

Name: \_\_\_\_\_



Class Period: \_\_\_\_\_

## Sports Career Consulting Student Packet – SUPER BOWL ADVERTISING

### In this lesson, you will learn to:

- Describe the concept of branding
- Define advertising
- Explain why brands would want to advertise during the Super Bowl
- Describe the concept of ratings and understand how ratings influence television advertising
- Explain why Super Bowl commercials are so expensive
- **Activity:** Play Super Bowl Ad BINGO

RESOURCES	QUESTIONS
<p><b>DISCUSSION PROMPTS</b></p> <p><b>1</b> Review the Super Bowl Advertising Bingo cards and discuss these questions with your classmates or with a partner.</p>	<p style="text-align: right;"><i>Estimated time: 5 mins</i></p> <ol style="list-style-type: none"><li>1. How many logos do you recognize from this year's Super Bowl advertisers (review your BINGO card)?</li><li>2. Do you notice any prominent brands that might be missing?</li><li>3. Why do you think some companies might be sitting out this year's Super Bowl from an advertising perspective?</li><li>4. Do you think there might be an advantage to advertising during this year's Super Bowl given the ongoing pandemic that will keep fans from congregating for parties? Why or why not?</li></ol>
<p><b>COMPREHENSION CHECK</b></p> <p><b>2</b></p> <p><u>Sports business concepts covered in this activity:</u></p> <p>Students should review lessons 1.3, 4.8 and 6.1 in your textbook (SCC's The Business of Sports &amp; Entertainment) to learn about the concepts covered in this lesson plan.</p>	<p style="text-align: right;"><i>Estimated time: 30 mins</i></p> <ol style="list-style-type: none"><li>1. What are broadcast rights?</li><li>2. What are ratings?</li><li>3. Why are ratings important to the NFL? Why are they important to the broadcaster of this year's Super Bowl (CBS)? Why are they important to advertisers?</li><li>4. What is branding?</li><li>5. What is advertising?</li><li>6. Why do brands advertise?</li><li>7. Why do brands want to advertise during the Super Bowl?</li><li>8. Why are Super Bowl ads so expensive?</li></ol>

**COMPREHENSION CHECK***Estimated time: 10 mins***3**

1. TRUE/FALSE. Broadcast rights are fees paid by broadcast companies to sports or entertainment properties for the opportunity to provide live coverage of the property's games and events on television, the radio or the Internet.
2. TRUE/FALSE. Radio, cable, broadcast television companies and streaming providers measure their effectiveness and reach through retweets and likes, which are then converted into a metric called ratings.
3. TRUE/FALSE. Branding is not something advertisers are concerned with when they invest in Super Bowl commercials.
4. \_\_\_\_\_ refers to any paid, non-personal form of communication by an identified company promoting goods and services.
  - a. Advertising
  - b. Publicity
  - c. Branding
  - d. TV commercials
5. \_\_\_\_\_ refers to the use of a name, design, symbol, or a combination of those elements that a sports or entertainment organization uses to help differentiate its products from the competition.
  - a. Branding
  - b. Publicity
  - c. Marketing
  - d. Advertising

**STUDENT ACTIVITY***Suggested estimated time: TBD based on Super Bowl broadcast time***4****PLAY SUPER BOWL  
ADVERTISING BINGO**

6. Review your Super Bowl Advertising BINGO card to make sure you know which logos represent this year's advertisers.
7. As you watch the game, cover your squares when that brand's advertising appears during the Super Bowl television broadcast. For example, if Mountain Dew is the first ad that plays after the game has started, cover that square.
8. The middle square with this year's Super Bowl logo is a "free" square.
9. The first person to cover five squares in a row wins!