



## Super Bowl Sunday TV Advertisers Drop the Ball

### *New wywy Study Finds Brands Fail to Integrate 2015 Super Bowl TV Ads Across Online and Mobile*

New York / London, 2 February 2015 - The majority of brands who invested in advertising during yesterday's Super Bowl failed to integrate TV advertising campaign buys with their online and mobile presence during the big game, according to a study conducted by [wywy](#), a cross-screen advertising and real time TV-ad tracking company.

For 56 different U.S. TV commercials studied during Sunday's broadcast, less than half (45%) showed a clearly visible reference to the advertised product on the homepage of its website, with only 38% of advertisers prominently displaying the product on the mobile version of the homepage – meaning many brands missed vital outreach opportunities.

Most advertisers connected their TV advertising with a cross-screen social media experience through hashtags to encourage trending of their ads on Twitter – almost half (48%) secured the appropriate hashtags to ensure accurate and seamless social media experiences.

“Many brands invested a significant portion of their annual marketing budgets on TV advertising during yesterday's game to reach the more than 100 million viewers with their message, yet they are still falling short on the basic marketing channels such as search and their own website,” said Andreas Schroeter, wywy's co-founder.

“TV inspired viewers searching for the advertised product or visiting the website in one out of two cases didn't find what they were looking for and recent research found that 78% of all screen time for consumers currently involves simultaneous use of a second screen device during the commercial break.<sup>1</sup> With so many Super Bowl advertisers failing to connect screens for seamless storytelling, the advertisers really dropped the ball on the opportunity to reinforce their message and drive better consumer engagement.”

As almost one in three viewers look up product information online after watching a TV ad,<sup>2</sup> there becomes a spike in search and website traffic of which advertisers can take advantage.

Many consumer web searches for a brand or product lead to nowhere. The study found:

- Only 60% of advertisers claimed the top positions for related keywords
- However, 91% of advertisers showed up for the top position for their brand keywords

The study also found that among the Super Bowl TV advertisers:

- 18% did not connect their website with the Super Bowl ad message
- 37% showed the product with compromised visibility (in a slide show, a small space or lower on the display causing a need to scroll)

In regards to accessing through a mobile device, among the Super Bowl TV advertisers:

- 20% neglected to connect their mobile website to the Super Bowl ad message
- 42% showed the product with compromised visibility (in a slide show, a small space or lower on the mobile device display causing a need to scroll)

“The Super Bowl is a one-of-a-kind TV advertising opportunity for brands and the receptivity is highly positive, but sales are being sent to the sidelines when the campaign isn’t carried through across screens,” continued Schroeter. “Consumers now expect brands to tell the same message regardless of the screen and way they interact.”

### **About the study**

wywy studied 56 Super Bowl 2015 national TV commercials broadcast on February 1, 2015. The wywy research team checked search results for brand and product-related keywords as well as advertisers’ homepages for the product seen in the TV commercial on desktop computers and on mobile devices.

### **About wywy**

wywy ([wywy.com](http://wywy.com)) helps advertisers extend their TV advertising campaigns across screens and analyze the online impact of their TV buy. The company offers synchronization of TV and online advertising to reach viewers on their second screen devices and increase ad awareness. With wywy’s real-time ad tracking tools, advertisers can compare what TV creative execution, network and daypart works best to optimize media plans.

<sup>1</sup> Millward Brown’s 2014 Global AdReaction Report, March 2014

<sup>2</sup> Nielsen State of the Media, Advertising & Audiences, Spring 2012

### **MEDIA CONTACT:**

U.S.

Lauren Leff | Trylon SMR | (212) 863-4199 | [lauren@trylonsmr.com](mailto:lauren@trylonsmr.com)

UK

Caroline Burgess | GingerMay PR | 0203 642 1124 | [caroline.burgess@gingermaypr.com](mailto:caroline.burgess@gingermaypr.com)