



## Coca-Cola ads to kick off Super Bowl with pregame show

By Theresa Howard  
USA TODAY

NEW YORK — Coca-Cola is back at the Super Bowl — sort of.

Rival Pepsi-Cola, which has two minutes of ad time in the game Feb. 5 on ABC, has had the Super Bowl to itself for eight years. Coke still didn't spring for in-game ads this year, but is paying to make its Full Throttle energy drink the primary sponsor of the last 30 minutes of pre-game programming before the coin toss.

The Full Throttle Kickoff Show will include three ads for the drink Coke hopes can take sales from top-selling Red Bull, as well as PepsiCo's Mountain Dew Amp. The first national push for the brand is part of Coke's strategy to make a bigger marketing splash in 2006 and to capture more of the growth in non-traditional soft drinks.

"The competition was Coke vs. Pepsi 10 years ago," says Alison Lewis, Coke's senior vice president

of integrated marketing. "Our business has evolved over the past 10 years, and with that evolution, we have entered into new categories."

Energy drinks, with caffeine and additives such as ginseng, are among the hottest beverages in the market with a 47% sales growth from 2005, according to a 60-second commercial for Full can — double can. In the ad, it plows through recruiting in drum lines. / Red Bull's white truck Let Your Man

Coke passed on spending \$2.5 million per 30 seconds in the game. For about half that, it got its name on the kickoff show, plus 2.5 minutes of pre-game ad time. It'll use some for two ads for Vault, another new drink, elsewhere in ABC's 3.5 hours of pre-game shows.

Other Super Bowl ad highlights:



Getting throttled: A Full Throttle ad features a semi going after Red Bull's signature silver-and-white truck.

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Career Builder brings back its office chumps in two ads after commercials last year helped boost first-quarter revenue 88%.

Emerald Nuts saw sales jump 56%, says Michael Mendes, president of the nut company.

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ad. A Hispanic father explains how the car switches between gas and electric power. The son compares it with his dad's switch between English and Spanish.

► **Two firsts.** Nationwide Insurance makes its national and Super Bowl ad debuts with Fabio in an ad about how fast life can change.

## Building Buzz for Busiest Pizza Day

### THE APPROACH:

- Tied launch of new Cheesy Bites Pizza to Pizza Hut's Super Bowl Sunday advertising investment to increase sales and create a strategic media relations program with a creative twist
- Pizza Hut's advertising campaign included Jessica Simpson singing "These Bites Were Made for Poppin" playing off her remake of the popular song, "These Boots Were Made for Walkin." A second ad featured Muppets' Miss Piggy dressed like Simpson and singing the same song
- MarketWave developed the idea to record Simpson's "Bites" song on a light-activated chip that was placed in boxes of sample Cheesy Bites Pizza for delivery to hundreds of media newsrooms throughout the country

### RESULTS:

- Methodical media pitching by MarketWave secured Pizza Hut a national story in *USA Today*, followed by a story with the *Associated Press* and an almost three-minute segment on "Good Morning America" that focused solely on the product, with no mention of the celebrity ads
- MarketWave's focused media follow-up garnered nearly 200 TV news stories from deliveries alone, and more than 1,500 minutes of TV air time — the most in the nearly 50-year history of the Pizza Hut brand
- Pizza Hut's sales on Super Bowl Sunday nearly doubled from the previous year