

## ADVERTISEMENTS FROM SUPER BOWL RAKE IN BIG BUCKS



The Super Bowl XLVI, featuring the New England Patriots and the New York Giants, which recently took place on February 5<sup>th</sup>, was the largest viewed televised event in the United States history. And, because of this, many companies and advertisers knew it would be important to advertise for their products as a way of getting the attention of all these millions of viewers. Advertisers ended up spending millions on the advertisements in hopes that it would help them get the attention of consumers and make more sales, having more success. Within the span of a few years, the Super Bowl has managed to generate about \$1.72 billion worth of advertisements sales from hundreds of different marketers. And, the cost of a 30 second commercial spot has increased by 40% within just the past ten years. And, there are some Super Bowl advertisers who have spent the most for advertisements to be featured during the Super Bowl game. These advertisers include PepsiCo, General Motors, Anheuser-Busch, Walt Disney, and Coca-Cola. The amount of money that is spent on advertisement depends on the actual time in which the advertisement is placed throughout the game, along with longer spots. Some commercials are actually longer than the average 30 second slot. Within the past decade, commercial time has become more important for advertisers, even though it means they end up putting millions of dollars out in order to save a slot for their advertisement. The Super Bowl for the 2011 season contained 96 different commercial messages that were aired throughout the game. And, while the cost of a 30 second slot during the Super Bowl is outrageous, advertisers have been willing to spend even more money as a way of ensuring their slots grasp the attention of consumers, by making the commercials longer than normal. With longer running commercials, advertisers believe they have better chances of engaging their viewers, which will ultimately lead to more sales. When it comes to the advertisements featured during the Super Bowl, about 20% of the advertisements come from first-time advertisers as a means of grabbing the attention of so many viewers at once, basically as a way of introducing a brand or company to larger audiences. In 2010, there were three new participating marketers, which included Century 21, Dannon, and Relativity Media. With that said, many marketers are putting out a lot of money for the Super Bowl advertisements because they believe it will be well worth it. They make the initial investment as a means of earning more throughout the year because they will have new buyers, new people who are interested in what they have to offer. Some of the different Super Bowl advertisements from this years included Hyundai, Kia, Chevy, Toyota, Volkswagen, Doritos, GoDaddy, and more.