

Marketing Lessons from the 2016 Super Bowl

With applications for Direct Food & Ag Marketing Businesses

As we review the trends we saw in Super Bowl 50 advertising, consider these questions:

- What insight does this create for marketing your farm in 2016?
- How can you use these themes to update your farm's social media plan?
- Will the trends change the way you promote your farm through other marketing channels?
- NOTE: While some commercials were not necessarily successful, they give us insight in what larger companies are trying to accomplish with their marketing and their brand.

1. **Re-branding / Reset Button for the brand / Softer side** – Many companies are looking at upgrades for their brands – to change the way people think about them and to fix issues with the brands this year.
 - a. **NFL** - Super Bowl Babies & MVPs – From the babies that were born in winning cities to showing Super Bowl MVPs from the past (that they are alive and well), the NFL helps relate the Super Bowl to all age groups. It's a way for them to rebrand from the imagery of head injuries and domestic abuse issues.
 - b. **Axe** – Develop your own magic - The imagery that you have 'your thing' – instead of a six pack shows potential customers that there's lots of other things they have that nobody else does. In a way, this changes their marketing from a teen only target market to adding millennials.
 - c. **Budweiser** – #notbackingdown – This is a continuation from boldly going after the comparisons to microbrews from last year. There are no voiceovers, just loud, bold music in the background with text on the screen like, "not a fruit cup," and "not for everyone." Sure there's the trendy craft beer, but there's still Budweiser.
 - d. **Audi** - Commander- This ad does a great job relating to that feeling of losing your passion (aimed at older generation) and finding it again in the very expensive audi R8.
 - e. **PayPal** - There's a New Money in Town – The imagery of old money vs. new money is bold. Faces of entrepreneurs show us that PayPay is the new money.
 - f. **Toyota – The Longest Chase** – Take your stereotypes and change public perception of them by making it funny and somewhat ridiculous.
 - g. **Mini – Defy Labels** – This car commercial they know what stereotypes are associated with their cars and they are bigger than that. From a cute care to a woman's car to whatever...this care doesn't care what you call it.
 - h. **Farm Ideas:** Is it time for you to look at your image? What do people see you as? Some creative writing and upgrading to your brand can give you ideas to put out new imagery and give you a boost for the coming season. Get feedback from current customers, look at Facebook reviews, do on-line research on your business. Use these ideas to put together new imagery for your business in 2016.
2. **Humor** – Although not as classic as in years past, humor was still evident. Some companies tried too hard, though, and just fell flat. Jokes can't go on forever and ever. The punch line needs to be out in front in today's marketing world where consumers are bombarded with a new ad every few seconds.
 - a. **Snickers** – Marilyn Monroe was an old man with hairy legs until she had her snickers.
 - b. **Doritos** – Dad teased his unborn child with Doritos, only to cause an early delivery.
 - c. **Kia** – Christopher Walken Closet – Being devoured by those who expect more, standout and have pizzazz.
 - d. **Marmot** – Fall in love with the outside...not your friendly marmot. Misinterpretation of affection.
 - e. **Wix** - #StartStunning- making fun of older super bowl commercials, Budweiser's "Frogs" and Old Spice's "The Man Your Man Could Smell Like."
 - f. **Farm Ideas:** What is funny? Goats roaming around the farm? Making puns on words relating to common products you sell? Helping people get used to chocolate covered vegetables? Without getting racy or offensive, consider what people think is funny and how you can make them smile while reminding them of your brand.



3. **In Your Face – Being Bold to STOP IT!** – In today’s world, many issues need action. There were many ads that encouraged action in bold ways – bolder than ever.
 - a. **#giveadamn - Budweiser** – One commercial has Helen Mirren sipping her beer and telling us like it is. Stop drinking and driving.
 - b. **Nomore.org – Domestic Violence** - The texting conversation and silence at the end reminds us to know the signs and learn to help.
 - c. **Farm Ideas:** Be bold. Think about critical issues in your area. You might have a reason to champion one of these causes or another. Farms can fight hunger where they live. Do you partner with the local food bank? Do you donate to certain causes? Without bragging, make sure your customers know you are involved in the community and care about what happens to your neighbors. How can you be bold about this?
4. **Engaging with Social Issues** – Everyone is part of the global community. We have things we care about that are much bigger than our local community, but affect us here at home.
 - a. **Colegate - #everydropcounts** – From the Third World to Flint, MI, and even Sebring, OH, water scarcity is in the news more and more. Colegate reminds us that we waste four gallons each time we brush.
 - b. **Weather Tech –American Labor** – Doing this is good for the economy and your community.
 - c. **Farm Ideas:** Are their social issues you can relate to? Diabetes, obesity and other issues are relatable when it comes to selling fresh fruits, vegetables and related products. Go beyond your own farm with videos and other messages on social media that helps get your brand in the conversation. Do what you can to help.
5. **Odd, yet Intriguing** – So strange, that people get interested and start talking.
 - a. **Mt. Dew - #PuppyMonkeyBaby** - Mt. Dew combined three things people love – puppies, babies and monkeys – to make a crazy character in a crazy commercial that drew a lot of attention because it was so odd, yet intriguing.
 - b. **Farm Ideas:** Does chocolate milk come from brown cows? What is something wild and crazy that you can do to market your farm. Some farms picked marshmallows from their trees in an April Fool’s Joke. Others planted Cheerios to harvest the donuts. Think outside the box to relate what you grow to something really weird that people can’t stop looking at...and can’t stop talking about.
6. **You can add to quality of life with convenience/technology** – Technology is changing our lives. How can you keep connected? It’s all about ease of use.
 - a. **Kia – First Date** - Kevin follow his daughters first date with the app on his phone.
 - b. **Honda Ridgeline – Singing Sheep** – The singing sheep help us to understand the coolness of the truck bed audio system.
 - c. **Hyundai - The Chase** – You never know how important being able to talk to your car to get it to start might be.
 - d. **Amazon - Party-** Amazon Echo to regulate the lights, and music in the house and order things for you.
 - e. **Farm Ideas:** Change this to a convenience factor. How can we make ingredients, recipes and other information more accessible to our customers? Are items easy to find? Is there an app with a map of your corn maze? How can customers interact with you quickly and efficiently? Are your websites mobile friendly? Use our Maps & Apps curriculum to look at your food or farm business.
7. **Today’s pop culture creates opportunities** – What’s happening in pop culture can make for some very funny and relatable ads.
 - a. **T-mobile – Apology** - Steve Harvey apology for his mistake but refuses to apologized for Verizon. It connected with viewers and made us believe Verizon lied to us. Great play on the mistakes of the Miss Universe pageant.
 - b. **Avocados from Mexico – Always in Season** - From Scott Baio to the Rubik’s cube, several pop-culture references are used to get your attention. Then, you realize they are selling avocados.
 - c. **Farm Ideas:** Maybe you can relate to the crazy things in the political scene or something that happened locally to bring attention to your brand. One farm did a maze themed with Taylor Swift. She liked it, resulting in a media boost for their farm. How can you integrate pop culture into your farming operation? It relates



your farm to the familiar. Make sure this coincides with your target market. Taylor Swift might not relate to the grandparents, but the tweens love her!

8. **Continue the conversation on social media**

- a. Several brands used hashtags to keep the conversation going after the fact – to stretch their marketing dollar. What does this tell you? That #twitterrulesocialmedia?? This helps viewers advertise for the companies by using the hashtags in their social media conversations as well.
- b. **Farm Ideas:** What are your hashtags? Are you researching your ideas to be sure nobody else is using them? Are you using #instagram when everyone else is? Try searching instagram for pictures and mentions of your business. You might be surprised at what you find. Take a class in social media to be sure you are doing it right and get in the game.

