

WHO'S WATCHING?



#### WHY ARE THEY WATCHING?



Sources: Bleacher Report

# **HOW MUCH WILL A TV AD COST?**



# KANTAR MEDIA



\$534M

Kantar Media tallied \$534M in Super Bowl ad revenue.



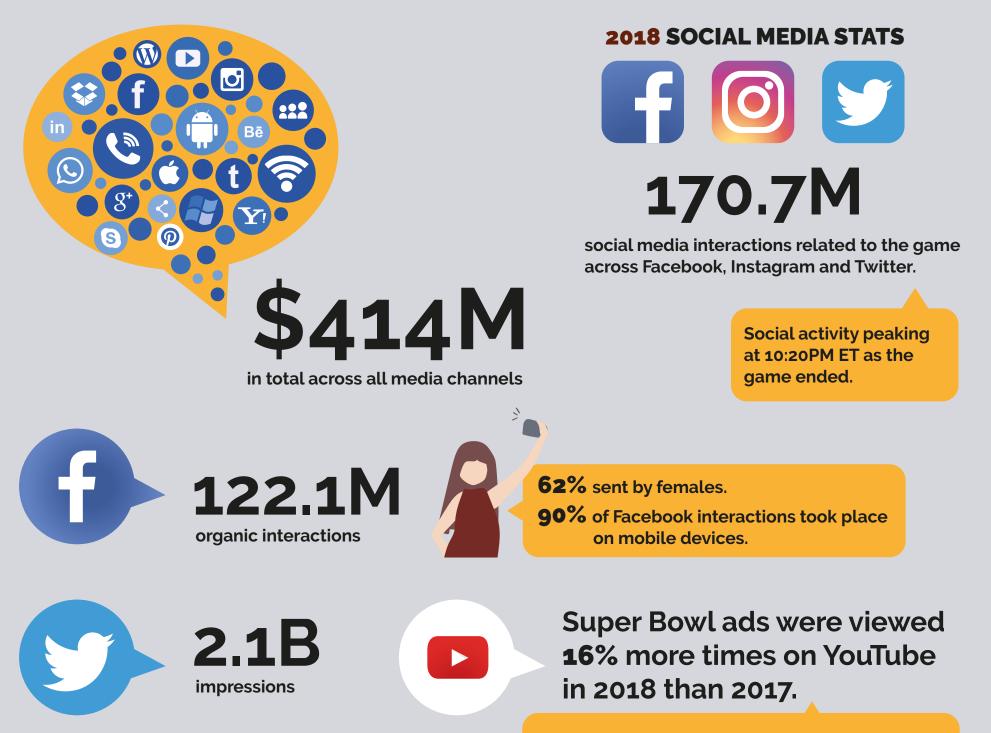
Ad revenues from preand post-game ads were \$115M.



More than one-fifth (22%) of the advertisers last year spent more than 10% of their annual media budget just on the Super Bowl, representing the highest share of advertisers doing so in the past 5 years.

Sources: Business Insider, Marketing Charts

# WHAT'S HAPPENING ON SOCIAL MEDIA?



Viewership of these ads on living room devices (such as Roku, Chromecast, ect.) grew by 52%.

1 in every 8 Super Bowl ad viewed on Youtube, was seen through an OTT device.



#### Social Media Marketers Must Stay 'On Duty' Throughout The Game.

The Super Bowl enables retailers to capitalize on marketing opportunities in ways a regular holiday wouldn't allow.



The top 5 ads last year accounted for the majority (56%) of all video ad shares online, with the other 129 creatives combining for the remaining **44%** share.

Sources: Kantar Media, Retail Touchpoints, Marketing Charts

### **SHOPPING HABITS BEFORE THE BIG GAME**



Retailers have to prepare for the Super Bowl differently than a typical holiday or special occasion. While **30%** of consumers started shopping at least one week before the game, **69%** will complete their purchases just a day or two before, or even the day of, the Super Bowl, according to research from Valassis.





82% Food and Beverages



Team apparel and accessories



O/o New televisions and decorations

8% of people plan to purchase a new television or decorations for the in-home viewing party.



45M people will host a Super Bowl party this year

# WHAT ARE THEY GOING TO BUY?



Digilant is a programmatic buying company, designed for both agencies and brands. We connect people and technology to create a perfect blend of strategy, insight and efficiency that will elevate any marketing team to find massive success. We also support advertisers who are moving towards programmatic self-sufficiency by aligning with and training them on the right set of programmatic platforms and technologies.



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