



Super Bowl 2014 By The Numbers

Record-Setting Level of Paid Ad Time

Super Bowl XLVIII featured a record-setting amount of network commercial time from paying advertisers. Between the opening kickoff and the final whistle, Fox aired exactly 41 minutes of paid messages, eclipsing the previous record of 39 minutes in the 2012 game.

When promotional spots from Fox and the NFL are included in the tally, the total volume of ad time swells to 49 minutes, 10 seconds making it the second most cluttered Super Bowl in history, as measured by total ad time

Network Ad Time (mm:ss) In The Super Bowl Game				
Year	Total Ad Time	Brand Ads	NFL Promos	Network Promos
2014	49:10	41:00	1:50	6:20
2013	51:40	38:20	3:00	10:20
2012	47:25	39:00	1:50	6:35
2011	48:10	37:55	1:45	8:30
2010	47:50	37:45	1:50	8:15

Source: Kantar Media

Longer Length Commercials: An All Time High

There were 24 commercials in Super Bowl XLVIII of 60 seconds or longer, shattering the previous record of 15 spots in the 2012 and 2013 games. The surfeit of longer announcements meant that many commercial pods contained just two units from paying sponsors, which potentially gives each ad more visibility to the audience.

Ads Of 60+ Seconds In The Super Bowl					
	2010	2011	2012	2013	2014
Total #	11	10	15	15	24
% of All Ads	11%	10%	19%	15%	29%

Source: Kantar Media

Which Automaker Was That?

Viewers who stayed to the end of the football game had the opportunity to see thirteen commercials plugging eleven different auto nameplates. For automakers, it was the fourth consecutive Super Bowl with more than 11 minutes of category ad time. Hyundai was the only manufacturer that aired :30 spots. All of the other automakers utilized messages of 60 seconds or longer.

Auto Manufacturer Advertising in The Super Bowl				
Year	# of Ad Units	Total Ad Time (mm:ss)	# Unique Parent Companies	# Unique Nameplates
2014	11	13:30	8	11
2013	12	11:30	6	9
2012	16	13:30	7	12
2011	18	12:30	6	9

Source: Kantar Media

The roster of auto nameplates for 2014 is Audi; Chevrolet; Chrysler Honda; Hyundai; Jaguar; Jeep; Kia; Maserati; Toyota; and Volkswagen.

Top Advertisers

Excluding the promotional messages aired by Fox and the NFL, 38 different parent companies aired a total of 56 in-game spots. Anheuser-Busch InBev had the largest ad buy with 4:00 minutes:seconds of time. Chrysler Group was second at 3:00 minutes:seconds.

Top Advertisers In 2014 Super Bowl Game		
Parent Company	Ad Time (mm:ss)	# Units
Anheuser-Busch InBev	4:00	5
Chrysler Group LLC	3:00	2
General Motors Corp	2:00	2
Volkswagen AG	2:00	2
Hyundai Corp	2:00	3
Coca-Cola Co	2:00	2
Sony Corp	2:00	2

Source: Kantar Media

Celebrities and Musicians

The use of celebrities in Super Bowl ads is a popular technique for trying to draw attention to the sponsor's message. Similarly, the use of song lyrics to set a mood or connect to the storyline of the ad is another common creative strategy. Both approaches were on display in the 2014 Super Bowl. A total of 28 different commercials from 19 different advertisers made use of celebrities and/or popular music.

Parent Company	Brand	Celebrity	Music Soundtrack
Agro-Farma Inc	Chobani		"I Want You" by Bob Dylan
Anheuser-Busch InBev	Bud Light	Arnold Schwarzenegger; Don Cheadle; Reggie Watts	One Republic
Anheuser-Busch InBev	Bud Light		Afrojack
Anheuser-Busch InBev	Budweiser		"I'm Coming Home" by J. Cole
Anheuser-Busch InBev	Budweiser		"Let Her Go" by Passenger
Bank Of America Corp	Bank Of America		"Invisible" by U2
Beats Electronics Llc	Beats Music	Ellen Degeneres	
Chrysler Group Llc	Chrysler Autos	Bob Dylan	
Coca-Cola Co	Coca-Cola Classic		"America The Beautiful"
Danone Groupe Sa	Dannon Oikos	John Stamos; Bob Saget; Dave Coulier	
Deutsche Telekom AG	T-Mobile	Tim Tebow	
Deutsche Telekom AG	T-Mobile	Tim Tebow	
Doctors Assoc Inc	Subway Restaurant	Michael Phelps; Apollo Ohno; Nastia Lukin	
General Motors Corp	Chevrolet Trucks		"You Sexy Thing" by Hot Chocolate
General Motors Corp	Chevrolet		"Don't Leave" by Ane Brun
Go Daddy Software Inc	Go Daddy.com	John Turturro	
Go Daddy Software Inc	Go Daddy.com	Danica Patrick	
Honda Motor Co Ltd	Honda Auto & Truck	Bruce Willis	
Hyundai Corp	Hyundai Autos	Johnny Galecki; Richard Lewis	"Evil Woman" by ELO
Hyundai Corp	Hyundai Autos		"Count On Me" by Bruno Mars
Hyundai Corp	Kia Autos	Laurence Fishburne	
Microsoft Corp	Microsoft Corp	Steve Gleason	
Roll Global Llc	Wonderful	Stephen Colbert	
Roll Global Llc	efoikos	Stephen Colbert	
SodaStream Intl Inc	Soda Stream	Scarlet Johansson	
Tata Motors Ltd	Jaguar Autos	Ben Kingsley	
Toyota Motor Corp	Toyota Trucks	Terry Crews; Muppets	
Volkswagen AG	Audi Autos	Sarah McLachlan	

Source: Kantar Media

About Kantar Media

Kantar Media provides critical information that helps our clients make better decisions about communications. We enable the world's leading brands, publishers, agencies and industry bodies to navigate and succeed in a rapidly evolving media industry. Our services and data include analysis of paid media opportunities; counsel on brand reputation, corporate management and consumer engagement through owned media; and evaluating consumers' reactions in earned media. As the global house of expertise in media and marketing information, Kantar Media provides clients with a broad range of insights, from audience research, competitive intelligence, vital consumer behaviour and digital insights, marketing and advertising effectiveness to social media monitoring. Our experts currently work with 22,000 companies tracking over 4 million brands in 50 countries.

For further information, please visit us at www.kantarmedia.us

Follow us on:

www.twitter.com/kantarmedia_na

www.facebook.com/KantarMediaGlobal

http://www.linkedin.com/companies?trk=hb_tab_compy