

Advertisers get failing grade for mobile marketing during Super Bowl broadcast

By [Jeff Hasen](#)



Jeff Hasen is chief marketing officer of Hipcricket

It is a different kind of call to action that is on my mind after mobile marketing's virtual absence from the Super Bowl broadcast.

Clearly, the mobile industry has to work harder to convince the world's biggest brands and agencies to add mobile components while reaching the world's biggest audience.

So why aren't Super Bowl advertisers leveraging their huge investment in broadcast media by adding a mobile call-to-action to their ads?

With a nod to Sunday night's halftime entertainment, why didn't Super Bowl advertisers join the mobile generation? Obviously because at this point they do not think it is necessary.

Beyond deciding the winner of the Lombardi Trophy, the Super Bowl is about reaching the mass market.

But just like the NFL appears to be stuck in the past with its recent halftime guests – The Who, Paul McCartney, The Rolling Stones, Tom Petty and Bruce Springsteen: all pushing 60; even the funky Prince is, like me, over 50 – advertisers are using a 20th century approach to the Super Bowl. I counted more URLs shown than points recorded.

As mobile marketers, we tell ourselves and those who will listen that our medium has finally crossed into the mainstream.

There are more than 270 million mobile subscribers nationwide, the majority of whom can receive text messages on their phone. Consumers are interested and waiting for advertisers to reach out to them where they can be reached anyway, anyhow, anywhere – their mobile phones.

We recently commissioned a survey that found that while 37 percent of consumers would be interested in participating in mobile customer loyalty programs, a whopping 83 percent have never had their favorite brand reach out to them via mobile.

Coulda, shoulda

We speak often of the benefits of mobile to advertisers: reach, measurability, intimacy and re-marketability. Would mobile have made existing campaigns even stronger? You better, you bet.

While I could make an argument for mobile on the majority of ads I will point to four:

- Denny's is giving away Grand Slam breakfasts Tuesday. Why not have viewers text in for the offer, then create a mobile club where customers could opt in for future trackable offers and product information? We have seen databases of consumers built that are well into six figures.
- Go Daddy.com could have easily directed viewers to a WAP site or even an iPhone application to watch the series of "too hot for TV" shorts. You don't think those would have been shared at water coolers all week long?
- NBA TV recently showed a series of bloopers from Charles Barkley's Taco Bell spot. Viewers could have been sent to a mobile Web site or opted in to receive access to these clips—and trackable coupons—by SMS.
- Snickers could have offered a ringtone of a trash-talking Betty White—and, again, trackable coupons—for customers.

The opportunities are certainly there. And major brands are certainly embracing mobile, as seen by the multimillion-dollar annual investments in mobile from Nike and Coca-Cola, among others. The consumer demand is there.

I just hope that next year mobile marketers will do a better job of convincing advertisers to get into the game.

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