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[b-berger@kellogg.northwestern.edu](mailto:b-berger@kellogg.northwestern.edu)**FOR IMMEDIATE RELEASE****Kellogg School of Management Faculty Available To Discuss Super Bowl XLVI Ads***Kellogg School Super Bowl Advertising Review Returns for Eighth Year*

Advertising inventory for the 2012 Super Bowl has sold out, with all of the 30-second slots gone by Thanksgiving at a record \$3.5 million apiece. While many of the perennial viewer favorites are returning to this year's lineup, there also are some new brands looking to capitalize on the unmatched opportunity to gain consumer attention before, during and after the most-watched televised event in the United States. As advertisers seek to bolster their brands around Super Bowl XLVI, faculty from the Kellogg School of Management at Northwestern University are available to discuss advertisers' strategies in this record-setting year.

**What:** The Kellogg School of Management at Northwestern University will conduct its eighth annual **Kellogg School Super Bowl Advertising Review on Feb. 5**. Marketing faculty and students will convene in Evanston, Ill., to watch the event, rate the advertisers using a set of strategic criteria known as [ADPLAN](#) and produce a final ranking of the most – and least – successful advertisers. Leading up to Super Bowl XLVI, Professors Tim Calkins and Derek Rucker are available to discuss the advertising trends, themes, strategies and predictions for this year's big game, including:

- What qualities are essential in producing 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?

**Who:** **Kellogg School of Management Professor [Tim Calkins](#)** leads the Review. A clinical professor of marketing at the Kellogg School since 1998, Calkins teaches courses in marketing strategy and acts as co-academic director of the school's branding program.

**Professor [Derek D. Rucker](#)**, who also leads the Review, is an associate professor of marketing at the Kellogg School of Management. Professor Rucker's primary research focuses on the study of attitudes, persuasion and social influence. A Kellogg School faculty member since 2005, Rucker has been published in a number of academic journals and is the academic director of the school's Center for Global Marketing Practice.

Professors Calkins and Rucker will share insights about this year's Super Bowl advertising on their blog, which can be found at <http://kelloggsuperbowlreview.wordpress.com>.

**When:** Professors Calkins and Rucker are available for interviews in the weeks leading up to the Super Bowl. They also are available the day of the game, Sunday, Feb. 5, 2012, and all day on Monday, Feb. 6, 2012, for interviews via e-mail, phone or in-person.

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