

SMA Teaching Moment
Take-A-Stand: Super Bowl Commercial

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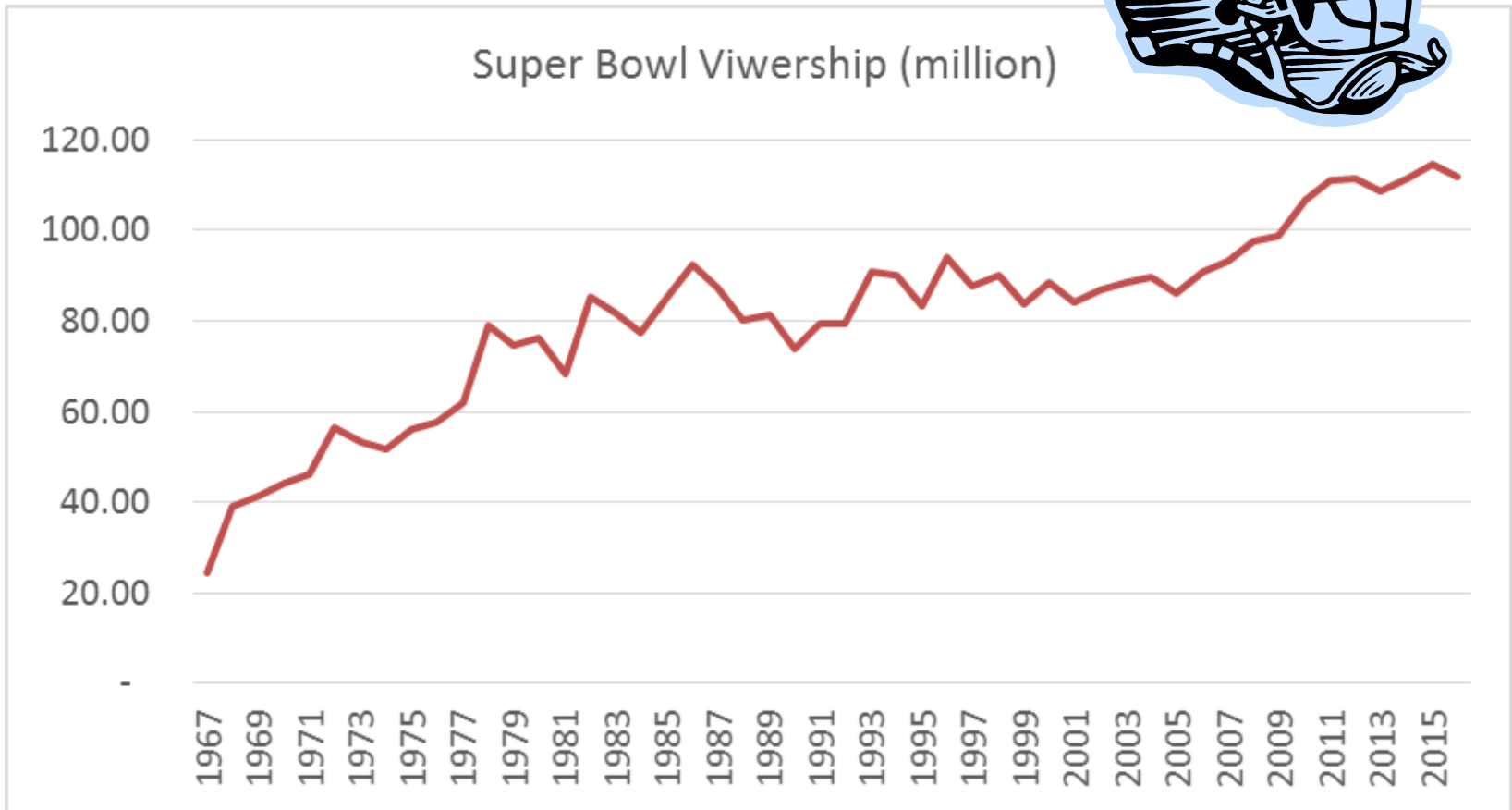


Super Bowl

The Ads Awaken

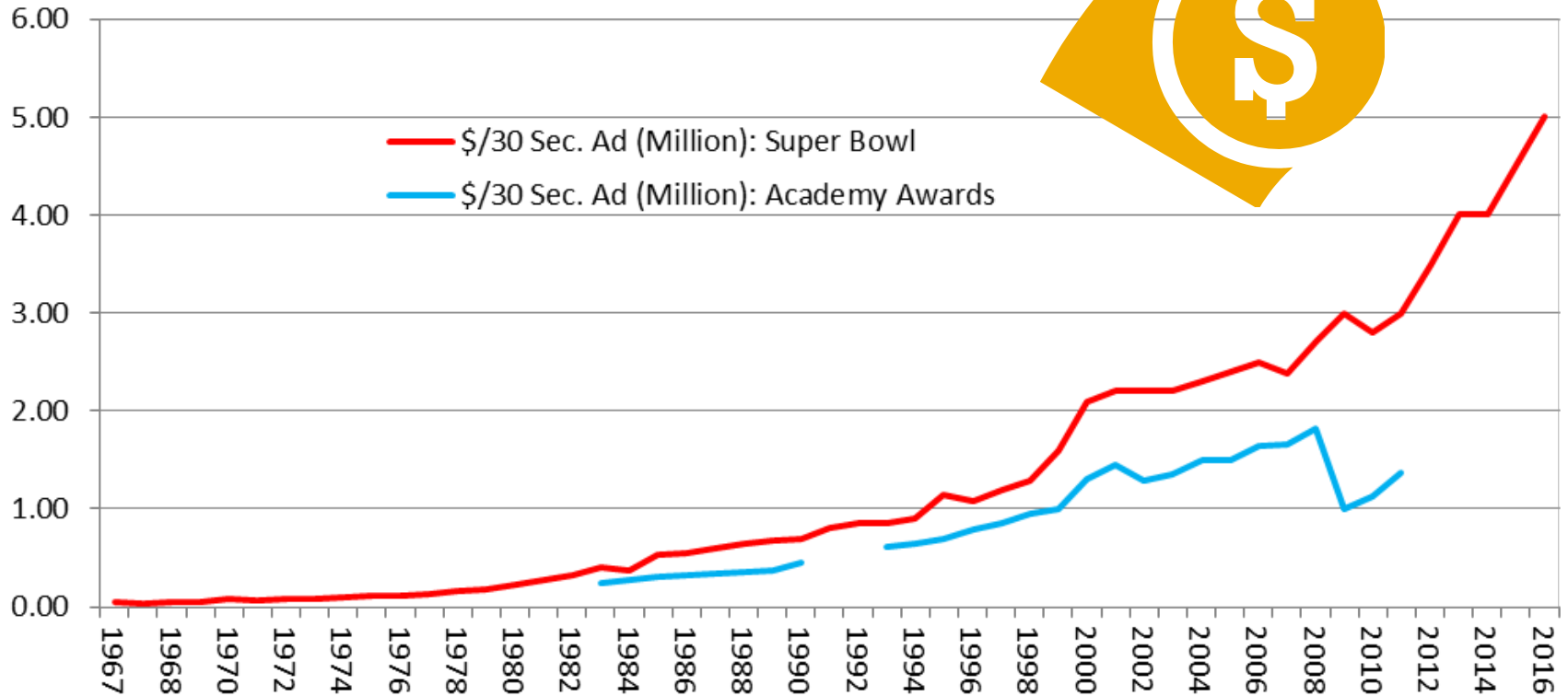


Statistics: Viewership



In 2016, advertisements in the Super Bowl were watched by 111.9 million U.S. viewers and half of viewers also watched commercials

Statistics: Ad Cost



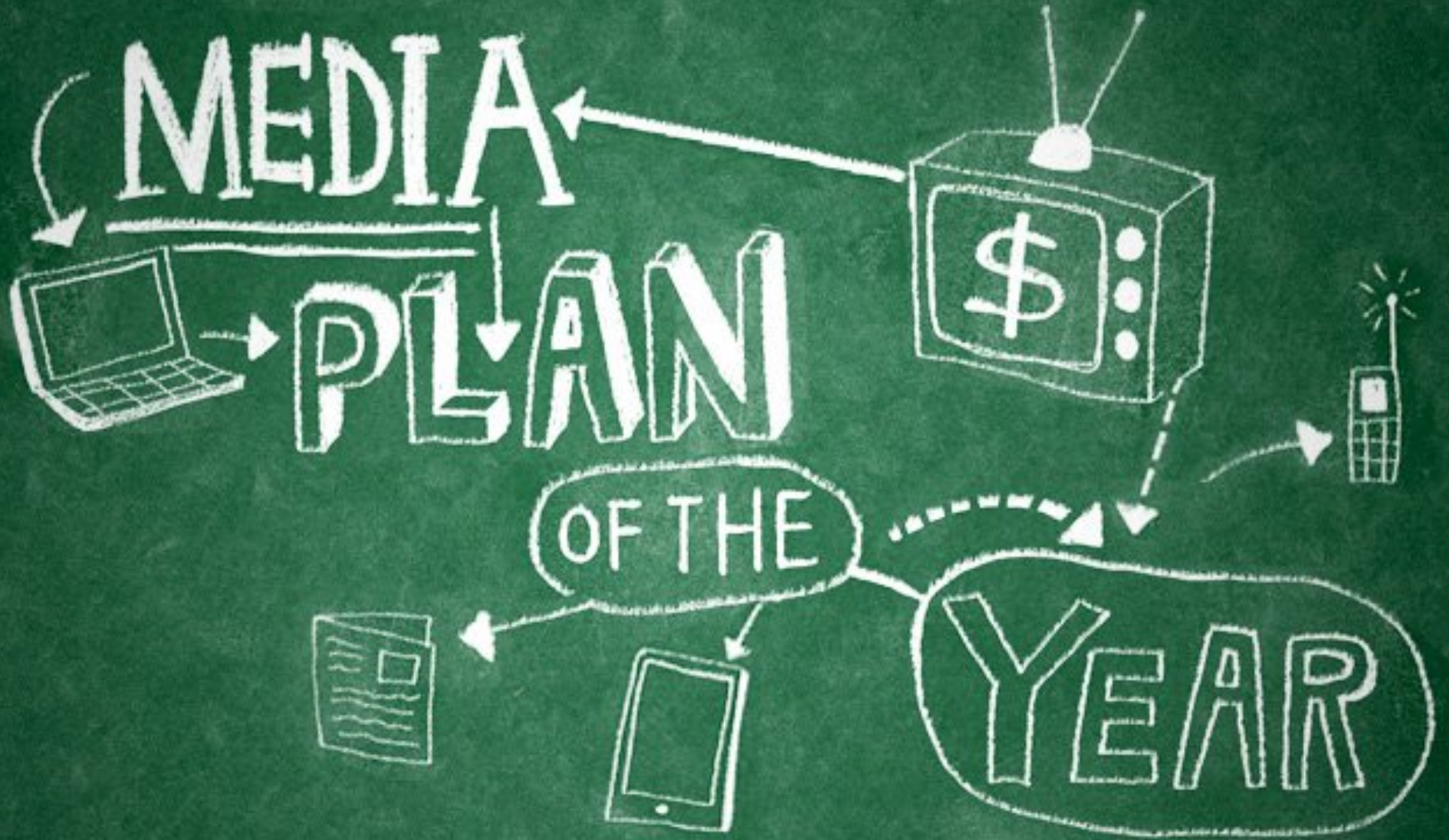
In 2016, 30-second spots cost \$5 million, on average

Class Participation: Take-A-Stand

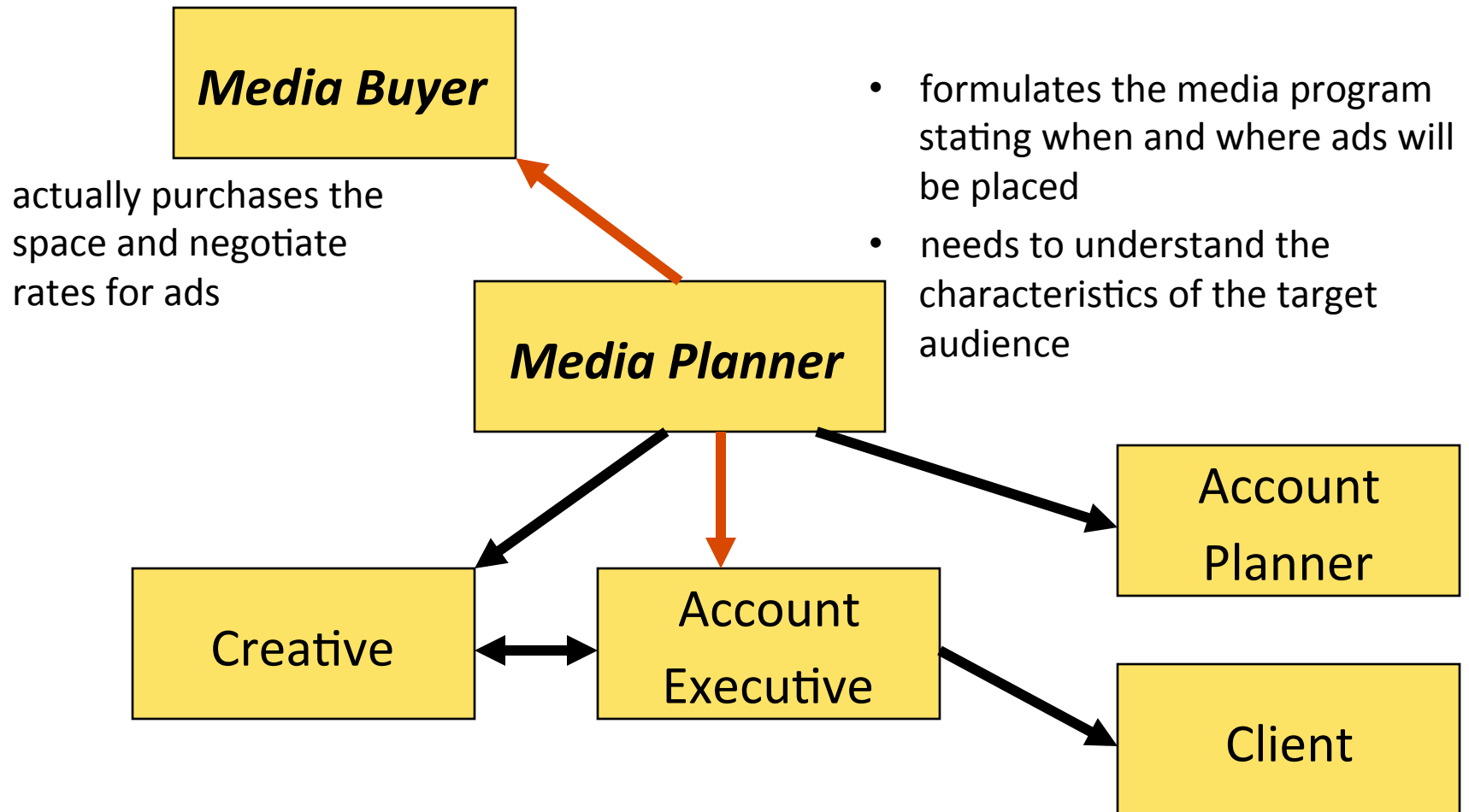
**1. Do you like or dislike Super Bowl commercial?
Take your spot from “extremely dislike (1)” to
“extremely like (5)”**

Extremely Dislike Dislike Neutral Like Extremely Like
Dislike Like
1 ----- 2 ----- 3 ----- 4 ----- 5

Media Planning



People Involved in Media Selection



Class Participation: Take-A-Stand

If someone recommends you to release your company's commercial during the Super Bowl Event, would you agree or disagree with the recommendation as a media planner? How much would you agree or disagree?

Three situations are given. You can change your spot during the session.

Class Participation: Take-A-Stand

2. Situation 1 (Oscar Meyer): Take your spot

Strongly Disagree Somewhat Disagree Neutral Somewhat Agree Strongly Agree

1 ----- 2 ----- 3 ----- 4 ----- 5



Class Participation: Take-A-Stand

3. Situation 2 (Maserati): Take your spot

Strongly Disagree Somewhat Disagree Neutral Somewhat Agree Strongly Agree

1 ----- 2 ----- 3 ----- 4 ----- 5



Class Participation: Take-A-Stand

5. Situation 3 (Net Jet): Take your spot

Strongly Disagree Somewhat Disagree Neutral Somewhat Agree Strongly Agree

1 ----- 2 ----- 3 ----- 4 ----- 5



Media Planner

- Target audience's characteristics need to be matched with media audience characteristics.
- Ads are more likely to be noticed and have an effect if they are placed on media and on programs that are watched or viewed by the target audience.
- A target market that likes sports should be matched with programs about sports.

Media Planning

- Media planning begins with a careful analysis of the **target** market.
- It involves understanding the process they use in making purchases, the consumer behavior events that guide those choices.
- It involves studying the **media** choices the target market makes and understanding their listening and viewing habits.

Media Planner

- The **media planner** formulates the media program stating when and where ads will be placed.
- Media planners work closely with the creative staff, the account executive, account planners, and media buyers.
- The media planner needs to understand the characteristics of the target audience.