

SUPER BOWL ADVERTISEMENTS AND CAMPAIGNS



The month of January will be full of different campaigns that will lead up to the advertisements for the Super Bowl which will take place on a Sunday in February. Any advertisers looking for commercial time during the Super Bowl this year will be out of luck because the commercial time is actually sold out. In fact, some of the 30 second slots were sold for more than \$3 million dollars. There are special apps that will even allow viewers of these advertisements vote on their favorite ad. After all, the Super Bowl is one of the best nights for those who are advertising. While the Super Bowl is a great night for advertisers, it is negative in the way that it places advertisements as a source of entertainment. The Super Bowl is not the best moment for advertisers; it is believed that it is actually something that can be humiliating. The audience of those who are watching the Super Bowl will be relatively high and viewers are less likely to skip advertisements when watching such an important game. It is believed that advertisements featured during the Super Bowl have very high viewership. However, some will argue that the Super Bowl is a terrible showcase for advertisements for several reasons. The first reason is because the content has to reach a wide variety of audiences. People in areas all over will be watching the Super Bowl which means that advertisers cannot specifically target one particular audience. They have to make their advertisement appeal to as many different people and audiences as they possibly can. It is believed that each year, the advertisements are simply full with scantily-clad women and goofy humor as a means of attracting the attention of all viewers. While some advertisers think that getting a slot during the Super Bowl is competitive, it really does not have much to do with actually selling the product that is being advertised. David Ogilvy said, "A good advertisement is one which sells the product without drawing attention to itself." A lot of people agree with this statement. Advertisements during the Super Bowl will not be very useful for particular brands over an extended period of time. After a while, these commercials are often forgotten. There are a lot of people who get very excited for the event of the Super Bowl and because of this, many different brands and advertisers think it is in their best interest to display an advertisement during the Super Bowl. Advertisements that are displayed during the Super Bowl can actually lose some credibility instead of gaining it. It is definitely not the best way for businesses to attract the positive type of attention and to be taken as seriously as they would like.