nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

MAXIMIZE THE IMPACT OF YOUR SUPER BOWL ADS WITH THE 2017 SUPER BOWL 360 REPORT

SCORE AN ADVERTISING TOUCHDOWN

For all of the time, money, and resources put into your Super Bowl creative, how can you make the most of your ad spend?

Nielsen's Super Bowl 360 report provides a deep-dive look into Super Bowl performance at a program, brand, and ad-level to help you quantify the return on your Super Bowl investment.

112 million
viewers tuned in to the 2016 Super Bowl

17 million
Tweets about "Super Bowl 50"

$5 million
average cost to air a :30 Super Bowl spot

MAKE YOUR SUPER BOWL AD SPEND COUNT

HOW DO WE DO IT?

We use consumer surveys, image detection technology and social data analytics to understand the **real-world resonance** of your brand – in and leading up to the big game.

With over **1,100 Super Bowl survey respondents** and **over 1.5 million social media messages** measured each year, we offer unparalleled measurement of your Super Bowl ad performance vs. the competition:

- Blended Media Score made up of TV and social media measurements
- Ranker of Super Bowl TV ads by performance
- Deep-dive creative evaluation of your Super Bowl ads
- Assessment of in-program placement exposure and quality
- Social media response monitored in and around the game
- Comparisons to syndicated Super Bowl and competitive norms

WHAT'S INCLUDED?

PERFORMANCE REPORT
An in-depth look at how your ad performed on measures of memorability and branding within and around the Super Bowl

BEST PRACTICES
Analysis of creative and media best practices and strategies that drive strong Super Bowl ad performance

VIEWING HABITS & SOCIAL MEDIA RESPONSE
Understand how viewers engaged with the Super Bowl and what it means for your ads

IN-PROGRAM PLACEMENT ANALYSIS
Gauge the quality of your Super Bowl sponsorships with second-by-second tracking

CREATIVE DEEP-DIVE
Compare your ads' ability to connect emotionally & meaningfully with viewers versus the competition

Talk to your Nielsen representative today for more information on the 2017 Super Bowl 360 Report