

Super Bowl: Just how engaged are viewers?

With Super Bowl 50 only days away, advertisers are hoping their ad dollars will show big benefits. But, according to two new studies, many of those dollars will be wasted.

by [Kristina Knight](#)



[Brand Keys](#) has released their Super Bowl Ad Engagement Survey and the findings indicate most of the ads shown during the game will be a bust. In fact, the research indicates only about one-third (39%) will show a solid return on investment.

"Last year nearly 115 million viewers watched the Super Bowl, many for the ads, making it the most-watched show in U.S. history. The need to level the ad playing field has not been lost on marketers. Every year brands start earlier to create up-front buzz. It's a given that ads will get noticed along with everyone else's during the game, so pre-game sneak peeks have increased, with some spots released more than a month before the game," said Robert Passikoff, CEO, BrandKeys.

Which brands will fare best? According to the data from Amazon Echo, Butterfinger and Doritos were ranked by consumers as both 'engaging and entertaining' - key for that ROI. Most of the top beverage brands, including Budweiser and Coke, were seen as entertaining but not as engaging.

And, data just out from [Quixey](#) and Shift indicate many of those ads being clicked during the game are accidental. Researchers polled just over 2,000 US adults and found that while 1 in 5 believe they'll use their mobile devices during halftime of the Super Bowl, 41% have 'inadvertently touch' mobile ads.

Those inadvertent touches will impact mobile advertisers' bottom lines, but Quixey believes relevance can also help these same advertisers.

Meanwhile, new data out from [Ibotta](#) sheds light on how consumers will be celebrating the big game. Hint: food and drink are mandatory. According to their survey, wings, pizza and nachos head up the list for most-served food during the Super Bowl, but don't skimp. Most of those surveyed say they'll buy food to prepare for the game, and most (78%) will spend about \$20 on gametime eats. Nearly 90% say they're likely to drink more if their team is winning. Other interesting survey findings include:

- 48% of men say they'll give up drinking for a year if their team wins the game
- 45% of women agree
- 74% say they prefer bottled to canned beer for the game
- 73% of those who BYOB leave the left-overs for their hosts

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