

1. Super Bowl Ads

Most Effective Super Bowl Ads

(Ace Metrix Score)

in 2013

Rank	Brand	Ad Title	Ace Score
1	Budweiser	"Brotherhood"	665
2	American Dairy Association	"Morning Run"	644
3	Coca-Cola	"Security Camera"	641
4	Doritos	"Goat 4 Sale"	626
5	Mercedes-Benz	"Soul"	626
6	Jeep	"Whole Again"	622
7	SodaStream International	"SodaStream Effect"	621
8	Skechers	"Man vs Cheetah"	612
9	Hyundai	"Stuck"	611
10	Best Buy	"Asking Amy"	609

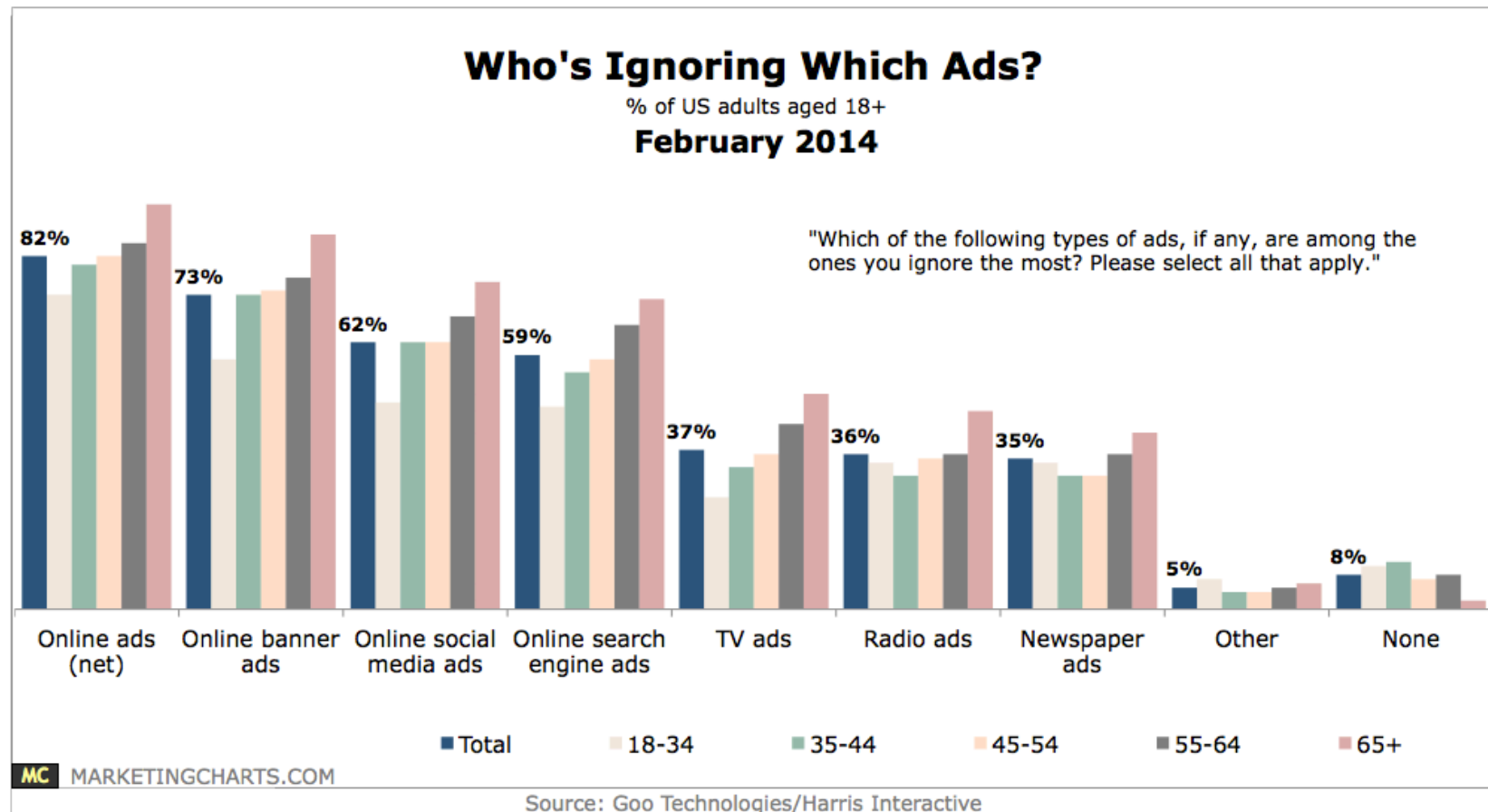
MC MARKETINGCHARTS.COM

Source: Ace Metrix

Source article: [Super Bowl 2014 Ads: Facts and Figures \(Updated\)](#)

Takeaway: Ace Metrix rates Microsoft's ad best, but tons of other research in this article rank ads across other variables.

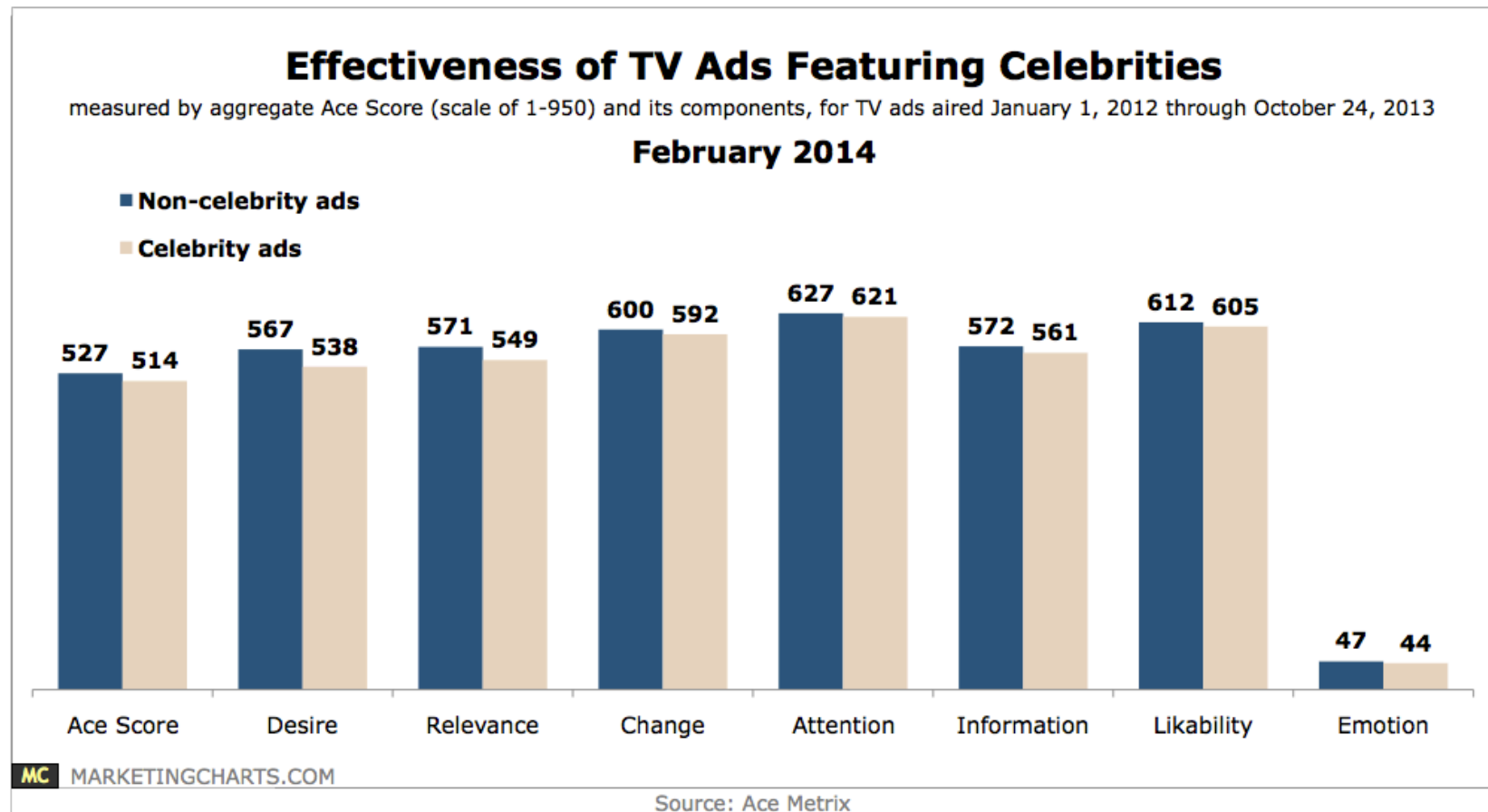
2. Which Ads are Ignored the Most?



Source article: [Who's Ignoring Which Ads?](#)

Takeaway: Traditional media ads least likely to be ignored; youth are actually less likely to ignore all forms of ads.

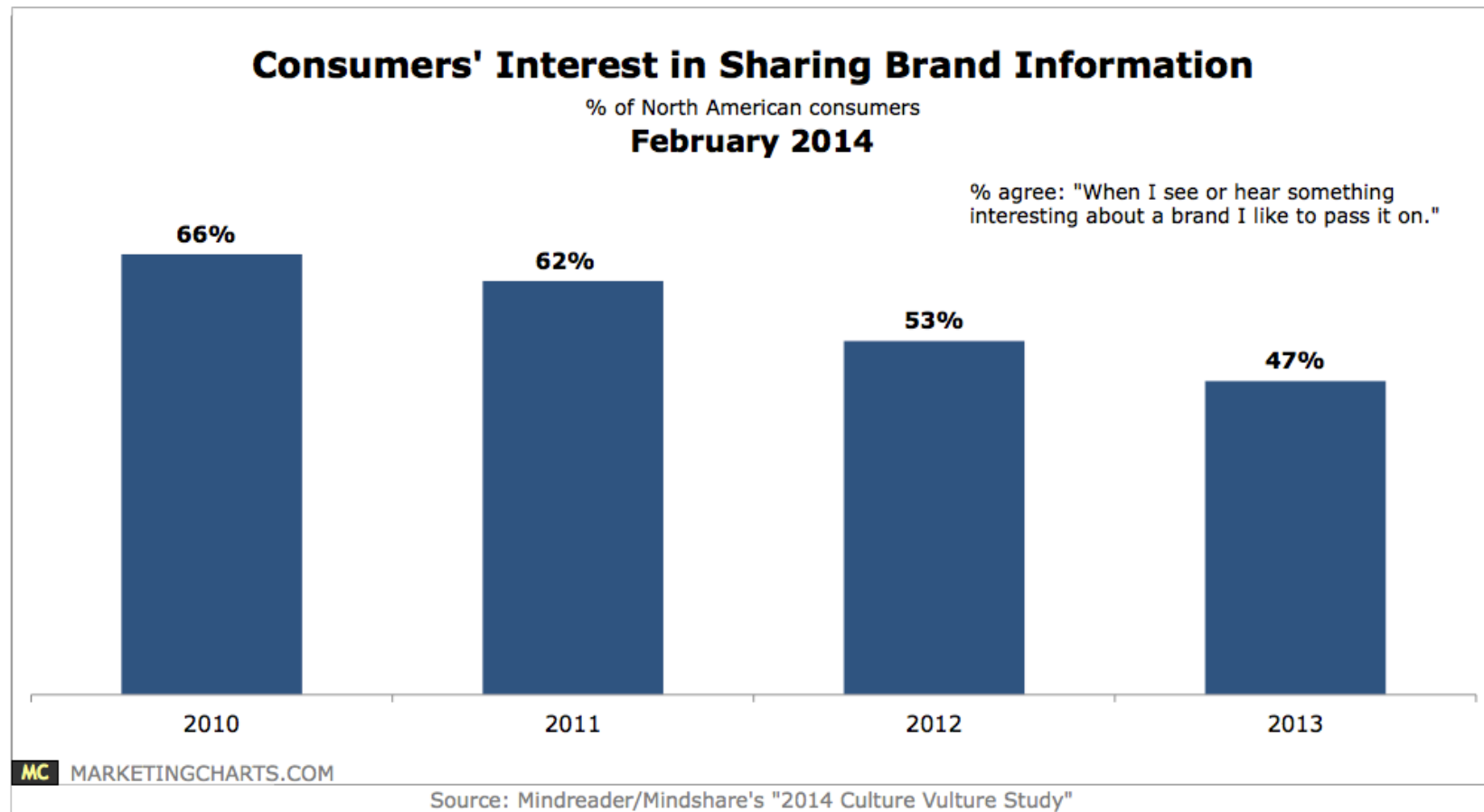
3. Celebrity Influence (or lack thereof...)



Source article: [How Influential Are Celebrities? \(Updated\)](#)

Takeaway: A growing body of research suggests that celebrities have little to no impact in advertising.

4. Consumer-Brand Relationships Sour



Source article: [Are Consumers "Falling Out of Love" With Brands?](#)

Takeaway: A pair of studies indicate that brands are failing to connect with consumers.

5. Who Are Those Millennials?

Demographic Statistics Concerning US Millennials

key selected statistics / Millennials defined as individuals aged 18-36

February 2014

Population:	77 million (24% share of the population)
Median Income:	\$25k for younger (18-27); \$48k for older (28-36)
Relationships and Parenthood:	Millennials account for 1 in every 5 same-sex couples 21% of Millennials are married; 42% of Boomers were at that age 36% of Millennial women have had children
Education:	23% have a Bachelor's degree or higher, the most educated generation 19% are Hispanic; 14% African-American; and 5% Asian (most diverse generation)
Diversity:	65% are US-born 38% were bilingual as of 2013, up from 22% in 2003
Geography:	Austin, TX is the city where they are most highly concentrated

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Source: Nielsen

Source article: [Demographic Stats About US Millennials](#)

Takeaway: Millennials (18-36) are the most educated and ethnically diverse generation in the US.

6. And Where do the Rich Ones Live?

Top 10 US Markets by Concentration of Wealthy Millennials

Wealth = \$100k+ income / Millennials = 18-36
Top markets ranked by percent/index for concentration

February 2014

Rank	Market	Concentration	Index
1	Washington, DC	1.9%	232
2	San Francisco	1.7%	206
2	Boston	1.4%	172
4	New York	1.3%	166
5	Baltimore	1.3%	161
6	Seattle-Tacoma	1.2%	151
7	San Diego	1.2%	139
8	Austin	1.1%	139
9	Chicago	1.1%	137
10	Denver	1.1%	132

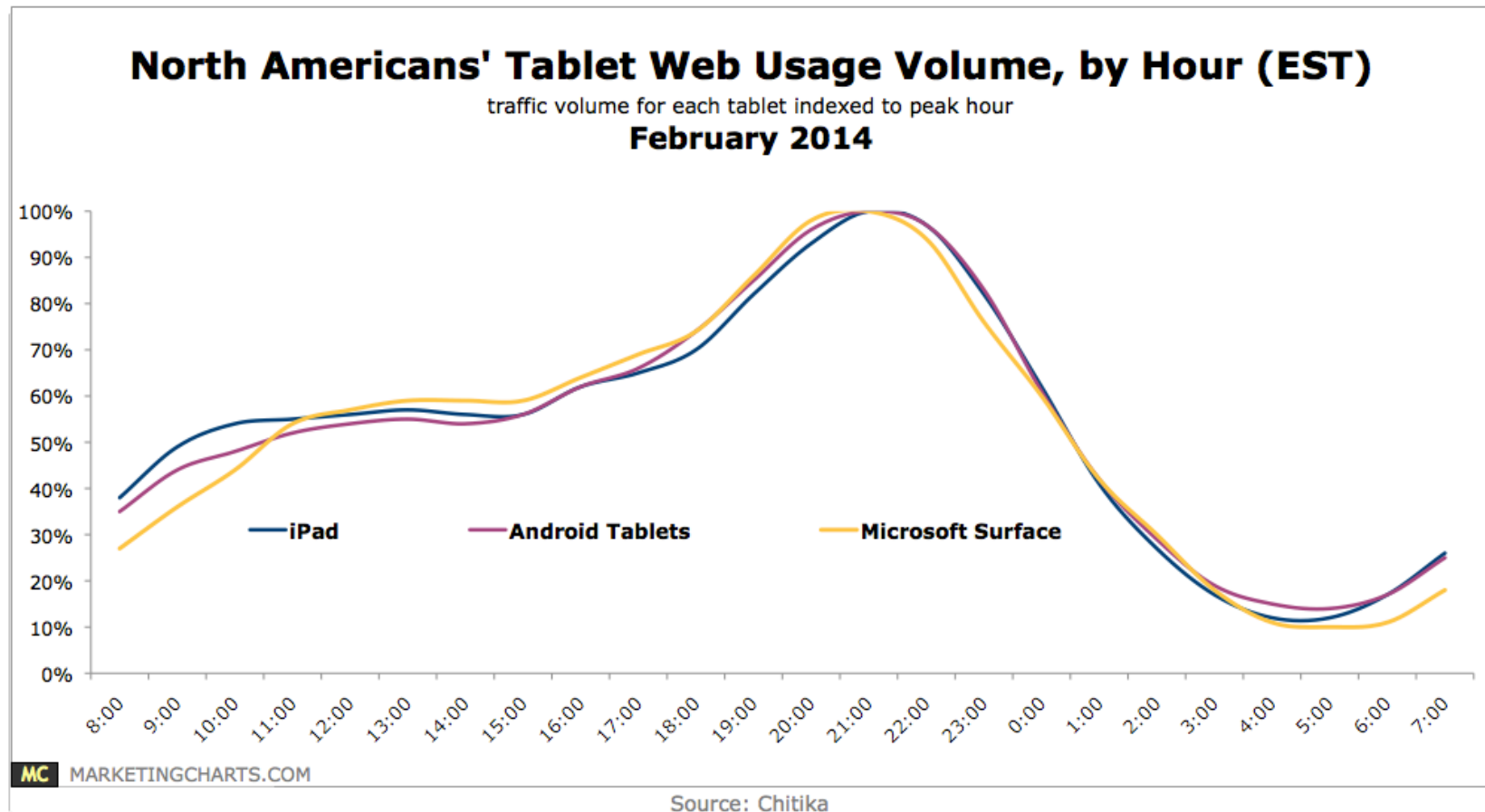
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Source: Nielsen

Source article: [Top 10 US Markets by Concentration of Wealthy Millennials](#)

Takeaway: It turns out that the top markets for wealthy Millennials are similar to those for wealthy Boomers.

7. When Tablet Owners Browse the Web



Source article: [Tablet Web Browser Usage Patterns on a Typical Day](#)

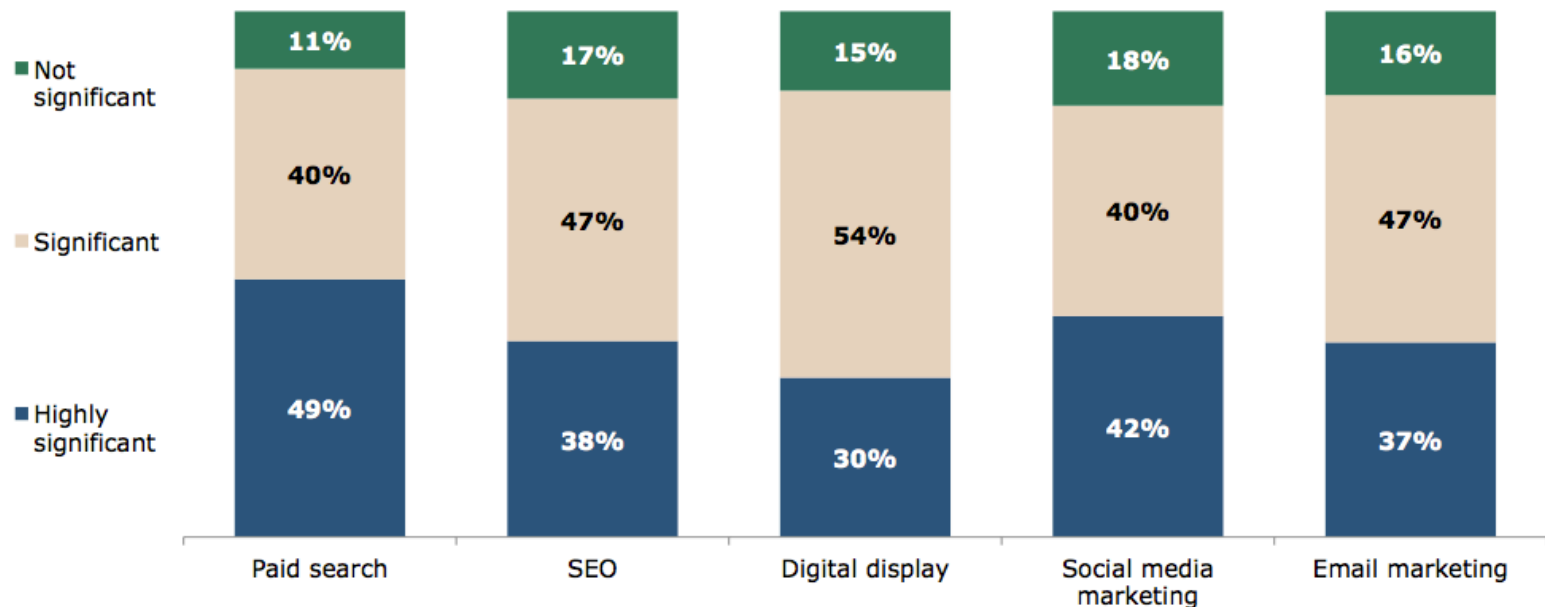
Takeaway: While the iPad dominates in overall usage, OS is not a determining factor in usage patterns.

8. Mobile Use Disrupts Digital Marketing

Impact of Consumers' Increasing Mobile Use on Digital Marketing

% of in-house marketers, describing the impact of consumers' increasing mobile use on each discipline

February 2014



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Source: Econsultancy / SEMPO

Source article: [Marketers Agree: Consumers' Increasing Mobile Use Shakes Up the Digital Marketing Landscape](#)

Takeaway: Mobile use is seen as having the biggest impact on paid search, display, social media and email marketing.

9. Catching Up With Working Moms

Working Moms' Traditional Media and Lifestyle Habits

% of women with children under 18 who hold full-time employment (where appropriate, data is in comparison to the average mother)

February 2014

46%	read the local news section of the newspaper, while 40% watch the local morning news on TV
42%	have listened to the pop contemporary hit format on the radio in the past 7 days, with country (31%) and adult contemporary (30%) the next-most popular formats
24%	more likely to have watched ESPN in the past 7 days and 22% more likely to have watched HGTV
33%	more likely to have bought cultural event tickets online in the past 12 months
28%	more likely to have played golf in the past 12 months
27%	more likely to have attended live theater
22%	more likely to have attended any professional sports event

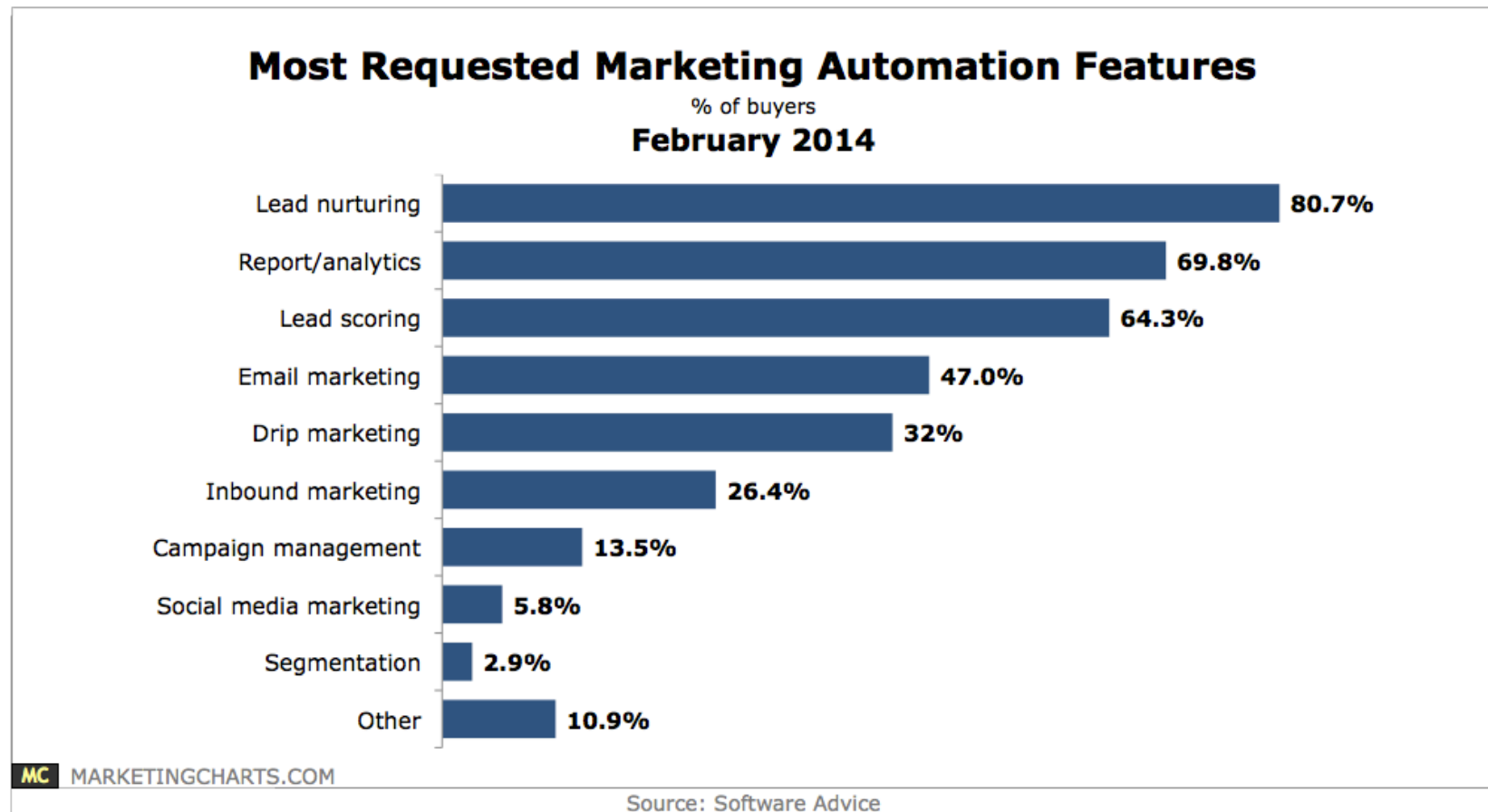
MC MARKETINGCHARTS.COM

Source: Scarborough

Source article: [Traditional Media and Lifestyle Habits of Working Moms](#)

Takeaway: Working moms are tuned into local news, and appear to be avid sports fans compared to the typical mother.

10. Marketing Automation Features



Source article: [Most Requested Marketing Automation Features](#)

Takeaway: Buyers' most requested features reflect their primary reason for evaluating the software - lead management.

