



Super Bowl Ad Likeability and Stock Performance of Advertisers: A Longitudinal Analysis of the Relationship and Trends



Dan Rozumalski ❖ Dr. Charles Tomkovick and Dr. Rama Yelkur

Department of Marketing and Management ❖ University of Wisconsin-Eau Claire

Abstract

In this study, stock price performance of Super Bowl advertisers is the dependent variable of interest. Ad likeability, industry type, and advertiser experience were the independent variables examined. Stock price changes were analyzed for both the day after the event and for the two-week period encompassing the event. Industry type was found to be related to stock price performance the day after the game. Advertiser experience was found to be negatively related to stock performance for the two-week period. No relationship was found between ad likeability and stock performance.

Hypothesis

- ❖ H₁: There will be no relationship between ad likability and stock price performance surrounding the Super Bowl for those firms that run in-game ads.
- ❖ H₂: Advertisers new to the Super Bowl will experience a higher stock price increase surrounding the game than advertisers that have previous experience with the game.
- ❖ H₃: Stock price performance for Super Bowl advertisers will vary depending on industry category of the firms.

Methodology

Advertisers identified using USA Today's Ad Meter to see which brands were advertised within the actual Super Bowl telecast.

Internet sources used to verify the parent companies of the brands that were advertised each year.

Stock prices of these parent companies were found using Yahoo! Finance.

Only companies that were publicly held and traded on U.S. stock exchanges were used

Defined Criteria

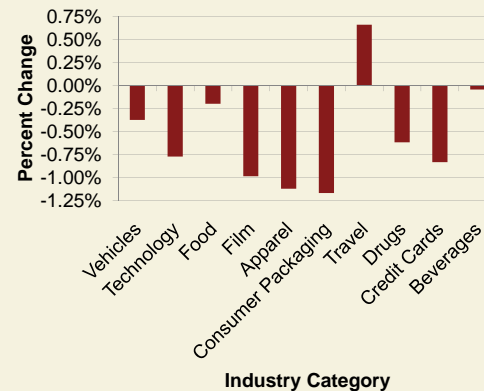
Period One: 1-day period that includes the Friday Before to the Monday After the game

Period Two: 10-day period that includes the Monday Before through the Friday After the game

New Advertiser: Aired a Super Bowl ad in the previous year's game

Experienced Advertiser: Did not air a Super Bowl ad in the previous year's game

Super Bowl Stock Price Performance by Industry (H₃, Period One)



Results: H₁

For both periods no significant difference in the stock price changes between advertisers with high ad likability scores and those with low ad likability scores

Period One: p=0.101

Period Two: p=0.138

Results: H₂

Period One: no significant difference in the stock price changes between experienced advertisers and new advertisers (p=0.064)

Period Two: a significant difference in the stock price changes between experienced advertisers and new advertisers at the 0.05 level (p=0.047)

Results: H₃

Period One: a significant difference in stock price changes for advertisers in the ten industry categories (p=0.024)

Period Two: no significant difference in stock price changes among the ten industry categories (p=0.123).

Future Research

- ❖ Future research should find if there is evidence that these positive short-term stock price gains are sustained in the long term.
- ❖ Research needs to confirm whether the effects found are specific to the time surrounding the Super Bowl by testing against other control periods.
- ❖ Advertisers are cautioned to not denigrate the potential value of ad likeability. Other factors could also be at play.

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