

MEDIA ALERT

Super Bowl 50 Ads are Sold Out – Kellogg School of Management Professors Available to Discuss Trends *Kellogg School Super Bowl Advertising Review Returns for its Twelfth Year to Rank New and Perennial Advertisers*

As marketers prepare for the single largest stage in advertising, new and returning brands are paying approximately \$5 million for a 30-second spot. Many brands – including Snickers, Budweiser, Kia and rookie advertiser PayPal Holdings – are spearheading social media campaigns to ignite conversations before, during, and after the big event. As advertisers seek to strengthen their brands, faculty from the [Kellogg School of Management](#) at Northwestern University are available to discuss why brands are paying the high price tag, the social media buzz and winning and losing advertising strategies.

What: The Kellogg School of Management at Northwestern University will conduct its 12th consecutive [Kellogg School Super Bowl Advertising Review](#). Marketing faculty and students will watch the Super Bowl, rate the advertisers using a set of academic criteria known as [ADPLAN](#) and produce a final ranking of the most – and least – effective advertisers from the lens of strategy. Leading up to Super Bowl 50, Professors Tim Calkins and Derek Rucker, co-leading the Ad Review, are available to discuss advertising trends, strategies and predictions, including:

- What are the advertising trends for Super Bowl 50 and what can viewers expect this year?
- What are some of the best and worst advertisements from past Super Bowl campaigns?
- What makes for a winning or losing Super Bowl ad?
- What qualities are critical for a strategic Super Bowl ad?
- What advertisers are already taking advantage of the Super Bowl conversation via social media?

Who: **Professor [Tim Calkins](#)** is a clinical professor of marketing at the Kellogg School. Calkins teaches courses in marketing strategy and acts as co-academic director of the school's branding program. He is also the author of *Defending Your Brand, How Smart Companies Use Defensive Strategy to Deal with Competitive Attacks*, as well as *Breakthrough Marketing Plans*.

Professor [Derek D. Rucker](#) is the Sandy & Morton Goldman Professor of Entrepreneurial Studies in Marketing at the Kellogg School. 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 co-director of the school's Center for Global Marketing Practice.

When: Professors Rucker and Calkins are available for interviews leading up to the Super Bowl. They also are available the day of the game, Sunday, Feb. 7, 2016, and Monday, Feb. 8, 2016, for interviews via phone or in-person. Before, during and after the game, viewers are encouraged to join the social media conversation using #KelloggSB.

More info: To schedule an interview or learn more about the Kellogg School Super Bowl Advertising Review, contact Taryn Tawoda or Molly Lynch (information below). To learn more, visit <http://www.kellogg.northwestern.edu/news-events/superbowl/>.

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