INNOVATION INSPIRATION

SUPER BOWL

As the most anticipated televised event in the U.S., the Super Bowl has become a colossal marketing opportunity to showcase innovative campaigns and engage the largest possible audience.



In an effort to reach its younger, social media-driven audiences, MTN DEW

recently kicked off an omnichannel campaign, Zero Sugar, to extend its media strategy to Instagram, Snapchat and TikTok. Capitalizing on Snapchat's popularity, MTN DEW released an augmented reality filter to allow users to overlay themselves into a scene from its TV commercial, adopted from the classic movie The Shining. TikTok, in parallel, also urges users to complete a dance challenge with its "twin" tool.

CTA





Despite 45% of NFL fans being female, roughly only 27% of previous Super

OLAY

Bowl spots have starred women. This year, Olay promised to #MakeSpaceForWomen in honor of the first all-female space walk, as well as continue its mission to address gender inequity and pay homage to females of Science, Technology, Engineering and Mathematics (STEM) who are paving the paths for future generations. The star-studded Super Bowl ad used a fictional space mission to promote Olay's pledge to donate up to \$500K to the STEMbased organization Girls Who Code. The spot included a call to action to tag @OlaySkin and use #MakeSpaceForWomen on Twitter to increase Olay's donation. CTA



Nonetheless, Porsche is pioneering the revolutionary concept of advertising the Taycan as a functional, purchasable vehicle while reminding consumers that are alternatives to Tesla. More than just boosting Taycan's

PORSCHE TAYCAN

sales, the ad embodied the automaker's vision and attempt at embracing and promoting "the era of electric mobility." **CTA** SMELL LIKE A MAN, MAN.

that promoted its first electric vehicle (EV), the Taycan. Though the Super

Bowl is no stranger to airing EV spots, previously advertised cars have often been treated as cutting-edge inventions serving more as novelties.

Old Spice **PROCTER & GAMBLE** P&G introduced the first-ever TV interactive ad, giving consumers the power to select their viewing "destiny." Experimenting with the ideas of

personalization, sequencing and nonlinear scripts, consumers had 64

Not only did they select the spots, but also the arrangement. The most

popular permutation of the commercial was aired.

modern marketing capability, the CMR Index (CMRi).

Sensing

Recognizes the context surrounding the

moment of interaction - time, place,

circumstances

Relevant

Aligned to what people care

about — cultural trends, personal values, needs, language

options online and the opportunity to choose the path their ad would take.

Effective marketing offers real value to real people in real time. Achieving this requires complementary ingredient parts of both precision and empathy, applied at scale. This month, we put the spotlight on brands delivering on this promise through Back-to-School. The examples below are handpicked to inspire new ideas at varying levels of complexity. They have been tagged based on RAPP's assessment of

Personal

Recognizes the customer's profile -

observed, self-reported, inferred,

appended attributes

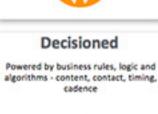
Authentic

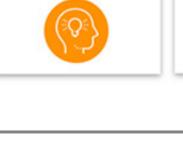
Reflects a true and believable

RAPP'S CMR INDEX

CTA







Automated

Deployed via scripts and procedures

for minimum manual intervention -

data flows, common processes





Connected Channels are integrated and working

together to meet customer needs -

channel roles, direct pathways, content/messaging

Behavioral

Recognizes actions preceding the

moment of interaction - behaviors,

transactions, engagement, advocacy





Adaptive Changes as our understanding of the customer changes — progresses, pivots, ends

Continuous

The experience is journey-aware and





Optimizing

Designed to learn and improve over

time - marketing performance,

business outcomes, experience

If you'd like more information on the CMR Index or want to see how your

brand stacks up, please don't hesitate to reach out to the Consumer & Market Intelligence team at CMI@RAPP.com with guestions. Enjoy!

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The CMI Team









