

Brand Keys 2015 Super Bowl Ad Engagement Survey Finds 46 Percent of Advertiser Brands to Score Big

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Under half (46%) of Super Bowl XLIX's advertisers will score big on their Super Bowl investments, according to the 13th annual Super Bowl Ad Engagement Survey conducted by Brand Keys (www.brandkeys.com), the New York-based brand engagement and consumer loyalty research consultancy.

"When it comes to Super Bowl advertiser playbooks, brands hope their ads will score big in five ways: 1) big audiences, 2) big creative, 3) big buzz, and 4) big social networking, but most importantly, 5) big levels of emotional brand engagement," said Robert Passikoff, Brand Keys, founder and president. "Number 5 is most important because it's a leading-indicator of consumers' positive behavior toward the brand in the only arena that counts – the real-world marketplace. Advertisers can find some satisfaction that two of those hopes are sure to be granted during the broadcast of Super Bowl LXIX, February 2."

The Super Bowl, one of the most-watched events in broadcasting, has long been a showcase for innovative advertising creativity. "The constant need to level the advertising playing field has not been lost on marketers. Increasingly they've moved to create up-front buzz for their ads. Recognizing that it's a given their ads will get noticed along with everyone else's during the game there have been increased pre-game sneak peeks. And, how brands integrate their advertising and social media will determine the overall effectiveness of their efforts," said Robert Passikoff. "But viewership, consumers, and ad and social media integration has grown so complex," said Passikoff.

"Sure, brands need to entertain if they want buzz, but today, if brands want to see real ROI, it isn't enough just to entertain consumers. Consumers need to be emotionally engaged with ads. If you can do that, consumers come away feeling the brand is better meets expectations they hold for the Ideal in the category in which the brand competes. That's what real brand engagement is all about."

New mobile software research, developed by Brand Keys in conjunction with JoopLoop to mine social data streams, which were overlaid with emotional brand engagement assessments to allow for the calculation of the intersection of engagement and entertainment within the context of the Super Bowl. "This allows us to determine whether the brand's ad will engage and entertain, entertain only, engage but not entertain or neither engage nor entertain," said Passikoff. "Each will result in a different outcome for the brand."

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This year's results:

Only 46% of the brands assessed by consumers were seen as both engaging and entertaining (12 of the 26 brands included in this year's survey), slightly lower than the 12-year historical average of 50%. Those brands were:

BMW
Doritos,
Dove Men + Care
GoDaddy
Mercedes
Nissan
Paramount Pictures (Jurassic World)
Pepsi,
Skittles
Snickers
Toyota
WeatherTech

According to consumer perceptions and social networking, brands assessed to be highly entertaining but with low engagement included:

Budweiser
Coke
McDonaldâ€™s
Mophie

“Agencies and marketers hope their ads will be entertaining,” noted Passikoff. “But advertising must be judged not by entertainment value alone or related social network activities, but how it performs in the marketplace. Does the ad engage and build brand equity? Does it engage enough to drive sales? If so, you’ll see positive bottom line impact, even if the advertising wasn’t as entertaining as envisioned. A brand that can both engage and entertain is a real Super Bowl winner.”

With 30-second spots selling for a reported \$4.5 million plus, marketers need a new game plan when it comes to ad effectiveness and ROI. “Monday-morning creative quarterbacking is always fun. Ad entertainment and social networking reviews generate lots of chatter, traditional and digital. But these days that’s not enough.”

“With the proliferation of media platforms, it’s easy to understand that a brand feels it must entertain the audience just to get consumers to look, but being seen is only the advertising pre-game,” said Passikoff. “On this particular Sunday, when a brand gets into people’s living rooms and on their computer or mobile device screens, it doesn’t matter how many consumers tweet, like, or share if, ultimately, it doesn’t increase emotional brand engagement levels, positive consumer behavior, sales, and profits. Otherwise what you’ve produced is a very short, very expensive movie!”

Methodology

Assessments were collected via mobile software from a national sample of 2,705 men and women who indicated they were going to watch the Super Bowl, were category and brand users. The Brand Keys algorithm measured social networking activities for brands advertising on the Super Bowl, consumers’ emotional engagement for the brand itself, and the brand within the context of the Super Bowl broadcast. The research examined 26 brands reported in the media to be Super Bowl advertisers and calculated the levels of emotional brand engagement and levels of anticipated advertising entertainment (according to social interactions and buzz) and perceptually mapped where consumers saw the brand falling.