

Super Bowl Commercials



As one of the most watched television events of the year, the [Super Bowl](#) is a big day for marketers. Companies will pay \$7 million for a 30-second commercial and often feature the launch of new products and reinforcement of brand names. This year the Kansas City Chiefs will face the San Francisco 49ers at 6:30 pm at [Allegiant Stadium](#) in Las Vegas, the betting capital of America.

1. Why can't companies use the name Super Bowl in their advertising?	The NFL trademarked the phrase in 1969 and considers any commercial activity that uses the term "Super Bowl" to be in violation. (See sample ads from years past below of how companies get around the naming restrictions).
2. How many viewers watched the Super Bowl this year?	TBD after game (100+ million expected)
3. How much do the players on the winning team get paid at the Super	\$157,000

Bowl?	
4. How much do the players on the losing team get paid at the Super Bowl?	\$82,000
5. Which company had the most number of advertisements in the Super Bowl this year?	TBD
6. What company had the longest commercial in this year's Super Bowl?	TBD
7. How much are tickets to the Super Bowl?	Average \$8,907
8. What is the cost of a 30-second Super Bowl advertisement?	\$7 million
9. How much do the half-time performers get paid at the Super Bowl?	Zero
10. What company sponsors the half-time Super Bowl performance?	Apple Music
BONUS: What happens to all those printed game day shirts of losing teams?	Sent to third world nations
BONUS: What are naming rights?	Paying to have name on venues

COST OF A 30-SECOND SUPER BOWL AD

1967-2024

1967 | \$42,000

1970 | \$78,000

1975 | \$107,000

1980 | \$222,000

1985 | \$525,000

1990 | \$700,000

1995 | \$1.2 MILLION

2000 | \$2 MILLION

2005 | \$2.4 MILLION

2010 | \$3 MILLION

2015 | \$4.25 MILLION

2020 | \$5.6 MILLION

2024 | \$7 MILLION



Choose **three** of this year's commercials and complete the charts below to analyze the marketing message(s). You can team up with **one** other person.

Show me when you are finished for **credit**.

Commercial - Product/Business/Service Advertised	
What did the commercial include (music, animals, celebrities, etc.)?	
What was the purpose of the advertisement? Include any of the following that apply. Inform, Persuade, Remind, Introduce, Humor, Other:	
Why is this commercial appropriate for the Super Bowl?	
Rank the Commercial Excellent/Good/Fair/Poor	
Was it effective? Why or why not. Be specific.	
Link to Commercial	

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Is it worth it from a business perspective to spend this kind of \$\$\$\$? Why or why not?

10 Pts

****See original for updates??**