

Super bowl ads capstone proposal

The Super Bowl is the premier advertising event of the year with this year's 30 second ads selling for up to \$7 million[3]. Marketing professors Chuck Tomkovick and Rama Yelkur, University of Wisconsin-Eau Claire, found that on average advertisers outperform the S&P 500 by 1% over the time period one week before until 1 week after the game. They also examined longer term behavior in 2009 and 2010, finding that over 60% of advertisers were outperforming at midyear with only a slight drop off by year end[2].

The initial purpose of this study will be to confirm the conclusions of Tomovick and Yelkur for the midyear and year end overperformance. Additionally, by analyzing the data for a longer period, a further objective will be to predict the level of over/underperformance of a given advertiser so that investors will be able to determine effective investment strategies using a slate of winners and losers chosen from the current year's advertisers. Since even the naive approach of buying all the advertisers a week before the game would overperform the S&P 500 any refinement which could determine which stocks are likely winners as opposed to losers could greatly increase the rate of return relative to market benchmarks.

The Kiplinger opinion piece presents an anecdotal theory on which stocks might underperform based on time since IPO[1]. While certainly worth investigating, there is little hard evidence presented in the article and the idea is heavily reliant on data for two specific years: the dot com ads in 2000 and last year's plethora of crypto ads. This might also be useful as a feature in potential future work with predictions about bubbles based on the number of new advertisers in the Super Bowl.

The data for this project comes from several sources and will need a great deal of wrangling.

[SuperBowl-Ads.com Super Bowl Advertising News](#)

[Super Bowl Ads 2023-1980 | Database Archive of 2371 Commercials \(superadsdb.com\)](#)

Works Cited

- [1] [Opinion: The 7-year curse: If you're thinking of investing in certain Super Bowl advertisers, be forewarned - MarketWatch](#)
- [2] [Does the Super Bowl Help Boost Advertisers' Stock Prices? | Kiplinger](#)
- [3] [How much is a Super Bowl commercial and is it worth it? \(kantarc.com\)](#)
- [4] [Super Bowl commercial cost \(usatoday.com\)](#)

[5] [Super Bowl advertisers and their stocks: What investors need to know \(cnbc.com\)](#)