

Pepsi Super Bowl XLVIII

Problem

How does a Super Bowl sponsor keep their brand top-of-mind during the biggest game of the year?

Solution

Create an OOH campaign that will surround audiences at multiple touchpoints throughout the market.

Background

Pepsi was awarded the Official Soft Drink of the Super Bowl XLVIII and sponsor of the Halftime Show airing Sunday, February 2, 2014, at MetLife Stadium in East Rutherford, New Jersey.

As the Super Bowl loomed on the horizon, Pepsi faced the challenge of how to make the biggest event of the year – seen by over 115 million people – even bigger. How could a 12-minute sponsored Super Bowl Halftime Show, the ultimate “Live for Now” moment, be even bigger and last even longer?

2014 would be the first-ever, cold-weather outdoor Super Bowl in history, and it happened to be in Pepsi's own backyard, giving the brand the opportunity to make its mark as the premier Super Bowl sponsor.



Objective

The overarching challenge was to make the Pepsi Halftime Show bigger than the Super Bowl itself. Pepsi brought in OOH to do the heavy lifting. With the game in its home market of New York, “Pepsi” needed to be synonymous with “Super Bowl.”

Strategy

To make sure New Yorkers got “warmed up” to the idea of an “ice cold” Pepsi Super Bowl and to get them hyped for halftime, the campaign strategy was to “follow the flow of fans” while putting Pepsi front and center. The campaign would get fans excited and energized for weeks leading up to this most anticipated event. Pepsi would take its efforts outdoors, greeting New Yorkers on the streets and rousing fans by immersing them in the hype.

Pepsi developed an OOH campaign tapping into the plethora of formats available in both New York and Northern New Jersey. The campaign included station dominations at Penn, Grand Central, and Times Square subway stations and a full wrap of the the Grand Central–Times Square Shuttle, assuring every OOH format would reaffirm Pepsi as *the* New York Super Bowl Sponsor.

Media placements were paired with pithy New York- and Super Bowl-centric messages personalizing the campaign in a way that would tap into and invigorate the fan base. OOH media touted messaging like, “NY State of Mind,” “We’ve Been Waiting XLVIII Years for This,” and asked, “Are you fan enough?” And to those glass-half-empty folks who insisted that February in New York wasn’t the best climate for a Super Bowl, the campaign answered “Best Served Cold” and “The Colder the Better.”

In addition to the major commuter hubs, there were large-format, tactical street-level signage and transit formats in New York

City, with the concentration around Super Bowl Boulevard (the street that was dedicated to pre-game events and activations) and other areas where fans would be congregating during their time in the city. While fans made their way through the crowds at Super Bowl Boulevard (Broadway from Herald Square to Times Square), they could not miss the Pepsi Domination. Pepsi occupied virtually every format available in this area. Twelve high-impact digital spectaculars were chosen to play off one and other, be visible from every vantage point, and be in proximity to the network broadcasts. This ensured the synchronized Pepsi messaging for over 15 minutes each hour was not only visible to those in Times Square, but also to those watching on TV.



On Game Day, the concept of “Follow the Fans” really peaked. Pepsi secured signage along all major routes leaving the city and heading to the Stadium. If fans were taking the train on NJ Transit, they would enter in Penn Station, surrounded by Pepsi. They would exit into Secaucus Junction, where any and all lines converge and the transfer point for trains to the game, which was also covered with Pepsi signage. Fans who opted for shuttles might have ended up on one of the Pepsi wrapped buses going to the Stadium. Any fans brave enough to drive to the game would see Pepsi bulletins and walls going into and exiting the tunnels and along the expressways bound for MetLife Stadium.

Plan Details

Markets: New York/New Jersey, national

- During the final weekend prior to the Super Bowl, the campaign expanded to include a national footprint of 250 digital bulletins in the Top 50 DMAs providing a boost of the “HYPED for HALFTIME” message across the country.

Flight Dates: September 2, 2013 - February 2, 2014

- Some media formats started as early as September generating early excitement. The bulk of media hit the streets in early December, with a final wave of media hitting the streets four weeks prior to game day...a culmination of the Pepsi Takeover of the New York Metropolitan area



OOH Formats/Ratings: Wallscales, Spec-

tacular Wall Wraps, Building Wraps, Digital Screens, Bulletins (static and digital), Bus Shelters, Phone Kiosks, Newsstands, Pole Banners, Wrapped Buses, King Size Bus Posters, Train Wraps, Station Dominations, Taxi Tops, Digital Taxi Screens, Brand Trains, Storefronts

- 1,603,916,414 total campaign impressions

Results

Pepsi generated over 1.6 billion OOH impressions over the course of the campaign. Pepsi’s OOH received exponential earned media with televised coverage of Pepsi’s Super Bowl Boulevard takeover with coverage on NFL Network, Fox Sports, ESPN and numerous local NY News networks. *Adweek*, *MediaPost*, *AOL* and *USA Today* all took note, showcasing the “anchor” building wrap whose creative was dedicated to celebrating fans in Times Square and offering extensive coverage and commentary about Pepsi’s OOH coverage in the market.

Beyond the press coverage, the key measure of success was ratings – and the Pepsi Halftime Show delivered better ratings than the game itself. By expanding the concept of “halftime,” Pepsi was able to strengthen its association with both sports and music. Critically, Pepsi was #1 in top-of-mind association with Halftime. Leading up to, during and after the Super Bowl, everyone was talking about Pepsi. The overall media campaign drove nearly a quarter billion earned social impressions. And despite multiple messages from our rivals in red – and even the homemade soda folks, Pepsi outperformed both on positive buzz.

Given these results, it’s not surprising that we saw so much positive social buzz & engagement:

- Pepsi outperformed Coke & SodaStream on overall net positive buzz
 - 105 index vs Coke; 116 index vs SodaStream
- Pepsi gained 5,000 Twitter followers and 20,000 Facebook fans
- At 8 PM before Halftime, we had 10,800+ Tweets mentioning #pepsi
- Pepsi mentions were up 52X vs the 2013 Super Bowl

<http://www.adweek.com/news/advertising-branding/marketers-are-pushing-hard-be-seen-year-s-super-bowl-155214>

<http://www.adweek.com/news-gallery/check-out-how-brands-are-going-big-super-bowl-xlvi-155232#soda-giant-makes-times-square-fizz-1>

