

MOVIE TRAILERS
WERE THE
2nd
BIGGEST
CATEGORY OF SB
ADS DURING THE
2000s!

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UNDER THE MIKE-ROSCOPE

Marketing & Advertising's Bends, Trends & Ends

Volume 20, Issue 06

01/20/10

Reissued on 1/21/10

A NUMERICAL ANTHOLOGY of SUPER BOWL ADVERTISING FROM 2000 – 2009 (Based on USA Today's Ad Meter)

Table 1: Super Bowl Ad Summary – The Decade of the 2000s

YEAR	00	01	02	03	04	05	06	07	08	09	Avg	%
TOTAL ADS	52	55	56	55	60	55	57	57	59	51	55.7	NA
Autos & Related^a	5	3	3	4	8	5	6	8	11	8	6.1	11%
Drinks & Food^b	13	16	18	19	17	21	17	22	21	20	16.4	29%
Financial Industry^c	7	7	5	5	4	5	5	4	2	3	4.7	8%
Job Firms	2	3	3	2	2	3	2	3	2	2	2.4	4%
Movies	5	5	8	9	9	9	9	4	7	8	7.3	13%
(BlkBsters)	(2)	(2)	(3)	(8)	(3)	(5)	(3)	(2)	(5)	(5)	(3.8)	
(Summer)	(4)	(3)	(4)	(6)	(2)	(2)	(4)	(1)	(5)	(5)	(3.6)	
"Dot Coms"rd	15	3	3	1	3	4	4	6	7	6	5.2	9%
"Responsibility"^{re}	3	4	8	3	7	1	1	0	1	1	2.9	5%

^a. **Related** industries include **AutoTrader.com**, **Bridgestone**, **cars.com**, **Castrol**, GPS systems, etc.

^b. Includes **DowJones.com**, **E-Trade**, **MyFico**, **Visa**, etc.

^c. Includes gum and restaurants.

^d. Dot Coms are separated b/c ANY of the above categories *may have* dot com components whether **cars.com**, **E-Trade**, etc.

^e. Responsibility/Advocacy/PSA type ads may come from the public or private sectors. For ex, **A-B** has had designated driver ads; **Philip Morris** has done anti smoking ads; the **AM Legacy Foundation** has done anti smoking & pro-safety ads; the gov'n't (**ONDCP**) has done anti-drug ads; etc.

Spurred by the extraordinary **Super Bowl** analysis of **TNS Media Intelligence**, **Nielsen**, **USAToday** and our own curiosity, we decided to take a critical look at ALL the "in game" **SB** ads that occurred during the 2000s. We found some surprising results and some that were not so surprising as well. Using 10 years of the **Ad Meter**, we summarized from **Table 1** and embellished by using the various **Ad Meters**.

- TOP 5 - There were **557** ads with **164 (29%)** for *drinks & food*; **73 (13%)** were *movie trailers*; **61 (11%)** were for *auto and related industries*; **52 (9%)** were *dot coms*; and **47 (8%)** were from the *financial industry*. In the tabled order we review them.
- AUTOS & RELATED ran **61 SB** ads. The "**Big 3**" of **SB** ads were **GM**, **Toyota** & **Honda** with **16**, **8** and **6**, respectively. (**Ford** had **3** ads, [2 of which were for **Volvo**] & **DCX** had **2**). To some extent these results are surprising since football is America's game AND the **Super Bowl** is its **#1** sports entertainment event. On the other hand, they certainly show the full emergence of a global auto industry and the "internationalization" of the domestic market. (Other sports-internalization support info comes from **Nissan's** sponsoring of the **Heisman Trophy**; **Toyota** becoming an important **NASCAR** player; and **Hyundai** winning **Ad Age's** 2009 Auto Marketer of the Yr Award.)

- DRINKS & FOOD – had **164 (29%)** total 2000s ads. **An Busch** so dominated this general category, that it had **69 ads** or **42%** of the *entire* category. (As a matter of fact, if it had been a separate category, **A-B** would've been the **3rd** biggest CATEGORY, itself, behind DRINKS & FOOD and MOVIES.) **PepsiCo** (including all of its bevs and **Frito Lay** products) is **#2** with **32** ads.
- FINANCIAL INDUSTRY – There were **47 (8%)** ads for *financial industry* firms during the last decade. Their **SB** ad #s increasingly dwindled during the 2000s as that industry increasingly came under fire. It was the **ONLY** category of ads of our listed categories that had its smallest #s in 2008 & 09. OF the **42 Financial Industry** ads, **E-Trade** and **Visa** each contributed **10**. All of **Visa's** were b/t 2000 & '05; **E-Trade's** were more evenly distributed.
- JOB FIRMS – have dotted (no pun intended) every **SB** of the 00s (**4%** of the decades' **SB** ads were by these firms.) **CareerBlder** has led the way with **11** ads followed by **Monster** with **9** ads. **Monster** had **8** of its **9** ads from 2000 – '04 while **CareerBlder** bunched its **SB** ads from '05 to '09. Both appeared in '09. Both firms must have followed a "biz bldg model" of sorts that uses **SB** ads to gain brand name recognition and market share.

- MOVIE TRAILERS present great info to evaluate. It was the **2nd** biggest category of **SB** ads with **73** ads (**13%**) from 2000 to 2009. While we noticed years of weakness and strength in the # of **SB** movie trailers, our attention is focused on the apparent general strategy to trailer summer and likely blockbuster flicks. (Blockbusters accounted for well over **40%** of all movie revenue during the 2000s with only **4%** of the total # of movies. About $\frac{1}{2}$ of those movies had summer release dates May - Aug). Regarding **SB** trailers, **52%** of them were blkbsters "to be" and **49%** of these trailers had summer release dates. In other words, **SB Sunday** which is *short* on movie eyeballs, but *long* on **SB** eyeballs, is the perfect trailer venue no matter "what's goin' on". We must, therefore, credit the movie industry for its **SB** strategy and knowing which trailers to *reel* during the **SB**.

- DOT COMS – There were **52 .com SB** ads from 2000 to 2009. The *.coms* were big in 1999 and, again, occupied a lot of ad space in 2000 with **15** of them. WOW! (Since most firms are or have *.com* components today, we **ONLY** classified a firm as a *dot com* for **SB** ad purposes if it had *.com*, *web*, an *e-* or *online* as part of its brand name.)

- RESPONSIBILITY - Throughout the 2000s we were able to classify **ONLY 29** ads as speaking to various areas of responsibility or advocacy. These messages are **PSAs±**. Such ads included anti-drugs, anti-smoking, designated drivers or those focused on the issues of safety, young girl's self esteem, heart disease, etc. We found it very interesting that the **1st ½** of the decade produced **25** (an avg. of **5** per year) of such ads while the last **½** of the 2000s **ONLY** gave us **4** (less than **1** per **SB**). From 2000 – 2004 **A-B** had **5 PSA** type ads and **Philip Morris** had **4** and b/t 2005 & 2009 each had **NONE**. WOW! Gee Whiz, how could that be, with the unbelievable growing # of social and environmental issues that exist? Could it be that revenue making and profit trumped responsibility? Could it be that the aforementioned social and enviro issues are less important than \$ale\$ and the economy? Could it be that the cost\$ of **SB** ads are increasingly just too great for responsibility/advocacy/PSA type ads (no matter whether a biz or an advocacy org does them?)

Regarding the decade of the 2000s, **SB** ads were dominated by the *drinks & food, movie, auto & related* and *job firms* accounting for **61%** of the **SB** ads. **An-Busch, Disney, GM, E-Trade & Visa, Monster & CareerBlder** dominated their categories. In a twist of fate, a few yrs ago, **A-B** became Belgium-owned and the auto ads, themselves, have increasingly been for foreign carmakers. Other trends are that *financial industry* ads have lessened over recent yrs while *movie trailers* have mostly± been robust. **SB** ads by *job firms* have been consistent. Surprisingly or not, **PSA** type messages robust from '00 to '04 have trickled to only a couple since then. We must acknowledge at least a few of the differing **SB** brand strategies by various firms. For ex, **A-B** has used the **SB** to maintain its brand dominance and sales while **Monster.com** branded the **SB** *job firms* in the **1st** part of the 2000s and **CareerBlder** branded the last $\frac{1}{2}$. There are, also, a # of firms that use the **SB** to launch themselves or new products/services. Regarding **PSA** type messages, perhaps the **SB** has become too expensive OR that revenue\$ trump responsibility or the new (and less expensive) digital media have become more preferable? **NO MATTER** what the analysis, the **SB** remains the **Mt Olympus** of advertising.