

## Search Super-Charges Your Budget.

In the midst of a deepening recession, dozens of advertisers still dug \$3 million out of their couch cushions for a Super Bowl ad, hoping to generate buzz around their products and services. For many of these advertisers, the investment doesn't end when the commercial does. As interest was generated, and customers turned to search engines and social media to learn more, which advertisers were there to meet the call?

### Keys To The Game

**95%** ...95% of Super Bowl advertisers were visible on the first page of organic search results,...

**69%** ...however, just over 2/3 of the advertisers were buying paid search against their brands or products

**22%** ...1 in 5 Super Bowl ads included a specific call to action directing interested people to their website. This is the highest percentage in the 5 years of our study

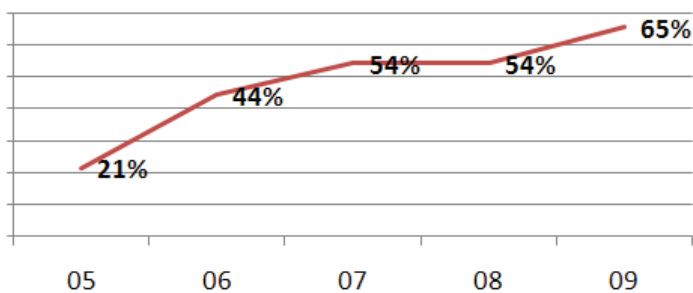
**25%** ...A quarter of all Super Bowl advertisers linked their landing pages to social networks such as Twitter, Facebook, MySpace and YouTube

**42%** ...Nearly half of all advertisers rewarded users for seeking them out with "bonus" site content such as behind-the-scenes footage or sweepstakes.

For further coverage on the Search Marketing Scorecard, visit SearchViews.com, Reprise Media's daily search blog.

### On Any Given Sunday

**Percent of brands that bought paid search ads tied into their commercial**



### 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 [reprisemedia.com](http://www.reprisemedia.com/scorecard.aspx) for updated statistics.

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### Touchdown!

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



**E\*Trade**  
**Cash4Gold.com**  
**Frosted Flakes**  
**CareerBuilder.com**  
**Diet Pepsi Max**  
**GoDaddy.com**  
**Pepsi**

### First & Goal

*They get points for their integrated approach, but these brands stopped just short of the goal.*



**Ax Men**  
**Cars.com**  
**SoBe**  
**Sprint**  
**Bridgestone**  
**Cheetos**  
**NFL Super Ad**  
**Overstock**  
**Pedigree**  
**Teleflora**  
**Acura TL**

**CokeZero**  
**Race to Witch Mountain**  
**GE**  
**Land of Lost Monsters**  
**Monsters v Aliens**  
**Priceline**  
**Toyota Venza**

### Loss of Yards

*Search wasn't integrated, though these advertisers had some online presence.*



Preparing America's Taxes Since 1955

**Gatorade**  
**H&R Block**  
**Hulu.com**  
**Toyota Tundra**  
**Universal Studios**  
**Audi A6**  
**AXA Equitable**  
**Doritos**  
**Fast & the Furious**  
**Honda Accord**  
**Star Trek**

### Fumble

*These companies were next to invisible online, failing to direct the interest their TV ads generated.*



**Budweiser**  
**Chase Bank**  
**Denny's**  
**Up - Pixar**  
**Vizio**  
**Year One**  
**Angels & Demons**  
**Taco Bell**

**Bud Light**  
**Bud Lt Lime**  
**Heineken**  
**T'formers 2**  
**Coca Cola**