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# New Adobe ad challenges Super Bowl marketing gamblers

**London, UK – 2<sup>nd</sup> February 2016** - A new advert from Adobe pokes fun at the enormous pressure CMOs are under when it comes to big expensive ad campaigns. The advert shows a CMO nervously watching the Super Bowl, but he's not betting on the big game – he's gambling on one of the highly coveted ad slots.

The annual championship game of the National Football League has become as well known for the advertising as for the game itself. Securing an ad slot guarantees a huge audience, with approximately 160 million viewers around the world tuning in last year, according to Reuters.

This represents a huge opportunity to get people talking, with new data from Adobe Digital Index (ADI) showing that Super Bowl advertisers in 2015 had nearly five times more social buzz compared to non-advertising competitors on the day of the game. However, the scale of the Super Bowl audience also means it is fraught with risk if advertisers don't get it right.

## Content, creativity and data key to Super Bowl success

With Super Bowl 50 coming up on Sunday 7 February, the new advertising campaign from Adobe, *The Gambler*, created with Goodby, Silverstein & Partners, shows that paying millions of dollars to secure an ad slot is still not enough to make it a winning campaign.

An advert which uses a combination of data and creativity will have the best chance of success, and marketers must then optimise a campaign across all touchpoints to deliver the most relevant and personalised experience to surprise and delight their audiences. The CMO in *The Gambler* fails to put this into practice and doesn't get the desired reaction.

*"This year's Super Bowl is set to be an even bigger global marketing phenomenon than ever before,"* said John Travis, vice president of EMEA marketing at Adobe. *"It's one of the biggest stages there is for new adverts, and a fantastic place to get the world's attention. Advertisers who employ a mix of creativity, data and insights, and maximise the campaign across all channels are in the best position to win at the big game."*

*The Gambler* launched on 1 February 2016 and will target marketers through a multi-platform advertising campaign in the UK, Germany and North America. It is available to watch at: <http://adobe.ly/Gambler>.

## About Adobe Digital Index

Adobe Digital Index publishes research on digital marketing and other topics of interest to senior marketing and e-commerce executives across industries. Research is based on the analysis of select, anonymous and aggregated data from over 4,500 major companies worldwide that use Adobe Marketing Cloud to obtain actionable data and analysis of activity on their websites.