release a "winning" advertisement, people will look past the brand, and that company forfeits the opportunity to speak to 100 million people (Miller 2015). The content of a "winning" advertisement will be further expanded upon later in the discussion.

The strategy to generate attention, excitement, and anticipation prior to the release of advertisements during the Super Bowl, and is a tactic companies can no longer ignore. It is essential to fight for the attention of the viewers, and stand out above the competition due to the heightened excitement for ads alone. The preview advertisement a few days in advance to game day has proven to be a useful strategy, but some companies have taken it upon themselves to involve customers more and take creativity to a new level. Coca-Cola has taken a lead in implementing new tactics that have revolutionized the marketing strategy during the Super Bowl. For the 2016 Super Bowl, Coca-Cola decided to forego the "preview advertisement" strategy,

and came up with a more affective idea for the campaign (Whiteside 2016). Their ad featured a face-off between two Marvel Superheroes (Ant-Man and the Incredible Hulk). To generate excitement and anticipation prior to the release of their ad on game day, they decided to partner with Reddit to drive social interactions between Reddit's 240 million users. They prompted the question, "What Marvel Super Hero matchup would make the best Big Game commercial?" and left it up to customers to debate their preferred matchups. Coke also decided to partner with Postmates, an on-demand delivery app, who delivered the limited-edition Coca-Cola cans featuring the Marvel Superheroes. The line never went on sale, and only 100,000 were made, and the cans were ordered within 100 seconds of release. Coca-Cola's innovative strategy surpassed the traditional methods of generating buzz around their campaign and positively getting people to talk about what could potentially air during the Super Bowl (Whiteside 2016). Their creativity worked as a catalyst to stand out from the competition and get customers excited. Engaging the audience through social media and generating online buzz is a necessity for brands to be successful in advertising during the Super Bowl. There is incomparable pressure placed on commercial success with such an incredibly large, attentive audience and the expensive cost associated in the investment. Brands have to utilize all channels possible, indicating that traditional television-advertising and social-media strategies must be viewed holistically and not as mutually independent strategies (Spotts 2014).

Super Bowl Ad Criteria: What Characteristics to Consider

As previously discussed, earning a time slot during the Super Bowl comes with a substantial price tag. Maximizing the impact of the advertisement aired is of utmost concern to both brands producing the ads and researchers curious as to what elements are most impactful (Kim, Freling, and Grisaffe, 2013). Advertisements that are most liked and memorable, generate

the most post-game buzz (Spotts 2014). In order to generate the buzz so desired by brands, researchers have investigated what brings about the most social transmission, engagement, and sentiment in order to better aid brands with such predictions (Dietz 2016). Advertising has the ability to affect a range of a customer's motivations, feelings, and behaviors. Batra and Holbrook conducted a study to establish a hierarchy that spans a range of the potential effects of advertising. The hierarchy acknowledges advertising's potential to affect: viewership, attention or exposure, judgements or beliefs, cognition, attitude toward a brand, and finally, behavior sales (1990). These potential elements are vital for any company to succeed, which give reason to place heavy concern in the advertisement content that is released to such a massive viewership.

Releasing a winning ad is a nonnegotiable. "Winners" are those that incorporate the right tone, get people talking, and engage the audience in a way that shows the brand truly understands their customers (Alberti 2016). As discussed earlier, getting people involved in online conversation convinces individuals that they are directly a part of a company's brand. When companies convey that they genuinely know their customers and want to satisfy their needs, there is evidence for better business results (Alberti 2016). The more money spent does not necessarily put a company ahead of their competitors. A brand must infuse the voice of its customers. Examples of exceptional winning advertisements over the past five years include Microsoft and Always. Microsoft computers wouldn't seem to be a top competitor given the tough competition with Budweiser, Coca-Cola, and others who promote appealing social lifestyle advertisements. However, Microsoft demonstrated the relevance of their technology and how it shapes consumer lives and has the power to unite people. Always released its inspiration #LikeAGirl campaign which gives girls confidence that they are strong and competent of

anything (Alberti 2016). Brands need to keep up with the trends of the world and recognize what resonates with consumers and those viewing their advertisements.

Now that we have addressed the significance of creating a successful advertisement, we will move on to discuss the concrete criteria that drives an advertisement to success. Researchers have conducted a number of studies to determine what specific content should be implemented. Emotional arousal is one of, if not the most important element to focus on. Online interaction is influenced heavily by viewers' physiological and emotional arousal when they first view the advertisement, as well as when they re-view the content online (Heilman 1997). Physiological arousal is characterized by activation of the autonomic nervous system and is essential in gaining attention and motivating people's behavior (Heilman 1997). Thus, brands need to target people's emotions, and unusual emotions, such as pride, nostalgia, and amazement resonate with viewers most. Emotional advertising attempts to get people to feel good about the product they are trying to sell or creating a brand people relate to (Cutler 2000). Such advertisement typically focus on evoking humor, romance, arousal, surprise, and other positive feelings (Kelley and Turley, 2004). Findings indicate that people's brains seem to respond more to Super Bowl ads when they are aroused by the emotion infused throughout the ad (Dietz 2016). This state of arousal impacts how an individual's brain encodes the content and encourages the transmission of content through social media (Dietz 2016). Berger indicates that there is a direct correlation between emotional arousal and the social transmission of information, such as sharing online links (2011). Although individuals may share content for a variety of reasons, including self-enhancement, philanthropy, and interchange, more emotionally charged content enhances arousal companies try to target (Heilman 1997). Sporting events, like the Super Bowl, are incredibly emotional as is. Brands that can tie in feelings of national pride, inspiration, excitement, and enthusiasm in

their ads that are already incorporated into the event give themselves the opportunity to enhance viewer engagement and be ahead of competition (Prywes 2015). It is evident, that targeting individual's emotional state, directly impacts neurological activation which in turn, motivates people's behavior.

Furthermore, Prywes suggests to avoid casting celebrities in ads. Celebrities featured in past Super Bowl advertisements have resorted in some of the lowest recorded brand recall scores (2015). Timing is another crucial element to consider. Viewers will get confused if too much information is exposed in such a short amount of time. Depending on which emotion is triggered, the length of time may vary. Surprise and humor may be triggered quickly, but sadness and nostalgia take a bit longer to convey. Budweiser recognized the importance of this element and aired a longer 60 second advertisement in order to successfully elicit elements of happiness, sadness, and warmth (Prywes 2015). The elements of an advertisement are essential to capitalize on and have an immense impact on the overall effectiveness of the ad. Advertising effectiveness is the degree to which a company's advertisement accomplishes their intended goals of inducing a consumer to like a brand, improve the image, or motivate a consumer to purchase the product (Okazaki, Taylor, and Zou, 2006). It's an unparalleled opportunity that can resort in massive return on investment, which will now be addressed in the following section.

Super Bowl Ads: Return on Investment

Thus far, this paper has repeatedly recognized the large price tag associated with Super Bowl advertisement. We will now discuss if it's a cost effective strategy, and what outcomes can be expected if advertisers utilize the vast viewership, focus on consumer engagement in the days leading up to the ad release, and implement the right content in their ads. In today's world a 30 second ad can launch a 30 to 60 day campaign that delivers an incomparable audience, which

gives the Super Bowl one of the best values of all time (Miller 2015). Throughout the paper, we have discussed the impact advertisements have on overall viewership and customer engagement. However, advertisements featuring new product or brand information aired during the Super Bowl grabs the attention of investors as well (Kim 2003). People make decisions based on information available, and many resort common choice heuristics (Grinbatt and Keloharju, 2000). The Super Bowl is likely to trigger some common heuristics such as, an availability heuristic and a salience heuristic (Kahneman and Tversky, 1973). Availability allows people to judge criteria by the ease with which relevant instances come to mind (Baumeister and Bashman, 2008). Large scale events (i.e. the Super Bowl) are much more memorable and retrievable from memory making it easier to recall when making an investment decision. Super Bowl advertisements are also likely to activate a salience heuristic because it is such an outstanding form of providing information. Findings show that Super Bowl ads ranked higher on Ad Meter coincide with higher stock returns (Chang, Jiang, and Kim, 2009). Although Ad Meter cannot be viewed as a measure with strong validity or reliability, given that the sampling consists of volunteers willing to rank ads, a relationship still exists between stock price performances and consumer attitudes toward the ads aired during the Super Bowl (Kim 2003).

News-based investment strategy assumes that stock prices respond very quickly to new information (Kim 2003). Effective advertisements have the potential to raise sales or build positive brand perception, which investors recognize and incentivizes them to be a part of. Realizing the power of consumer responses to Super Bowl advertising is essential because it gives insight to investor decisions, as well as, customer equity, product market outcomes, and ultimately the firm value (Raithel, 2016). The concept of customer-based brand equity is based on the notion that the brand influence comes from consumer insights (Keller 2003). The experiences

people associate with a brand over time ultimately defines the brand itself. Changes in customer-based brand equity correlate positively with abnormal stock returns (Raithel, 2016).). Studies show that Super Bowl ads can be worth the large investment, but only if they enhance the way a customer views the brand as a whole. Researchers and advertisers recognize how many of these non-financial measures included in marketing effectiveness can influence the financial performance measures such as sales, profits, and shareholder value (Raithel, 2016).

At a cost of \$4.5 million or \$150,000 per second for the airtime, the Super Bowl appears to be a very costly investment (Miller 2015). It is true that the Super Bowl is a lot more expensive than it used to be. In 2014, Bloomberg Business Week compiled data showing that the Super Bowl viewership has in fact tripled in number since 1967, but the cost of advertising during the game has increased one-hundred fold (Miller 2015). Even at these very high prices, however, the Super Bowl is still cost-effective. The cost actually lines up with most regular primetime program advertising. The cost per thousand for most primetime programs is \$35, which compares respectively the \$37 cost per thousand for advertisements aired during the Super Bowl (Miller 2015). The Super Bowl is no more expensive than good primetime viewing throughout the year, and can be argued that it is more cost-effective since brands are engaging such a large audience (Miller 2015).

Literature Summary

The Super Bowl is the largest, most crucial annual advertising event. It captures the broadest, most engaged audience brands can find. This knowledge incentivizes companies to release ad campaigns, in hopes of driving media buzz, positive brand image, and overall firm value. Marketers support that Super Bowl advertising enables brands to reach a large, captive audience, significant post-Super Bowl publicity, and a word-of-mouth after effect (Kim 2003).

Studies suggest that advertising campaigns also have a significant intertemporal effect on sales because it influences consumer habits and attitudes (Broadbent, 1993). Determining what actions and content are necessary for overall advertisement effectiveness in order to release a winning ad. The Super Bowl broadcast instigates a novel framework for advertising effectiveness, considering most of the commercials aired are original advertisements, and there is not guarantee as to how the audience will respond (Groza, 2015). Taking into consideration the past successful campaigns, the trends of the market, and the potential positive impact, there is an unrivaled prospective return on investment that is especially appealing to brands. James Miller concludes, “The new rules of the game mean it takes more money and more effort to make the most out of the Super Bowl investment. It provides advertisers with greater value than ever before. It could be the best \$4.5 million you’ve ever spent” (2015).

RESEARCH METHODOLOGY

Previous literature and studies have identified that there is a benefit to those companies that produce exceptional advertisements to be released during the Super Bowl. It is evident why there is so much weight placed on the event due to the vast audience that pays special attention to the advertisements themselves, which does not exist for any other nationwide broadcast. It makes it clear as to why the brief air-time accumulates such costly expenses. Prior studies have also examined the shift towards a focus on generating social media buzz conversations, and direct stock price effects that result from winning advertisements. By sifting through studies and literature, there appears to be a gap of what characteristics of an advertisement resonate with customers, and which characteristics affect which demographics. Studies have addressed that shock, and unusual emotions infused in an advertisement trigger desirous responses, but there is ambiguity that this study will address. This study’s overarching goal is to determine how

companies can capitalize on costly Super Bowl advertisements. Therefore, our primary research focuses on what advertisement characteristics resonate most with customers and the responses that result directly due to these characteristics.

Procedures

To verify these statements, an online 22 question survey was distributed nation-wide over the course of a month (February to March 2017). We completed a convenient sample. Respondents were recruited via Facebook, twitter, and LinkedIn shares, as well as through e-mailing and text messaging to staff members from a small private high-school in Memphis, Tennessee, as well as professors from TCU, who each distributed an online survey link within their respective networks. All responses remained confidential.

Hypotheses

Before conducting primary research, we proposed a number of hypothesis of what we predicted would result from the questionnaire distributed.

H1: People watch the Super Bowl with at least one other person.

H2: People are interested in watching the Super Bowl commercials.

H3: There is a difference between gender/age groups and those who are interested in watching Super Bowl advertisements.

H4: There is an association between gender and those who are more interested in watching the commercials than the game.

H5: There is a difference between gender/age groups and those who liked specific advertisements aired during the 2017 Super Bowl.

H6: There is a relationship between those who anticipated commercials before they were aired and those who shared thoughts/clips on social media.

H7: There is a relationship between those who were more interested in the advertisements than the game and those who shared on social media.

H8: There is a relationship between gender and those who shared on social media.

H9: People deem certain characteristics more important in an advertisement than others.

H10: There is a positive association between well-like Super Bowl advertisements and purchase behavior.

Participants

Once gaining approval from the Institutional Review Board, 667 participants responded to the survey regarding their reactions and participation with advertisements released during the 2017 NFL Super Bowl. There was no specific demographic required to take the survey, other than the respondent had to live in the United States and be at least 15 years of age with the idea that the youngest participant would at least be in their first year of high-school. Of the 667 respondents, 247 indicated they were between the ages of 21 to 26 (41.51%), and 187 indicated they were 41 years old and older (31.43%). Remaining percentages were spread relatively evenly across ages 15 to 20, 27 to 30, 31 to 35, and 36 to 40 years old. 407 participants were female (68.4%), and 188 were male (31.6%). The largest percentage of respondents reside in the South Central region (243 respondents, 40.84%), followed by the Gulf States Region (183 respondents, 30.76%). Remaining regional locations were all represented by at least 6 respondents, but no percentages greater than 6.72% of participants resided in other regions. *See survey on page __*

Measures

Once giving consent to participate in the research, respondents answered questions addressing 6 areas of interest: (1) if they watched the Super Bowl and how many people they watched with, (2) their overall interest in the advertisements aired during the event, (3) their level of involvement with ads before, during, and after the event, (4) their overall level of satisfaction of selective advertisements aired during the 2017 Super Bowl, (5) whether or not Super Bowl advertisements have an effect on purchase decision, and (6) what characteristics are most appealing during an advertisement. Respondents were also prompted to provide their demographics including age, gender, and geographic location.

RESULTS

I. Viewership

The first step we determined was the percentage of the sample who watched any portion of the Super Bowl. They could have watched the entire game including the commercials, or solely one or two ads, but the idea was to gain an understanding if the stigma of this event had an effect on the sample size collected. Of the 667 people who completed the survey, 87.37% watched the 2017 Super Bowl. *See figure 1.* This data gives reason to believe that this is a nationally recognized event that people are interested in being a part of, whether it's for commercials or game. Of those who watched more than 90% watched with at least one other person. *See figure 2.* We can then assume that people who are watching the game are most likely watching it with at least one other person.

II. Interest Level in Commercials

In terms of level of interest, respondents were prompted to indicate their level of interest on a 5-point likert scale. More than 70% of respondents indicated at least some level of interest. *See figure 3.* 37.67% indicated that they were more interested in watching commercials than they were the actual game. *See figure 4.* These results coincide respectively to Alberti's study who indicate 25% are more interested in commercials than the game itself.

In order to determine if there was a difference in the level of interest between demographics, we ran two ANOVAs through SPSS to dictate the differences. A one way repeated measures ANOVA did not show a significant difference in the level of interest in commercials between men and women or between age groups. Ages 15 to 20 mean was 3.9, 21 to 26 was 3.8, 27 to 30 was 3.74, 31 to 35 was 3.9, 36 to 40 was 4.09, and 41 and above was 3.85. Post hoc paired t tests between all age groups suggested that there were no highly significant differences ($p=.69$). The results cannot be regarded as significant for a difference in interest level between age groups. As for gender, similar data results. The male mean was 3.83 and the female mean was 3.85. Post hoc paired t tests between genders did not show significant differences ($p=.844$). Judging from a .05 significance level, we can conclude that there is not a statistically significant difference and we retain the null hypothesis that there is no difference between demographics and those interested in the advertisements. *See figures 5 and 6.*

We also tested if there was an association between gender and those who reported greater interest in commercials than the game. A significant relationship was present with chi square = 47.423, $df = 1$, $p = .000$. The null hypothesis that there is no association between gender and those who were more interested in commercials than the game may be rejected. We can conclude

that there is an association and assume that women were more interested than men since 83.9% who responded were women. *See figure 7.*

III. Buzz Conversation Involvement

Buzz conversation and social media are incredibly powerful in today's society. We wanted to test which of the participants interacted in buzz conversation, and which advertisements created the most buzz response. 40.87% of respondents indicated that they were anticipating at least one commercial prior to the official airtime during the Super Bowl, which they became away of through other people talking about commercials (33.62%), the ad being released before the event (48.28%), through social media (47.84%), and/or another form of promotion (37.07%). *See figures 8 and 9.* With prior knowledge of the power social media has, and the conversation it generates, we asked respondents if they participated in any social media conversation. 27.42% said that they did participate in social media conversation at some point before, during, or after the 2017 Super Bowl. *See figure 10.*

We also tested if there was an association between those who were anticipating commercials, and those who participated in social media conversation. There was a moderately-significant relationship with chi square = 3.51, df = 1, and $p=.051$. The significance level indicates that there is a relatively moderate statistical relationship between those who were anticipating commercials and those who participated in social media. *See figure 11.* A separate analysis was conducted to see if there was a relationship between those who were more interested in the commercials than the game and those who shared on social media. A significant relationship was present here with chi square = 15.385, df = 1, and $p = .000$. *See figure 12.* The null hypothesis that there is no relationship between those who were more interested in the advertisements than the game and

those who shared on social media can be rejected, and we can conclude that there is a statistically significant relationship between the two.

We hypothesized that there was an association between gender and those who shared on social media. A chi-square test indicates that there is an association with chi square = 4.113, df = 1, and $p = .043$. *See figure 13*. We are able to reject the null, and conclude with a 95% confidence level that there is an association between genders and those who shared on social media. The descriptives also told us that 21.3% of those who indicated they shared on social media were men and 78.7% were women. This data lines up with the previous tests conducted. We made assumptions of each of the following: women were more interested in commercials than the game than men, people who were more interested in the commercials than the game were more likely to share on social media, and women were more likely to share on social media than men.

We also asked respondents which of the commercials they shared via social media. The most shared ad according to our respondents were Budweiser (47.17% of those who shared), Mr. Clean (30.19%), Airbnb (26.42%), Coca-Cola (22.64%), and Audi (20.75%). 69.81% of respondents also specified that they shared via Facebook. *See figures 14 and 15*. We then compared this data to the national data of which ads received the most social media shares. At the top was Budweiser with 435,892 shares, followed by Mr. Clean with 226,767 shares, Airbnb with 155,971 shares, T-Mobile with 155,070 shares, and Audi with 132,606 shares.

IV. Level of Satisfaction with 2017 Advertisements

Respondents were then prompted to rate 15 different commercials that were aired during the 2017 Super Bowl. The ads included a variety of characteristics, and evoked a range of different

responses and emotions. We made sure to include at least one ad that contained one or more of the following characteristics: humor, nostalgia, politics, women empowerment, celebrity cameo, national pride, romance, and conveyed appealing social lifestyle. We also wanted to incorporate ads that ran for different lengths of time, as well as ads that were both ranked poorly and exceptionally on a national level.

Results showed that the most highly rated advertisements on a scale of 1 to 10 included: Budweiser (7.5), Kia (7.2), and Honda (7.2). The lowest rated advertisements included Wix (6.4), Intel (6.4), and T-Mobile (6.1). *See figure 16*. These rankings were compared directly to the national recognized Ad Meter that people voluntarily choose to rank advertisements aired during the Super Bowl. 2017 Ad Meter data resulted in the following highest rankings (of the 15 that were chosen for the sample study we conducted): Kia (7.5), Honda (7.0), Audi (6.9), and Budweiser (6.9). The lowest rankings included: Wix (5.3), T-Mobile (5.1), and Intel (4.9). The data demonstrates that the convenient sample's results matched rather accurately with the nationally recognized data results. There can be no statistical conclusions, but observation implies this information.

We also ran a one-way ANOVA, which showed significant differences between gender and which ads were more favorable. There were 9 statistically significant differences between men and women of the 15 ads that were displayed. For each of the 9 commercials, women had higher means than men. *Means and significance levels displayed in figure 17*. Results can be regarded that there is a difference between gender and the general liking of these specific advertisements.

One-way ANOVA showed significant differences in age groups with 3 of the 15 advertisements. Each of the 3 resulted in means where younger generations ranked the commercials higher than the older age groups. *Mean and significance levels displayed in figure*

18. Results can be regarded here as well that there is a difference between age groups and the favorability of these specific advertisements.

V. Effect on Purchase Decision

We asked participants if any of the 2017 Super Bowl advertisements had an effect on their purchasing decisions. 86.26% reported that it had no effect. 81.61% of participants also indicated that they were not likely to purchase a product based on their liking from a Super Bowl advertisement. *See figures 19 and 20.* These results allowed us to assume that Super Bowl advertisements have little to zero effect on customer's purchasing behaviors. However, 75.10% did indicate that the advertisements had an overall effect on their perceptions of the brand producing the commercial. *See figure 21.*

VI. Most Appealing Characteristics

We asked respondents to indicate what they felt the most important characteristics were in a Super Bowl advertisement. Participants were asked to select 3 of 12 options displayed. Humor was by far the most often selected characteristic, followed by amazement, nostalgia, and national pride. *See figure 22.*

DISCUSSION

The results formulated from our research and analysis allowed us to propose a number of assumptions and conclusions. The Super Bowl is clearly a nationally recognized event. The majority of viewers watch the event with at least one other person, and these people are also interested specifically in watching the commercials. Some are even more interested than the game itself, which we found through previously conducted studies as well. However, we found that there is no statistically significant difference in demographics between those who are

interested. Men and women are equally interested, as well as an array of different age groups care about watching the Super Bowl commercials. We found this result interesting since we expected a difference in interest levels between demographics. However, we can assume that more women have placed more interest in the commercials than the game based off of our results. People are also anticipating the commercials prior to the event mostly due to pre-released ads, and social media. Companies should capitalize on social media, and work in this area predominately. It is causing the most anticipation and pre-game buzz conversation.

There are 30% of people that are participating in social media conversation and a moderate association between those who were anticipating and those who participate. Companies may want to capitalize on this and continue to focus on the anticipation of the Super Bowl commercials. The buzz conversation analyses were especially interesting because they coincided with one another. We made assumptions that women indicated they were more interested in the advertisements than the game itself, those who were more interested in the advertisements were more likely to share on social media, and women were more likely to share on social media.

The ads that people are sharing are those that aren't necessarily the most well-liked or receive the highest rating. Budweiser has an established reputation for creating heart-felt well-liked Super Bowl advertisements and has succeeded in this way. They evoked very unique emotions of nostalgia and national pride in the 2017 commercial, which resulted in great rating and the most shares. Mr. Clean, however, was not necessarily the highest rated ad, yet received the second most shares. It was a rather strange, humorous, even uncomfortable ad that surprised people and got them talking about it. Airbnb with the third most shares acknowledged a sensitive subject in politics of welcoming refugees into America, which also got people talking and sharing. Finally, Audi with a substantial number of shares hit on a sensitive issue, as well, and

evoked a sense of women empowerment. These advertisements found unique qualities to utilize and incorporate in order to create an impression and get people to participate in discussion. People don't necessarily know what they want or what they are looking for in a commercial. People may indicate that they like certain characteristics, and say that certain characteristics are more important to them than others but this does not necessarily mean commercials incorporating these characteristics will create an impression. The characteristics that surprise people and offer something new cause conversation and an altered perception. Viewers talk about the ads that convey unique traits and themes, even if they do not enjoy the commercial.

We also found that more women are ranking advertisements higher (both in the sample and on a national record). This is potentially because women have indicated that they have more interest in the ads themselves than the game, which is causing more attention and scrutiny in the rankings. Our research also told us that there is little to no effect on purchase decision based off of Super Bowl ads. Only 13% say that they would be willing to purchase a product due to the commercial aired for that brand. However, this doesn't tell us anything about their actual behaviors, which is incredibly more difficult to influence. If companies are investing in Super Bowl commercials to get more people to buy their products, they will probably have a difficult time. Their focus should be a shift towards influencing people's perceptions of their brand since 75% indicated the commercials affected how they perceived the overall brand. Future studies may want to look into what marketing strategies have the most effect on purchase decisions. We see a lot of potential in social media and creating impressions on customers. As airtime for commercials dwindles and becomes more expensive, companies will need to find a new tactic to alter customer perceptions.

Limitations

There were a number of limitations that hindered some further conclusions. We were limited to a convenient sample in order to make these conclusions. Respondents were recruited through the access of networking and social media, which resulted in the majority of respondents falling in the age group of 21 to 26 and being from the South Central Region and the Gulf States Region. We did not have access or the ability to reach the millions of people who watched the Super Bowl in February 2017, which limited many of our conclusions to the 667 who participated in the survey.

There were a few questions we failed to address that limited some of our conclusions. We did not ask respondents if they were more interested in the game than in the commercials aired during the Super Bowl. This information would have allowed us to run an ANOVA test to see if there was a difference in genders or age groups and further our conclusions. It would have also given more insight as to why women are ranking advertisements higher than men.

We also failed to measure people's actual purchase behavior. We asked their willingness, but we don't know who actually purchased products due to the ads that they watched during the 2017 Super Bowl. We can only assume that people's behavior was less affected than their intentions.

IMPLICATIONS

The goal of this report was to determine how companies strategize to formulate affective Super Bowl advertisements and to answer the question if the benefits truly out way the costs. We have compiled some implications based of the research we completed as to where companies who are looking to invest in this expensive investment can go from this point forward.

Companies who plan to run a Super Bowl ad campaign should target the interests of women and younger generations. Evoking the interests that women and younger generations generally appreciate and resonate with will generate more response and conversation. They are more interested in the commercials, giving higher ratings to Super Bowl commercials, and are also the ones who are sharing posts on social media. This implication leads right into the following.

The goal in creating a Super Bowl commercial needs to be on generating buzz and shares on social media. The focus on creating an incredibly well-liked ads needs to shift to move past the commercial elements. Society is not influenced by the commercials themselves necessarily, but the buzz generated around it. Social media holds incredible power. People recognize buzz and pay attention to what is being shared. More shares sparks more interactions and conversation. Millions of shares alter perceptions and associations with company brands. People like to feel involved and a part of the brand. Pre-release teasers and campaigns should continue to be incorporated in campaigns because the anticipation they create directly relates to people sharing on social media. “Well-liked” commercials don’t always create the most attention. T-Mobile was one of the lowest ranked advertisements released, yet it generated one of the highest number of shares. The Mr. Clean ad was not ranked especially high either, but it made an impression on viewers that caused people to want to share and talk about.

Ultimately, we decided there needs to be a cutoff price for Super Bowl advertisements. Costs will continue to rise due to the minimal live television airtime, and especially one where an audience pays attention to commercials. There are more effective, profitable ways companies can influence consumers that companies can incorporate.

CONCLUSION

The Super Bowl is one of the most well-known U.S. sporting events that millions of people gather together annually to be a part of. Beyond team rivalries, touchdowns, and celebrity half-time shows, commercials play an immense role in the stigma of the event. The majority of viewers have some interest in watching commercials aired during the Super Bowl, and numerous companies have capitalized on the opportunity to reach such a large, invested audience. The stakes are incredibly high for the opportunity, in that costs to air a 30 second advertisement can cost upwards of \$4 million, and a poorly designed commercial can lead to large losses, as well as vast public criticism.

The goal in our study was to determine how companies can make the investment worth \$4 million. We distributed a survey to 667 people nationwide and asked them to scrutinize the 2017 Super Bowl, provide their feedback in their level of involvement on social media in regards to the Super Bowl, and offer any additional information about the effects the commercials evoked. Many of our results matched with our hypotheses, but we were able to uncover a number of new realizations that may offer insight to companies looking to broadcast their brands.

We discovered that both men and women of all age groups are equally interested in the commercials that are aired during the Super Bowl, but women are more likely to place more importance on the commercials over the game. We also discovered women and younger age groups were giving Super Bowl advertisements higher ratings. Some of our most insightful results lied in how people were interacting on social media due to the commercials. The most shared advertisements, with the exception of Budweiser, weren't the highest rated ads. People responded to the commercials that evoked shock or a high-profile phenomenon occurring in society. We expected higher percentages of respondents to indicate Super Bowl commercials had

an effect on their purchase decisions. Results demonstrated that very little had any inclination to purchase products based off the commercials aired during the event.

We concluded that companies should target women and younger age groups when creating their commercials in order to create the most response. We also suggest companies shift the majority of their focus to generating buzz. The best strategy to formulate these conversations lies in incorporating unique, even strange characteristics in their campaigns. They need to do something original that grabs people's attention. Ultimately, however, we concluded that the benefits that result from investing in a Super Bowl advertisement do not outweigh the costs, and the costs will continue to rise exponentially each year. We recommend companies find new strategies to create impressions on their customers. We suggest future studies to look more into social media, especially Instagram, which holds immense power. Although entertaining and enjoyable to discuss, Super Bowl advertisements may not be the most profitable or strategic move for companies to relate to their target markets.

Figure 1

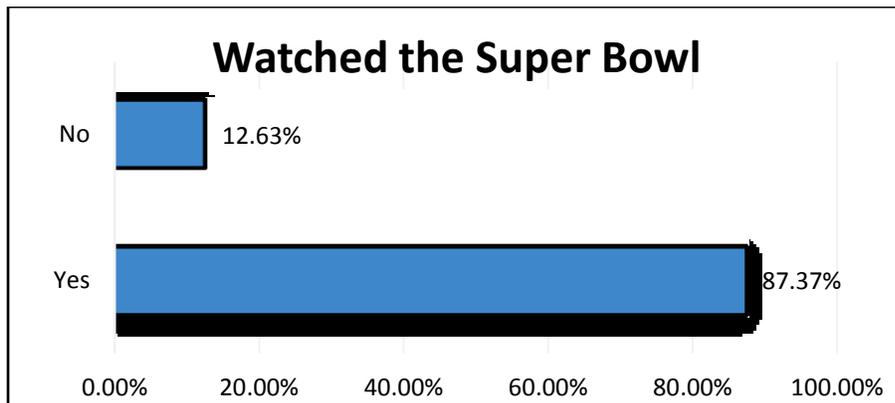


Figure 2

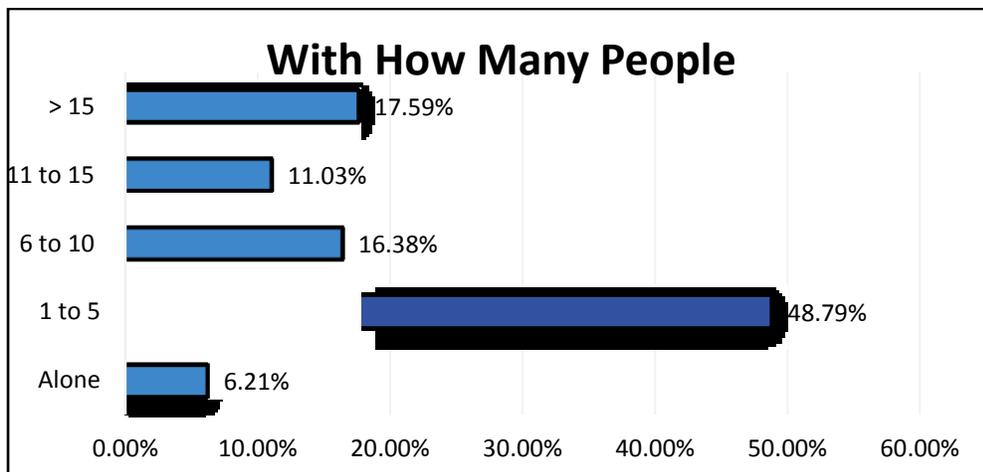


Figure 3

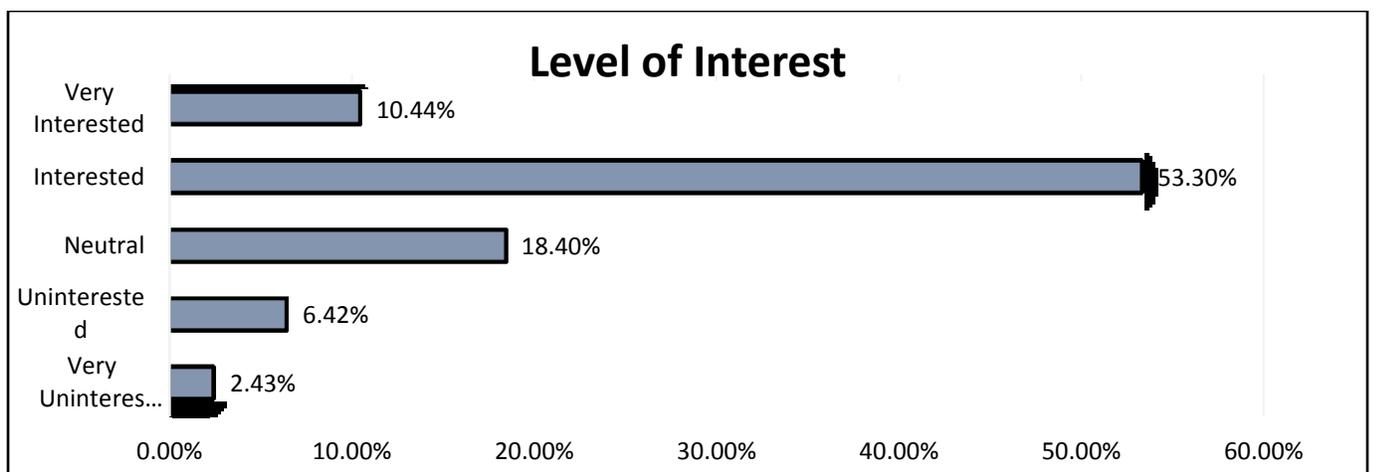


Figure 4

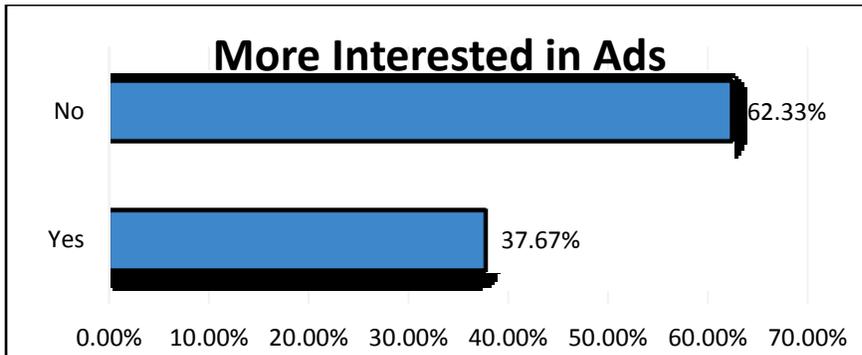


Figure 5

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
15 to 20	49	3.90	.797	.114	3.67	4.13	2	5
21 to 26	201	3.80	.878	.062	3.68	3.92	1	5
27 to 30	34	3.74	.898	.154	3.42	4.05	1	5
31 to 35	39	3.90	1.021	.163	3.57	4.23	1	5
36 to 40	23	4.09	.848	.177	3.72	4.45	1	5
41 and above	167	3.85	.909	.070	3.71	3.99	1	5
Total	513	3.84	.891	.039	3.76	3.92	1	5

Figure 6

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Male	178	3.83	.860	.064	3.70	3.96	1	5
Female	335	3.85	.908	.050	3.75	3.95	1	5
Total	513	3.84	.891	.039	3.76	3.92	1	5

Figure 7

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	47.423 ^a	1	.000		
Continuity Correction ^b	46.113	1	.000		

Figure 8

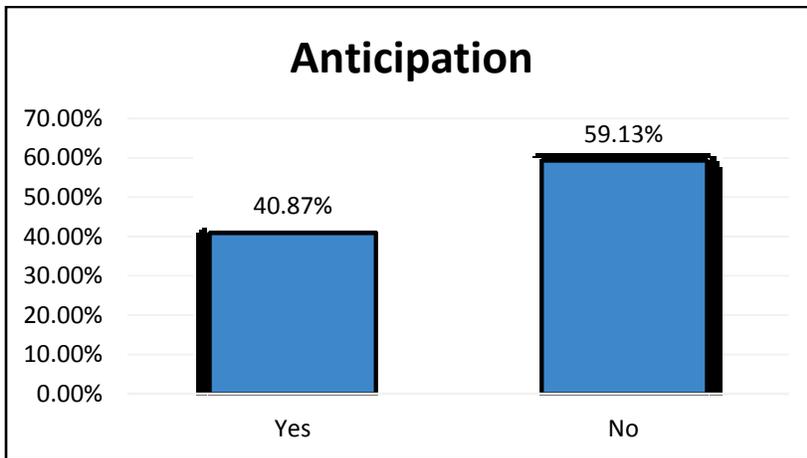


Figure 9

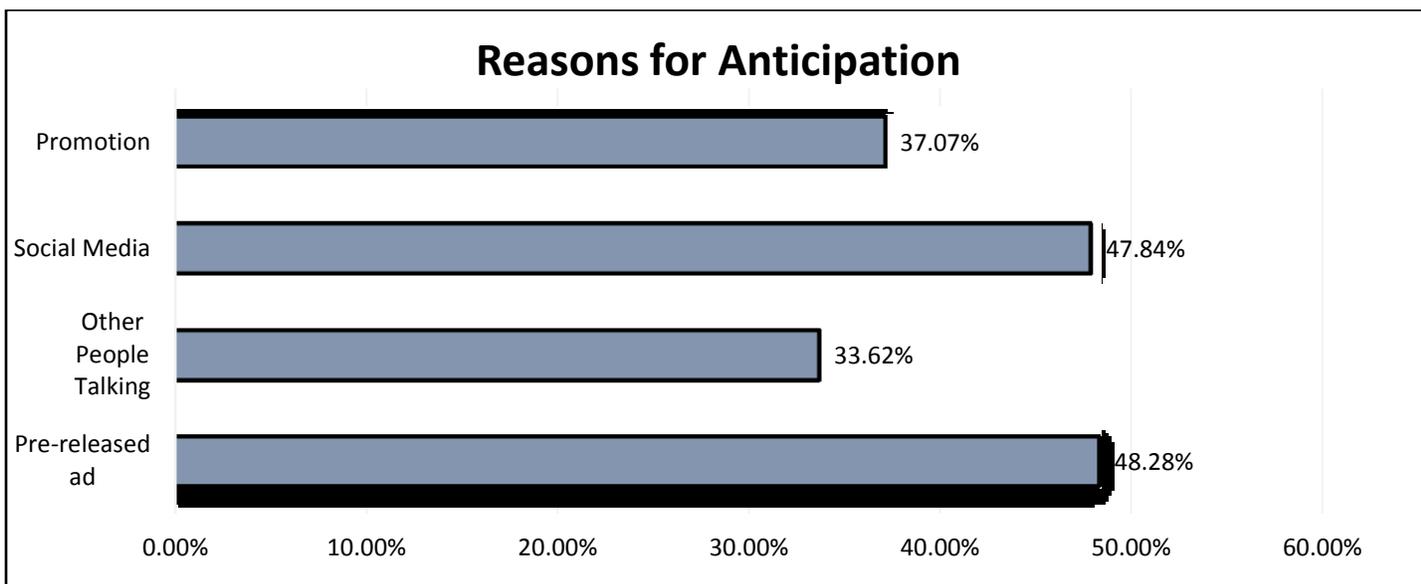


Figure 10

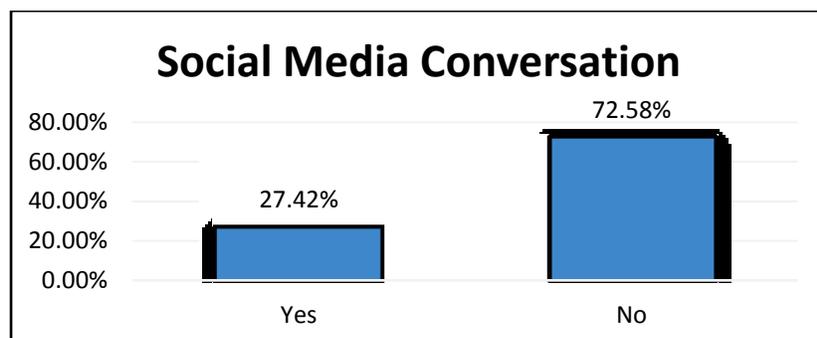


Figure 11

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.518 ^a	1	.051		
Continuity Correction ^b	2.989	1	.084		
Likelihood Ratio	3.455	1	.063		
Fisher's Exact Test				.077	.043
Linear-by-Linear Association	3.512	1	.061		
N of Valid Cases	569				

Figure 12

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	15.385 ^a	1	.000		
Continuity Correction ^b	14.238	1	.000		
Likelihood Ratio	14.804	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	15.358	1	.000		
N of Valid Cases	569				

Figure 13

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.113 ^a	1	.043		
Continuity Correction ^b	3.487	1	.062		
Likelihood Ratio	4.425	1	.035		
Fisher's Exact Test				.053	.028
Linear-by-Linear Association	4.105	1	.043		
N of Valid Cases	513				

Figure 14

Budweiser	47.17%
Mr. Clean	30.19%
Airbnb	26.42%
Coca-Cola	22.64%
Audi	20.75%

Figure 15

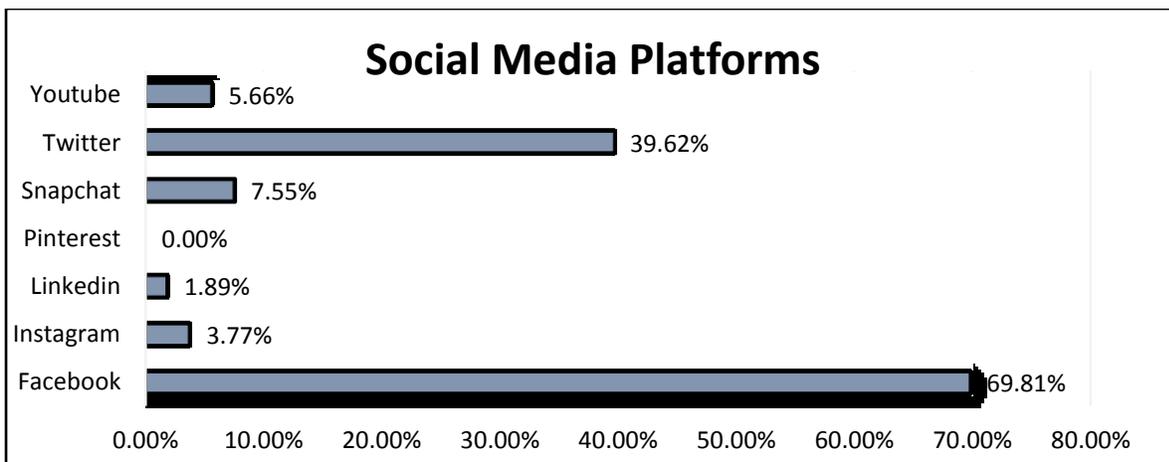


Figure 16

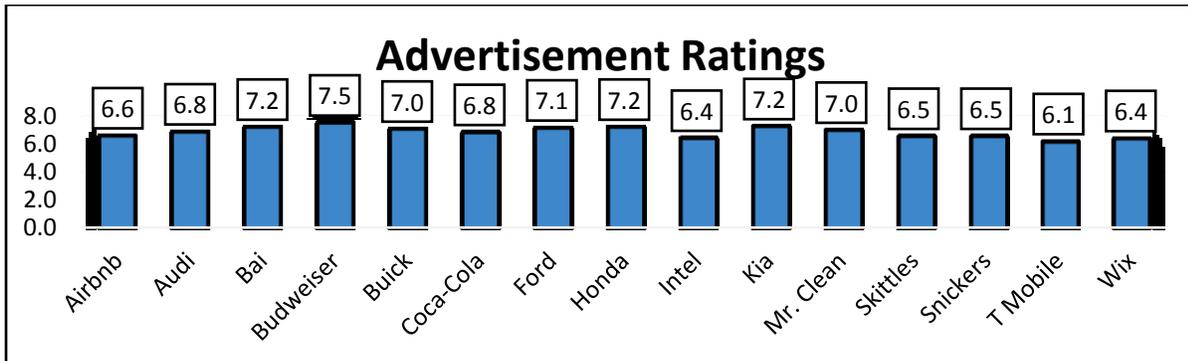


Figure 17

Commercial	Female Mean	Male Mean	P-Value
Airbnb	6.82	6.1	.000
Audi	7.1	6.3	.000
Bai	7.3	6.96	.035
Budweiser	7.64	7.2	.010
Coca-Cola	7.02	6.34	.000
Honda	7.38	6.84	.000
Kia	7.4	6.94	.006
Mr. Clean	7.14	6.6	.006
T-Mobile	6.3	5.92	.015

Figure 18

Commercial	Younger Ages Mean	Older Ages Mean	P-Value
Airbnb	6.9	5.84	.000
Audi	7.12	6.5	.045
Coca-Cola	7.04	6.44	.035

Figure 19

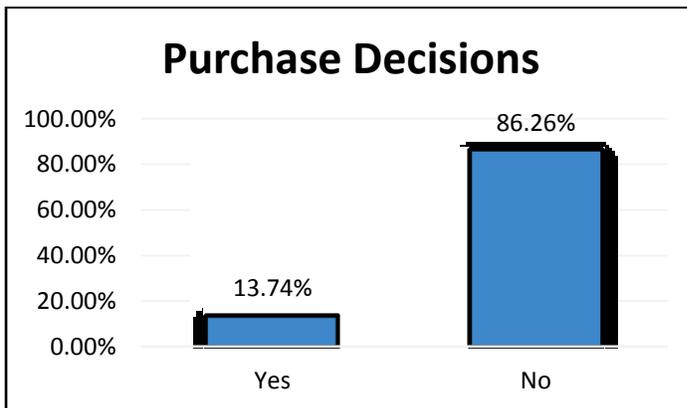


Figure 20

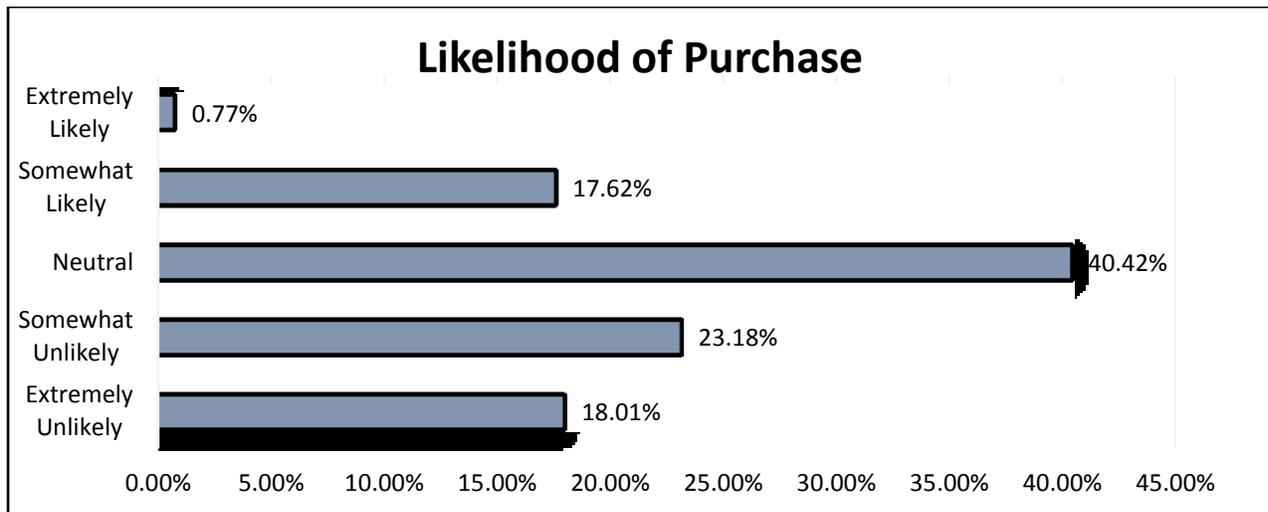


Figure 21

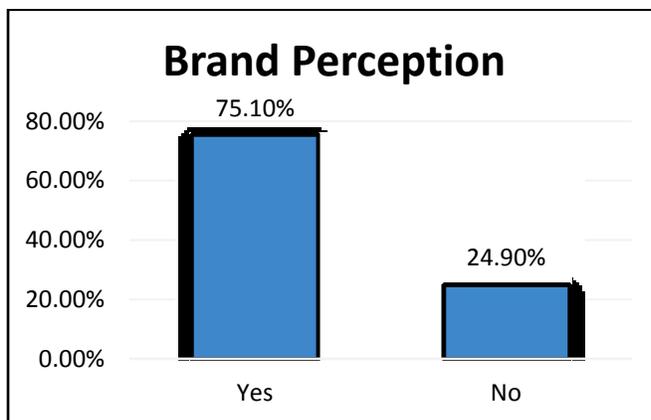
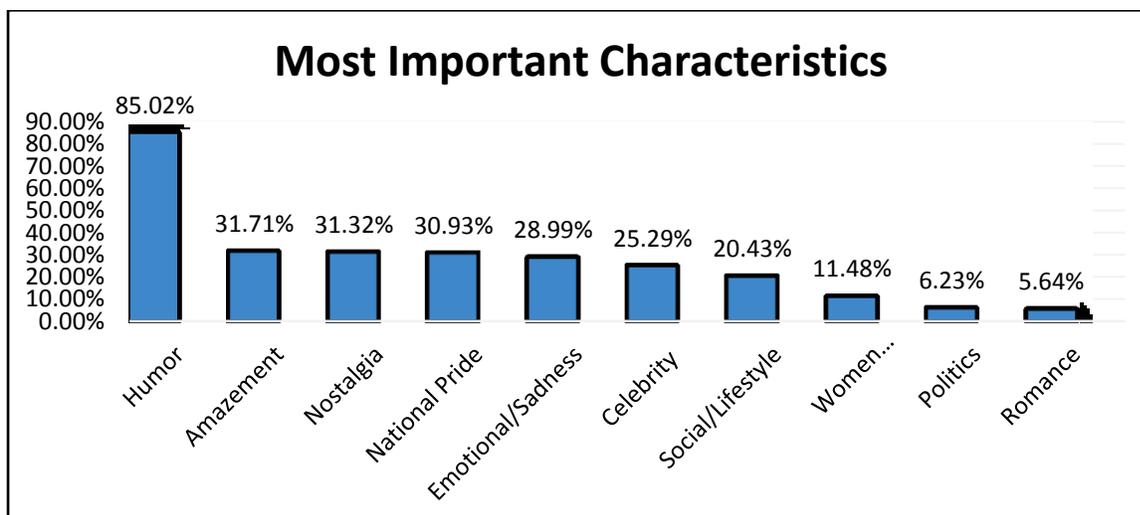


Figure 22



Q1 Consent to Participate in Research I understand that this research involves Super Bowl advertisements. I will be provided with information regarding the topic and then will be asked to respond to questions regarding this topic. This task will take me on average 5-10 minutes to complete. I have the opportunity to telephone the researcher with any questions that I may have. No discomfort is anticipated except for possible boredom with the task. The major benefits I will receive from participation in this research are increased knowledge of the Super Bowl and Super Bowl advertisements as well as increased familiarity with marketing research methods. I understand that my answers will be held strictly confidential. Responses will only be presented in aggregate form. This research is under the supervision of Dr. Bob Akin at Texas Christian University. His phone number is (817)257-5539. Please feel free to contact Dr. Akin if you have any questions. I hereby consent to participate in this research and understand the above procedure. Select "yes" to consent:

- Yes (1)
- No (2)

Condition: No Is Selected. Skip To: End of Survey.

Q2 Did you watch any portion of the 2017 Super Bowl?

- Yes (1)
- No (2)

Condition: No Is Selected. Skip To: How old are you?.

Q3 How many people did you watch the Super Bowl with?

- Alone (1)
- 1 to 5 people (2)
- 6 to 10 people (3)
- 11 to 15 people (4)
- more than 15 people (5)

Q4 Please indicate your level of interest in watching the commercials aired during the Super Bowl:

- Very Uninterested (1)
- Uninterested (2)
- Neutral (3)
- Interested (4)
- Very Interested (5)

Q5 Were you more interested in watching the commercials than the game?

- Yes (1)
- No (2)

Q6 Did you discuss the commercials with other people during or after the game?

- Yes (1)
- No (2)

Q7 Were you anticipating any commercials prior to the time they aired?

- Yes (1)
- No (2)

Condition: No Is Selected. Skip To: Did you participate in any social med....

Q8 What caused your anticipation for a particular ad before it was aired? Check all that apply

- Other people were talking about it (1)
- The ad (or part of the ad) was released a few days before (2)
- Social Media (3)
- Promotion for the ad itself prior to when it aired (4)

Q9 Did you participate in any social media buzz or conversation about a Super Bowl commercial before, during, or after the commercial aired? Check all that apply

- Not at all (1)
- Before (2)
- During (3)
- After (4)

Q10 Did you share any Super Bowl commercials or Super Bowl commercial articles via social media (i.e. Facebook, twitter, LinkedIn, etc.)?

- Yes (1)
- No (2)

Condition: No Is Selected. Skip To: Have you ever searched a Super Bowl a....

Q11 Please indicate what commercial(s) you shared or talked about:

- Airbnb (1)
- Audi (2)
- Bai (3)
- Budweiser (4)
- Buick (5)
- Coca-Cola (6)
- Ford (7)
- Honda (8)
- Intel (9)
- Kia (10)
- Mr. Clean (11)
- Skittles (12)
- Snickers (13)
- T-Mobile (14)
- Yellow Tail (15)
- Wix (16)
- Other (17)

Q12 Which social media platform did you use to share the advertisement?

- Facebook (1)
- Instagram (2)
- LinkedIn (3)
- Pinterest (4)
- Snapchat (5)
- Twitter (6)
- Youtube (7)

Q13 Have you ever searched a Super Bowl advertisement in the months following the Super Bowl game?

- Yes (1)
- No (2)

Q14 Please rate each of the following commercials based on much you liked each one:

	Really Disliked It (1)	Disliked It (2)	Neutral (3)	Liked it (4)	Really Liked it (5)
Airbnb (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audi (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bai (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Budweiser (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buick (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coca-Cola (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ford (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honda (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intel (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kia (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mr. Clean (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skittles (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snickers (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
T Mobile (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yellow Tail (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wix (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15 Did any of the 2017 Super Bowl advertisements make you consider purchasing the product?

- Yes (1)
- No (2)

Condition: No Is Selected. Skip To: Please indicate how likely you are to....

Q16 Please indicate which brand company made you consider purchasing their product:

- Airbnb (1)
- Audi (2)
- Bai (3)
- Budweiser (4)
- Buick (5)
- Coca-Cola (6)
- Ford (7)
- Honda (8)
- Intel (9)
- Kia (10)
- Mr. Clean (11)
- Skittles (12)
- Snickers (13)
- T-Mobile (14)
- Yellow Tail (15)
- Wix (16)
- Other (17)

Q17 Please indicate how likely you are to purchase a product based on your liking from a Super Bowl commercial:

- Extremely unlikely (1)
- Somewhat unlikely (2)
- Neither likely nor unlikely (3)
- Somewhat likely (4)
- Extremely likely (5)

Q18 Do Super Bowl advertisements affect the way you perceive the respective brand?

- Yes (1)
- No (2)

Q19 What characteristics in a Super Bowl advertisement do you like the most? Choose your top three responses:

- Amazement (1)
- Celebrity Appearance (2)
- Emotional/Sadness (3)
- History (4)
- Humor (5)
- Nostalgia (6)
- Politics (7)
- Romance (8)
- National Pride (9)
- Shock (10)
- Social/Lifestyle (11)
- Women Empowerment (12)

Q20 How old are you?

- 15 to 20 (1)
- 21 to 26 (2)
- 27 to 30 (3)
- 31 to 35 (4)
- 36 to 40 (5)
- 41 and above (6)

Q21 What is your gender?

- Male (1)
- Female (2)

Q22 Please indicate where you are from:

- Northwest Region (1)
- West Region (2)
- Southwest Region (3)
- North Central Region (4)
- South Central Region (5)
- Great Lakes Region (6)
- Gulf States Region (7)
- Northeast Region (8)
- Middle Atlantic Region (9)
- Southeast Region (10)

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