

# I. MARKETING PRINCIPLES FOR TV COMMERCIALS

## 1. Before you watch:

a) Read the title and imagine what the video is about.

b) Vocabulary search. Read the words given in context and match them to their definitions.

- |   |   |
|---|---|
| • Let's analyse this game play-by-play  | • To cause deep emotions or feelings                                  |
| • Steve Jobs is in the Entrepreneur Hall of Fame  | • In detail   |
| • This romantic comedy about adoption really tugs at my heartstrings  | • Progress, success   |
| • MP3 players are a major breakthrough since we are now able to slide a thousand songs into our pockets just on a tiny key. | • To be distinctive and noticeable                                    |
| • Watching a feel-good movie makes me really happy.   | • A group of people judged exceptional, as in a sport or a profession |
| • The name of this shop is easy to read from the distance – the words stand out well.                                       | • Causing or characterized by positive emotions                       |
| • She works 12 hours a day. She is dedicated to her job.  | • Very interested in and committed to                                 |

## 2. Watch the video: 3 winning Super Bowl ads.

*January 30, 2014 – What goes into a successful Super Bowl commercial? We talked to Timothy Calkins, professor of marketing at Northwestern University's Kellogg School of Management.*

a) Watch the video and indicate the marketing principle next to the brand. Then add additional information about the commercial (product, people, colour, schemes...).

Brand 1: ..... Marketing principle: .....

Example: .....

Why is this strategy efficient? .....

Brand 2: ..... Marketing principle: .....

Example: .....

Why is this strategy efficient? .....

Brand 3: ..... Marketing principle: .....

Example: .....

Why is this strategy efficient? .....

b) Recap: Which of the marketing principles listed below have been used?

Read the definitions and make sure you understand them. For each commercial, say which principles (strategies) have been used. Get ready to justify your answers.

<i>MARKETING PRINCIPLE</i>	<i>DEFINITION</i>	<i>BUDWEISER</i>	<i>DANNON</i>	<i>GOOGLE</i>
BRAND EQUITY	More money generated from products because it is famous.			
BRAND AMPLIFICATION	The promotion of a product through text and/or by visual means.			
PRODUCT POSITIONNING	The presentation of products in the best possible light.			
ATTENTION	The interest in the brand showed by consumers.			
DISTINCTION	The importance of a brand's advertisement to be distinct from its competitors.			
LINKAGE	The connection of the advertisement to the brand or the benefits it offers.			

## II. ADVERTISING AND MARKETING TECHNIQUES

### 1. Before you read:

a) What is an ad? (several possible answers)

- ☐ a commercial      ☐ an advert      ☐ an advertisement      ☐ a banner

b) Using the title and the source below the text, try to imagine what the article is about.

- ☐ the rules of American Football  
☐ the rules of soccer  
☐ how to make a successful ad during the Super Bowl

### 2. Read the text:

#### The rules of the Super Bowl ad game

What goes into a successful Super Bowl commercial? Advertisers know their commercials will be seen by tens of millions of people, and that airtime will sell for appropriately ludicrous amounts. This year, the average cost of a 30-second commercial will be about \$4 million, or \$133,000 per second, about the same as last year. The rules of the Super Bowl ad game have evolved over XLVIII years and are evolving still in the age of social media. Here are a few of the basics:

##### **Rule No. 1: No one pays the sticker price.**

The Super Bowl advertising marketplace is like a Turkish souk: Everyone haggles.

The primary reason: Big buyers command big discounts. They buy multiple ad “units” — 30- and 60-second spots — spread over the game. Anheuser-Busch, for example, will run three ads for Bud Light and two for Budweiser. It also has a multi-year contract to advertise during the game, further reducing its overall costs.

##### **Rule No. 2: Buy early, save later.**

Spending millions on a Super Bowl ad isn’t all that different than spending a few hundred on a plane ticket or hotel room. The sooner you buy, the lower the price is likely to be. As long as there’s demand, prices for whatever is left tend to rise as the game gets closer.

##### **Rule No. 3: First in, last out.**

Advertisers pay extra to air commercials in the first and last positions. These are considered the most-watched and the most memorable positions. People haven’t jumped off the couch yet as the game stops for the commercial break. Anticipation explains why the last spot is primo: People are rushing back to their seats as the game gets set to resume.

##### **Rule No. 4: Buy early in the game, too.**

Advertisers tend to clamor to show ads in the first half of the game and usually in the first quarter. The reason? It’s when the audience is most stable, most predictable and most attentive to the advertising. Which is why advertisers pay premium prices for ads shown during the first half.

##### **Rule No. 5: You need ads for your ads.**

The commercial is just the middle. Thanks to social media, companies engage in a buildup about their ads before the game, and most follow up afterward, too. Volkswagen says it was the first advertiser to release its Super Bowl ad online before the game in 2011. The effort propelled its commercials to viral status. Now, pre-release promotion is common. Many advertisers have released teasers on YouTube, Facebook and other platforms. The idea, of course, is to create buzz before the buzz starts.

a) Match the words to their definition or their synonym.

- |                         |   |
|-------------------------|---|
| • Airtime (l. 5)        | • A market place in northern Africa or the Middle East      |
| • Sticker price (l. 14) | • (to) bargain over a price or the terms of an agreement    |
| • Souk (l. 16)          | • The time that a radio or television station is on the air |
| • (to) haggle (l. 16)   | • (to) broadcast on the radio or television                 |
| • (to) air (l. 33)      | • Time scheduled for an ad to broadcast                     |
| • Spot (l. 39)          | • Price indicated on the label                              |
| • (to) resume (l. 41)   | • (to) begin again after a pause                            |

b) Recap the rules:

**Rule No. 1: No one pays the sticker price.**

Why can Anheuser-Busch negotiate? .....

**Rule No. 2: Buy early, save later.**

Give another example in everyday life of how you can save money by buying early. ....

**Rule No. 3 and Rule No. 4: First in, last out & Buy early in the game, too.**

Look at the Super Bowl timeline and circle the right numbers in the chart.

NUMBERS		ACTIONS
1	2	"Most-watched and most memorable positions."
1	2	"People haven't jumped off the couch yet."
1	2	"People rush back to their seats."
1	2	"Advertisers pay premium prices for ads."



**Rule No. 5: You need ads for your ads.**

Why did Volkswagen's commercial go viral? .....