

## **Super Bowl spots set their sights on women**

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Beer and babes. In past years, Super Bowl commercials could generally be summed up with those two words as advertisers pitched their products to male viewers.

But a handful of commercials scheduled for Sunday's big game are unabashedly aimed at women - and they point to a new attitude in advertising, said marketing experts.

"Marketers have finally realized that almost half of their viewers are women," said Maria Bailey, author of "Marketing to Moms: Getting Your Share of the Trillion Dollar Market" and CEO of a Florida-based marketing firm. This year will be "the first of many years to come where advertisers start to look at the entire audience and not just those male viewers."

The reason? Money. Mothers control spending in 85 percent of households, according to Bailey, making them a prime advertising demographic.

Both Dove and Nationwide Insurance are going for a female audience with their Super Bowl spots this year because company representatives said leveraging the mass audience (last year more than 133 million people tuned in) is a no-brainer when it comes to reaching this key demographic.

Nationwide's commercial features romance novel-staple Fabio poking fun at his own image. Riding on a gondola in Venice, he transforms into an old man as he sails under a bridge. The ad ends with the tagline "Life comes at you fast."

"As men we have delusions we run the world," Fabio said. "Who really runs the world is women. They are the buying power. How many men have you heard who say 'I love to shop?'"

Dove's commercial features shots of real girls with messages such as "Afraid she's fat" or "Wishes she were blond" on the screen, set to the sentimental song, "True Colors."

Part of Dove's "Real Beauty Campaign" - which generated buzz with its original ads featuring "real, curvy" women - is to raise awareness about self-esteem issues and start a dialogue between mothers and daughters, both of whom will be watching the Super Bowl.

"There is no doubt in my mind that many people will be surprised because they will not be expecting a piece of communication about self-esteem in the Super Bowl," said Philippe Harousseau, Dove's marketing director. But "it is the best audience to raise awareness of a real issue that we have everywhere in the country."

While Harousseau wouldn't discuss how the ad campaign has translated into sales, he did say it had "exceeded" expectations.

### **Super Bowl by the numbers**

- 133.7 million - the number of people who tuned into last year's Super Bowl. Nearly half of those viewers were women. The 10 most-watched programs in TV history are all Super Bowls.

- 80 - the percentage of women who say the Super Bowl ads ignore them

- 53 - the percentage of women who say they are more interested in the commercials than the game

- \$2.5 million - the average cost of a 30-second spot in this year's Super Bowl
- \$1.7 trillion - the amount U.S. moms spend every year
- 88 - the percentage of moms who consider themselves the "household CFO"

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