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A Laugh or a Tweet Is Not a Super ROI

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[Robert Passikoff](#) | Feb 03, 2011 | [Comments: 0](#)



Not all programs are right for all brands – even if that program happens to be the Super Bowl. The Brand Keys 9th annual *Super Bowl Engagement Survey* shows when it comes to ROI, touchdowns won't be limited to the field. This year more than half the advertisers – nearly double from last year – are predicted to see substantial returns on their \$3 million 30-second spots

These findings are more than Monday-morning, creative quarterbacking. Day-after creative reviews are interesting and have a high 'Water Cooler Effect,' but 'buzz' (and tweets) comes in two frequencies: positive and negative. 'Wasn't that terrible?' isn't a phrase that appears in any creative brief, and the survey brings into harsh relief a more important question: does the ad buy do anything for the brand's bottom line?

This year's survey (conducted last week) represents a national sample of 2,000 men and women, 18 – 65 years of age, who were going to watch Super Bowl XLV and examines the 29 brands reported in industry publications as having purchased spots. Like our *Customer Loyalty Engagement Index* it was created to *predictively* measure respondents' reactions to brands within the context of the medium (the Super Bowl) and shows us *how* the media affects brand values – its brand equity, or the degree to which brand values are seen to meet or exceed customer expectations.

When a brand participates in a sponsorship like the Super Bowl those values can be enhanced. Or remain unchanged. Or actually degraded. Advertisers need to see a minimum increase of 7 % for a reasonable return on their investments. This year the numbers look like this:

Advertiser Super Bowl ROI (%)

Anheuser-Busch Bud Light +8

Audi of America +5

Best Buy +9

BMW +7

Bridgestone +5



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So, just like the Super Bowl, some win, and some lose. But unlike the Super Bowl, engagement assessments have *nothing* to do with 'how many consumers watched' and has everything to do with 'how many were they emotionally engaged with the brand.'

Think of it as a reality check that lets advertisers know how super their media buys actually are.

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