



## **Questions for Classroom Discussion**

### **Super Bowl Commercials**

- **What are reasons why buying a Super Bowl ad is a good investment for companies?**
  - ⇒ Consider that over 100 million people watch the game, far more than any other single television event
  - ⇒ Consider that roughly 50% of viewers tune in just to watch the commercials
  - ⇒ Consider that people tend to remember the commercials they see in the Super Bowl (advertisers in the past Super Bowl saw a 50% increase in web traffic the day after the game)
  - ⇒ Consider that even if sales aren't immediate, the branding and product recognition can be very valuable
- **What are reasons why buying a Super Bowl ad is a NOT a good investment for companies?**
  - ⇒ Consider the VERY high cost of running a 30-second spot (\$4 million)
  - ⇒ Consider that even if a commercial results in more sales, the high cost makes it difficult for companies to explore other marketing opportunities
  - ⇒ Consider that its often hard to figure out what the impact of the commercial really is (i.e. while sales can be measured, it's harder to figure out factors like branding and product recognition)
- **Do you think buying commercial time during the Super Bowl to advertise your company or product is a smart move?**
  - ⇒ Consider that advertising in the Super Bowl is a 1-shot deal and that might not be enough to change a consumer's behavior in the short term
  - ⇒ Consider that ads run during the Super Bowl are more about brand recognition than a "call to action" (i.e. you can't expect people to run out and buy your product right away)
  - ⇒ Consider that first-quarter spots cost 20 times more than other spots on primetime TV, thus limiting your marketing opportunities elsewhere