

## Marketing Lessons from 2015 SuperBowl Ads

What trends can your farm capitalize upon in your 2015 marketing plan?<sup>1</sup>

As we review the trends we saw in 2015, consider these questions:

- What insight does this create for marketing your farm in 2015?
  - 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.
1. **Pull Heart Strings & Empower** – (Nissan –Dad; Toyota-Women; P&G – Girls; Dove – Dad; Dodge - Wisdom) These were the feel good winners for the year. From softening the male persona to strengthening the female persona, companies went out of their way to level the playing field.
    - **Farm Idea:** Farms are classic nostalgia. Try talking about how you care for the land and your animals. Host an event for a non-profit that truly benefits from being at your farm or consuming your product. Make a connection customers will remember. This was also an interesting research project in effectiveness – how many times before you become numb to the same concept. If everyone does the same thing, the brand loses the impact.
  2. **It's Personal** – (Esurance - Lohan & Nationwide- Invisible) Customers should be treated like individuals, right? Marketing is becoming more personal every day. Customers need to feel connected. While this may or may not have worked, the concept is the future of marketing. Who are our customers and who are our fans? This is why it's important to make a personal greeting.
    - **Farm Idea:** Connect with your frequent customers. Use them in a focus group to see what marketing is working best. Get their ideas. Give them a freebie.
  3. **Extending the Ad Dollar** – (Mercedes & Budweiser) Using social integration posts linking to a YouTube video, advertisers extended their capital investments like never before. Mercedes tried to get you to watch the game. Budweiser just connected with cuteness, but managed to have their brand all over it. Get the buzz going early and often.
    - **Farm Idea:** When buying TV or Radio, make sure you get to be live on the show. Try taking fresh berries to get the conversation going or other props relating to your business. Be the expert! Stations need your ad dollars and on-air guests. When you are spending money, they will give you a spot. Make the most of it!
  4. **Solve a Problem**– (Snickers, Loctite, Mophie) A tried and true marketing concept. Continuing the laughs and selling more candy bars, snickers makes us think we need to have a bite to get back to our normal selves. Loctite can fix your marriage! Mophie keeps your phone going in the worst of circumstances.
    - **Farm Idea:** Agritourism might help parents connect with their kids at the farm. Farmers market vendors can focus on snacking trends and healthfulness. Eating a head of lettuce like an apple could be funny while the smart snacker is popping grape tomatoes while walking down the street. Talking to the farmer is a greater connection than talking to the produce manager.
  5. **Cute Animals** – (Budweiser) Showing cute animals in a way that impacts you brand can go a long way. Budweiser is the expert at this, using the puppy and their classic Clydesdales. Add a little emotion, and BAM – talk about your brand for a long time. It works for most, but not all. Most of us are trying to understand Sprint and the goat thing.
    - **Farm Idea:** Endless! Have the goat lead the farm tour on video. Host a farm animal baby shower.
  6. **We ARE the Brand** – (Budweiser & Avacados) Your brand can be the commodity (ie – Kleenex). While somewhat shocking, Budweiser showed their golden suds are manly, not wimpy.

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- **Farm Idea:** Differentiate with your brand. Show you are the best without mentioning the name of the competition. “Butter Optional” is a great way to think about Witten sweetcorn.
7. **Emotional Branding** – (Carnival, Jeep, Weight Watchers) This ‘Come back to the sea’ theme may have worked for the troubled cruise line company. Jeep wants you do play responsibly while being patriotic. Weight Watchers knows we can’t quit junk food, but wants to help us with our junk food issues.
    - **Farm Idea:** Use the connection you have with customers in your marketing. Update your branding based on ‘the’ connection.
  8. **Timing – Be in the right spot** – (Victoria’s Secret) Buying ad add during the 4<sup>th</sup> quarter is not the best spot unless it’s a good game. “Let the real games begin” was catchy and well placed. Then, there was Pepsi and a few others who got their brand out there, but was it memorable? Pepsi spent a lot to sponsor the half time show.
    - **Farm Idea:** You are paying for the advertisement. Be sure you choose the placement in the paper. Be sure you choose the time of day, the show and other details when working with the sales person. If you are paying to be a sponsor, what are you getting?
  9. **The Shock Factor: (Can’t look away...)** - (Chevrolet, T-Mobile, Budweiser pac-man-) How many of you thought your TV went out just before the game? Chevrolet had people frantically clicking their remotes and ready to dial the cable company. Kim Kardashian always turns heads, but for what? Although, do customers remember the shock or the company/product? How was the pac-man game going to end? There was even the company using Jeff Bridges...
    - **Farm Idea:** What do you have that is amazing? What can you think of that is so outlandish that people will want to turn their heads? Some farms have done April Fools events like planting cheerios to make donuts and picking marshmallows off trees before they melt.
  10. **Classic Humor** (Doritos, Skittles, Fiat, Sketchers) – Sitting beside a crying baby when you wanted to sit by an attractive woman. What a way to make everyone smile and remember your product, versus flying pigs. Settling who gets the last one with arm wrestling seems a little drastic. A blue pill has beefed up the new Fiat. While Pete Rose loves to be in the hall, what was he marketing?
    - **Farm Idea:** What is funny about what you do? What funny thing has a customer done at your business? Can being left in the corn maze be funny? Is getting the last ear of corn amusing in some way?
  11. **Make the Customer’s Day** – (McDonald’s – Pay with Lovin’ & Coke – Show me love) What better way to soften your image and divert from food that really isn’t all that good for you! Coke’s happy commercial made us feel warm inside, right?
    - **Farm Idea:** Be sure your staff is trained to make the customer’s day in some way. How are customers greeted? How many smiles do you share?