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That's G: Gatorade Has Highest Brand Exposure During Super Bowl



Gatorade Received \$30.1M In Exposure From 27 On-Air Minutes During Super Bowl

Gatorade led all brands in televised exposure during NBC's broadcast of Super Bowl XLIII, according to an analysis by K.C.-based measurement firm Image Impact. Gatorade, which used the event to showcase its "G" campaign, received \$30.1M in exposure from nearly 27 minutes of on-air exposure during the broadcast. The company obtained \$19.3M in exposure from serving as the presenting sponsor of the Gatorade Halftime Report, and the company received over \$2M in exposure through its product placement atop the NBC desk during the net's pregame show. Meanwhile, the A-B InBev family of brands, including Budweiser, Bud Light and Bud Light Lime, yielded nearly \$14M in exposure during the broadcast. Reebok received the most detections, as shots of the Reebok logo on players' jerseys accounted for over 17 minutes of on-screen time, while Bridgestone, the sponsor of the Super Bowl XLIII Halftime Show, earned \$9.8M in exposure. Image Impact analyzed and monetized all in-broadcast brand exposure in the 11 hours of Super Bowl coverage on NBC, which yielded nearly \$133M in brand exposure. It was estimated that the net sold each of the in-game 30-second ad spots for as much as \$3M; pregame inventory sold for less. The following lists the top 10 brands that received the highest level of brand exposure (*Image Impact*).

Rank	Brand	Duration (MM:SS)	QI	MV
1	Gatorade	27:00	0.317	\$30,147,867
2	A-B	4:43	0.48	\$13,980,456
3	Reebok	17:04	0.149	\$13,509,024
4	Bridgestone	3:26	0.827	\$9,799,638
5	Hyundai	1:31	0.972	\$8,798,551
6	Motorola	8:11	0.168	\$8,136,850
7	Sprint	1:44	0.391	\$2,959,629
8	State Farm	1:26	0.392	\$2,811,492
9	Hess	3:38	0.174	\$2,729,450
10	Pepsi	5:28	0.338	\$2,716,025

METHODOLOGY: Using the various rates as a baseline for its two proprietary metrics, Image Impact

was able to determine the total monetary value of the broadcasts. The QI ScoreSM (Quality Impact Score) assigns a measure of quality based on the duration, size, isolation status and types of detection appearing in a broadcast; it is a measure of potential impact. The MV (Monetary Value) is a dollar amount representing the estimated monetary value of a sponsor's detections within the context of a given broadcast presentation and is calculated using an established value of the 30-second spot rate for the broadcast as a benchmark before discounting by the percentage of the Quality Impact Score.
