

Question answer

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Insert SUPER BOWL ADS Super bowl is considered one of the favorite annual championship as a National Football League, with a professional level of managing the football in the US which is celebrated in late summer.

The most frequent target of super bowl is both women and men since equal women, and men watch the super bowl than the Oscars and Grammys. It is known for advertising a range of things from beer, sports, food, cars, and even electronics. So when the games take a break people are still glued to the TV taking products being sold to them. Moreover, as we know women are better in shopping, they purchase 85% of the household items (Hartmann and Klapper). However, at the same time not all products being advertised are like by women some are liked by men for instance electronics and cars. They target both genders.

Super bowl product category is beer, drinks, and snacks. Beer because its goes well with football. They can be able to get the latest brand and try it while watching the event. Snack is also a useful product for the case since they can take them while watching the game. Financial industry is not an adequate product category since people will be having fun, and they will not be having time for financial issues. Hence, they will not take it that serious. Autos too are not effect product since it runs all together in peoples mind (Hartmann and Klapper). Communications use some of the same purchase comparison metrics copy pretesting firms use, but gauges the ads effect on consumers who have seen them in the real world rather than forced viewing.

The objective of the super bowl is to create product awareness to millions of people watching the event. There ads aims at reaching millions of people

who are watching the game and make them join the new brand in the market by telling them about the positives of the product and the reason why they should not be left out. Direct sale cannot be the primary objective since it is not necessarily that the product will be brought at that particular time; it might take time before people can accept a new product. Active awareness means that the product has been on the market and as not been doing well hence trying to convince people that it is a real product. It will not be the place to convince them since you cannot convince them in a single day (Hartmann and Klapper).

I do not think super bowl adverts are very efficient since it is one-day event, it will not capture people that much unlike TVs ads. In TV ads, people are repeated for sometimes making people know it better, hence want to try it. It is not effective too since its product category is limited to a particular product that go in line with the event hence it becomes bias. Creating brand awareness being primary objective of the super bowl is not a good way to do it. It is because people can be told about an upcoming product in just a day, and one is sure that they have won the market. One has to insist for some time until people are already aware of it. The reason is that there are many products competing out there so the more they, advertise their products, the better chances they get. The products advertised on super bowl audience remember less often than those products on TVs ads. The target market is also not useful since they target the people who are watching the event leaving the other part of individuals who do not attend the game since they are not fans. Autos go to the bottom of the list in terms of effectiveness since it runs all together in peoples mind. Communicis uses the same purchase

comparison metrics copy pretesting firms use, but gauges the ads effect on consumers who have seen them in the real world rather than forced viewing.

Works Cited

Hartmann, Wesley R., and Daniel Klapper. Do Superbowl Ads Affect Brand Share?. SSRN Journal n. pag. Web.