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Nota di contenuto	1. PRE-GAME: A Brief History of (Super Bowl) Advertising -- 2. COIN TOSS: Advertising Matters -- 3. FIRST QUARTER: Make a Game Plan -- 4. SECOND QUARTER: Make a Roadmap -- 5. HALFTIME SHOW: Find Creatives that Work and Stand Out -- 6. THIRD QUARTER: Two Strategies to Boost Your Return on Ad Investment -- 7. FOURTH QUARTER: From Screen to Society -- 8. OVER-TIME: Don't Drop Bricks -- 9. AWARD CEREMONY: Everybody's Watching - The Best Super Bowl Ads of All Time -- 10. POST GAME: Growing the Audience – Globalizing the NFL Brand and Super Bowl Advertising -- 11. COACH'S PLAYBOOK: Top 10 Key Takeaways.
Sommario/riassunto	Unlock the secrets of advertising success with this comprehensive

guide! Dive into practical insights and real-world data to enhance your campaigns. Explore the Super Bowl as a live advertising lab, dissecting branding strategies, creative elements, and societal impacts. Learn from advertisers, agencies, and experts, and apply these lessons to your own efforts. Perfect for marketing managers, advertisers, and educators looking to leverage the biggest advertising event in the world. This book provides actionable research findings and tools to transform your advertising approach, ensuring your ads stand out and resonate with audiences. Discover how the NFL and Super Bowl are expanding globally, reaching new audiences worldwide. This book is ideal for marketing managers and advertisers seeking to apply key lessons from the Super Bowl to their campaigns. It's also a valuable resource for marketing and advertising educators who want to illustrate fundamental principles with real-world examples.

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