

## Advertising Makes People Search.

This year, advertisers spent a record \$2.7 million for 30 seconds of Super Bowl airtime to reach the 90 million people tuning in to watch the winning plays by their favorite teams - and the winning commercials from their favorite brands. Millions of those football fans then turned to the Internet - searching Google, Yahoo and MSN - to find out more about the products and services they saw during breaks in the big game. Which of the world's biggest advertisers made sure they were in play online?

### Color Commentary

**70%** ...of advertisers bought placement in paid search against their brand names, close to a 20% increase from '07.

**6%** ...of companies included a call to action in their commercials, asking users to visit them on the web, a decrease of roughly 2/3 from '07.

**74%** ...of brands continued this alarming trend on their websites, where landing pages failed to include a call to action, leaving users directionless.

**93%** ...of advertisers did not buy placement for concepts related to their ads - terms including spokesperson names, slogans and taglines.

**28%** ...of companies purchased ads against Super Bowl-related keywords, a slight increase over last year's numbers.

For further coverage on the Search Marketing Scorecard, visit SearchViews.com, Reprise Media's daily search blog.

### Social Media Huddle

Search engine ads are only half the online game. Social media sites have been gaining users rapidly, making them an important way to engage with customers online. Here are some of the tactics successful brands executed across networks like YouTube, MySpace and Facebook.

	✓	✗
Corporate-owned profile in social networks	46%	3%
Corporate-owned presence on video-sharing sites	44%	54%
Profile visible on 1st page of social network search	52%	56%
Super Bowl-related content on social networks	14%	48%
RSS/Subscription chiclets on page	6%	86%

### Want to go for the Extra Point?

Interested in more analysis on integrating search and other forms of media? Want more detail on an individual company's performance? Visit [reprisemedia.com](http://www.reprisemedia.com/scorecard.aspx) for updated statistics.

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### Touchdown!

*TV connected with search, landing these advertisers in the end zone!*



**Pepsi**  
**GoDaddy**  
**Cars.com**  
**T-Mobile**  
**Tide**  
**CareerBuilder**

### First & Goal

*They get points for their integrated approach, but these brands stopped just short of the goal.*



**Chase**  
**Diet Pepsi Max**  
**Gatorade G2**  
**GMC Yukon Hybrid**  
**New Line Cinema - Semi Pro**  
**Bridgestone Tires**  
**Salesgenie.com**  
**Under Armour**

### Loss of Yards

*Search wasn't integrated, though these advertisers had some online presence.*



<b>NFL</b>	<b>Universal</b>
<b>Dell</b>	<b>Acura</b>
<b>Dunkin Donuts</b>	<b>Garmin</b>
<b>Nissan Murano</b>	<b>Coke</b>
<b>Ford Edge</b>	<b>Toshiba</b>
<b>eTrade</b>	<b>ONDCP</b>
<b>Audi</b>	
<b>Toyota</b>	
<b>Sunsilk</b>	
<b>Vitamin Water</b>	
<b>Doritos</b>	
<b>Claritin</b>	
<b>20 Century Fox</b>	
<b>Amp Energy</b>	

### Fumble

*These companies were next to invisible online, failing to direct the interest their TV ads generated.*



<b>Paramount</b>	<b>Planters</b>
<b>Chevrolet</b>	<b>Prudential</b>
<b>Taco Bell</b>	<b>Disney</b>
<b>FedEx</b>	<b>IceBreakers</b>
<b>SoBe LifeWater</b>	<b>Zantac</b>
<b>IdeaCast</b>	