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During and immediately following the Super Bowl on Feb. 5

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FOR IMMEDIATE RELEASE**Kellogg School of Management Faculty and MBA Students to Lead
Eighth Consecutive Super Bowl Advertising Review***Ad Review results ranking the most—and least—effective ads will be available immediately following the game on Sunday, Feb. 5*

Football fans are eagerly awaiting the faceoff between the New England Patriots and the New York Giants on Super Bowl Sunday. Off the field, it's also the biggest night of the year for Super Bowl advertisers. Long-time advertisers such as Anheuser-Busch, CareerBuilder and Coca-Cola will go head-to-head against newcomers like Samsung, Lexus, Century 21 and retailer H&M, investing an average \$3.5 million for a 30-second spot. Marketing professors and students from the Kellogg School of Management at Northwestern University are available to discuss how advertisers can create a winning Super Bowl ad strategy.

What: For the eighth consecutive year, Kellogg marketing students will participate in the **Kellogg School Super Bowl Advertising Review on Feb. 5**. Marketing faculty and students from the Kellogg Marketing Club will convene on Northwestern University's Evanston, Ill. campus to watch the Super Bowl, rate the advertisers using an academic criteria known as [ADPLAN](#) and produce a final ranking of the most – and least – successful advertisers. Results will be available immediately following the broadcast.

Who: Two members of the Kellogg School marketing faculty, Professors [Tim Calkins](#) and [Derek D. Rucker](#), will lead the Review once again, serving as non-biased resources as they provide analysis and address pressing topics about how advertisers perform on television's most-watched event. Among other topics, the professors can comment on the following:

- What qualities are essential to produce an effective Super Bowl ad?
- 2011 was the year of the automobile in Super Bowl ads. What will 2012 bring, and what might it signal for the economy?
- Online views of 2012 Super Bowl ads are expected to nearly double from 2011. How should marketers capitalize on this trend and enhance the value of their investment in the big game?
- Why is creating a strong Super Bowl ad so difficult? Why do some advertisers consistently perform well while other regular advertisers struggle to create strong spots?

Both professors are blogging about Super Bowl advertising with insightful commentary – please visit the blog at <http://kelloggsuperbowlreview.wordpress.com>.

When: Results will be available **immediately following the Super Bowl broadcast** via PR Newswire and e-mail. Professors Calkins and Rucker are available for comment leading up to the Super Bowl. They are also available until midnight EST on the night of the game, Sunday, Feb. 5, 2012, and all day on Monday, Feb. 6, 2012, for interviews via e-mail, phone or in person.

Where: Kellogg School of Management at Northwestern University
James L. Allen Center *Closed to general public.*
2169 North Campus Drive *Open to media, please call ahead.*
Evanston, Ill. 60208

More info: To schedule an interview with Professor Calkins or Professor Rucker, or to learn more about the Kellogg School Super Bowl Advertising Review, contact Aaron Mays or Betsy Berger at the contact information above. For more information, visit <http://www.kellogg.northwestern.edu/news/superbowl/>.