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Pavone shows SpotBowl is more than just an ad poll

Craig McGuire - 1 May 2006 00:00

Advertisers dropped more than \$200 million on Super Bowl spots this year, or an average of \$2.6 million for every 30 seconds seen by 80 million US viewers.

Tapping into the nation's obsession with those ultra-expensive, quirky commercials run during the big game, Pennsylvania agency Pavone set up a real-time online poll to review the spots, and in the third year of the effort, generated some national PR for itself.

Strategy

As 50% of US viewers claim to tune in just to see those ads, Pavone launched [SpotBowl.com](#) as a forum for demonstrating its advertising acumen.

"Our challenge was figuring out how one agency in central Pennsylvania can become an integral part of such a massive and culturally significant event," says president Michael Pavone.

Tactics

Pavone distinguished SpotBowl from other sites devoted to Super Bowl ads by making it more than just a poll and offering pre-game incentives like Super Bowl ad trivia and a message board. A deal was brokered with SuperBowl-Ads.com to link to the site during the game. Also featured: expert game analysis and quotes from some of the advertisers. And Pavone spokespeople conducted more than 40 pre- and post-game radio interviews nationwide.

Results

The radio interviews helped create buzz and drive traffic to the site, where fans could download ballots to help track the ads on game day. The site was referenced in more than 30 TV newscasts coast to coast. Print and Internet coverage included the *Chicago Tribune*, *Pittsburgh Post-Gazette*, *Detroit Free Press*, and CNNMoney.com. The site received 8 million hits Super Bowl week, with 59,000 actual votes cast - a 550 percent increase over the previous year.

Future

Pavone expects SpotBowl to return in 2007 and aims to help it become an even larger part of the big game.

PR team: Pavone (Harrisburg, PA)

Campaign: SpotBowl 2006

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