



# The Super Bowl's Greatest Commercials

**Client:** DeVries PR  
**Campaign:** Tide To Go – *Talking Stain* Super Bowl Commercial  
**Target:** Talking Stain fans, Super Bowl/football fans, Advertising focused  
**Campaign Duration:** Two Weeks



## Objective

Ensure Tide To Go's *Talking Stain* commercial a top 3 spot within CBS' *The Super Bowl's Greatest Commercials* contest to gain millions of free impressions by being featured prominently in the last 30 minutes of the show.

## Strategies

Focused on quick, one-to-many engagements with thought-leaders discussing the Super Bowl/Football/Commercials and established fans of the Tide commercial. The first half of the campaign was to drive online voting to ensure a top 3 spot by giving out CBS.com/Tide URL, while second half pushed TV tune-in to vote during live program and delivered URL to Tide To Go mini-page where coupons were available for download.

### Online PR, Pitching Thought-Leaders

Pitched key bloggers, social network group creators and message board admins/mods to pass-along info with their influence networks.

### Joining Established Conversations

Posted content where users were already discussing the Super Bowl and its commercials to spark interest and drive traffic to landing page.

### Rallying Pre-Existing Fans

Reached out to fans of the Tide commercial via public comment outreach across all channels, to ensure they knew of contest and to help Tide win.

## Results

- Commercial gained a top 3 spot after online voting period resulting in millions of free impressions
- 4.9m+ impressions by campaign end
- Coupon downloads exceeded client's expectations
- Directly pitched 326 site/group thought-leaders
- Posted 362 messages to spark interest across all channels