

Pre-Game Campaigns Can Help Score Touchdowns for Marketers

You don't need a five million dollar commercial budget to create [Super Bowl](#) buzz. Smart marketers need to leverage the pre-game buzz of the game to amplify their campaign's message. There is no better starting point than the spokesperson you pick and how their authenticity cuts through all the media clutter.

Mike Bako, D S Simon Media's Marketing Director, provides insight into two recent Super Bowl campaigns executed by D S Simon featuring retired NFL Hall of Famer and prostate cancer survivor, Michael Haynes, and retired NFL player, former [Travel Channel](#) host, and food enthusiast [Dhani Jones](#).

Big names might be appealing, but a spokesperson should not just be a hired gun who has no connection to the campaign or cause. Media and consumers are more sophisticated than ever and can see right through an athlete or celebrity just looking to cash a paycheck. Real connections and experiences with the product or cause will help your message resonate with the media and consumers.

Another tactic to create buzz is to release your commercial spot before the big game. Brands that have done this have created pre-game buzz and have benefited from the sharing of the spots on social channels.

Four of the top ten most shared spots have featured a celebrity spokesperson:

4) T-Mobile – Restricted Bling

Total Shares – 115,168

February 2nd
Celebrity: **Drake**

7) Hyundai – Ryanville

Total shares: 49,215
February 1st
Celebrity: **Ryan Reynolds**

8) Amazon.com – Cheese Footballs #BaldwinBowl

Total shares: 47,448
January 29th
Celebrity: **Alec Baldwin**

10) Pepsi – The Rumors Are True: Coldplay is our first #PepsiHalfTime Artist

Total shares: 40,535
December 2nd 2015
Celebrity: **Chris Martin**

Let us know if you are interested in our guide to picking a spokesperson. Email: MikeB@dssimon.com