

PROGRAM SUMMARY

Creating Expertise: How Football and Advertising Elevated a Local Firm

Presented by Amy S. Beamer, COO – Pavone, Inc. and the creators of SPOTBOWL

January 23, 2014 at 8:30 a.m. / Harrisburg, PA

In this presentation, Amy talked about the creative force behind **SpotBowl™**, and how the site has transformed the agency into one of the nation's leading Super Bowl advertising experts.

What is SpotBowl™?

- It is a website where the public can vote for ads being run during the Super Bowl.
- The team at Pavone Inc. came up with the idea in 2004.
- The first year of SpotBowl™ had about 5000 votes and ran in the Philly market.
- The website evolved to include recipes, party ideas and info about the Super Bowl.
- The SpotBowl™ now reaches national and internationally.
- 2013 had roughly 40,000 votes
- They now have an app that can be used to place votes.
- The idea for SpotBowl™ came to be around the same time as the famous wardrobe malfunction during the halftime show and has expanded ever since.
- At the end of the day, for Pavone, it is just about having fun with Super Bowl ads.

The 1st quarter is the best time to run an ad with the worst being right around half-time.

History of Super Bowl Ads

- 1967-1983 is called "The Golden Era" of advertising during the Super Bowl. At this point it wasn't being considered a valuable time to run ads.
- In 1979 the well-known "Mean Joe Greene" commercial was aired by Coca-Cola. This is considered one of the most recognized commercials in Super Bowl history.
- 1984-1999 is considered the "Breakthrough Years" for advertising. This time frame when advertising really began to change in the Super Bowl ad.
- In 1984 Apple ran an ad and was longer than the typical 30 second ad spot. It was also significant because it is the first to cost $1,000,000. It was directed by Ridley Scott, a Hollywood film director - this was unheard of at the time. We may not see another commercial as "risky" as this one.
- 2000-2010 is considered the "Modern Era" of advertising during the Super Bowl. There is only one .com company that ran ads during this time frame that is still in existence and that is ETrade.
- Because the Super Bowl is being more recognized as family entertainment it has caused the advertisers to be more "family friendly" in the type of spots we run.
- The Anheuser-Busch "Donkey" spot is a memorable one aired in 2004.

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- We will always see Budweiser, Bud Light and other beer companies running ads.
- 2011 – Present is being called the "Digital Era". There is a lot more secrecy around the ad being developed by companies. There was no option for preview which caused some challenges for SpotBowl™.
- The secrecy and the lack of pre-Super Bowl viewing of the ad spots made it a challenge for the SpotBowl™.
- The 2012 Volkswagen "The Force" commercial stands out as one of the recent best.

The cost of Super Bowl ads
1967 = $42,000
2014 = $4,000,000

Viewership
1967 = Just over 20,000
2014 = About 100,000,000



The 2014 Super Bowl ads cost $4 million for a 30 second spot which doesn't include the cost to develop the ad.

Q & A

- Has the SpotBowl™ brought in any new business for Pavone Inc?
  - Utz Chips is a new client that has come on board as a result of SpotBowl™.
  - If new business comes in it will be organically and is not the main pursuit of the website.
- Is print advertising still a viable option?
  - It depends on the company and their clientele.
  - There are many more tools "in the box" today than existed in the past.



Go to SpotBowl.com to see the current available information on ads running this year in the Super Bowl!

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