

# Super Buzz or Super Blues?

## 360' Measurement of the Big Game

*with a special case study featuring Nationwide Insurance*

January 3, 2008



*Prepared by:*  
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*Executive Vice President*  
*NOSS*

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*Senior Consultant*

# Today's Agenda

- About Nielsen Online
- An Initial Thought-Starter
- Relevant Market Backdrop
- Super Bowl ROI: The Big Picture in Measurements
- Case Study: Nationwide
- Thoughts & Recommendations

# About Our Presenters

- **Pete Blackshaw, EVP, Nielsen Online Strategic Services (NOSS)**
  - Executive VP, Nielsen Online Strategic Services
  - Led or co-led Super Bowl analysis since 2003
- **Steven Schreibman, VP of Advertising and Brand Management, Nationwide**
  - Leader of Nationwide's Super Bowl campaigns
  - Involved in Super Bowl in 2005, 2006 and 2007
- **Mike Switzer, Communication Consultant, Nationwide**
  - Helped execute PR components of Nationwide's Super Bowl campaign
- **Emily Sobol, Senior Consultant, Nielsen Online Strategic Services (NOSS)**
  - 2005-Present: Analysis/Consulting Leader of Super Bowl Work
  - Experience with over 100 Client Engagements

# About Nielsen Online

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A fully integrated set of best-in-class products for consumer insights, brand management, retail measurement and competitive intelligence

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## Nielsen//NetRatings

- The market leading toolkit for **online media planning** and **competitive intelligence**
  - Audience measurement
  - Consumer profiling
  - Video tracking
  - Retail measurement
  - Advertising tracking



## Nielsen BuzzMetrics

- The global measurement standard for **consumer-generated media** on the Web
  - Brand tracking/audit
  - Threat tracking
  - Brand associations
  - New Product Launch

### Nielsen Online Strategic Services (NOSS):

A new digital strategy group centered on three key areas: online content & monetization, managing key influencers, defensive branding.

# Initial Thought-starter

# What's Going on Here?



**Who Owns the Conversation and Why?**

# Relevant Questions

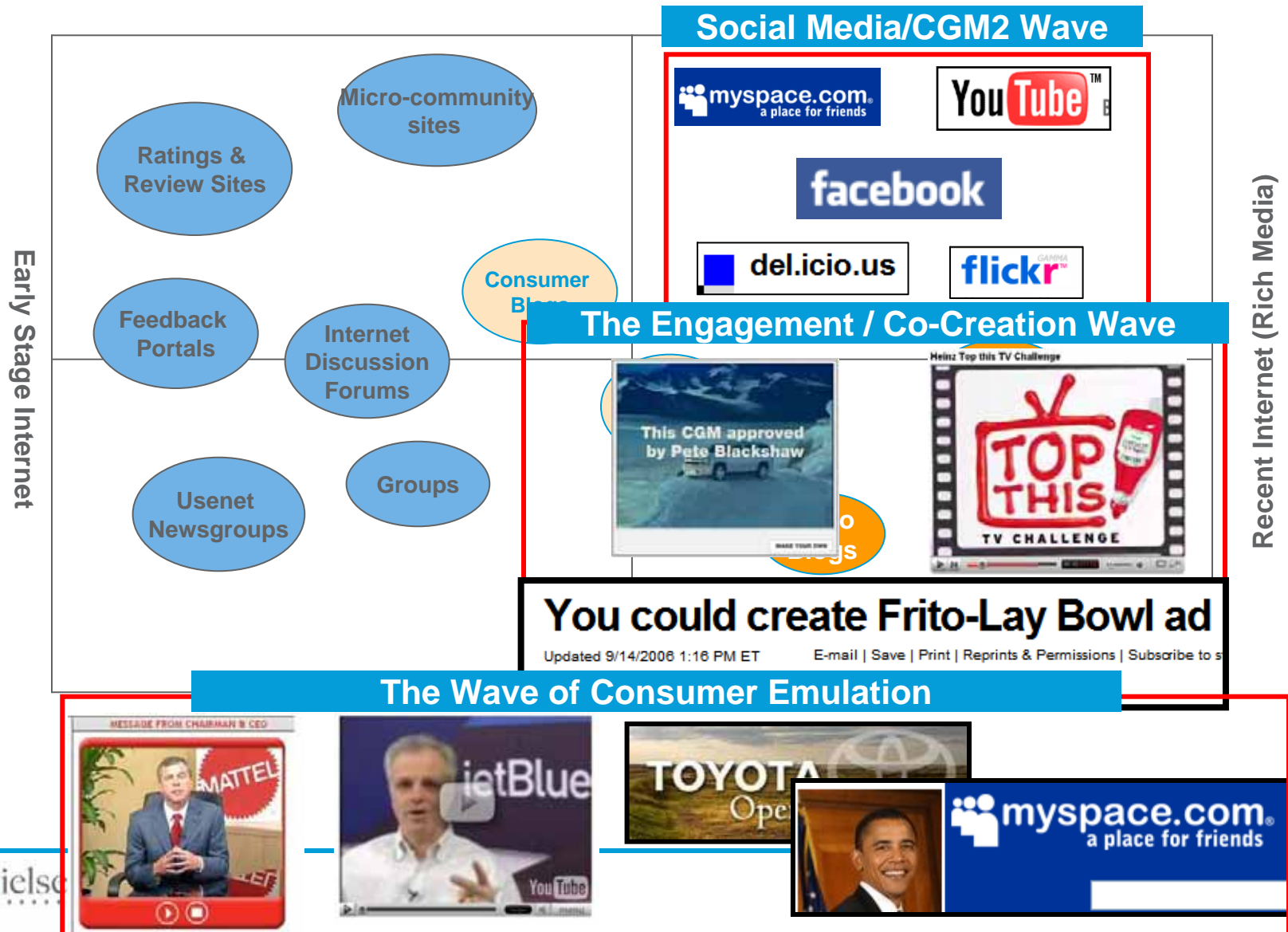
- Who owned or led the conversation?
- Bud spent more overall; shouldn't they be closer?
- Did other campaign elements reward Nationwide?
- Why Kevin Federline and not another spokesperson?
- Is the buzz positive or negative?
- Who specifically is talking, and why?
- Who gets the credit? Any rewards?

# Market Landscape

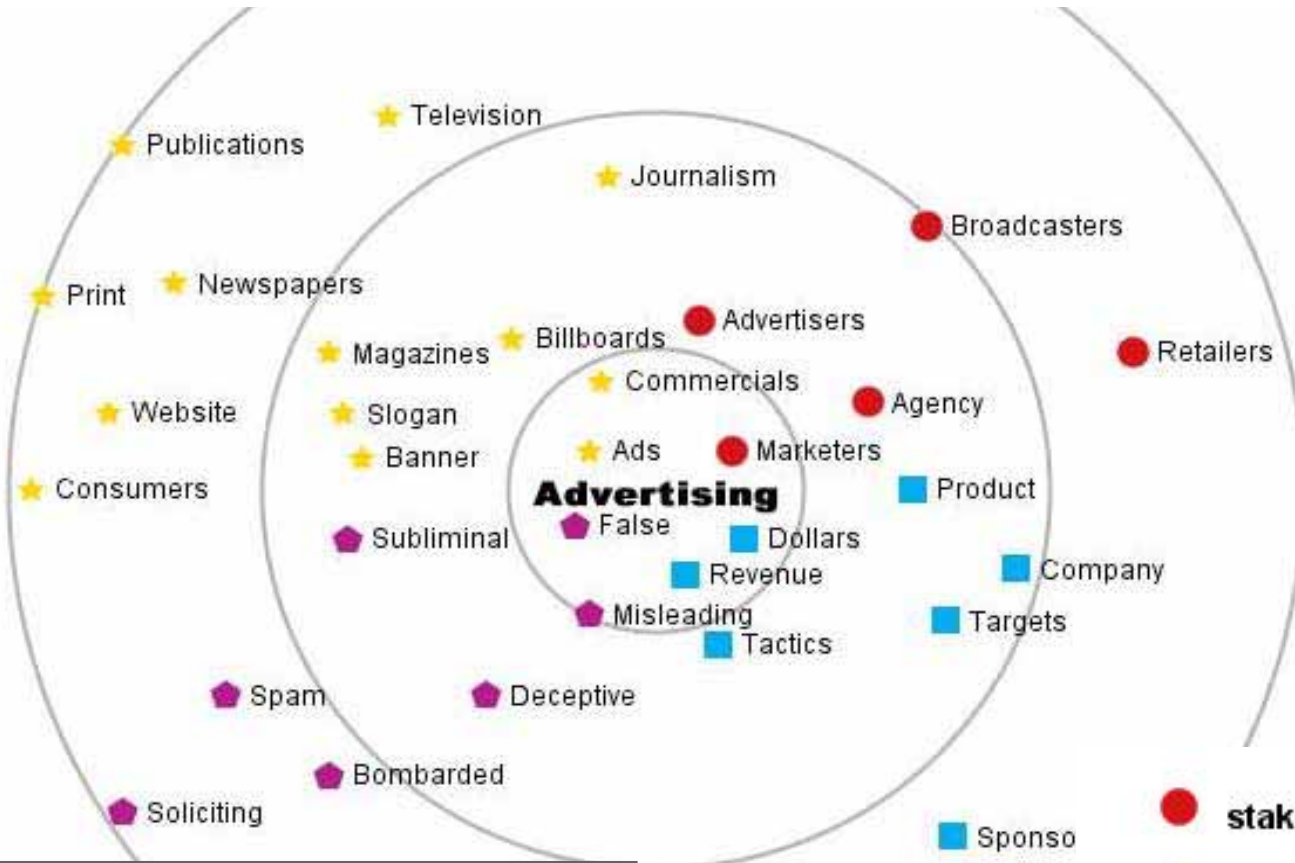
# Today's Landscape...

- Consumers In Control...but not total control
- Media Fragmenting, Attention Elusive, Trust Eroding
- Marketing Investment Dramatically Shifting Online
- Search Rewriting Rules and Redefining Brand “Equity”
- Blog and Web 2.0 Publishing Bringing New Agility/Flexibility
- The Growing Co-Dependency of Offline and Online Content
- Broadband is Here -- On Demand Everything, Especially Video
- A New Age of Engagement, Participation & Co-Creation

# Consumer-Generated Media...



# Outstanding Challenge For Advertisers: Trust



Key Implication for Advertisers  
Spend more to break through?  
Ads as entertainment/event?

Therefore a Super Bowl Ad?

# First, Some Background on the Super Bowl

1967



Called AFC/NFC Championship  
Didn't Sell Out  
Halftime by College Marching Bands  
50 Million TV Audience  
TV Ratings Only Metric Used  
\$37,000 for .30 commercial

1982  
49.1 HH Rating  
Highest Ever



2008



Wikipedia: A "de facto national holiday"  
Estimated 130-140 million global audience  
Halftime Show Spectacular  
\$2.7 million per .30 commercial  
Pre Events, Post Events  
Many more metrics

**WIKPEDIA SAYS: (The Super Bowl) and its ancillary festivities constitute Super Bowl Sunday, which over the years has become the most-watched U.S. television broadcast of the year, and has become likened to a de facto U.S. national holiday.**

# The Big Question?

- I'm spending \$2.7 million on a thirty-second Super Bowl commercial. How do I know I'm getting full ROI?
- Equally important, am I doing everything necessary across the entire marketing mix to increase ROI?

# From the Black Box to the Soap Box?

- Are the old “black box” measurements sufficient to tell the full story of what’s going on with user engagement around the game?



## What this Measures?

Unique viewers  
 Total households  
 Audience Share  
 Gross Ratings Points (GRPS)  
 Target Ratings Points (TRPs)  
 Reach & Frequency  
 Performance Relative to Others

## What Else is Out There?

Depth/nature of **Engagement**  
 Incremental impressions  
 Diffusion/Dispersion  
 Emotional Texture  
 Audience Type, Media Spillover  
 Discontinuities/New Learning  
 Reactions from “Elusive” Audiences

## Unique to Online

**SPEAKING**  
**Internet Monitoring**  
 Did it stimulate buzz on boards? How much? About what? Positive or negative?

**SEEKING**  
**Search Queries**  
 Did the branding event stimulate desire for more info. How much, and in what way?

**CLICKING**  
**Website Traffic**  
 Did event stimulate an actual site visit? How many, how long, where did they go?

# Co-Dependency of Offline & Online Content

- All the major TV and cable networks embarking upon holistic viewer “engagement” models

Key Areas	ABC	NBC	CBS	FOX
<b>Basics</b>				
Monthly Online Audience	11.2 M	13.6 M	7.5 M	3.1 M
<b>Web 2.0 Features</b>				
RSS Feed	Yes	Yes	Yes	Yes
Bookmarking	No	No	Yes	No
Widgets	Yes	Yes	Yes	Yes
Corp Blog	Yes	No	No	No
Wikis	Yes	No	Yes	No
<b>Video/Mobile</b>				
Video Clips	Yes	Yes	Yes	Yes
Embedded Video	Yes	Yes	Yes	Yes
iTunes Video	Yes	No	Yes	No
Official Youtube Content	Yes	Yes	Yes	Yes
Full Video On Site	Yes	Yes	Yes	Yes
Mobile Tools	Yes	Yes	Yes	No
<b>CGM</b>				
Message Boards	Yes	Yes	Yes	Yes
User Uploads	No	Yes	Yes	No
Other Blogs	Yes	Yes	Yes	No
Link to Other CGM	Yes	No	Yes	No
Feedback	Yes	Yes	Yes	"Ask Fox"
Prominent Search	Yes	Yes	No	No
Blogger PR Tool Kit	No	No	Yes	No

# How We'll Tackle (pun intended) Measurements

## Key questions we answer?

- Did my multi-million dollar ad create buzz? Why and how?
- Was the buzz positive or negative?
- Did consumers get the main idea, or were they confused?
- Did consumers share ads with others?
- How did influential bloggers view the ad?
- Did the ads with Consumer-Generated components get more buzz?
- Did other game events – e.g. the half-time show – help or hurt the brand's buzz?
- Did the brand's website contribute to positive word-of-mouth?
- Was my ad overshadowed by buzz from another ad?
- Did the new dynamic of online video change the dynamic of word-of-mouth for my brand?

- **Ad-Evaluation Metrics:** The analysis will rank buzz by volume, emotion, appeal factors, and penetration among consumers.
- **Rapid Reporting:** Provide first-look data on both Monday and Tuesday morning to give you and your team a rapid read on how your spots did (or did not) generate buzz.
- **Echo Effect:** Deepen understanding of cross-platform synergy between TV-based media and online echo effect.



VideoCensus

 Nielsen  
BuzzMetrics

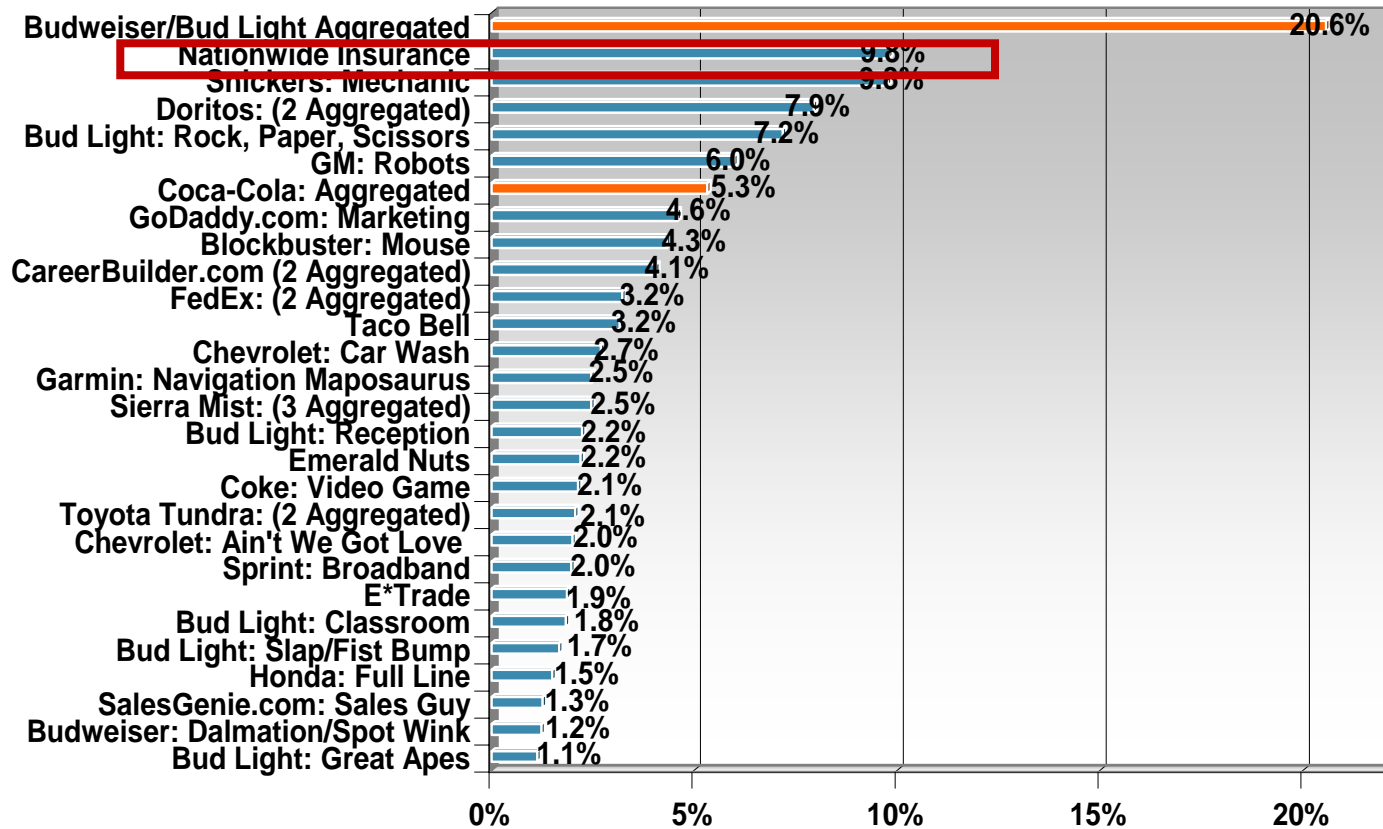


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**For More Information Contact:  
Emily Sobol, 646-854-7873**

# In 2007, Nationwide, Bud & Snickers Led in Terms of Buzz

## Buzz Volume



- **Nationwide** and **Snickers** were the two most actively blogged about individual ads the day after the game. Doritos, with CGM ads, generated impressive buzz levels as well.
- However, overall, there were **lots of missed opportunities with cross promotion**. Some brands had supplemental material (behind the scenes, out-takes, etc) and some posted ads to website, but most did not check off many “prime the buzz” boxes.

# “Go Holistic or Go Home”

A Nationwide Insurance Case Study

# From Fabio to Federline



Life Comes At You Fast



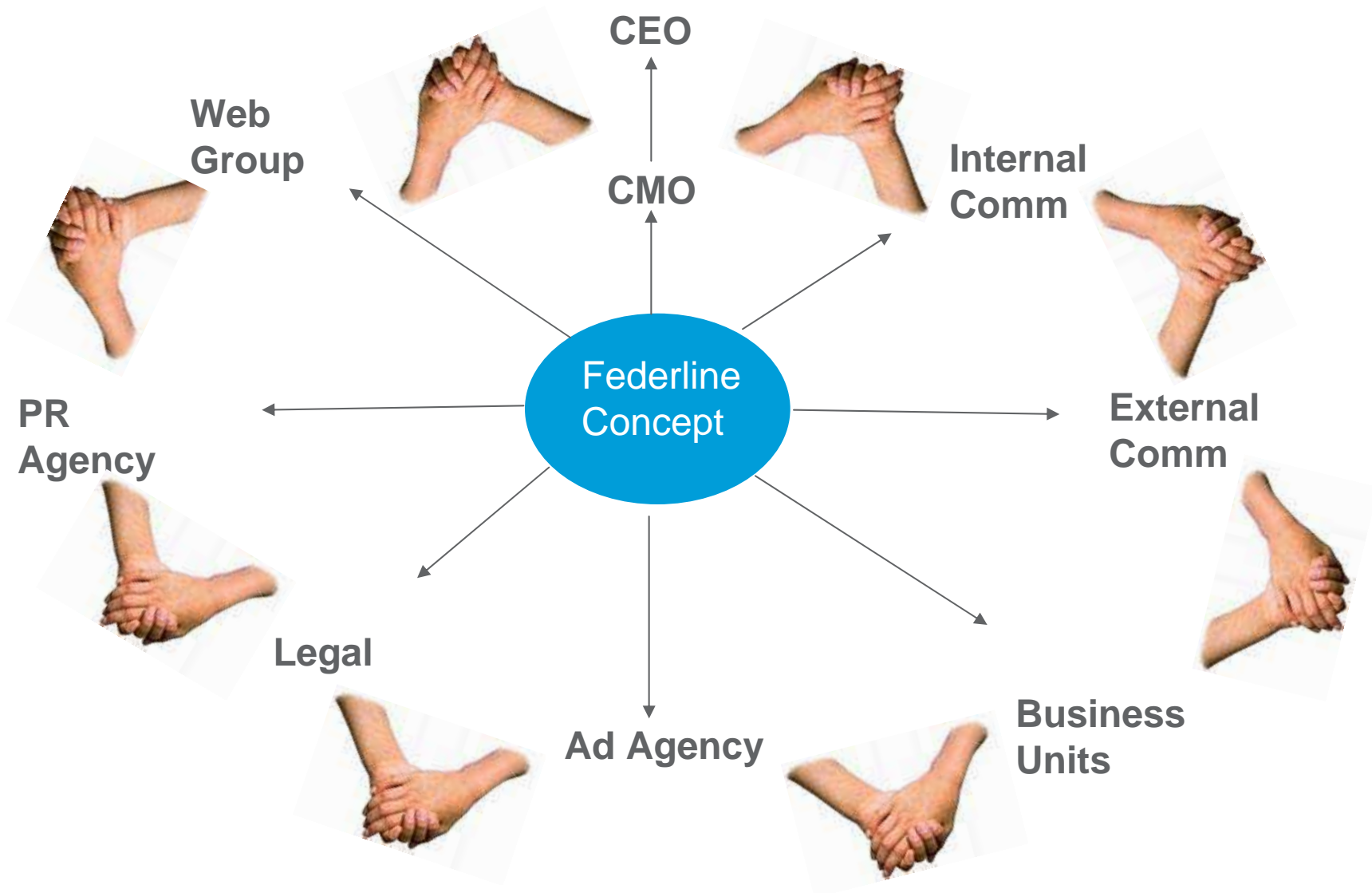
- Fabio ad debuted in 2005 to rave reviews and amazing coverage
- Needed to top that!



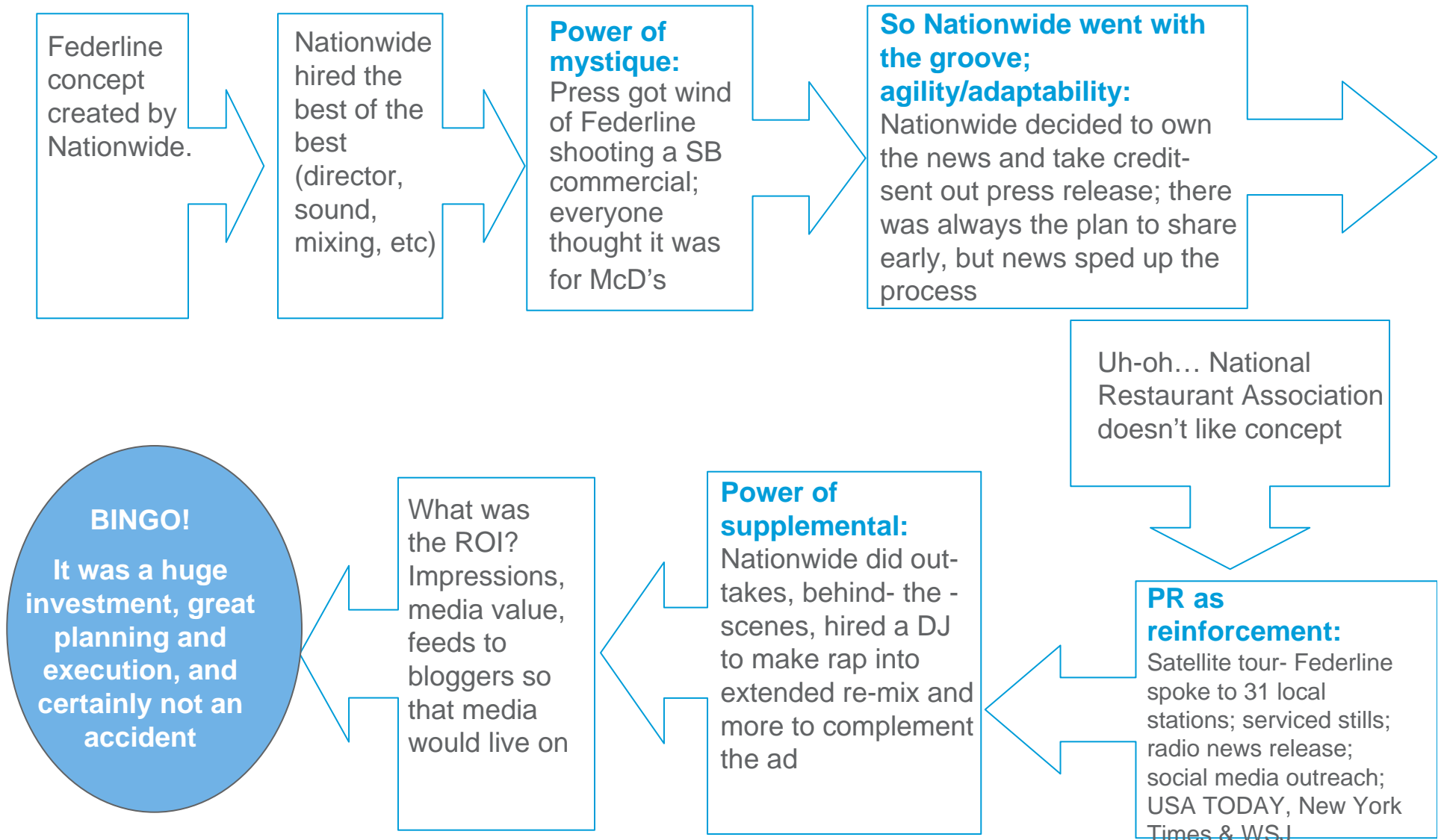
Life Comes At You Fast



# Nationwide: The Art of Stakeholder Unity



# Timeline: Power of early seeding in a buzz powered world



# With a Buttoned-Up Website, Nationwide Didn't Miss Opportunities

Nationwide learned from the Fabio experience that it was critical to have supplemental material to keep consumers on the website. They left nothing to chance when it came to maximizing return on their investment (aka Super Bowl long tail) and checked off virtually every "prime the buzz" box ahead of time:

- Appealed to Influencers before SB
- Promoted the ad on their website
- Brand Search Engine
- “Send to Friend” / “Pass-Along”
- Provided “extras” on the site
- Latest ads section on site
- Google search advertising
- Video leaked to distribution sites
- Posted teasers on YouTube
- Exploited news media’s hunger

The image is a collage of screenshots from the Nationwide website and search engines, annotated with red boxes and arrows highlighting various marketing strategies:

- Ad Readily Accessible Via Brand Website Search:** A red box points to a search bar on the Nationwide website with the text "super bowl" entered.
- Aggressive Promotion on Home Page Plus "Send a Friend Links":** A red box points to a "Share with your friends" form on the Nationwide website, which includes fields for "E-mail to:", "Your name:", and "Your e-mail address:", along with a "Submit" button.
- Extras:** A red box points to a video player on the Nationwide website showing a man in a white suit (Kevin Federline) pointing at the camera. Below the video are three "Extras" links: "Rollin' VIP starring Kevin Federline", "In the studio", and "See exclusive behind the scenes footage".
- Aggressive "Search" Buys Against Consumer Curiosity:** A red box points to a Google search result for "super bowl ad". The search results show "Super Bowl XL Commercials on Google Video" and "Super Bowl Ad" as sponsored links.

# With CGM2, Fans Kept Watching

- With more than 850,000 total views of its Super Bowl ad and “Behind the Scenes” video, Nationwide’s YouTube presence surpassed all other non-CGM-based Super Bowl advertisers, except Budweiser (9 ads).
- In the week preceding the Super Bowl, “Kevin Federline (Rap Commercial),” a full-length version of the ad, received nearly 400,000 views.

Link to Video	Tailgate Report # of Total Views	Game Day Report # of Total Views	Water Cooler Report # of Total Views
<a href="#">Kevin Federline (Rap Commercial)</a>	98,063	471,985	527,476
<a href="#">Kevin Federline Raps for Nationwide Commercial</a>	121,726	141,171	149,029
<a href="#">KFed Commercial Bit</a>	38,245	112,996	125,423
<a href="#">Nationwide@Commercial - RollinVIP</a>	NA	4,134	67,983

Kevin Federline (Rap Commercial)



Nationwide@Commercial - RollinVIP

Rate this video: ★★★★★ 607 ratings

Views: 67,983 | Comments: 0 | Favorited: 362 times

There are 1 honors for this video

KFed Commercial Bit

Rate this video: ★★★★★ 217 ratings

Views: 125,423 | Comments: 216 | Favorited: 291 times

(There are no sites linking to this video.)

Kevin Federline Raps for Nationwide Commercial

Rate this video: ★★★★★ 1751 ratings

Views: 149,029 | Comments: 147 | Favorited: 27 times

There are 2 honors for this video

Rate this video: ★★★★★ 1751 ratings

Views: 527,476 | Comments: 4456 | Favorited: 4574 times

Honors for This Video:

- #10 - Most Viewed (This Week) - All
- #3 - Most Viewed (This Week) - Entertainment - All
- #9 - Most Viewed (This Week) - English
- #3 - Most Viewed (This Week) - Entertainment - English
- #86 - Most Viewed (This Month) - All
- #22 - Most Viewed (This Month) - Entertainment - All
- #21 - Most Viewed (This Month) - Entertainment - English
- #40 - Top Rated (This Week) - All
- #9 - Top Rated (This Week) - Entertainment - All
- #40 - Top Rated (This Week) - English
- #9 - Top Rated (This Week) - Entertainment - English
- #30 - Top Rated (This Month) - Entertainment - All
- #30 - Top Rated (This Month) - Entertainment - English
- #13 - Most Discussed (This Week) - All
- #3 - Most Discussed (This Week) - Entertainment - All
- #13 - Most Discussed (This Week) - English
- #3 - Most Discussed (This Week) - Entertainment - English
- #51 - Most Discussed (This Month) - All
- #8 - Most Discussed (This Month) - Entertainment - All
- #8 - Most Discussed (This Month) - Entertainment - English
- #9 - Top Favorites (This Week) - All
- #1 - Top Favorites (This Week) - Entertainment - All
- #9 - Top Favorites (This Week) - English
- #1 - Top Favorites (This Week) - Entertainment - English
- #13 - Top Favorites (This Month) - Entertainment - All
- #13 - Top Favorites (This Month) - Entertainment - English

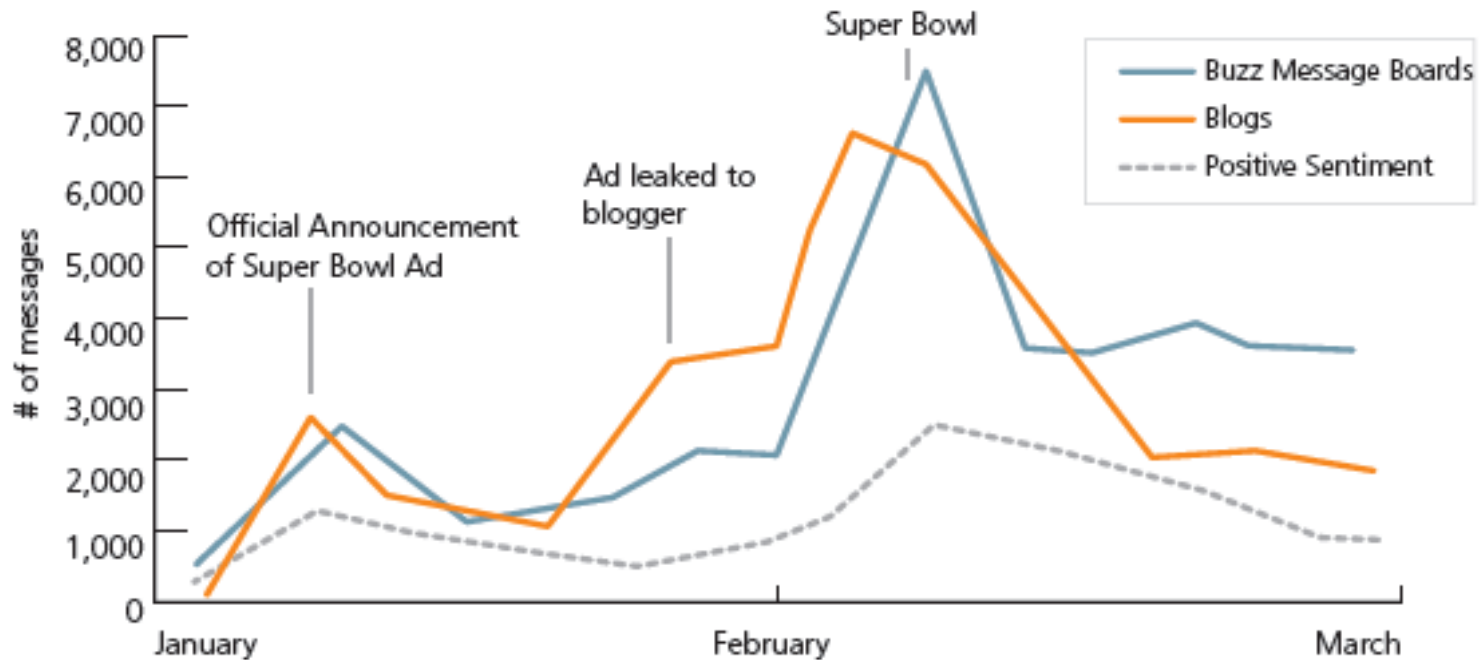


# Final Thoughts & Recommendations

# Key Questions for Brand Stakeholders

- What are we really measuring? Just reach & frequency? (Today, the “engagement dynamics are far more robust and diverse!”)
- What’s the “latency” effect of driving ad conversation? (Great ads get rewarded in perpetuity, creating a “free” media dividend)
- Are your agency stakeholders talking to one another? What about your internal stakeholders?
- What level of “agility” exists in your campaign processes? Is the website too inflexible for “event” adjustments.
- Is “consumer affairs” internalizing the fact that the brand spent \$2.7 million on an offline ad? Is this a legitimate “feedback moment” for measuring the consumer reaction/emotion?

# Recommendations: Plot the Entire Map



Sample BrandPulse™ leading indicator of brand buzz in relation to key Super Bowl milestones and events. Key metrics include volume, source, and polarity/emotion.

# A Few Recommendations

- **Arm Your Web Site (no excuses)**

- Search Engine – Consumers search, so don't disappoint with empty results on your own site
- FAQ Engine – Ensure the FAQ engine is well-fed with relevant content about the ad
- Product Info – If ad focuses on a new product, ensure product has front page web real-estate
- Feedback/Contact Us – Ensure “TV Advertising” is categorized for feedback, and ad feedback process is customized

- **Put the Copy Online (multiple iterations, if possible)**

- Advertise the Ad /Make it Easy to Spread/Share – On homepage, front & center.
- Diversify the Stream – Broadband v. dial-up, QuickTime v. Windows Media, YouTube, etc.
- Diversify the Portfolio – If there are multiple versions of copy (even outtakes), put em' up.

- **Know Thy Mavens: Stimulate, Gratify, or Sandbag Them**

- Exploit Influencer Database – Any consumer who provides unaided feedback (e-mail, call center), as well as other opt-ins, is an excellent candidate for early, “sneak peak” diffusion.
- Market Map Their Influence: Where are the key forums, blogs, complaint sites? Which ones do media writers “listen in” on? A foundation on brand Internet monitoring is very helpful

# Additional Resources: <http://blog.nielsen.com/bowl360/>

## Road to The Big Game

A 360° View of One of the World's Biggest Marketing Events

HOME



### WELCOME FROM NIELSEN'S PETE BLACKSHAW



### Do The Match-Ups Matter?

January 2nd, 2008 by Tom Ziangas · No Comments

When the [Cleveland Cavaliers](#) advanced to the [2007 NBA Finals](#) to face the [San Antonio Spurs](#), the cries were predictable. "The NBA's worst nightmare," said some. "ABC is the big loser here," said others. Why? Cleveland had [LeBron James](#), heir-apparent to Michael Jordan's throne. The Spurs were a model NBA franchise with exceptional players and San Antonio just weren't "sexy" enough for hard-core NBA fans and prevent the 2007 Finals from being a truly exciting event.

#### RECENT COMMENTS

- Scott Brown on [Are Viewers Watching in Hi-Def?](#)
- Peter on [Are Viewers Watching in Hi-Def?](#)
- James on [Kickoff to The Big Game! Ready to Engage?](#)
- Anonymous on [How did it become such a Big Event?](#)

### ABOUT THIS BLOG

This blog is a journey into the ever dynamic world of media measurements. We're using the advertising event in the U.S. as a conversational launch pad to probe deeper questions about marketing ROI, consumer behavior, and the host of...



Road to The Big Game  
Nielsen's 360° View of One of the World's Biggest Marketing Events

Go to the Blog now ▶

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  - Paul Donato
  - Karen Benezra
  - Tom Ziangas
  - Scott Brown
  - Edward Franczek
  - Tom Pirovano
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# How We'll Tackle (pun intended) Measurements

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# Questions

**Thanks for Listening!**

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