

Advertising Makes People Search.

Advertisers now spend more than \$2 million per 30 second spot to get in front of the Super Bowl audience – 70 million consumers parked in front of big screen TVs, rooting on both their favorite teams and their favorite brands. All that exposure generated huge interest in products and services – and sent millions of people to Google, Yahoo! and other search engines. How many of the world's biggest advertisers made sure they were in play?

Fumble

Virtually Invisible online, these companies completely ignored the interest generated by their commercials online.

Ford F-450
Doritos
T-Mobile
Toshiba
IZOD
Snapple
Frito Lays
PNC Bank
Prudential

Loss of Yards

While they had online presence, these companies missed the opportunity to integrate it through search.

FedEx
GM Corporate
Sierra Mist
Chevrolet
Wild Hogs
Revlon
Van Heusen
FedEx Ground
Norbit
Ford Edge
NFL.com
Acura
Emerald Nuts
Mercedes
Weinstein – Hannibal Rising

First & Goal

Integrated approach, but these advertisers stopped just short of the goal.

Coke
Sprint
Nationwide Insurance
HP
Taco Bell
Honda CRV
Toyota Tundra
Schick Quattro
Lionsgate – Pride
Garmin GPS
Disney – Meet the Robinsons
E-Trade

Touchdown!

TV connects with search, landing these advertisers in the end zone!

SalesGenie.com
Snickers
GoDaddy.com
King Pharmaceuticals
Blockbuster
CareerBuilder.com
Flomax
Pizza Hut

Moving the Chains

58%

Nearly 60% of advertisers were buying placement in paid search against their brand name, a 16% increase from '06.

3/4

...of companies didn't integrate any recognizable elements from their TV commercials into their search ads

90%

While most TV commercials included a URL nearly 90% lacked a specific call to action asking users to go there.

1/4

...of companies purchased terms related to the big game, such as "Super Bowl Ads"

70%

...of the landing pages surveyed for this study didn't have any clear association with the Super Bowl ads that triggered them



For further coverage on the Search Marketing Scorecard, visit [SearchViews](#), Reprise Media's daily Search blog.

Landing Page Huddle

In partnership with:



Buying placement in search is only half the battle. Once people get to the reply page, how do you turn them into customers? Here are some easy ways to make sure your landing page closes the loop on any interest, along with topline scores for each tactic.

	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Integrated w/ Super Bowl Commercial	31%	69%
Includes a clear call-to-action on page	45%	55%
Provides an online copy of the TV ad	47%	53%
Provides value-added content (Deleted Scenes, Podcasts, Desktop patterns, etc.)	45%	55%
Using analytic software on website	88%	12%
Optimized for different visitor segments	3%	97%

Want to go for the Extra Point?

Interested in more analysis on integrating search and other forms of media? Want more detail on an individual company's performance? Visit [reprisemedi.com](#) for updated statistics.

<http://www.reprisemedi.com/scorecard.aspx>