

Subject: Social Hits You May Have Missed | 2.5.20

Date: Wednesday, February 5, 2020 at 13:21:28 Eastern Standard Time

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THINK

Stats and facts to get you thinking



SUPER BOWL AD RECAP

Super Bowl Ad Recap: The Light & Fuzzy Feel-Goods

It goes without saying that we are living in a pretty dark news era. Whether we're Googling "coronavirus symptoms" or watching the impeachment trial shake out, we're all in need of a pick-me-up these days.

Generally speaking, Super Bowl LIV provided just that. And, no, we're not talking about

the hip-shaking, earth-quaking magnificence that was the Shakira and JLo halftime show. We're [recapping the ads](#) — and accompanying social extensions — that made us laugh, cry happy tears or just [scratch our heads and say, "huh?"](#)

MAKE

Platform updates that drive ingenuity



Half of the fun in watching the Big Game for the commercials is noticing the brands that don't actually have commercials. While 72 percent of Super Bowl viewers watched the game on TV, [11 percent "second-screened"](#) the game or watched it exclusively on a smartphone, making it the perfect opportunity for brands to stay relevant without paying the big bucks to show up on TV. Here are a few of our favorite examples:

- Pantone, unlike most viewers, knew that it wasn't just the red team vs. the red team, but actually "Pantone 186 C" for the Chiefs vs. "Pantone 187 C" for the 49ers. Pantone used hashtag [#BigGameColorCommentary](#) throughout the night to highlight its knowledge about colors in [play-by-plays](#), popular [game-day foods](#) and [commercials](#).
- Budweiser upped its selfie game when it printed limited-edition bottles with backwards labels so it appears normal in selfies. The [SelfieBud](#) was only available to those who were in Miami, so it's safe to say we're having serious selfie FOMO.
- We can't forget that before social, it was all about the print ads. [Ryan Reynolds](#) brought that back with his *New York Times* ad, offering up three months of free service with Mint Mobile. The catch? You had to sign up [during the game](#).



There was so much happening on Sunday night, we felt like we missed something every time we went for a refill of nachos, which was often. Now we're all caught up and here to do the same for you with some of our favorite social-first extensions from Super Bowl night:

- **Best Tease:** Tom Brady built cryptic suspense for his [ad with Hulu on Twitter](#) a few days before the game.
- **Most Fab Giveaway:** [Pop-Tarts and JVN](#) offered up free Pop-Tarts and sequined crop tops galore with their [Twitter “Pretzel Drop.”](#)
- **Most Girl Power:** OLAY's star-studded [#MAKESPACEFORWOMEN ad](#) and accompanying hashtag campaign raised money for Girls Who Code.
- **Best Moves:** We aren't blessed with dance moves like Lil Nas X and Sam Elliott in the [TV spot](#), but Doritos wants us to live out our dancing dreams with the [AI app called Sway: Magic Dance](#), where fans could create videos of themselves dancing with the body of a professional dancer transposed over theirs — all to be shared on social, of course, using [#CoolRanchDance](#).
- **Rookie of the Year:** [TikTok](#) humble-bragged in its first [Super Bowl spot](#), reminding viewers that its platform is full of “real athletes, real fans and real videos.” We think now would be the time to remind everyone that [Lil Nas X](#) and “Old Town Road” started on TikTok.

Looking for more social inspiration to kick off your new year, Moxie has you

covered. [Click here](#) to download our 2020 Social Trends Report.



Moxie is a marketing solutions agency that expertly delivers technology-led ideas to transform the way people interact with brands through channel, data and content innovation. Founded in 2000, Moxie has over 400 employees in Atlanta, Los Angeles, New York and Pittsburgh and is a member of the Publicis Media family. Some of Moxie's notable clients include: Verizon, The Coca-Cola Company, Delta Air Lines, Arby's, Porsche, J.M. Smucker Co., Kohl's and Driven Brands.



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