



## Super Bowl *Mobile* Scorecard

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## Background:

The Super Bowl is best known for the clash between the NFL's top two teams battling for their place in sports history. It is also a huge stage for advertisers. Non sports fans with no interest in the game will tune in just for the ads. Marketing industry folks, like ourselves, take things a step further and analyze the ads against specific measures like creativity and the use of digital.

In the past, ads were assessed for their use of search marketing. Companies looked to see if brands took advantage of the opportunity to buy paid search ads against their commercials, use custom landing pages and integrate that into their high-priced efforts. As social media began to rise, the focus shifted towards this channel to provide further engagement, additional content and drive online conversation.

As we look ahead to the future, we've decided to focus our analysis on the next biggest thing: mobile. Our review will look at how Super Bowl brands leveraged mobile to provide an enhanced experience. The results show that there's a long way to go for a lot of brands. We found that many used social media to further their marketing efforts, but few took advantage of the opportunity mobile presents.

## A Few Rules:

It's important that we define who we deemed "eligible" for consideration and who we felt should be excluded. We decided to exclude any advertisements for movies, NBC show promotions and local advertisers. We kept the focus on big brands. In that group are the usual suspects, but we decided to include the NFL itself as it should be considered a brand like any other. Use of mobile can be defined as the conspicuous inclusion of a mobile engagement element in the ad. This included QR codes, Shazam and text message prompts.

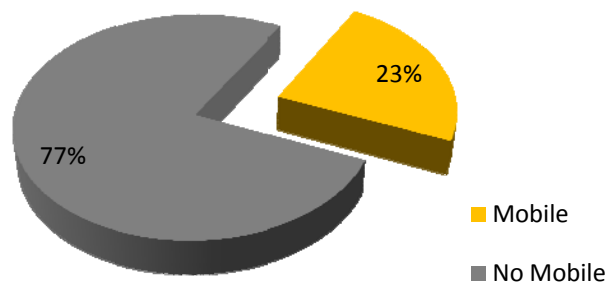
## The Analysis:

52 advertisements from 39 different brands were considered. Each ad was reviewed to determine its use of social media, mobile and at the very least, the inclusion of a website address. Points were assigned for the use of each element with additional weight given to the brands/ads that utilized mobile. The content and creativity of the ad did not factor into our decisions. Extra consideration was given if the advertiser was creative in what they provided users. We looked for extra content, custom landing pages and unique experiences that added value.

## Results:

Rank	Brand	Theme	Mobile Element
1		Confidence	Used Shazam to drive viewers to a dedicated landing page thanking you for helping raise \$1 for charity, prompting you to share on Twitter/Facebook/YouTube and to download the Cars.com mobile app.
2		Halftime Show	Used Shazam to drive users to a custom landing page with a free LMFAO remix, links to iTunes for Madonna's song/album, Madonna's mobile app and Twitter/Facebook sharing links.
3		Cloud	QR code took viewers to an extended video of the Super Bowl ad. Options included sharing, rating, subscribing and visiting the GoDaddy mobile site.
4		NFL Fantasy Football	Used SMS short code to send viewers a text asking them to sign up for the new Fantasy football game.
5		Elton John, Malanie Amaro, X Factor	Viewers who tagged the commercial with Shazam were given access to a free music video.
6		Reinvention	Viewers who tagged the commercial were given additional content including game stats, polls, sharing options and an opportunity to enter a sweepstakes for two Camrys.
7	teleflora.	Adriana Lima	Viewers who tagged the commercial were given a secret offer.
8		Better way to Buy a phone	BestBuy bought ad space on Shazam to promote their \$50 gift card offer.
9		Seinfeld	Viewers who tagged the commercial were brought to an NFL-themed landing page to get additional content and share.
10		Ferris Bueller	Viewers who tagged the commercial were brought to an NFL-themed landing page to get additional content and share.

**Brands that didn't use mobile:** Chevy, Lexus, Budweiser, Bud Light Platinum, Audi, Bridgestone, Cadillac, CareerBuilder.com, Century 21, Coca Cola, Doritos, Etrade, Fiat, GE, H&M, Hulu, Hyundai, Kia, Daimler-Chrysler, M&Ms, MetLife, Oikos, Samsung, Skechers, Suzuki, TaxAct, VW



← Tag (2/5) ↻

**GET A \$50 BEST BUY® GIFT CARD**  
WHEN YOU BUY A NEW PHONE

**Thanks for raising \$1**  
For Cars.com Cares!

Visit us on **Facebook**  
to vote for the winning cause.

**cars.com**

YouTube Share Super Bowl Ad >

Free Cars.com App >

← Tag (1/5) ↻

**Bridgestone Halftime Show**  
Featuring Madonna and LMFAO

**BUD LIGHT**

**GET THE FREE LMFAO REMIX**  
OF MADONNA'S NEW SINGLE  
WHILE SUPPLIES LAST • VOID IN TEXAS

**LMFAO**

**BUD LIGHT**

**BRIDGESTONE**

**ONLY 1 MILLION FREE DOWNLOADS**

**FREE LMFAO Remix** >

**Buy New Madonna Single** >

**Pre-order Madonna Album** >

AT&T 1:42 PM 68%

QR Codes Web URL ⓘ

GoDaddy.com EXCLUSIVE

New .COMs only \$7.99! [Click Here](#)

PLAY VIDEO

Too Hot for TV Internet Only Version: "The Cloud"

**BOOKING.COM** FREE APP ▶

179,000 Hotels Best Price Guarantee!

AT&T 1:53 PM 66%

Messages 696-35 Edit

NFL: Visit <http://nfl.com/fantasy> for info about the new NFL fantasy game. You could win \$1 Million. Msg & Data Rates May Apply

Subject

Send

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

.?123 space return

← Tag (1/7) ↻

Where There's Pepsi  
There's Music

Click Below to Watch Melanie's Music Video

PEPSI, the Pepsi Globe and WHERE THERE'S PEPSI, THERE'S MUSIC are trademarks of PepsiCo, Inc.

- Watch Music Video >
- Download Song >
- Watch TV Commercial >

← Tag (1/6) ↻

**GET A \$50 BEST BUY® GIFT CARD WHEN YOU BUY A NEW PHONE**

**Teleflora**  
Flowers Delivered Daily

**The BRIAN JONESTOWN MASSACRE**  
Their Paradise Wasn't a Paradise

- Save Now on Vday Flow... >
- Twitter

← Tag (1/8) ↻

**Toyota**  
The Big Game

Stats    FedEx. Rate Ads    Polls

- See the 2012 Camry >
- Twitter
- Facebook

## Results (cont.):

Though we reviewed 52 different advertisements, we only found four that contained mobile engagement elements in the actual ad. Eight other ads used mobile, but didn't include it in the ad's creative. This is very much inline with the beginning of a marketing channel's prominence. It is expected that brands will start to use mobile, but may not execute it correctly.

This was observed in 2005 when search marketing was still in an early stage in its integration with Super Bowl ads (and ads in general). As brands began to realize that we watch the ads and plug away on our computers, they began to embrace the concept. The adoption of social media took place in a more rapid fashion. It will be interesting to see how quickly mobile takes hold. Now that we understand how viewers watch the game and have their phone in hand, the opportunity becomes more readily apparent.

Cars.com not only produced a very creative and entertaining spot, but they seized the opportunity to keep the buzz going. Not only in terms of sharing the ad, but including a charitable contribution and driving conversation on Facebook. It was fun to discover the Shazam icon allowing me to interact with the ad and even more fulfilling to realize that I helped support a charitable effort.

The Bud Light/LMFAO halftime Shazam promotion was more of what I expected and that's why they didn't take the top slot. Not that it is meant to be negative in any way. As digital marketers, we have our ideas of what the user experience should be. The landing page included access to free content, links to iTunes and a sharing element. As it was tied into to a recording artist, it would be a major oversight to not promote their music. That said, it was still a smart use of mobile technology.

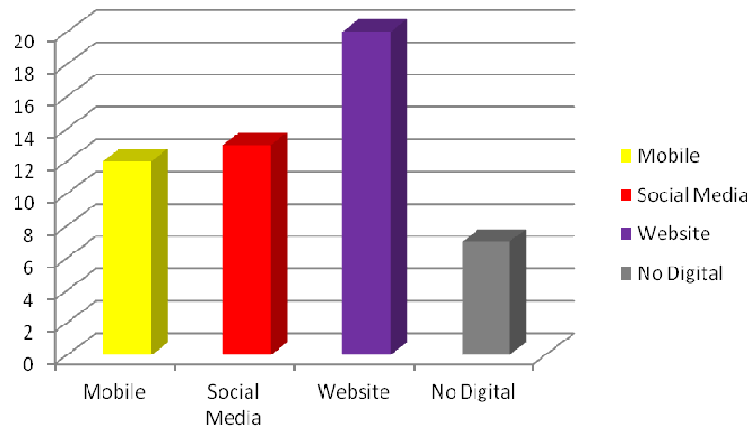
GoDaddy gets the third spot because they usually promote the extended versions of their commercials. This year they made the process more interactive with the use of a QR code. We applaud them for thinking to include the code as they are more "mobile" forward than the majority of advertisers this year. In a press release following the game, GoDaddy announced that the QR code ad drove a significant spike in .co sales.

The NFL used the tried and true SMS method to promote their new fantasy league. Add in the lure of \$1M and you are going to get some attention. It was a smart use of mobile, but it didn't stand out as particularly creative.

PepsiMax and Teleflora utilized Shazam technology, but failed to include the icon in the ads. They get extra points because they led viewers to additional content. Toyota, Acura and Honda led viewers to an NFL-themed landing page with additional content, stats, polls and sharing options. Toyota gets the nod for also including a sweepstakes once you reach their website. BestBuy gets consideration over Acura and Honda for offering a \$50 gift card with a mobile phone upgrade and for effective use of Shazam's ad network.

## Broader Findings:

- 13% of all ads did not include any digital references
- 25% of all ads included a social media reference
- Coca Cola had the most ads and didn't include any social media or website information
- Chevy didn't promote the #ChevyRunsDeep hashtag, but it caught on anyway



## Best Ad Overall:

What would a discussion of Super Bowl ads be if you didn't pick a best ad? Our pick for the most creative and entertaining ad, exclusive of any digital marketing concerns, was the Doritos "Missing Cat" ad. It was a very simple concept that turned around the use of food as motivation. The ad is effective because it's memorable and viral-worthy.



## Conclusion:

The Super Bowl is the ultimate time to show off your creativity and digital marketing prowess in front of a huge, captive audience. Time and time again we see brands that get it and seize the moment. We also see brands that fumble and miss a golden opportunity. How often does the advertising world get this kind of attention?

We believe the next big frontier is mobile and kept this scorecard's focus on that channel. We initially thought that most would neglect the value of this rising channel. We found that only 8% of brands leveraged mobile directly in their ad. However, an additional 15% used mobile in some fashion, proving that brands do get it. Surprisingly, the big winner here is Shazam, whose founders got a cameo in the Best Buy spot and was used in the majority of the ads that leveraged mobile.

Just as social media took some time to really catch on, we expect mobile to follow the same pattern. It's off to a good start, but the channel still has room to grow. The beauty of all digital is that you can measure everything. Traffic, views, length of visits, downloads, shares, etc. Analyzing all of these data points and drawing conclusions gives you valuable information about your current and future customers. Mobile provides brands with the opportunity to continue the engagement and enrich the experience. If you're not taking advantage of what mobile has to offer, now's the time to start.

### About Mixed Digital

Mixed Digital is a full-service digital marketing agency that's passionate about what they do and solely focused on driving ROI for its clients. MD accomplishes this by providing a mix of strategy, solutions and reporting that create multi-channel synergy for your marketing efforts. High-touch client service and simplified pricing models drive client retention and mutual growth. To learn more about MD and how we can help your business grow, please visit [mixeddigital.com](http://mixeddigital.com).