

# 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.



## MOUNTAIN DEW

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



## OLAY

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



## PORSCHE TAYCAN

Porsche returned to the Super Bowl after a 23-year hiatus, airing a spot 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. 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 sales, the ad embodied the automaker's vision and attempt at embracing and promoting "the era of electric mobility."

CTA



## 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 options online and the opportunity to choose the path their ad would take. Not only did they select the spots, but also the arrangement. The most popular permutation of the commercial was aired.

CTA

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 modern marketing capability, the CMR Index (CMRi).

## RAPP'S CMR INDEX

<b>Personal</b> Recognizes the customer's profile — observed, self-reported, inferred, appended attributes	<b>Sensing</b> Recognizes the context surrounding the moment of interaction — time, place, circumstances	<b>Behavioral</b> Recognizes actions preceding the moment of interaction — behaviors, transactions, engagement, advocacy	<b>Adaptive</b> Changes as our understanding of the customer changes — progresses, pivots, ends
<b>Authentic</b> Reflects a true and believable expression of the brand — purpose, personality, tone	<b>Relevant</b> Aligned to what people care about — cultural trends, personal values, needs, language	<b>Connected</b> Channels are integrated and working together to meet customer needs — channel roles, direct pathways, content/messaging	<b>Continuous</b> The experience is journey-aware and builds over time — cadence, sequencing, duration
<b>Decided</b> Powered by business rules, logic and algorithms - content, contact, timing, cadence	<b>Automated</b> Deployed via scripts and procedures for minimum manual intervention - data flows, common processes	<b>Networked</b> Systems are connected to communicate directly - data, marketing ops, media/comms deployment	<b>Optimizing</b> 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](mailto:CMi@RAPP.com) with questions.

Enjoy!

The CMI Team

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