

**NFL - Super Bowl**  
Special Report: February 2009





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Welcome to Pearlfinders special report on the marketing plans of companies advertising in this year's Super Bowl. Since Pittsburgh won an unprecedented sixth Super Bowl title, the Pearlfinders research team has been talking to marketers at the companies that bought advertising slots during the 43rd big game.

Over the last week and a half the majority of marketing trade publications have been discussing the success of this year's spots. We've taken a different approach – by directly asking marketing decision-makers in 14 of those covered, what's going to be happening for the rest of the year. Our focus has been on brands buying space in the event for the first time and on two that were famously banned.

In preparation for this, we spoke to a senior contact within the NFL's sponsorship division. We were told most advertisers bought into the Super Bowl not for the love of football, but because they know it's TV's biggest one-day event. They wouldn't consider partnering with the NFL, as the required spend is simply out of their range. The largest of the "small" businesses to become an NFL partner is GoDaddy, a presence in football since its initial ad buy in 2007. Our contact at the NFL said the organization's always looking for new relationships to showcase the brand, while leveraging that of the partner.

We've concentrated on researching those debuting, or those that are smaller than the usual buyers like Anheuser-Busch. As well as looking at the likes of Audi, GoDaddy and SoBe, we've researched two companies who hit the news for slightly different reasons - the controversial withdrawal of ads by PETA and the Ashley Madison Agency might have led to a rethink of their marketing plans for 2009, so we've spoken to their Marketing Director and CEO respectively.

Pearlfinders will be publishing quarterly special reports on topical issues throughout 2009. Below you'll see links to the reports. Simply click on the company name, log in, and happy reading!



## Audi

"Old luxury just got put on notice" was the line that Venables Bell & Partners created for Audi's Super Bowl debut, as well as using the decade-jumping Jason Statham in one of the most entertaining of this year's commercials. We've spoken to the General Manager of Marketing & Strategy about what's next for the German automotive manufacturer.

[Click here for the full report](#)



## Bridgestone

Tire manufacturer Bridgestone opted for a space-themed drive across the moon by two hip-hop loving travelers, and a slot featuring Mr and Mrs Potato Head. Independent Richards Group of Dallas created the ads. We've spoken to contacts within the office of the company's VP Marketing.

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## Careerbuilder

We were unable to track down CMO Richard Castellini during our research but we've identified contacts you need to speak with once the hype surrounding Super Bowl XLIII dies down. Wieden & Kennedy created their koala-punching ads.

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## Cars.com

DDB, Chicago created the epic life story of the fictitious hero who was confident with everything, from saving animals to performing surgery in public, with the exception of choosing a new car. Pearlfinders has spoken to the Marketing Comms Project Manager about plans for the rest of 2009.

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## Cash4Gold

As seen by its advertising in this year's Super Bowl, Cash4Gold has widened its target audience due to the current economic climate. Pearlfinders spoke with the group's VP of Marketing about its reasoning and strategic shift in targeting for 2009.

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## Cheetos

The Cheetos brand is trying to move away from its positioning as a snack for children, as seen by this year's inclusion at the Super Bowl. Pearlfinders has spoken to the Cheetos Brand Manager about ongoing agency relationships, and its longer-term strategy.

[Click here for the full report](#)



## E\*Trade

E\*Trade reverted to its tried and tested Super Bowl content of talking babies from 2008. Created by Grey New York, we've spoken to the VP Corporate Comms about what they're up to now the event's over for another year.

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## GoDaddy

The usual risky commercials from GoDaddy continued in 2009. They've historically controlled all marketing in-house. Here, Pearlfinders has spoken to the company's VP of Marketing about why this is the case, and if there might be openings for agencies coming up.

[Click here for the full report](#)



## H&R Block

After going missing for five years, tax services provider H&R Block returned at Super Bowl XLIII with its death and taxes advert, created by Campbell Mithun. We've previously reported on the appointment of a new CEO, and this time we've outlined all marketing decision-makers within the business.

[Click here for the full report](#)



## Hulu

Hulu's "evil plot to destroy the world" spot featuring Alec Baldwin was created by Crispin, Porter & Bogusky. We've spoken to contacts on the marketing team who've outlined all on- and offline decision-makers within the business.

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## SoBe Lifewater

Having spent vast sums persuading Justin Tuck, Matt Light and Ray Lewis to dance to Swan Lake in its second Super Bowl spot, SoBe had a lot resting on this year's campaign. Pearlfinders has spoken to the brand's Senior Public Relations Manager about consumer reaction to the 3D ad, and future marketing plans.

[Click here for the full report](#)



## Teleflora

The first floral company in 20 years to air a commercial during this type of event, Teleflora came up with its popular 30-second slot, designed by in-house agency The Fire Station. Pearlfinders has confirmed the ultimate marketing decision-makers if you could add to the mix.

[Click here for the full report](#)



## The Ashley Madison Agency

So it's not every agency's idea of a dream client to add to their credentials, but the extra-marital dating agency is looking for additional external support globally. Pearlfinders has spoken to the CEO about how the ban was "a good thing", and how he plans to leverage the exposure.

[Click here for the full report](#)



## PETA

With more than two million members, PETA is the largest animal rights organization in the world. Its racy ad for this year's Super Bowl was banned, but we've spoken to its Marketing Director about how the ban has benefited them, and their ongoing plans for 2009.

[Click here for the full report](#)