



Colgate winning the battle of the 'early splash' Super Bowl ads

New analysis shows Colgate is scoring on novelty and Heinz's sausage dogs are going viral; yet many brands are still failing on long-term impact

Toronto: 5 February 2016 – As we count down to Super Bowl 50, an early look at the most hotly-anticipated ads of the year shows Colgate is winning on impact and novelty, yet many brands are still choosing to play it safe.

Colgate's 'Save Water' campaign is the best performer so far on emotional impact, according to new analysis from global research consultancy TNS (based on consumer surveys, brand tracking and social listening).

The 30-second ad, which encourages people to turn off the tap when brushing their teeth, scored most highly on short-term impact, generating almost 75,000 YouTube views. A model of simplicity, it is sparking conversations which transcend the brand, category and campaign, while also embedding Colgate into people's everyday habits.

However, similar to Budweiser's 2015 'Lost Puppy' commercial, many of the ads released so far this year are still lacking long-term relevance.

The #MeetTheKetchups ad from Heinz, featuring a stampede of sausage dogs jumping into the arms of Heinz Ketchup bottles, has gone viral on social media with almost 3 million YouTube views in the last few days. As people plan to gather for the Super Bowl, this memorable piece is likely to drive people to buy their favourite Heinz product or try a new flavour.

While the ad looks as though it might win the 'viral' Super Bowl, it is unlikely to create the genuine engagement from consumers which contributes to long-term brand building success. This is due to a lack of long-term relevance to the brand in terms of taste, nutrition and quality.

Budweiser's #ActLikeIt teaser has chosen a completely different strategy from its 2015 Lost Dog campaign, replacing the puppies and tears with a much more conventional ad encouraging men to buy beer.

So far it has created only a fraction of the hype compared to last year (the #BestBuds puppy even had his own Twitter account) and is unlikely to drive up sales in the long-term. Online conversations have also been limited with fewer than 2,000 tweets since the teaser ad was released last week, compared to 19,360 in the week leading up to the 2015 Super Bowl.

By contrast, the latest #GiveADamn ad with Helen Mirren condemning drunk drivers marks a highly novel approach for Budweiser, and has attracted over 2 million YouTube views in no time at all.

Franck Sarrazit, Global Director of Brand & Communication at TNS, said:

"Heinz and Colgate have created a splash this year with highly original content and we're also seeing some strong cause-related campaigns. In all of these cases we're seeing brilliant engagement on social media but low scores when it comes to relevance and long-term impact.



"If we reflect on some of the most successful moments in the Super Bowl's 50-year history, the likes of Macintosh: "1984" have been most successful precisely because they resonate with consumers in a meaningful way while also showing a clear link to the brand's values.

"It will also be fascinating to see whether any brands take the risk with reactive campaigns on the night. Oreo was the clear winner in 2013 when following an unplanned power cut in New Orleans it shared an ad reminding people 'you can still dunk in the dark'. The ad was shared over 10,000 times within the hour. When advertisers are spending up to \$5 million to run an ad during the Super Bowl, the ability to run a smart, quick and responsive ad on social media is undoubtedly the best way to cut through the noise."

Notes to editors

TNS used both survey (ConversionModel communications tracking) and social media (Twitter) to understand whether an ad's impact on social media aligns with the ad's long-term brand building effectiveness for the brand.

About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and customer strategies, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.

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