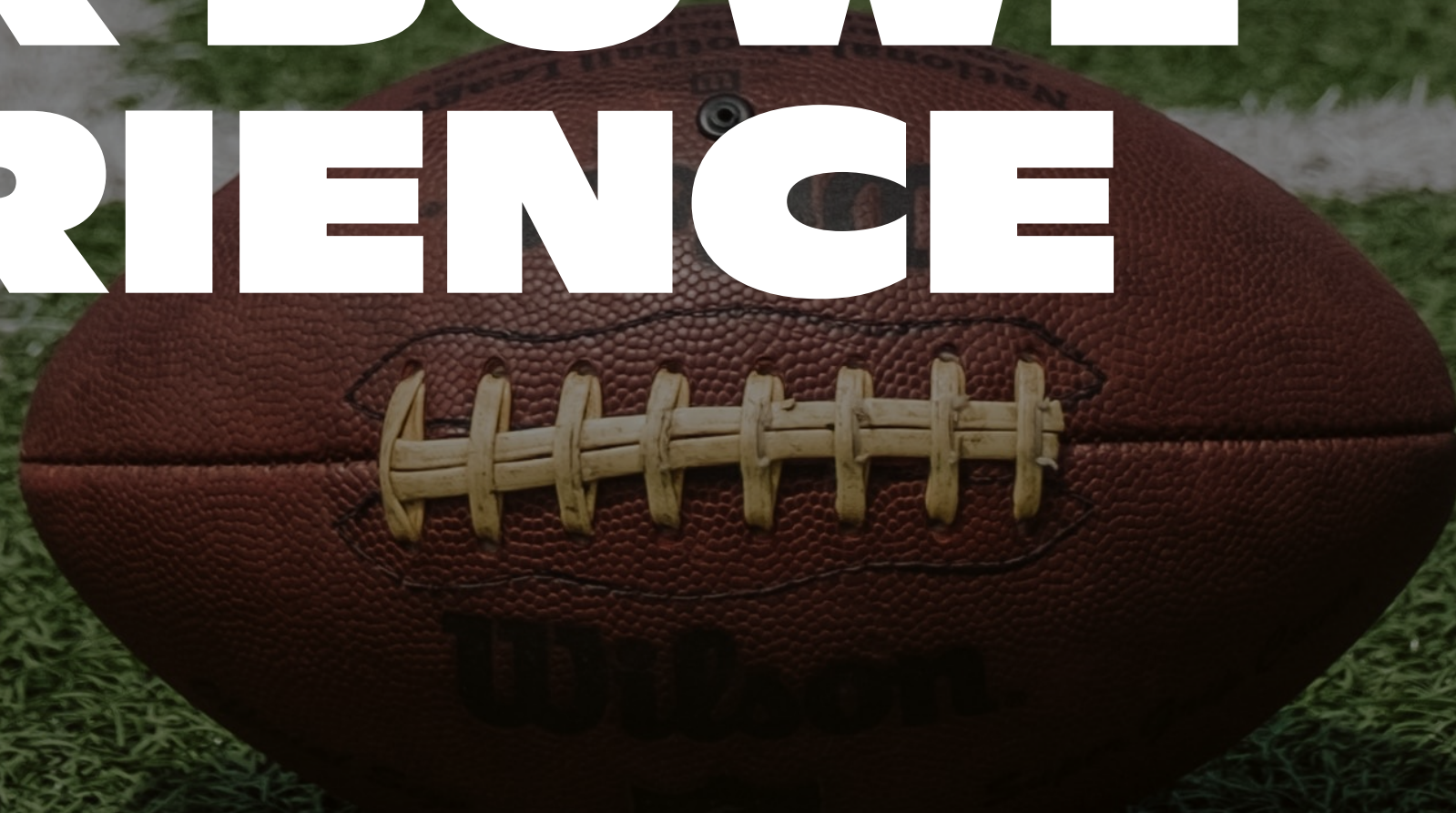


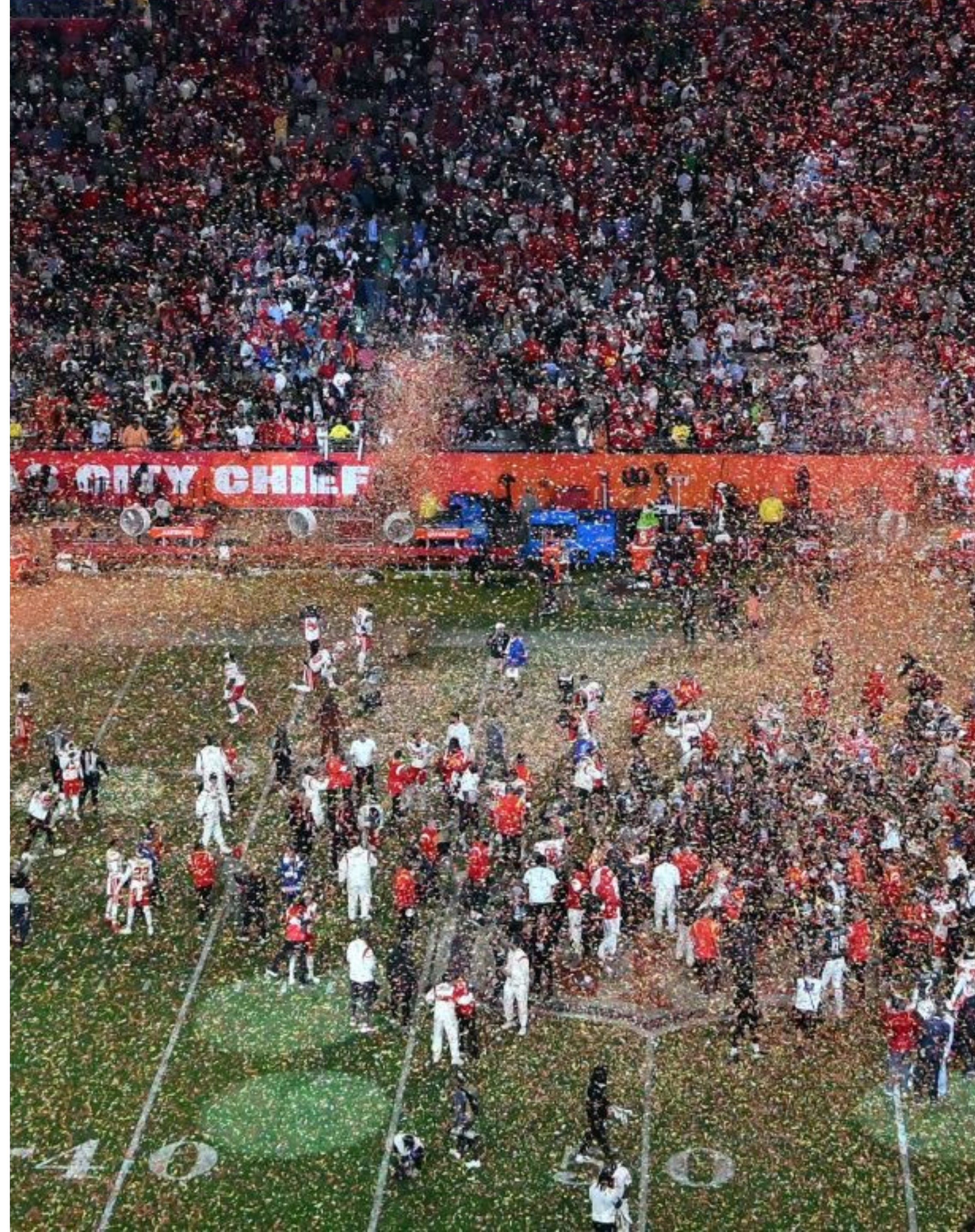
HOW SOCIAL MEDIA ENHANCED THE SUPER BOWL EXPERIENCE



SOCIAL IS CHANGING THE SUPER BOWL EXPERIENCE

This year's **Super Bowl #57** took place on Sunday, 12th February. This is the annual event that not only football fans wait for impatiently, but advertisers as well.

After looking closely at the key ingredients of this year's campaigns, social media is playing an increasingly important role in helping brands battle it out for attention – from long before the game with social teasers, to during the magic - all the way to post-game buzz.



QUICK OVERVIEW & KEY STATS:

This game garnered millions of viewers and costed brands that ran an ad millions as well



115 million estimated viewers



Record-high average of **\$7M USD** cost for a 30s commercial

Social is clearly driving results:



312,000 brand mentions of brands that ran ads during the Super Bowl



40% brands used an associated campaign hashtag

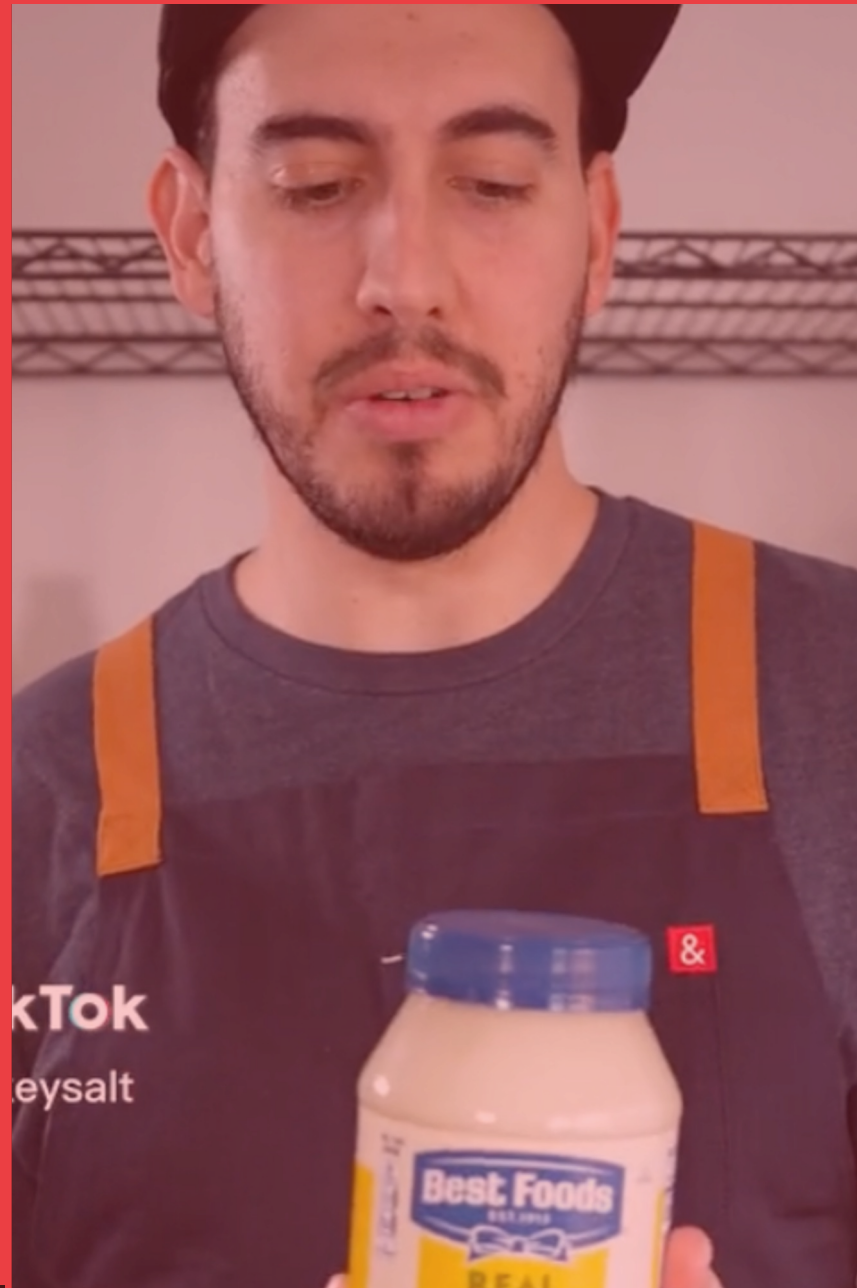


71% of young adults are second screening while watching TV

5 KEY TRENDS



**THE GAME
BEFORE THE
GAME**



**3 Game Day Foods
You Can Hook
Using Mayo!**

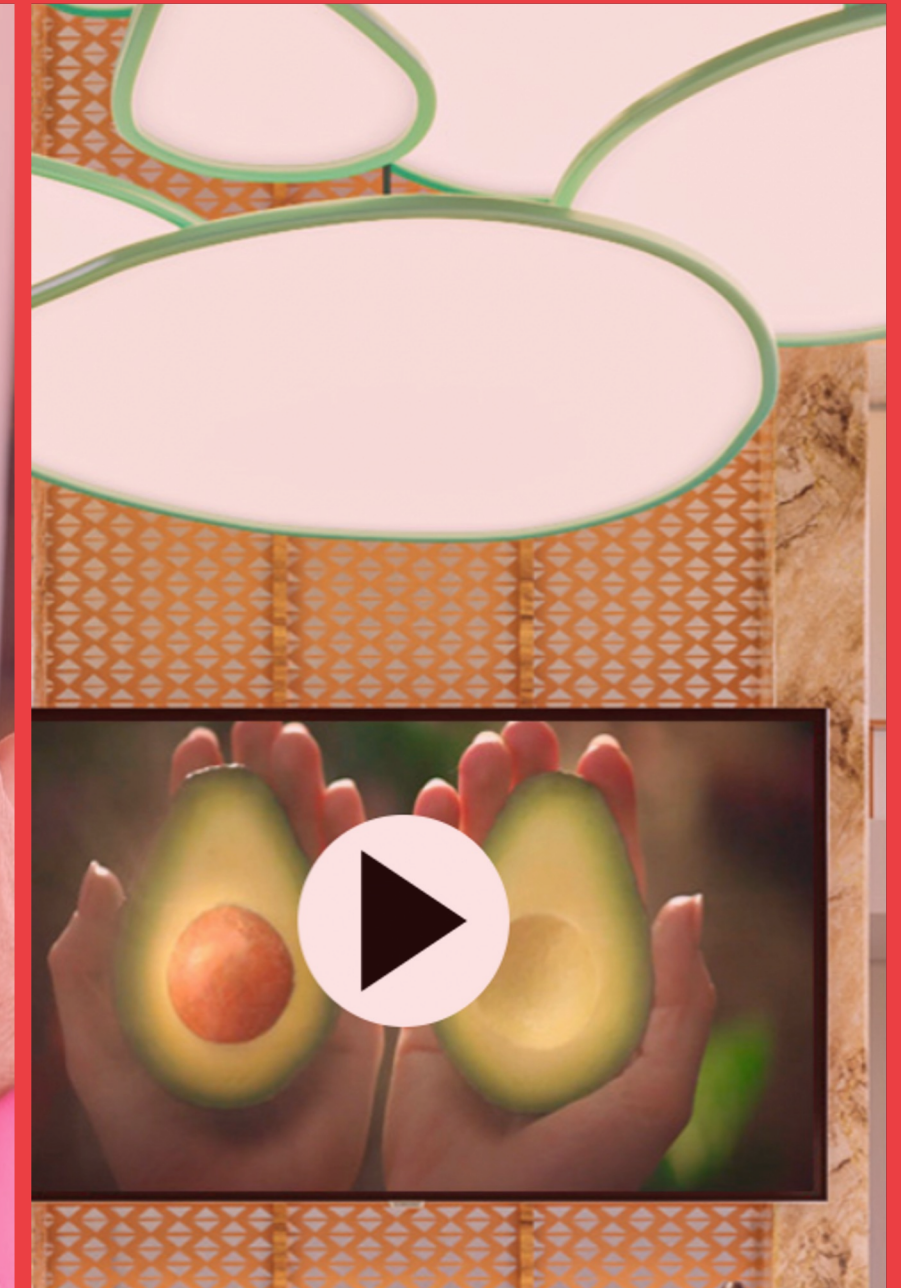
**SCORING
WITH NEW
AUDIENCES**



**UNLEASH
THE SUPER
BOWL
EXPERIENCE**



**TAPPING
INTO
CULTURE**



**CAPTURE
ATTENTION
WITH TECH**





1. THE GAME BEFORE THE GAME

Brands are using social to win the battle for attention and stand-out even months before the game starts.



1. THE GAME BEFORE THE GAME

Pringles teased collaboration with a surprise artist on IG

PRINGLES Posts Follow



pringles



1.834 likes

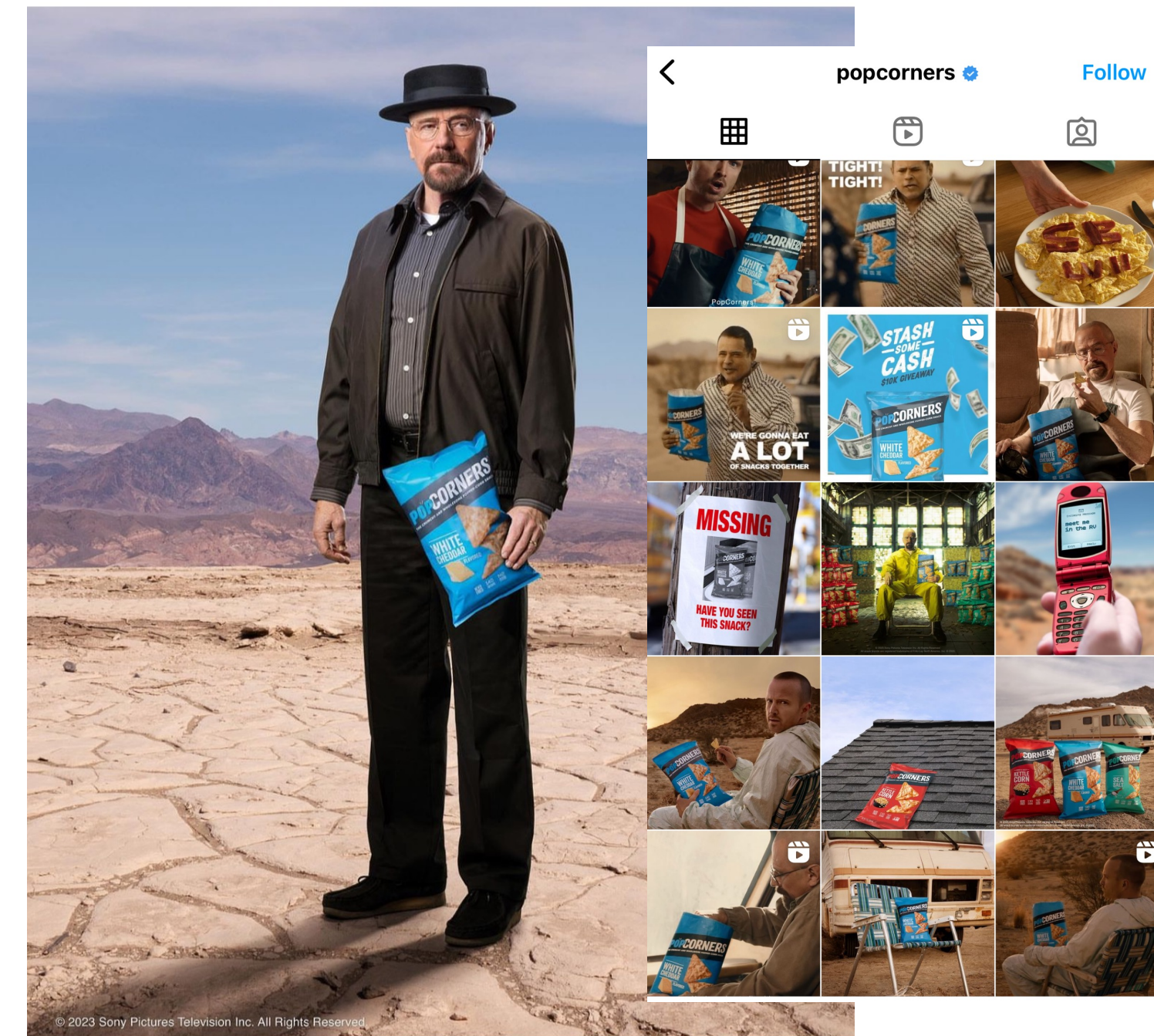
pringles #StuckInPringles tick tock, tick tock ... 2.12.23

Popcorners teased one month in advance, building a whole social campaign with content made for social

POPCORNERS Posts Follow



popcorners



9.699 likes

popcorners Say. Our. Name.

General motors x Netflix released teasers of its ad before the big day



TAKEAWAY

Brands leverage social to roll-out early ads & teasers building anticipation, engagement and buzz, garnering a greater reach & making their content stand-out even before the Super Bowl.

⚠️ revealing entire ad before might take away the surprise element.



2. SCORING WITH NEW AUDIENCES

Content Creators & Influencers are playing an increasingly bigger role to help brands reach & connect with audiences.

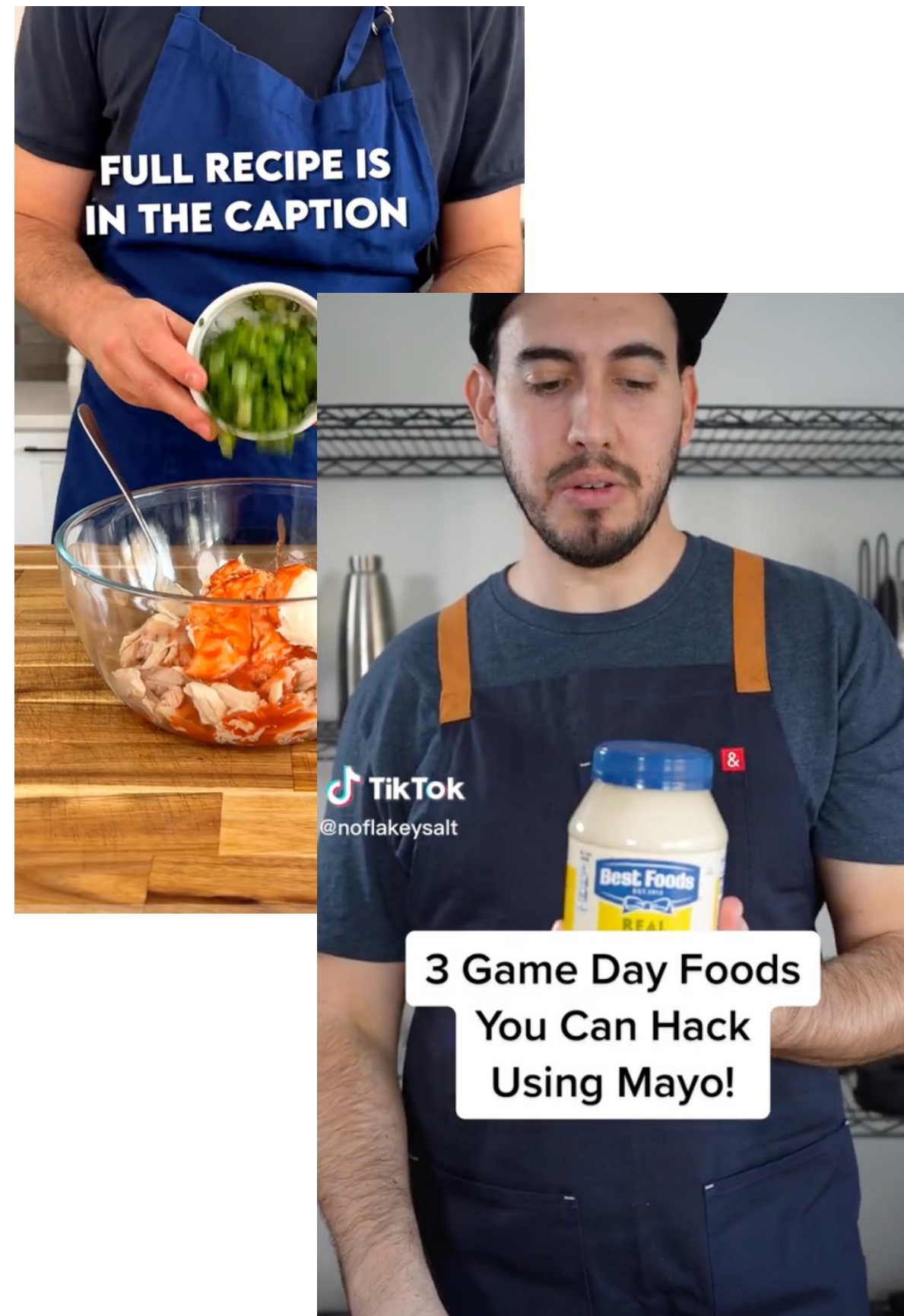


2. SCORING WITH NEW AUDIENCES

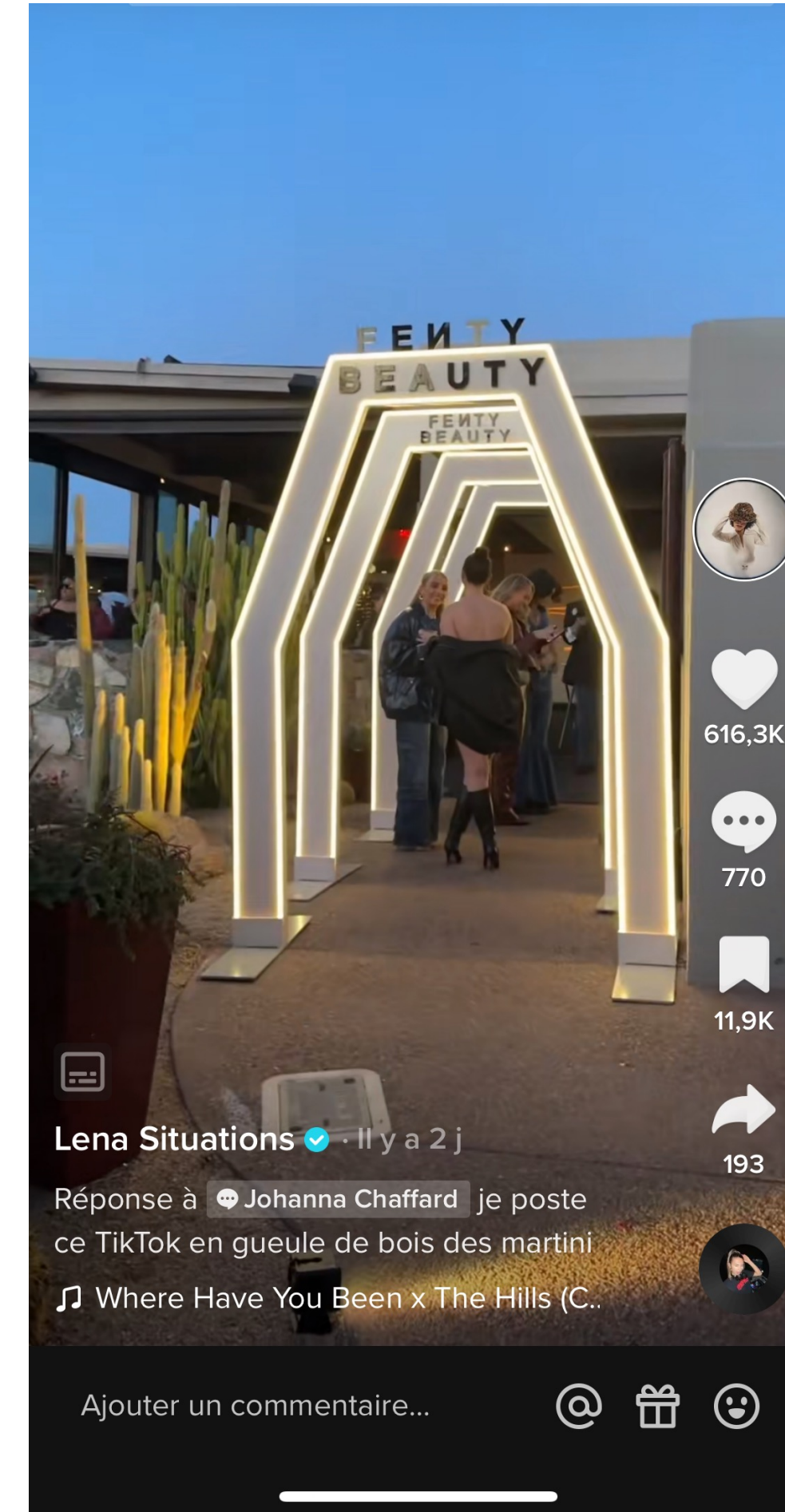
State Farm partnered with TikToker instead of launching a tv ad



Hellmann's partnered with food influencers to give recipes for the Super Bowl



Fenty created an event with influencers before the Super Bowl



TAKEAWAY

Partnering with creators is an effective way for brands to reach intended audiences and become relevant. Especially to help brands resonate with younger generations who are more influenced by creators than celebrities - and are often second-screening while watching TV.

RIHANNA'S PR STUNT HAD AN IMMEDIATE (& MASSIVE) EFFECT ON FENTY AS WELL...

Rihanna surprised everyone – not only with her amazing performance nor by revealing her pregnancy, but also by her clever marketing skills.

During her half-time show performance she did a quick touch-up of her make-up – a quick ad for her brand, Savage X Fenty. This resulted in search volume increasing by a staggering **833%** immediately after, as well as a **390%** boost in song sales, **211%** increase in on-demand streams.

Digital & search intent's importance





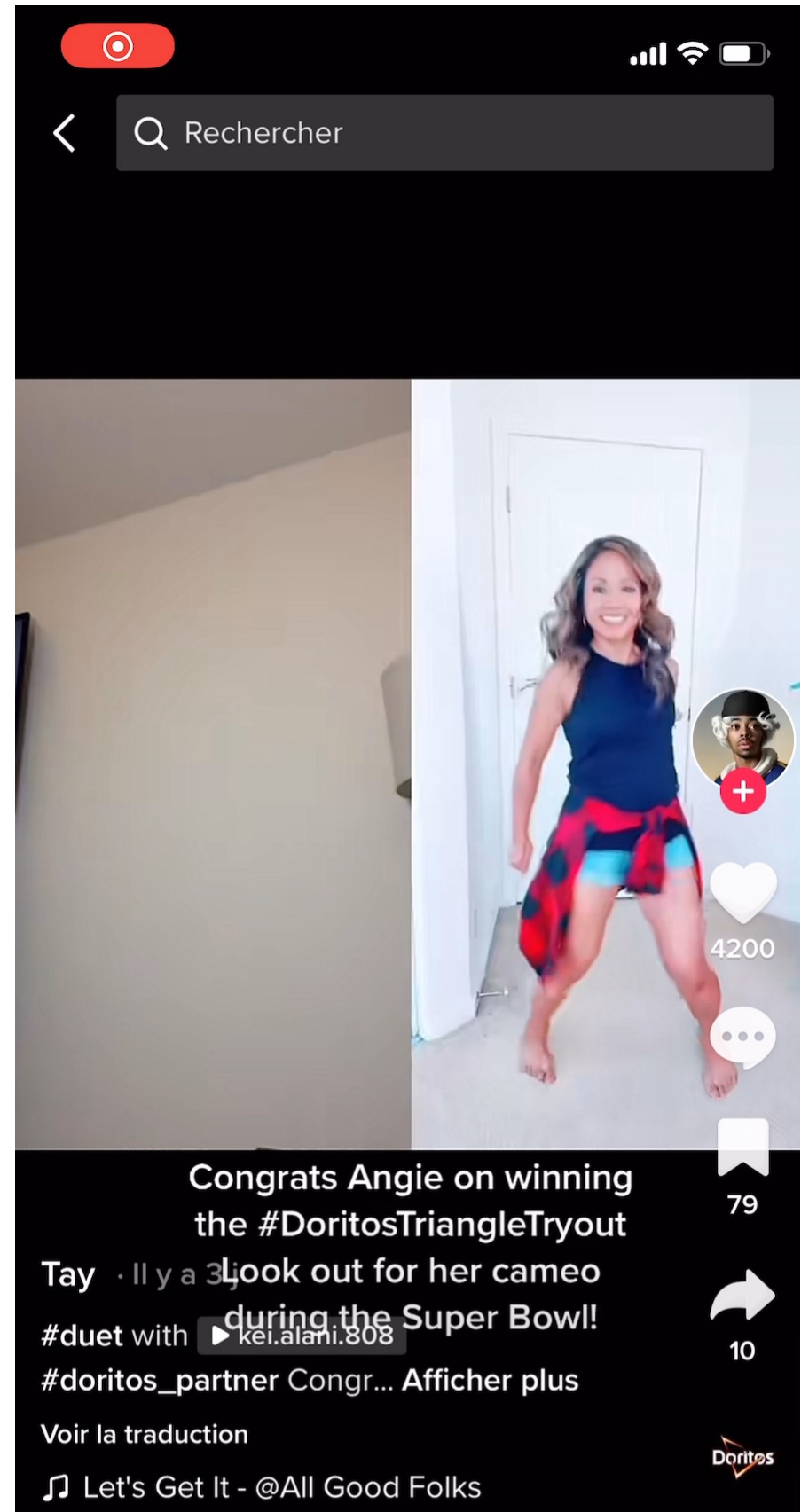
3. UNLEASH THE SUPER BOWL EXPERIENCE

Engaging audiences, and enhancing their experience with participation & challenges.



3. UNLEASH THE SUPER BOWL EXPERIENCE

Doritos launched a TikTok ad asking users to share their dance



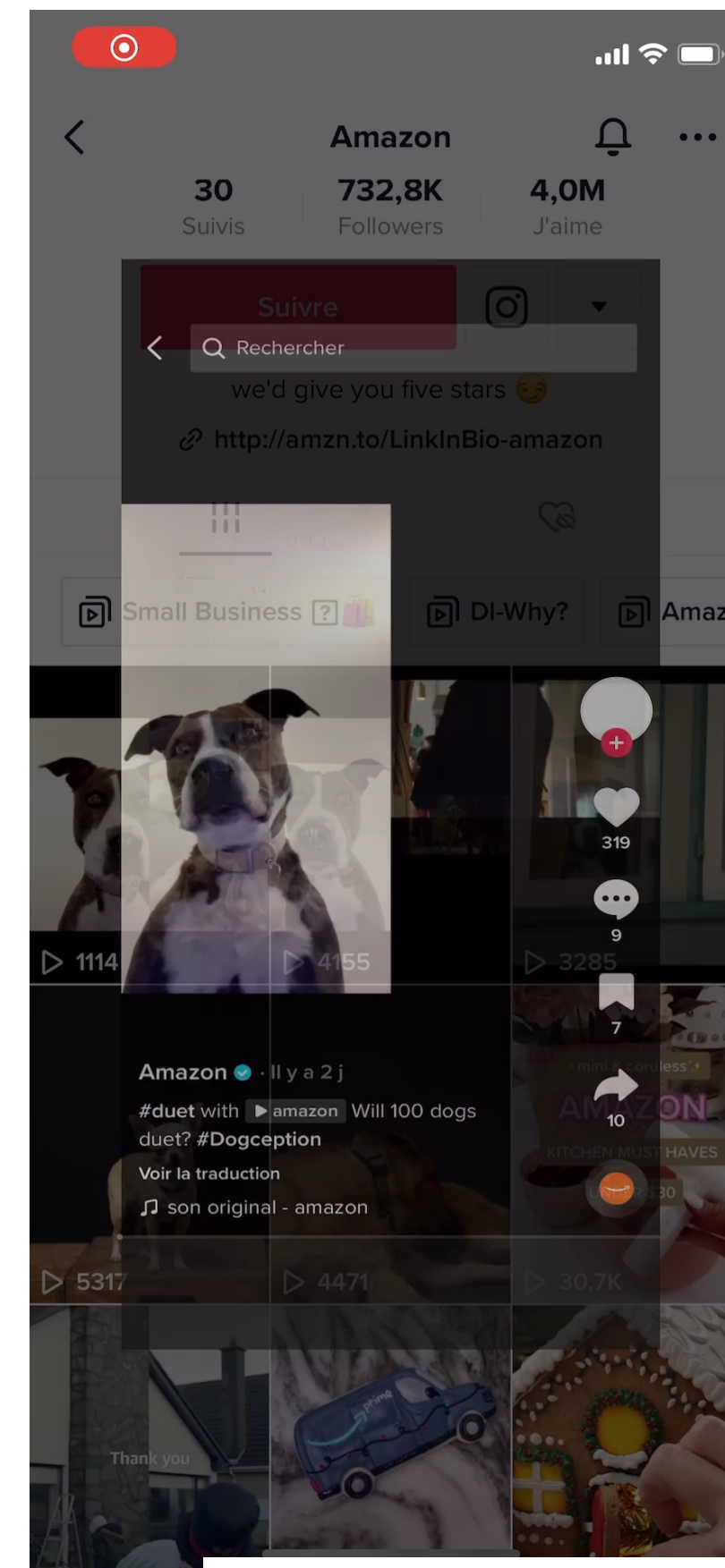
#DoritosTriangleTryout
13,4B vues
Ajouter aux Favoris

Pringles launched a challenge with Meghan Trainor & her viral TikTok song



#StuckInPringles
69,0M vues
Ajouter aux Favoris

Amazon created a Dogception challenge



#dogception
5.5M vues

TAKEAWAY

Inviting audiences to take part in a challenge is a way to build a stronger community taking the conversation online and garnering greater reach, in many cases achieving virality - and most importantly creating an extended and enjoyable experience for viewers.



4. TAPPING INTO CULTURE

Achieving cultural relevance by tapping into existing cultural conversations & audience interests.



4. TAPPING INTO CULTURE

Dunkin' Donuts leveraged Ben Affleck, famous meme on the internet for being a fan of the brand



General Motors using Netflix's most known shows to talk about electric cars



e.l.f. Cosmetics with Jennifer Coolidge from White Lotus



TAKEAWAY

The real-time nature of social media allows brands to tap into trending topics and conversations, and leverage this to create interesting and engaging content to resonate with audience.



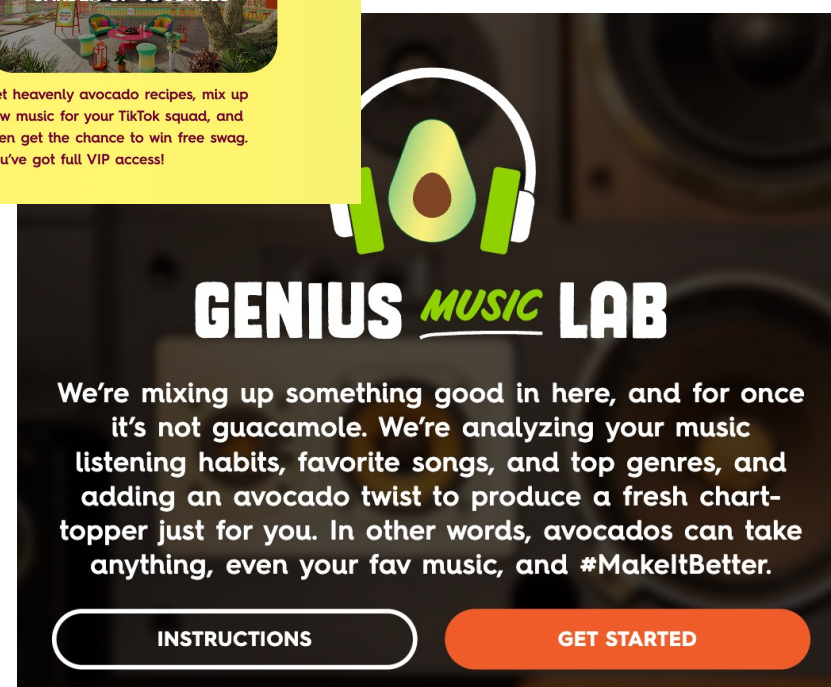
5. CAPTURE ATTENTION WITH TECH

Using innovative & immersive technology to go beyond TV ads - and extend brand experiences much further.

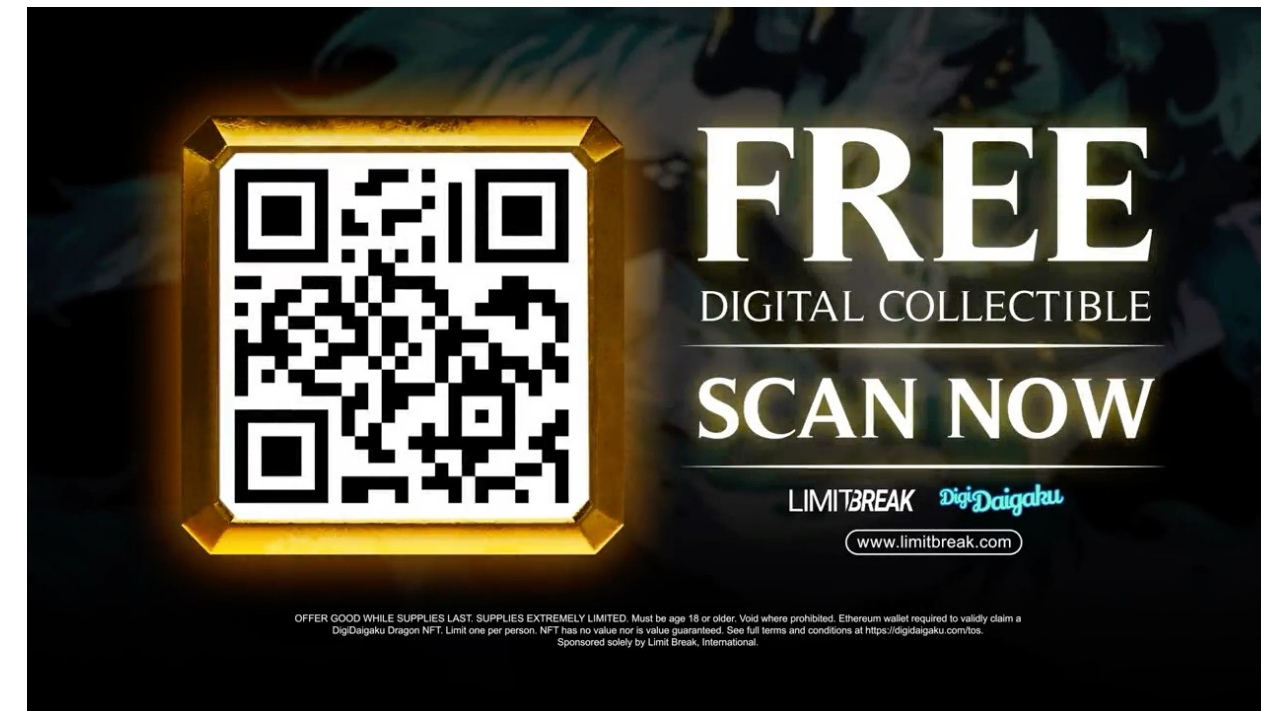


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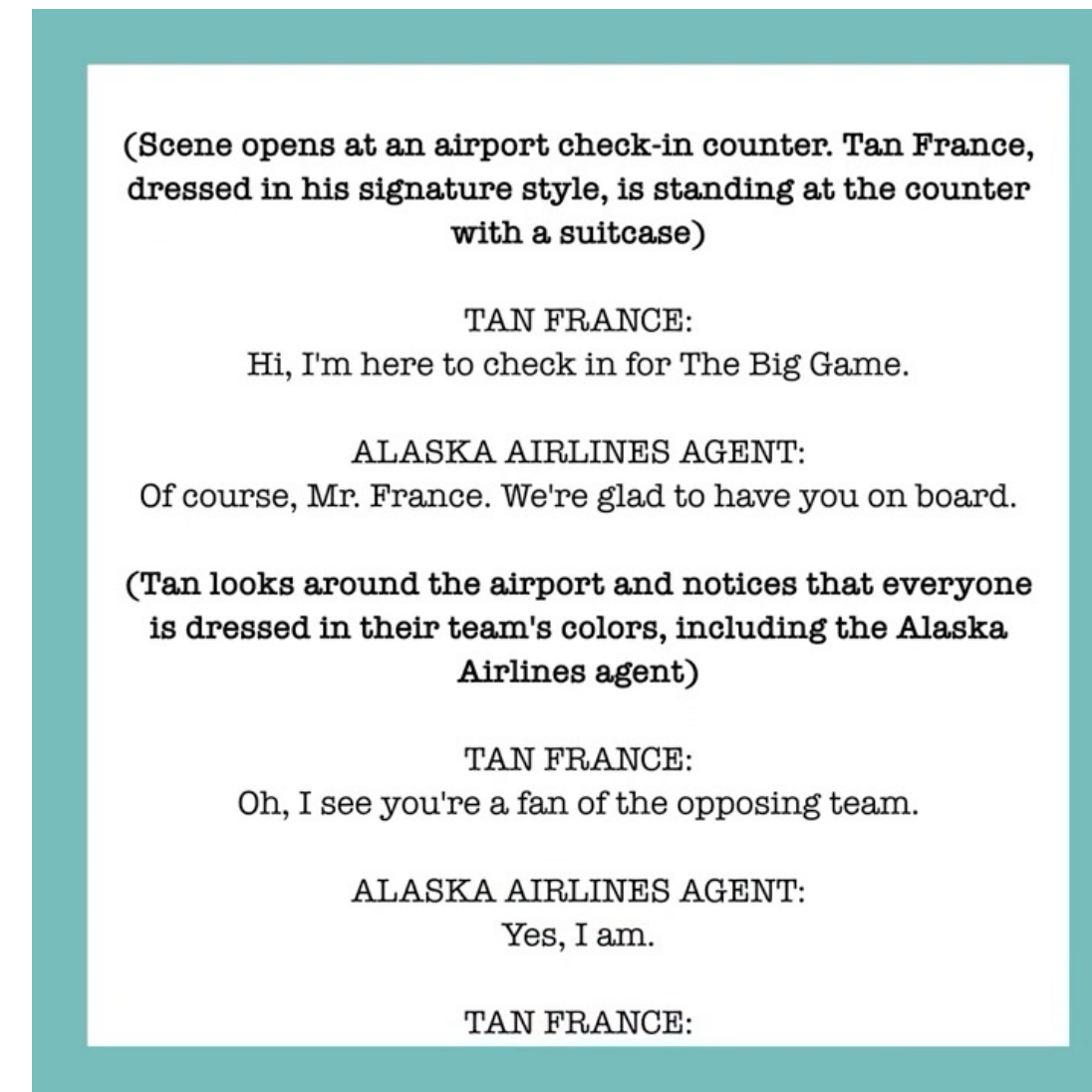
Avocados from Mexico's immersive website activities like AI to create personalized song



Limitbreak released NFTs via a QR code, yet for most it didn't work



Alaska Airlines teased before the game a ChatGPT generated ad



TAKEAWAY

New tech helps brands to create engaging experiences that can go further and beyond just a TV ad. It can even enable content creation through these experiences (e.g. Avocados from Mexico Genius Music Lab) and get users to amplify their experiences.

IN CONCLUSION: SOCIAL CAN GREATLY HELP TRANSFORM & AUGMENT A BRAND'S ADVERTISING EXPERIENCE BEYOND TV



Beyond bringing greater reach, buzz and extend the ad's life, social can help to create a deeper and stronger connection with audiences.

Brands that are using social properly are building experiences beyond TV, allowing viewers to become participants and enriching their experiences, ultimately delivering cultural relevance and resonance.

Brands should consider how they leverage social media innovations & tools when creating content that will transcend their Super Bowl ad spots.



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