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Super Bowl ads could pay off big

*BY SCOTT BLAKE
FLORIDA TODAY*

At an average cost of \$2.7 million for a 30-second commercial, advertising during this year's Super Bowl won't be cheap.

But will it pay off?

Dozens of companies -- including some with a presence in Brevard County -- are betting it will.

Super Bowl ads can pay off in a big way if viewers like your commercial, according to a new study from researchers at the State University of New York at Buffalo and Cornell University.

Companies with well-liked commercials typically see their stock prices rise substantially on the Monday after the game, with even larger increases in stock prices up to a month later, said Kenneth Kim, a professor at the State University of New York at Buffalo and one of the study's authors.

The study compared USA

Today's Ad Meter ratings measuring viewers' responses for commercials aired during the last 17 Super Bowls with those companies' stock performances in the days and weeks after the game.

Commercials at or near the top of the Ad Meter ratings saw their companies' market capitalization value -- essentially, the public opinion of a company's net worth -- typically increase by \$80 million the day after the game, Kim said.

"It increased even more a month later," he said.

Businesses also are anticipating a boost in sales and in interest in their products in the days following the Super Bowl.

The commercial lineup for Sunday's game will include several companies with stores in Brevard County, including the Hyundai Motor Co. and Victoria's Secret women's lingerie and apparel.

Representatives for Victoria's Secret, which has a store at the Melbourne Square mall, said its Super Bowl ad will be geared to business for Valentine's Day -- one of the company's busiest sales periods.

Victoria's Secret has not advertised during the Super Bowl since 1999 for the launch of the company's Web site. The company decided to run an ad this year because the game is fairly close to Valentine's Day on Feb. 14, company officials said.

Victoria's Secret is scheduled to air a 30-second ad in the third quarter in which supermodel Adriana Lima, dressed in the company's lingerie, holds a football, as Doris Day sings "I'm in the mood for love."

Sean Sanger, sales manager at the Coastal Hyundai on U.S. 192 in Melbourne, said he does not know how much of an impact the company's the Super Bowl ads will have on the local dealership's

business -- but it couldn't hurt.

Sanger said the recent interest rate cuts by the Federal Reserve could make more of a difference for business in the weeks ahead.

"I think business conditions determine it more than any single event," he said.

Hyundai is scheduled to air two 30-second ads in the third quarter -- one that compares Hyundai's Genesis car with other luxury cars. The announcer says: "We're not sure what USA Today's Ad Meter will say about this ad. But we're pretty sure Mercedes, BMW and Lexus aren't going to like it."

Among auto companies, Toyota also is scheduled to run two 30-second commercials during the Super Bowl. GMC is planning a 60-second ad for the Yukon hybrid sport utility vehicle, and Audi will have a 60-second ad, too.

Advertisers lined up early to air commercials during this year's game.

The FOX network, which is broadcasting Sunday's game, sold 90 percent of its Super Bowl ad slots by the first week of November, said Lou D'Ermilio, senior vice president of media relations for FOX sports.

"That's unprecedented," D'Ermilio said.

FOX has sold 63 30-second spots for the game, generating an estimated \$170 million in ad revenue. And that does not include ads running during the pregame and postgame shows, he said.

Among the food and beverage products that will be advertising are Amp energy drink, Budweiser/Bud Light, Coca-Cola, Diet Pepsi Max, Doritos, Gatorade G2, Glaceau VitaminWater, Ice Breakers gum, Pepsi-Cola, Planters, SoBe Life Water and Taco Bell.
