

YOUTUBE'S PRE-GAME SUPER BOWL SUPREMECY

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Seattle Seahawks

NFL Super Bowl XLIX

Live, Q1 - 10:45 on NBC

University of Phoenix Stadium, Glendale, Arizona

1 New England Patriots	0
1 Seattle Seahawks	0

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Sun Jan 18 vs Packers

W 22 - 28 Final

All times are in Eastern Time

Watch highlight

Seattle Seahawks

Football team

The Seattle Seahawks are a professional American football franchise based in Seattle, Washington. They are members of the National Football League and the current Super Bowl champions. Wikipedia

NFL championships: 2013

Head coach: Pete Carroll

Location: Seattle

Arena/Stadium: CenturyLink Field

Division: NFC West

Mascots: Seattle Seahawks BOOM, Seattle Seahawks Blitz

chrome

INSIGHT > BRIEFING REPORT > 2015

ACTIVATIVE

> YouTube's Pre-Game Super Bowl Supremacy

AdBlitz 2015

By New Year's Day, YouTube (which turns 10 this year) was already awash with pre-release Super Bowl spots as marketing seek to maximise their 30-second \$4.5m investment by **engaging earlier, generating buzz, building social currency and developing deeper storytelling narratives**. With four days to go before the Big Game kicks off on 1 February, more than half of NBC's Super Bowl advertisers had pre-released their commercials on YouTube, including Budweiser and Bud Light, BMW, Lexus, Mercedes, Old Spice, Toyota and T-Mobile. Of those that hadn't pre-released the full commercial on YouTube, all had rolled out some form of preview, teaser or trailer.

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AdBlitz 2015



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MYSTERY SPOT - WORLD'S
LEADING CRUISE LINES CHALLENGE
CARNIVAL CORPORATION

Despite the explosion of competitor webfilm platforms, other social channels and the vast array of messaging apps, the Google-owned online video behemoth retains its title as the primary platform for pre-game activation.

Billion Dollar Big Two NFL Sponsors > The NFL's two biggest billion dollar sponsors - A-B InBev and PepsiCo - both pre-released on YouTube..

PepsiCo, which has backed the League since 2002, has posted a programme of pre-game ads from Pepsi's 'Hype Your Hometown' and 'Katie Perry Halftime Show Teaser' to Doritos' 'Crash The Super Bowl'.

(Indeed, even Newcastle Brown Ale's guerrilla 'Chores' campaign which itself ambushed the Doritos 'Crash The Super Bowl' initiative was primarily planned for YouTube.

In fact, the NFL's official soft drink Pepsi has been largely absent from traditional TV right through the season. Preferring to leverage its league rights via a digitally-led strategy for its 'All For Football' campaign that spent the majority of marketing dollars on online video.

NFL beer partner Anheuser-Busch, which has been an NFL sponsor since 2011, also pre-released its Super Bowl 'Puppy' & 'Pacman' commercials.

In fact, A-B InBev is investing heavily in digital video with a social-led Super Bowl strategy targeting millennials in order to try and turn around the fortunes of its flagship Budweiser and Bud Light brands in the USA.

YouTube is playing a lead role in this digital strategy (which also sees the brewer set up four social media command centres around the country).

'We have a very strong relationship with YouTube,' says A-B's VP Of Consumer Connection Lucas Herscovici.

'They work hand-in-hand with us to plan these campaigns to excel before, during and after [the game].'

Ever since VW's 2011 Super Bowl smash hit 'The Force' spot (by DeutscheLA) was pre-released on YouTube on the Wednesday before the Big Game, most Big Game advertisers have fol-





Not surprising considering 'The Force' generated 17m YouTube views before it ran on TV.

'It's a business no-brainer to release a Super Bowl spot ahead of the game because of the additional exposure and media attention a brand gains,' argues Deutsche's US CEO Mike Sheldon.

'From a pure exposure standpoint, we made back all our money on the spot before it ever ran, without spending a dime.'

Pre-Release Sceptics > The fethe YouTube number is ow remain- ing brands that are reluctant to reveal much about their spots be- fore the game actually airs - the pre-release sceptic - largely cite arguments based around the benefits of the 'element of surprise' and 'maintaining the in-game magic'.

But in this world of real-time and low latency activation, much of the magic comes not from the spots themselves, but from the associated integrated activity: the real-time reactive social en- gagement, the low-latency displays, the in-person in-game expe- riences and the surprise stunts.

Even pre-release Super Bowl sceptics like Nissan invariably cut-down teasers on YouTube.

Despite its claims it wanted to tactically maintain the mystery around its 2015 Big Game commercial, Nissan released the first 10-seconds of its 'With Dad' ad in the week before the Super Bowl.

The ad, its first Big Game commercial in 18 years, celebrates dads and their family roles.

Thus brands like Nissan try to hedge their bets by straddling opposing goals: generating pre-game publicity and maintaining the element of surprise.

'With so many commercials airing before the game, I funda- mentally believe it takes away much of the magic of showing the ad on the biggest stage of the year,' explains Nissan VP Fred Diaz.

And even then Nissan ran a pre-game partnership with You- Tube creators to develop its Super Bowl commercial by paying them to create **Short Films** celebrating the #WithDad theme.

Old-School Reach > Of course, part of the reason YouTube con- tinues to be the dominant pre Super Bowl platform is old-school simple - 'reach'.

After all, the most viewed YouTube Video of 2014 in the USA was 'Mutant Giant Spider Dog' which racked up 115m views.

This figure happens to be exactly the same audience viewing figure as CBS' Super Bowl 2014 Halftime Show TV audience rating (which itself was a record).

Albeit that the YouTube viewing number is, of course, a col- lated and an aggregated total from across the whole year rather than just one a single day.

#withdad

2.1.2015



YouTube's Very Own Halftime Show > 2015 even sees YouTube hold its own Halftime Show that will be streamed live on its [AdBlitz Halftime Show](#) channel to compete with the NFL's official half-time Show sponsored by Pepsi and fronted this year by Lenny Kravitz and Katy Perry.

It will feature big name YouTube creators and musicians - such as Harley Morenstein from Epic-MealTime, Freddie Wong, Rhett and Link, Toby Turner - who have a combined total of more than 60 million subscribers (around 50% of the Super Bowl's Halftime Show live network TV audience).

YouTube's filming is being carried out in Los Angeles and will have the usual array of goofy spots and musical performances.

Leveraging its Super Bowl ad pre-release dominance, the AdBlitz channel will also allow viewers to watch Big Game ads and let fans vote for their favourite commercial after the game.

YouTube has certainly successfully cut out a slice of the NFL's Super Bowl pie for itself.

If You Can't Beat Them, Join Them! > Once YouTube was David to the NFL's Goliath, but now the tables have turned and the league understands it can't do without Google's video platform.

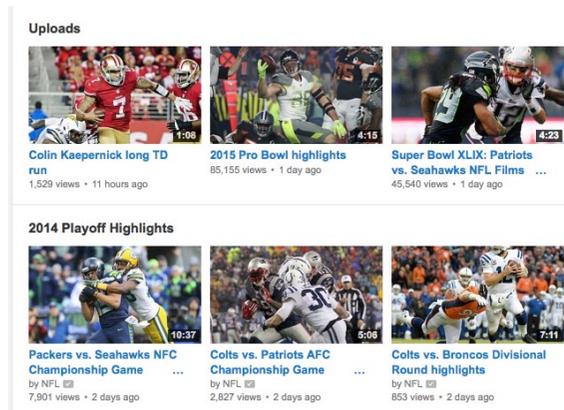
So days before Super Bowl 2015, the NFL and YouTube announced an official partnership in the form of an NFL channel on the platform - www.youtube.com/NFL - that enables fans to engage with NFL content on PCs, tablets, and mobiles.

This is a uniquely packaged, seven-day-a-week NFL content programming schedule including game previews, in-game highlights, post-game recaps and clips featuring news, analysis, fantasy football advice, as well as other select content from NFL Network and NFL.com.

Also, official NFL game highlights and content will be available through Google Search.

'Partnering with YouTube provides the NFL unique access to millions of highly engaged fans through the global leader in video and search,' explained NFL Media Strategy SVP Hans Schroeder.

'We see an insatiable appetite for digital video and this partnership expands fans' ability to access NFL content through the year. <



Links >

Pepsi YouTube
<https://www.youtube.com/user/Pepsi>

Budwesier YouTube
<https://www.youtube.com/user/budweiser>

Nissan YouTube
<https://www.youtube.com/user/NissanNewsroom>

YouTube AdBlitz
<https://www.youtube.com/user/adblitz>

NFL YouTube Channel
www.youtube.com/nfl

About Us > The activation of sponsorship rights and partnership marketing is more creatively and strategically complex than ever – but the potential rewards are greater too.

Activative provides unique intelligence and insights that keep our clients - rights owners, brands, agencies and professional services - at the forefront of this evolving landscape.

The old sponsorship model, based on one directional brand-biased claims, vanilla hospitality, logo badging, eyeball metrics, cost per thousand, reach and frequency, is being replaced by one based on authenticity, customisation, dialogue, interactivity and permissive engagement.

Sponsorship is flourishing in this new environment as brands seek symbiotic passionate platforms around which to build consumer conversations.

Activative explores this landscape's emerging strategies, tactics and trends, champions original thinking and innovation and showcases future facing media and new technologies across the sponsorship community - from sports, music, arts and culture, to education, ecology and cause.

Our role is to explore, filter, analyse and advise - we stimulate marketers across the entire space: from traditional sponsorships and to brand tie-ins, to strategic collaborations and commercial partnerships.

A key aspect of the value in our work lies in linking standout sponsorship activation to contemporary socio-cultural, economic and technology trends and in making connections, finding fresh and daring ideas and identifying breakthrough thinking.

We work with some of the world's most forward thinking brands from right across the partnership space - including property owners, brands, agencies, media businesses and other sponsorship professional services companies.

Activative is independent and objective. We are not a mouth-piece for the profession and we have no ties or bias to any agency, rights owner or brand.

Our independent research and objective analysis combine to form directional insights and actionable recommendations.

Our subscribers receive trends' insights, creative stimulus, idea generation, competitor/sector/property analysis and strategic planning intelligence.

Activative's subscription service is based on 3 core pillars:

- > Source: world's no.1 sponsorship activation case study resource
- > Insight: monthly analytical trend/property briefing service
- > Platform: live curated activation online magazine

In addition, for those with a specific challenge or in need of a deeper dive, Activative's research and consulting division offers a range of bespoke services.

From property activation reviews and brand/industry reports, to stimulus showcases, strategy/trend presentations, briefings and workshops, plus responding to specific client project briefs ,our bespoke services are priced according to brief and budget. <

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