

FAST TAKE NEWS BRIEF

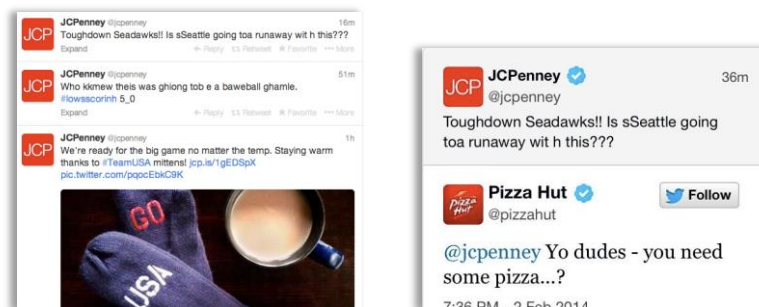
SUPER BOWL XLVIII DRIVING SOCIAL CHATTER

Super Bowl XLVIII (#SB48) made up for what it lacked in on-field excitement with record breaking conversation volume on Twitter. This year's event generated 24.9MM Tweets narrowly eclipsing 2013's 24.1MM. While there was no one moment that stood out this year, like Oreo's "Dunk in the dark" tweet during Super Bowl XLVII's power outage, brands were out in force. Some of the key trends that emerged were: brand-on-brand conversations; positivity within the ads themselves; sequential ad interaction; and the 'social bowl' which became an event unto itself.

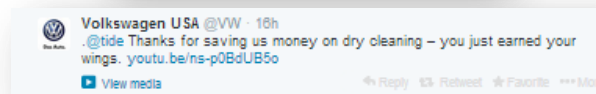
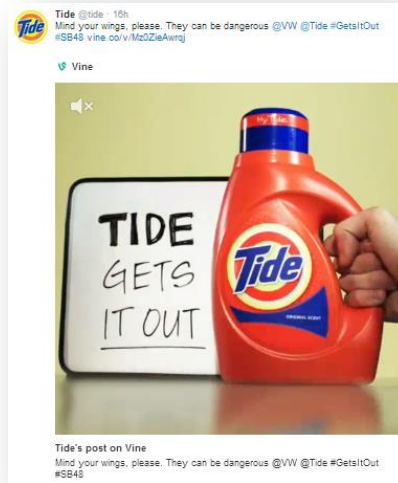
Brand-on-Brand Interaction

There were many brands vying for the attention of social consumer's eyes throughout the evening. However, none captured those invaluable eyes more so than those that involved brand on brand engagement:

- JC Penney & #TweetingWithMittens:** In the midst of clever brand commercials, funny vines and well-placed tweets, JC Penney released two tweets that many have labeled as "drunk tweeting." But was this a clever social media tactic at increasing engagement and followers, or was it actually a mistake on behalf of the brand and community management team?
 - Engagement rates for both of the "mistake" tweets garnered **675% higher** engagement rates than usual brand tweets (27,000 vs. 40)
 - Engagement rates for the apology garnered **150% higher** engagement than average
 - Sentiment and conversation is mixed with the public either thinking it was a clever stunt or a complete social media #fail
 - Other brands joined in on the mishap as well (see 2nd page)



- Tide & Vine Responses:** By far one of the most clever and original moments of the Super Bowl was Tide's immediate Vine responses to the television commercials that were playing live. Showcasing that a well thought out and researched "real-time" social strategy pays off:
 - Engagement rates for the vines garnered **6% higher** engagement rates than usual brand tweets
 - While the rates weren't exactly impressive in terms of numbers, the brand on brand interaction was a site to witness, as well as the amazing preparation that went into each crafted vine



- Pistachio & Xbox:** With a clever sequential commercial where the first spot had little Pistachio branding, to one :30 later chock full of branding, Pistachio launched a tweet around the idea of building stronger fingertips due to opening their tough shells. In response to this, Xbox quickly drafted up an image to tweet touting that they had been building stronger fingertips for longer
 - Engagement rates for the image garnered **150% higher** engagement rates than usual brand tweets, while also giving both brands great comedic recognition



Sequential Messaging

Sequential messaging is particularly interesting because it highlights the importance of the trend we are seeing of brands being built in links and tweets. This year's ads featured a number of brands who used sequential ads to tell a story. Both Bud Light and Wonderful Pistachios ran teasers prior to their #SB48 ads, as well as a series of ads within the live broadcast that worked together.

- **Bud Light:** This brand kicked things off with playoff ads featuring celebrities like Don Cheadle and Arnold Schwarzenegger in unexpected situations, accompanied by #whatever and a drive to watch the Super Bowl. The subsequent ads delivered on this by following every man Ian on a series of celebrity-laden situations (DJ Reggie, Minka Kelly, Don Cheadle and Arnold Schwarzenegger) via hidden camera. These all connected back to the brand's new tagline: "Up for Whatever Happens."
 - While the situations were definitely unexpected, the length of Ian's adventure, and the number of celebrities that pop-in, made the ad less shareable via the short tweets or visual snippets that users gravitate toward
 - In this case the story was interesting, but the format did not allow for consumers to easily extend the reach of the content
 - The takeaway for brands is that content needs to be built so users can disseminate it in tweets, links and small visual bites so they can extend their message via sharing



- **Wonderful Pistachios:** By contrast Wonderful Pistachios used a short teaser featuring the tongue-in-cheek Stephen Colbert poking fun at branding campaigns and spokespeople. During the event, Wonderful Pistachios ran 2 spots, the first of which had Colbert in his office talking about his role as spokesman where he finishes with the line "but come on they're wonderful, i'm wonderful, they'll sell themselves." The next ad which followed shortly after opened with Colbert saying "folks evidently sales of pistachios have not sky rocketed in the last 30 seconds," against the backdrop of intensely pistachio green branded office.
 - This type of humor is in keeping with Colbert's persona and the tenor of the Wonderful Pistachios brand

- Additionally both the visual and the accompanying Twitter campaign, and hashtag #getcrackinamerica, that encouraged users to count the number of pistachios in Colbert's office to win \$100,000, were both shareable and told a consistent story in bits and bytes



Positivity in Ad Messaging

An interesting theme that emerged from many of the spots this year was one of positivity, inclusion, and Corporate Responsibility. Since auto manufacturers, soft drinks and beer brands are perennial sponsors, it was refreshing to see them take a different approach and it appears they were rewarded in terms of engagement.

- **Cocoa-Cola:** Taking a break from the lovable, but not terribly profound polar bears, Coke aired an ad that featured a montage of friends, families and American vistas accompanied by America the Beautiful sung in eight languages. The message was clear, what is beautiful about America are the people, and all of our differences.
 - The spot immediately received both positive and negative tweets and commentary by those praising and deriding the Coke view of America as one of united differences. Naysayers rallied around hashtags such as #boycottcoke and #speakamerican
 - Coke has emerged from the conversation as an inclusive brand, one that sees diversity as a positive: "We hope the ad gets people talking and thinking about what it means to be proud to be American," said Katie Bayne, president of Coca-Cola North America



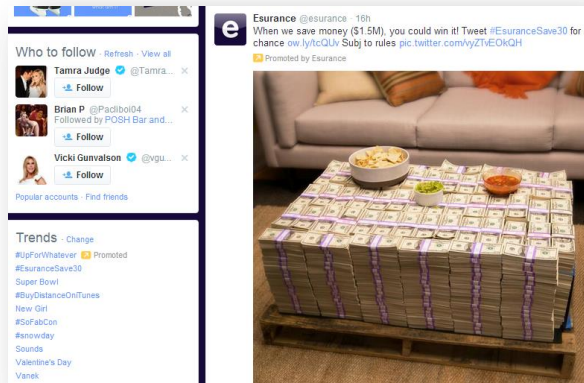
- **Microsoft:** Microsoft utilized their :60 ad to demonstrate how technology can unite and provide hope. Instead of focusing on specific products it looked at outcomes: children walking with prosthetic limbs, a blind artist painting, a deaf woman hearing for the first time and is narrated by former NFL player Steve Gleason who suffers from ASL and uses Microsoft's surface and Tobii eye tracking technology to speak.
 - The ad has been viewed 1MM times on YouTube and drove significant Twitter conversation with #empowering



Social Media Became an Event Unto Itself

Perhaps because the game was not closely contested brands were able to leverage the fact that most consumers were gathered around TVs and closely watching Twitter as an opportunity to get their message out to a huge audience.

- **Esurance:** Esurance directed all of their users' attention to social media encouraging participation, and offering big rewards. With a television commercial that encouraged users to tweet with #EsuranceSave30 to win \$1.5MM, it's no surprise that engagement was huge.
 - Engagement on the single tweet with the directions has garnered, at time of this publication, **200% higher** engagement rates than usual brand tweets (20,000 vs 100)
 - Additionally, #EsuranceSave30 is the highest naturally trending topic worldwide second only to the Promoted Trend spot



- **Hillary Clinton:** With just one well-timed tweet, Hillary joined the conversation poking fun at the right-wing approach to reporting that the Fox Network is often characterized as taking
 - The tweet was immediately retweeted at 163% higher rate than her previous Martin Luther King Day tweet



Implications for Marketers

Key takeaways for advertisers are as follows

1. **Brand-to-brand conversation increases reach** – Due to the public nature of Twitter, brands can authentically communicate with one another on broad cultural topics and shared experiences. In the case of a live sports event like the Super Bowl this enables them to tell their brand story to a larger audience. Additionally, it's important to note that some brands have larger social media "command stations" (aka Gatorade), while others have managed to put together smaller task force teams. The key to success in either situation is fluidity: the ability to respond and move quickly.
2. **Storytelling is crucial** – Create content that can be shared in tweets and visual snippets to ensure your message is shared. Platforms such as Twitter move at such a rapid pace, that the ability to create cohesive "snackable content" of the moment is critical. In order to do this successfully, brand teams and agency partners will need to conduct research and plan in advance. Check the lay of the land. Look for possible situations with which your brand could potentially interact with and which you can plan for. Having Instagram Videos, Vines and tweets lined up can go a long way for lasting success.
3. **Positivity works** – Uplifting and inspiring content drives great conversation and positive brand sentiment. This may not always work, or be appropriate, for a brand that doesn't have a tie to a positivity messaging so always be careful of staying within social brand voice.
4. **Social investment pays off** – For brands like Esurance, social media offers another credible method to keep them top-of-mind. Investing in a holistic advertising campaign which starts on TV and drives to social allowed them to make the most of their dollars. Through successful paid amplification on their social platforms, Esurance was able to capitalize greatly on their spot. This is an important lesson to keep in mind not only as agencies collaborate on overarching strategic recommendations, but as clients brief their agency partners.

For more information, please contact:

Ming Linsley (@minglien)
Ming.Linsley@mecglobal.com

Billy Boulia (@billyboulia)
Billy.Boulia@mecglobal.com