

Violence Beget\$ Humor?

M.D. Bernacchi, PhD, JD
Prof. of Mkt, UDM
(313) 993-1116



UNDER THE MIKE-ROSCOPE

Marketing & Advertising's Bends, Trends & Ends

Volume 20, Issue 13
02/13/10

SUPER BOWL 2010 WRAP UP: 10 POINTS TO PONDER!

In many ways this **SB** was a strange **SB**. It broke **M*A*S*H's** all-time **Nielsen** audience of **106.0M** (really was **105.97M**) with **106.5M** viewers, therefore, becoming the most watched TV program in history. (**Nielsen** estimated that **153²/₅M** watched part or all of the game) Correspondingly, the postgame program, **Undercover Boss**, grew an amazing audience of **38.6M** viewers; finishing as the **#6** most watched post **SB** program of all time and it was **#1** for a **1st** time program aired after the **SB**. (Though **tvbythenumbers.com** had predicted a very small audience of **20M – 22M**). **SBXLIV** was truly *made* for the record books as the **Doritos Samurai** who killed for his chips became the most-watched TV ad ever (**116M** viewers). **The Audi/Green Police** ad was **2nd** with **115.6M**. (**Nielsenwire**)

New Orleans (the City & the Team) was the big winner on **SB Sun** and **An Busch** was the big loser. **Doritos**, again, proved what **American Idol** has proven over and over, again. *The proof is in the pudding* made by both the *admateurs* and the pros b/c they taste exactly the same. WOW! So "mix it up," cook it well and don't worry about your Parisian cooking school abilities or the value of your dinnerware as long as you have an audience that will give you a chance. **BON APPETIT** to all. (All **4** of **Doritos'** ads were consumer generated & all finished in the **Ad Meter's** "Top 20"). Now, our 10 ponderable points:

1. **VIOLENCE, VIOLENCE & MORE VIOLENCE:** Well, we finally know what a *punch line* really is. It is a **PUNCH LINE!** BOOM!! Of the **Ad Meter's** TOP 10 ads, **8** had some form of violence. The next **10** ads had **7** incidents. In total we counted **29** of **Ad Meter's 65** ads (**45%**) with violence. (Just 4 the Record, there were NO incidents of VIOLENCE in the **Ad Meter's 10** lowest rated ads. Curious, NO?) WELCOME TO SUPERBOWL ADVERTISING 101, WELCOME!
2. MVP BRAND of **Super Bowl 2010** was New Orleans (both the City and the Team). During **Katrina**, NO lost residents, bizes and self esteems. It, now, is rebuilding all of them. The **NO Saints**, once the "**Aints**", entered the **NFL** in 1967 at a price of **\$8¹/₂ M**. in 2009, they were worth **\$942 M** accordingly to **Forbes' 2009** and were ranked below the **NFL** avg of **\$1 B+** (They were **#22** of **32** teams). *Wannabet their worth & ranking next year???*
3. WORST BRAND of **SB 2010** was the house of **Anheuser Busch**. The St Louis - Belgium brewer dominated the late 1990s and the decade of the 2000s but we think that run is OVA. Mediocre ads and its lack of creating great buzz (except for its PR effort regarding the **Clydesdales** being in, out and then in the **SB**, again), spelled a B-A-D day for **A-B**. Could we see **Coors-Miller's** in **SB 2011**? STAY TUNED! STAY TUNED!!
4. BEST ROOKIE of these ads according to the **Ad Meter** was **Home Away** (**#13**) with its **Chevy Chase – Bev D'Angelo's** reprise of **Nat'l Lampoon's Vacation** (It was **#40** in **AMHS'** poll). **Americas Marketing High School's** "Rookie of the Year" was **KGB** at **#11**.

(Ad Meter put **KGB #28**). Just 4 the record, **Google's** imaginative "love birds" ad finished **#16** in **AMHS'** poll and **#52** in the **Ad Meter**. Can you say Generational Differences? (Boy, was **Google's** 60 sec ad product focused or what? WOW! It was our favorite rookie.)

5. ENVIRONMENTAL SPECIAL TEAMER: **Audi's** "Green Mobile" ad became the highest **Ad Meter** rated auto ad ever. Cracking the TOP 10 for the autos is "unheard of", finishing **#6** is "other worldly". WOW! Forget **Kermit (Ford)** & kernels of corn for fuel (**GM**). Welcome to 2010's "Green Car of the Year". WELCOME! Congrats to **Audi's** ad agency.
6. BIGGEST SUPRIZES: We were shocked that **Tim Tebow's** ad (**Focus on the Family**) was so nondescript and w/o bravado/fanfare, etc except for when "**Mr. Clean**" knocked his mom off her feet. And, will somebody please tell us how **Scott's** "Weed Killer and Turf Builder" was a **SB** ad? WOW! (It was **Ad Meter's #63** ad and **AMHS' #57** ad. High school females rated it about 1/2% point higher [**5.26** vs **4.77**] than did the males.)
7. The FOCUS, FOCUS & FOCUS AWARD WINNERS: Congrats to **Denny's** and **Hyundai** for staying ON MESSAGE! **Denny's** hit a "Grand Slam" with its trio of ads that reminded us that you have to "break some eggs" to have an *egg*ceptional breakfast especially if it's free. **Hyundai** is pushing the *quality* of its production and its paint jobs using the human touch and the arts. Was **Toyota** a motivator here? Then, how about using ex **Packer QB Favre** to convey their **10 yr** warranty message. None of them **Ad Metered** well, but all made their points though **Favre** clearly overshadowed **Hyundai**.
8. MEN ARE FROM MARS & WOMEN ARE FROM VENUS: Both **AMHS'** males and females rated **Doritos'** "Hands off My Momma" **#1**. (**#11** in the **Ad Meter**.) The biggest gender diffs were found in **Go Daddy's 2** ads. While both ads were rated *poorly* by our high school students, the *females* liked these ads much, much less than did the *males*. On the other hand, *females* liked the **Universal Orlando Harry Potter** and **Disney's Alice in Wonderland** trailers much more than the *males*. Finally, we were surprised to discover that the **Dove+Men's Care** message (from birth to early manhood) was better rated by *females* than *males* by *more* that 1/2 of a rating point. While the **Dove** ad was ONLY **#41** in **AMHS'** poll, the message is clear, guys, "clean is in, CLEAN IS IN"!
9. **PEPSI, GM & FED EX** were out and **KGB, BOOST MOBILE & GOOGLE** were in. *Old World* products (**Pepsi, GM & FedEx**) received a tremendous amount of publicity for their failure to **SB 2010**. On the other hand *New World* products (such as **KGB, Boost Mobile & Google**) made debuts, some memorable, others NOT. No matter, the baton has been passed.
10. The NEW SOCIAL MEDIA with its 1 on 1 ability to generate buzz b-4 AND after the game has transformed "Water Cooler Mon" to "Buzzzzz Mon." The reality is that there is now an advertising stream of consciousness and dialog b/t and among consumers and advertisers that is intense for more than 1 mo b-4 and more than 1 mo after the **SB**. There is the real possibility that the aforementioned dialog and conversations could extend for many mos if properly cultivated.
11. BONUS, BONUS & BONUS: While the **4 Doritos'** "Crash the Super Bowl" contest ads finished very well in the **Ad Meter** (**#s 2, 11, 14 & 17**), they "grand slammed the **AMHS** poll finishing **#s 1, 2, 3 & 7**. WOW! Do the youth of America think that there is a place for them in today's ad and marketing world or what? Can they succeed w/o having all of the experience and resource\$ of a major ad house? These findings, surely, are wonderful results for America's next group of entrepreneurs! CONGRATS! GO GET 'EM!!