

ADVERTISER BUY LINEUP OF CBS SUPER BOWL 2013 (Sunday February 3, 2013)

Estimated \$ Ad spend below calculated based on \$3.8 million average per 30-second spot at \$126,667 per second

| RED TEXT Ad\$ not confirmed | MIN | :SEC | Est'd Ad \$ Spend | DESCRIPTION & CREATIVE | AGENCY |
|--|-----------|-----------|----------------------|---|---|
| GRAND TOTALS | 21 | 30 | \$235,600,620 | | |
| Anheuser-Bush | 4 | 30 | \$34,200,090 | Biggest ad buyer; Will feature two new higher-end product Budweiser Black Crown with two 30-second ads and Beck's Sapphire with one 30-second ad set to air in the 2nd half of the game. Two new 60-second ads will showcase Bud Light and one 60-second spot will be devoted to the company's classic Clydesdale horses. (\$246.2 million total Super Bowl ad spend from 2002 - 2012) | Anomaly (two 30-sec spots called "Coronation" & "Celebration" promoting Black Crown); Translation (two 60-sec spots for Bud Light) Also a 30-sec spot for Beck Sapphire and 60-sec spot for Clydesdale horses |
| Audi of America (Volkswagen) | 1 | 0 | \$7,600,020 | USER PARTICIPATION AD: Scheduled to air at 1st ad break after kickoff. 6th consecutive year as a Super Bowl advertiser; three versions of its ad, each with a different ending, and let fans vote on which version they'd like to see run in the Super Bowl. Voting will be open for 24 hours -- midnight to midnight -- on Friday, Jan 25. The final spot will debut on YouTube in advance of the game. | Venables Bell & Partners |
| Axe (Unilever) | | 30 | \$3,800,010 | Air time position not yet determined; First Super Bowl ad; "Lifeguard" ad creative; includes chance for someone to win a trip to space, part of a broader promotion for the new Axe Apollo brand that will offer winners 23 seats on a private space craft. | BBH London |
| Best Buy | | 30 | \$3,800,010 | One 30-spot in the 1st quarter; the ad will star Amy Poehler who will ask hilarious questions to the blue-shirted workers. | MDC Partners' Crispin Porter & Bogusky |
| Cars.com | | 30 | \$3,800,010 | Expected to focus on how the site's tools make car shopping a great experience | Dentsu's McGarryBowen |
| Century 21 (Realogy) | | 30 | \$3,800,010 | One 30-second spot to air early in 3rd quarter; Creative spot tells story of brands greatest assets, their agents. Made SB debut in 2012 | Independent Red Tettemer and Partners of Philadelphia |
| Chrysler | 1 | 0 | \$7,600,020 | Buy not yet confirmed; Chrysler stood out among advertisers in the prior two Super Bowls with commercials talking about economic revival in America (the "Halftime in America" ad starring Clint Eastwood) and Detroit (the two-minute spot touting vehicles "Imported from Detroit" over an Eminem song). | TBD |
| Coca-Cola | 1 | 0 | \$7,600,020 | USER PARTICIPATION AD: One 60-second spot in 1st quarter; The spot called "Mirage," shows three factions -- badlanders, cowboys and showgirls -- racing through the desert in pursuit of a giant bottle of Coke, but closes with a cliffhanger as the groups realize the bottle was only a sign. The spot, which was released online on Jan. 22, urges viewers to vote for a winner by computer, smartphone or tablet and sabotage the other factions, which will determine the 30-second spot to air immediately following the end of the game. | Independent Wieden & Kennedy |
| E*Trade (Baby Ad) | | 30 | \$3,800,010 | The E-Trade BABY GAME DAY intelligent baby is having a long whirlwind of a shelf life. This Super Bowl, he shares his expertise on saving a couple ideas for spending the money that you would otherwise be losing to hidden fees in your 401(k) by partying hard. Baby's best financial advise yet with "boom," "come to E*TRADE, and Save It." | Grey New York |
| Fiat (Chrysler) | | 30 | \$3,800,010 | One 30-second spot to air early in 3rd quarter; Creative spot sexy ad leaving off from last years tagline "Small, wicked ... and now topless." | TBD (The Richards Group developed last year's ad) |
| Frito-Lay Doritos (PepsiCo) | 1 | 0 | \$7,600,020 | USER PARTICIPATION AD: Buy not yet confirmed; Will be running the "Crash The Super Bowl" contest for the 7th consecutive year; Contest offering amateurs the chance to have a self-produced ad run in the Super Bowl with consumer who creates the top-ranked Doritos commercial to run during the game the chance to work with director Michael Bay on the next installment of "Transformers." (Rankings will be determined by USA Today's Ad Meter consumer poll.) | Omnicom Group's Goodby Silverstein and Partners |
| Gildan Activewear | | 30 | \$3,800,010 | One 30-second spot in 3rd quarter; First Super Bowl ad; Long known mainly as a supplier of printed T-shirts and other athletic apparel sold to tourists or sport fans, Gildan is trying to step up its game with clothing whose appeal hinges on the Gildan brand itself. | Independent shop DeVito/Verdi |
| GoDaddy.com | 1 | 0 | \$7,600,020 | Two 30-second spots; One will air in the "2B" position, or in the second commercial break of the game. The other is slated to run after the two-minute warning in the game's fourth quarter; Danica Patrick will once again be featured in one ad alongside Bar Refaeli for an ad called "Perfect Date" | Interpublic Group's Deutsch |
| Hyundai (Hyundai Motor Group) | 1 | 0 | \$7,600,020 | Two 30-second spots, the same as Hyundai got in the 2012 game. One of the 30-second spots will air during the first quarter, while the other will air in the second quarter; Ads will focus on the Santa Fe crossover and the Sonata Turbo. | Innocean |
| Kia (Hyundai Motor Group) | 1 | 30 | \$11,400,030 | One 30-second spot in the third quarter for the compact Forte and one 60-second spot in the fourth quarter for the Sorento. In 2012, Kia ran one 60-second spot in the fourth quarter. Creative not yet confirmed, | Innocean |
| Lincoln (Ford Motor) | 1 | 0 | \$7,600,020 | USER PARTICIPATION AD: One 60-second spot. First Super Bowl ad; Ford Motor avoids the Super Bowl, this is precedent; the ad will incorporate ideas solicited by Jimmy Fallon via Twitter. Ford is rebranding Lincoln by calling the unit "Lincoln Motor Co." and introducing a campaign that makes use of Abraham Lincoln. Incorporated social media by asking fans to write script for the spot via Twitter. | WPP's Hudson Rouge |
| M&M's (Mars Inc.) | | 30 | \$3,800,010 | One 30-second spot in 3rd quarter; First Super Bowl ad was last year (2012). Creative called "Devour," has new tagline: "Better with M." More at http://www.businessinsider.com/2013-super-bowl-ads-everything-we-know-2012-12?op=1#ixzz2lvfrnXOm | Omnicom Group's BBDO |
| Mercedes-Benz | 1 | 0 | \$7,600,020 | Buy not yet confirmed (estimate of 60-seconds); The 2013 game is being played in Mercedes-Benz Superdome in New Orleans -- one reason why Mercedes decided to return to the game after appearing in 2011 but skipping 2012. Model Kate Upton washing car in slow motion and is expected to team with rapper Usher for the carmaker's Super Bowl effort, but the head of the company's U.S. operations has also hinted that other celebrities have joined. | Omnicom Group's Merkley Partners |
| Milk Processor Education Program (MilkPEP) | | 30 | \$3,800,010 | One 30-second spot to air in 2nd quarter; MilkPEP is known for its popular "Got Milk" print ads featuring celebrities wearing "milk mustaches" and use the slogan "Got Milk." Dwayne "The Rock" Johnson will be featured in the Super Bowl ad along with lions, clowns and dudes on stilts. | Deutsch |
| Mio (Kraft Foods) | | 30 | \$3,800,010 | One 30-second spot in 3rd quarter; Comedian Tracy Morgan describes changes in the U.S., including sports drinks, by way of promoting Mio Fit, an "electrolyte enhanced" version of Mio. | WPP's Taxi New York |
| Oreo (Mondelez) | | 30 | \$3,800,010 | One 30-second spot in 1st half; First Super Bowl ad; Oreo has set about a wide array of ad and marketing efforts in recent months to promote its 100th anniversary. | Wieden & Kennedy |
| Paramount Pictures (Viacom) | | 30 | \$3,800,010 | One 30-second spot in 2nd quarter; Paramount will preview "Star Trek Into Darkness" its sequel to the popular J.J. Abrams-helmed reboot of the legendary space adventure franchise; bonus, users who register for the app will be entered into a sweepstakes for the chance to win a VIP trip to the U.S. premiere. | In-House |
| PepsiCo Beverages | 1 | 0 | \$7,600,020 | USER PARTICIPATION AD: Two 30-second spots; One spot to promote its flagship brand and intro the Pepsi halftime show, headlined by the brand's global ambassador, Beyonce. Creative will incorporate 400 photos of consumers that Pepsi is soliciting before game day. The remaining ad time will promote Pepsi Next. (a total of \$209.7 million in Super Bowl ad spend from 2002 - 2011) | Mekanism (halftime ad); TBWA/Chiat/Day (Pepsi Next) |
| Pizza Hut | | 30 | \$3,800,010 | USER PARTICIPATION AD: One 30-sec spot; Buy not yet confirmed. Pizza Hut has a promo to let viewers star in its Super Bowl spot. All they need do is submit a video of themselves yelling quarterbacks' favorite line: "Hut, hut, hut." | The Martin Agency, Richmond USA |
| Samsung | 1 | 0 | \$7,600,020 | Estimate 60 seconds; Not yet determined. Samsung ran a 90-second ad in the fourth quarter of the 2012 game that mocked Apple fans. That theme has continued in the consumer-electronics marketer's recent advertising. | 72andSunny |
| Sketchers | | 30 | \$3,800,010 | One 30 second spot set to air just before the two-minute warning heading into halftime; A new teaser showed a person in Skechers shoes chasing a cheetah. | Siltanen & Partners Advertising |
| SodaStream International | | 30 | \$3,800,010 | One 30-second spot in 4th quarter; First Super Bowl ad; ad will be based on the company's current effort showing scenes of soda bottles suddenly disappearing as people effortlessly make their own soda with SodaStream. | Common |
| Taco Bell (Yum Brands) | 1 | 0 | \$7,600,020 | One 60-second spot; Brand-focused ad; "Live Mas Vive Young" tagline, debut less than a year ago, will also be in the spot. Taco Bell in 2010 advertised its \$5 Big Box deal with a commercial that was created by DraftFCB. | Deutsch, Los Angeles |
| Tide (Procter & Gamble) | | 30 | \$3,800,010 | One 30-second spot in 3rd quarter; Ad creative features both teams playing in the Super Bowl, a testament to Tide's "Always-On" strategic approach for being relevant with the consumer, according to a P&G spokeswoman. | Publicis Groupe's Saatchi & Saatchi |
| Time Warner Cable | | 30 | \$3,800,010 | One 30-second TBD; Ad creative features indie favorite "The Walking Dead" cast members and zombies fo its 2013 Super Bowl spot. | Publicis Groupe's Saatchi & Saatchi |
| Toyota | 1 | 0 | \$7,600,020 | USER PARTICIPATION AD: One 60-second spot 1st quarter; Toyota will also be the sponsor of hte post-game show; Humorous commercial featuring Kaley Cuoco, a star of the CBS sitcom "The Big Bang Theory." The ad will also include a photo of a consumer, chosen from pictures posted to Instagram or Twitter with the hashtag #wishgranted. | Saatchi & Saatchi, Los Angeles |
| Universal Pictures (Comcast) | 1 | 0 | \$7,600,020 | Buy not yet confirmed; Trailer themed creative from coming releases from the studio include "Oblivion," a 3-D movie starring Tom Cruise set to hit theaters in April. | In-House |
| Volkswagen | 1 | 0 | \$7,600,020 | Buy not yet confirmed; The most recent game saw one 60-second Volkswagen spot in the second quarter. No dogs allowed. After making a mild splash around the 2012 game with a teaser ad and a Super Bowl follow-up that used dogs as its centerpiece, the automaker will veer in a different direction, according to press reports. | Deutsch, Los Angeles |
| Wheat Thins (Kraft) (Spot before Kick Off) | 1 | | \$7,600,020 | New "Must. Have. Wheat Thins." campaign airing just before the start of the Super Bowl broadcast (between 5:30 - 6 p.m.) and a second-screen experience in Baltimore and San Francisco. Ad features aman so passionate about his Spicy Buffalo Wheat Thins he'll do nearly anything to protect them from even the most unexpected intruders—even a yeti! Social media Fans can share their love for one of the two cities by voting on Twitter and Instagram with #SF #MUSTHAVEWHEATTHINS or #BAL #MUSTHAVEWHEATTHINS. More at www.musthavewheatthins.com . | BEING (a TBWA Worldwide Agency)is creative agency; AKQA, is the ideas and innovation agency who developed the digital experience. |
| Walt Disney Pictures (Walt Disney Co.) | 1 | 0 | \$7,600,020 | Buy not yet confirmed Trailers for coming releases are "Oz, The Great and Powerful," "Iron Man 3" and "The Lone Ranger." | In-House |
| Wonderful Pistachios (Roll International) | | 30 | \$3,800,010 | One 30-second ad; South Korean "Gangnam Style" rapper Psy in spot; Fans can upload a picture of how they "Get Crackin' Gangnam Style" for a chance to win a 12-month lease of a 2013 Mercedes Benz SLK 250 -- the same model convertible driven by the now-notorious "Yellow Suit Guy" in the "Gangnam" video. | The Fire Station, In-House agency |
| TOTAL ADVERTISERS | 36 | | | | |