
Neustar's PlatformOne Provides Non-Intuitive Insights to Better Identify Customers

Jan 30, 2015

Sunday's Battle of the Brands: Knowing Your Customers Matters

Sunday's big game is the most watched sporting event of the year, and big brands have spent \$2.91 billion in advertising to reach fans over the past decade.

Now over 75 percent of advertisers release their content prior to game day to maximize their footprint, and over 50 percent of fans watch those ads before the big day. Brands used to focus on creative to make that expensive 30-second spot really sticky for consumers. Now the focus is on an integrated strategy that begins weeks prior and actually ends on Monday when fans vote on the best ad.

But who exactly are these fans and which brands battle for their bucks? Non-intuitive insights about a consumer's drink, hobby, music, sport and TV show preferences can make the winning play for an advertiser.

Meet the Fans

The largest football sporting event of the year attracted 111.5 million viewers last year. Here's a breakdown of the brands with the most anticipated ads at the big game and surprising, non-intuitive attributes about their fans, brought to you by [Neustar's PlatformOne](#).

In the snack category, Doritos® fans battle Skittles® fans:

Doritos® Fans

15% drink Mike's Hard Lemonade®

20% shop antiques

12% listen to country music

36% own a basketball

24% watch "The Big Bang Theory" on CBS®

Skittles® Fans

13% drink Captain Morgan Rum®

39% go to museums

10% listen to children's music

21% hunt

11% watch "New Girl" on FOX®

In the drinks category, Bud Light® fans battle Coke® fans:

Bud Light® Fans

49% drink Budweiser® (in addition to Bud Light®)

53% play board games

25% listen to hard rock

13% practice target shooting

14% watch "Once Upon a Time" on ABC®

Coke® Fans

14% drink Smirnoff®

35% visit zoos

14% listen to hip hop

20% play football

20% watch "Family Guy" on FOX®

Identity Matters

Relying merely on intuition as to how to connect your brand to consumers around the big game is no longer an option. Brands and advertisers are getting more and more sophisticated in how they increase awareness and drive behavior—before, during, and after the game. By using non-intuitive insights to connect with their consumers, savvy marketers can target with more impact and drive conversions throughout all their marketing channels.

Neustar's identity data and insights – continuously updated on 100's of millions of U.S. households—helps brands

and marketers understand their audiences better.

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FEBRUARY 1ST, 2015
BATTLE OF THE BRANDS
 FIGURING OUT THE FANS

This Sunday's big football game is the most watched sporting event of the year, and big brands have spent \$2.78 billion in advertisements to reach fans over the past decade. But who exactly are these fans and which brands battle for their bucks?

MEET THE FANS
 Last year's big game attracted 111.6 million viewers*. Here's a breakdown of the brands with the most anticipated ads for Sunday's big game, and surprising attributes about their fans. Non-obvious insights about a consumer's drink, hobby, music, sport and TV show preference can make the winning play for an advertiser.

SNACKS
DORITOS® vs SKITTLES®

11% drink Mike's "Real Lemonade"	13% drink Captain Morgan™ "Real"
28% shop antiques	39% go to museums
12% listen to country music	10% listen to Chicago's music
39% wear basketball	21% hunt
21% watch "The Big Bang Theory" on CBS	11% watch "New Girl" on FOX

DRINKS
BUD LIGHT™ vs COKE®

49% drink Budweiser®	14% drink Smirnoff®
53% play board games	20% visit zoos
23% listen to hard rock	14% listen to hip hop
13% practice target shooting	20% play football
14% watch "Once Upon a Time" on ABC	20% watch "FAMILY Guy" on FOX

KNOW YOUR AUDIENCE TO SERVE BETTER ADS

1. Leverage your offline data to target customers on digital channels
2. Deliver a consistent message across every customer touch point
3. Increase your campaign reach without sacrificing relevance
4. Target accurately, relying on continuously verified customer data

Neustar is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their business. Neustar combines online and offline behavior released from multiple data sources, which we track, and links back to our registration system. By linking the consumer behavior to our registration system, Neustar is able to distinguish the programmatic advertising from the consumer's product, listening to a certain type of website or device, a certain type of network device. This information is compiled at the household level using Neustar's products and services and is not based on actual online behavioral data.

SOURCES
 * 2014 Neustar.com survey of 1000+ households
 ** 2014 Neustar.com survey of 1000+ households
 † 2014 Neustar.com survey of 1000+ households
 ‡ 2014 Neustar.com survey of 1000+ households

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