

SUPER BOWL LVI

Trends & Solutions to Reach Viewers



We understand not every brand has the budget to spend the record-setting \$6.5 million required for a 30-second ad spot during this year's Super Bowl. Even when the big-ticket ad price point is out of range during these critical events, there are still ways to stay relevant with your audience and jump in on the fanfare.

The main tactic for success in these tentpole events? Agility. Brands can stay ahead of trending topics and be an integral part of the conversation and buzz when remaining agile.

Take Oreo's viral ad of 2013, for example. During the third quarter of Super Bowl XLVII, a power outage caused a 34-minute blackout at the Superdome. Oreo thought quickly and jumped into the conversation, tweeting, "Power Out? No problem." alongside an image that read, "You can still dunk in the dark." Within the span of the game, the post led to 15,000 retweets, 20,000 likes on Facebook, and 34,000 new Instagram followers. After the event, the buzz continued with countless press mentions and earned media.

TRENDS WE CAN EXPECT DURING SUPER BOWL LVI

\$6.5 million price tag

for a 30-second spot. This is an all-time high as pricing is up almost 18% from 2021.

100 million+ viewers

are expected to watch Super Bowl LVI, an increase from last year's 14-year low of 96.4M.

Themes we can expect to see during the ads:

Recovery, Unity, Resilience, Determination, Humor

New industries we'll see advertise in this year's game:

- **Cryptocurrency**
- **Sports Betting**

TACTICS TO IMPLEMENT BEYOND TRADITIONAL TV SPOTS



AUTOMATIC CONTENT RECOGNITION

Enhance your reach by retargeting viewers who have seen your TV ads, competitors TV or OTT ads by reaching them across any device and any channel.



GEO-FENCING THE ARENA + RETARGETING

Reach the super bowl attendees while they are at SoFi Stadium watching the game and retarget them after to keep your brand top of mind.



CONTEXTUAL TARGETING

Target super bowl content (i.e. Cincinnati Bengals, Los Angeles Ram, SoFi Stadium) to reach the target audience when viewing relevant content.



SOCIAL PREDICT

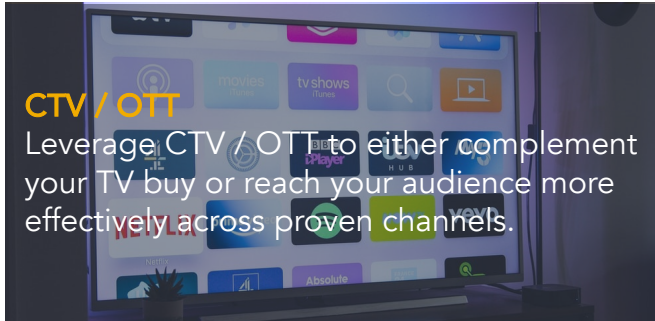
Utilize real-time social monitoring technology to reach users talking about the super bowl and sports content.

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KEY CHANNELS



CTV / OTT
Leverage CTV / OTT to either complement your TV buy or reach your audience more effectively across proven channels.



SOCIAL MEDIA
Target your audience across social platforms like Facebook, Instagram, and Twitter leading up to the game and even during the game.

WHY DIGILANT?

We think and work differently than the typical digital media partner

Technology

We craft the ideal marketing stack for your business.



Data

We rely heavily on uncommon data assets



Methodology

We employ an agile approach to planning and optimization



Talent

We have unmatched programmatic expertise.

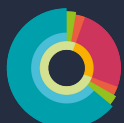
PROVEN SUCCESS

Digilant has extensive working with brands to target specific team's fans, game attendees or viewers, and have targeted consumers pertaining to tentpole events like the Super Bowl.

For nearly two years, we've worked with one of our top clients, Tipico, a sports betting application, to execute data-driven campaigns surrounding major sporting events, like the Super Bowl.

"Major sporting events, like the Super Bowl, are a crowded space for advertisers. It is important to come to the table with an innovative approach supported by data and smart strategies... or it could be a missed opportunity to reach your audience and promote your brand during a large tentpole event. Cutting through the noise is key, and through our partnership with Digilant, we were able to be smart about our approach."

– Keith Gormley, VP, Head of U.S. Marketing, Tipico



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Interested in learning more about Digilant's tentpole event solutions?
Let's talk! Reach out to us today.