



Super Bowl LI: Advertiser Head-to-Head

The year's most-watched TV event. A jaw-dropping comeback. 110 million or more viewers. 60-to-70 ad slots going for \$5 million a pop (\$166K+ per second!). The Super Bowl is an American institution, but it's also the "promised land" for advertisers - unrivaled inventory to get in front of more than a third of the U.S. population at one time.

According to Ad Age, advertisers spent \$4.9 billion on Super Bowl commercials since 1967; and this year set an ad-spend record of \$385 million. It makes sense - TV is powerful, that's undisputed - but with 87% of viewers watching with a second-screen device nearby, it's become even more effective for advertisers.

TV drives digital response - search, web traffic and app activity. It's been proven time and time again. Just look at what happened with 84 Lumber last night: its 90-second spot (deemed too controversial to air in its entirety by Fox) urged viewers to visit the company's site to see the ending. The ad was so effective that Journey84.com temporarily crashed.

For the second year in a row, TVSquared analyzed the impact that TV had on search traffic for Super Bowl advertisers. And while the data shows that immediate digital response is evident for most of the advertisers, it was the head-to-head battles between competitors that stood out in our analysis this year. Just as the Patriots emerged victorious after a nail-biter against the Falcons, how did some of today's biggest brand rivals fare?

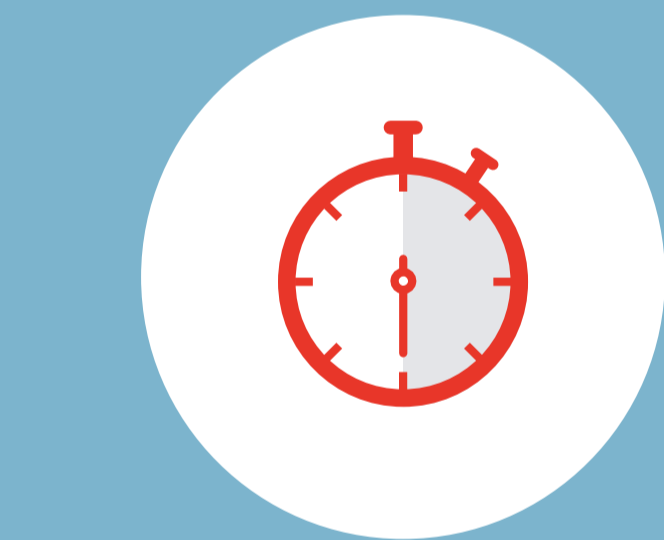
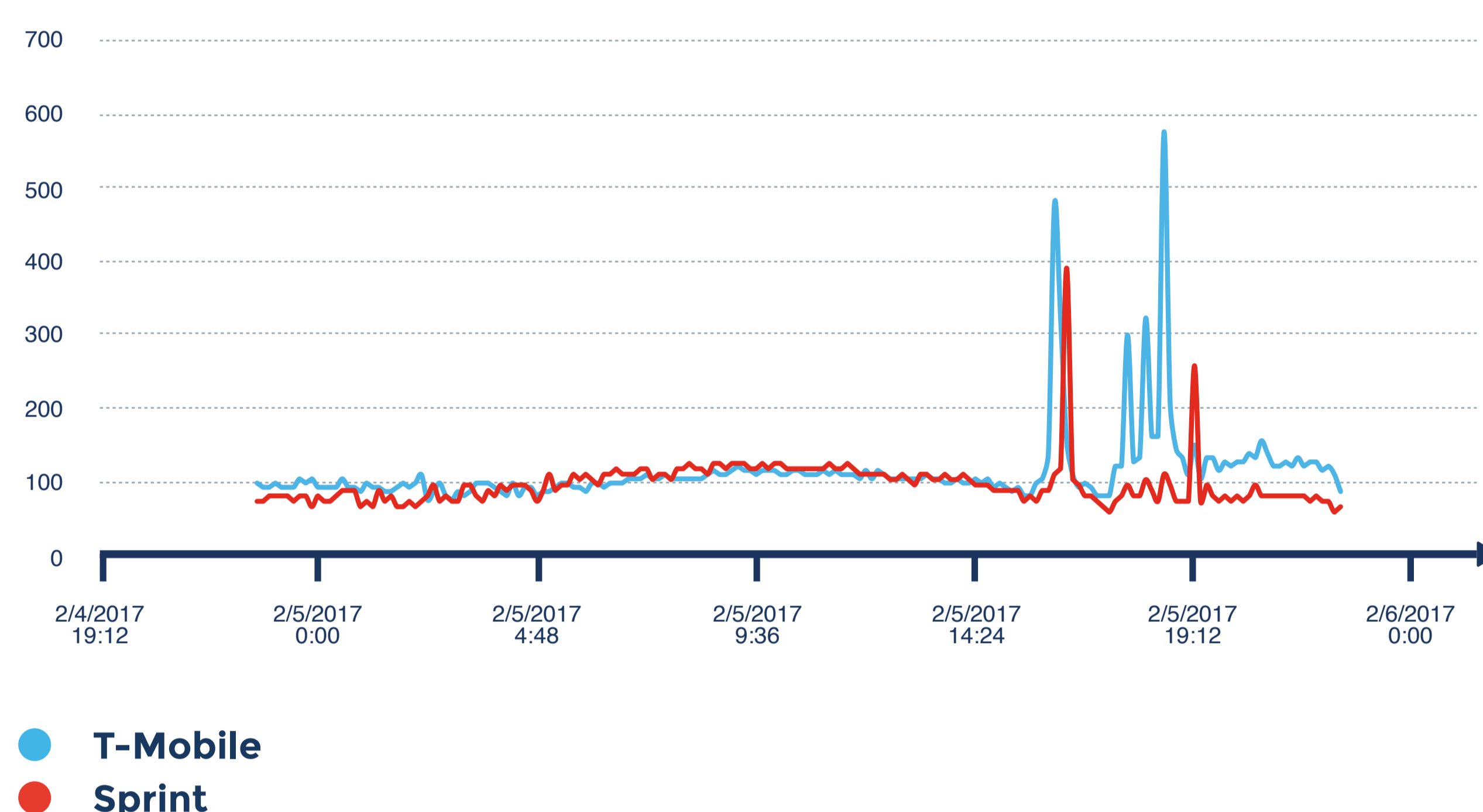


ADVERTISERS SPENT
\$4.9 BILLION
 On Super Bowl commercials since 1967

Sprint vs. T-Mobile Winner: T-Mobile

In the battle of the mobile disrupters, T-Mobile had the edge over Sprint by about 25% of comparative searches. While the two companies were neck-and-neck in the hours leading up to the game, T-Mobile pulled away.

Each of T-Mobile's four Super Bowl ads generated a greater immediate impact - with their best performances in the following 10 minutes at 5.7x vs. Sprint at 3.9x. After the game, T-Mobile's search activity remained higher, demonstrating sustained impact with 50% more traffic than Sprint in the same period.



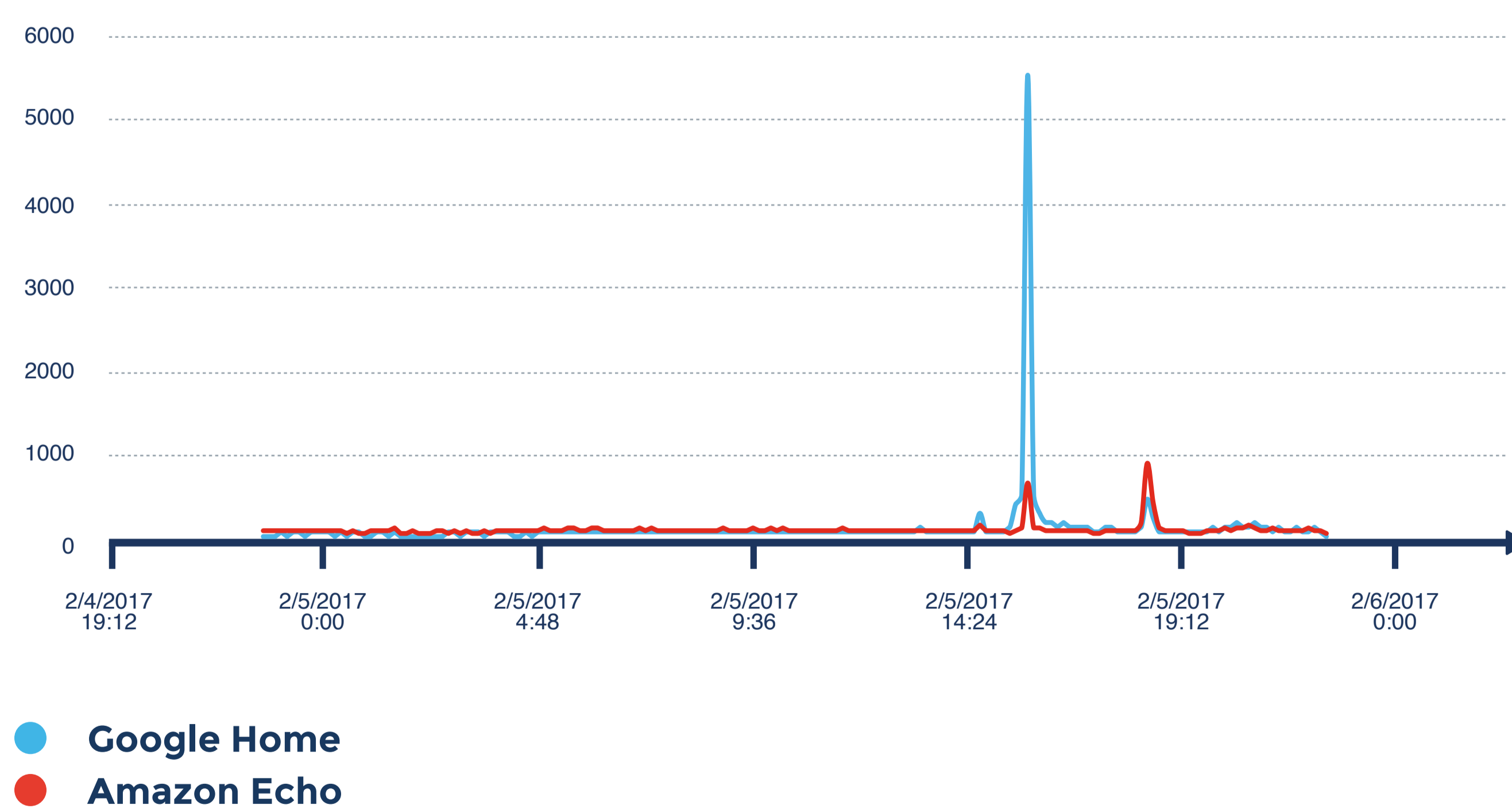
Advertisers spent an average of
\$5 MILLION
 FOR A 30-SECOND SPOT
 DURING THE GAME

Amazon Echo vs. Google Home Winner: Google Home

The next head-to-head is with titans making a play in the emerging AI assistant market - Google Home and Amazon Echo. During last year's Super Bowl, **Amazon Echo** was the stand-out (across all advertisers) - with its TV spots driving major online response, and dominating search in New York, Chicago and Charlotte. But how did it do this year? Especially with Google Home making an aggressive push to capture market share.

Leading up to the game, Amazon Echo was having a strong week, holding a solid lead over Google Home, with 63% of searches. As Super Bowl Sunday began, Amazon Echo was still in a strong position, heading toward game-time with 61% of the share and seeing 57% more ads. But by the end of the day, Google Home had cut that to just 54% and 19%, respectively.

Google Home had a spectacular performance with its first spot, bringing 50x traffic in the following 10 minutes. By comparison, Amazon Echo's ad had about a 6.5x traffic performance. It's for the breakout performance of Google Home's spot - and for changing the race - that we "declare" it the winner of this battle.



● Google Home
 ● Amazon Echo

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