

Auto Brands Win Big at Super Bowl XLVIII

Comparing audience traffic before and after the 2014 Super Bowl, Jumpstart found that Hyundai Genesis, Jaguar F-Type Coupe, and Chrysler 200 scored highest out of the 13 auto brands that advertised.¹

Hyundai Genesis (featuring a tale of one cautious father watching out for his son's safety), Jaguar F-Type Coupe (with Sir Ben Kingsley proclaiming Hollywood villains are always British), and Chrysler 200 (starring '60s rock legend Bob Dylan) had audience increases of 59%, 45%, and 41%, respectively.

Chrysler and Jaguar ran only one big game spot, while Hyundai ran two—one for the Genesis and one for the Elantra (featuring actor Johnny Galecki's dangerous flirtation with a fellow driver).

Overall Traffic Increases Were Higher This Year

When looking at the audience increases from this year's event compared to last year's event, Jumpstart found that jumps in traffic were much higher during and after this year's game. Last year, many advertisers pre-released their full-length commercials and heavily promoted those spots—possibly diluting some of the excitement around their brands, and affecting audience numbers. While many of this year's Super Bowl auto advertisers also pre-released their full-length spots, some only released teaser videos. And some (Chrysler, Ford, and Maserati) kept their Super Bowl plans completely under wraps.

Spikes in Mobile Traffic And Newcomers

- » Smartphone traffic to Jumpstart's sites went up 45% when comparing Super Bowl Sunday with the the prior Sunday
- » Jumpstart saw an 8% increase in new visitors to its portfolio of sites on game day compared to its total 2013 average



* Jumpstart Internal Analytics, February 2014

1. Jumpstart measured traffic on Super Bowl Sunday and the following Monday and compared that against the Sunday and Monday of the prior week

Shopper Interest Increases

MAKE	MODEL	SUPER BOWL SUNDAY (2/2) VS. PRIOR SUNDAY (1/26)	SUPER BOWL MONDAY (2/3) VS. PRIOR MONDAY (1/27)	SUNDAY/MONDAY COMBINED (2/2 – 2/3) VS. (1/26 – 1/27)
Hyundai	Genesis	17%	94%	59%
Jaguar	F-Type Coupe	13%	76%	45%
Chrysler	200	12%	59%	41%
Audi	A3	14%	54%	35%
Honda	Accord Sport	23%	17%	20%
Hyundai	Elantra	14%	18%	17%
Maserati	Ghibli	-9%	31%	14%
Kia	K900	1%	21%	13%
Toyota	Highlander	1%	22%	12%
Ford	Fusion Hybrid	-24%	32%	7%
Chevrolet	Silverado	8%	6%	7%
Volkswagen	Entire Brand	7%	5%	6%
Jeep	Cherokee	0%	8%	3%