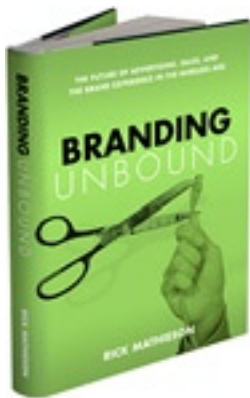


## How Advertisers Fumbled Mobile Marketing At The Super Bowl

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**Rick Mathieson**



Steven Siegel, vice president for brand solutions at HipCricket, saw a missed opportunity. Indeed, there were plenty.

Siegel, for one, told today's New York Times he was disappointed there were "not as many examples of mobile programs as I would have liked to see" in spots and promotions during the game. One he recalled, sponsored by the Cadillac division of General Motors, asked viewers to vote by text message for the most valuable player.

"A lot of Super Bowl viewership takes place outside the home, away from your computer," Mr. Siegel said. "With mobile, you can immediately engage with consumers at a bar, at a friend's house."

Instead, many advertisers ran old-school print ads the next day, encouraging people to talk about the spots. And plenty posted their spots to YouTube and other online venues.

One brand that did take advantage of the opportunity was Bud Light, which enabled viewers to vote on the best Bud commercials during the game via mobile, with a secret spot sent to their phones afterward. Not exactly a compelling offer - a sweepstakes or prizes would have been better - but a step in the right direction.

Perhaps next year, more brands will take advantage of the mobile medium to engage viewers as never before possible.