Former Pepsi/Frito-Lay Marketing Executive Mike Wien Highlights How Women are Impacting 2019 Super Bowl Commercials in His 20th Annual Irreverent Super Bowl Ad Review

The NFL estimates 45% of football fans are female and constitute about 49% of the 108 million-plus people who watched the Super Bowl in 2018.

BOULDER, Colo. (PRWEB) February 01, 2019 -- Super Bowl marketers have notoriously sexualized women in the past, but times and attitudes are changing. In the aftermath of the “Me Too” movement, smart advertisers are becoming more mindful of the buying power of women and how they are represented. Established brands Toyota, Olay, and Michelob Ultra, along with newcomer Bumble, are making an effort to speak specifically to female football viewers this year.

For the 20th year, Mike Wien taps his marketing moxie to release a Monday morning review of the good, bad, and ugly of the commercials broadcast during the 2019 Super Bowl. While the viewers might remember the commercial, will they correctly remember who paid more than $5 million to get their message out to the masses?

Wien says, “Given that women make up nearly half of the Super Bowl audience, savvy brands are paying attention. Women continue to make the majority of household buying decisions and are increasingly finding their voice and speaking with their wallets.”

It’s not just about women. A research study by Retail Me Not shows that 87% of retailers say taking a stand on social issues is worth the risk while 83% believe not taking a stand can negatively affect their bottom line. Also, 61% of consumers will recommend brands that align with their social values. An article on MarketingDive.com states that consumers, especially millennials and Gen Zers, want brands to take a position on important social issues and will reward them for their outspokenness.

The big game remains the biggest-ticket item in the TV ad world. Three-quarters of ads last year were released before Super Bowl Sunday in hopes of getting a little pre-game buzz and garnering shares on social media sites. According to the New York Times, some advertisers spend upwards of $1 million to market their marketing.

Wien is uniquely qualified to review the Super Bowl advertising. As a former corporate marketing leader, he held senior marketing and sales positions with Frito-Lay, Pepsi, Omni Hotels, Citibank, and Deloitte. While at Frito-Lay, Wien was responsible for launching one of the most successful food brands: Tostitos®. He recently retired as an adjunct professor of marketing and the franchising academic advisor for the Cecil B. Day School of Hospitality within the J. Mack Robinson College of Business at Georgia State University.

A professional speaker, Wien has a reputation for delivering practical and inspiring keynotes and breakout sessions with strategies for effectively gaining a competitive advantage or specific edge over competitors. Each customized presentation includes personal stories from his business and triathlon careers. Wien’s book The Specific Edge: How Sustained Effort Wins in Business and Life was published in 2014 and is available on Amazon.

Wien has represented the United States in five International Triathlon Union World Championships and won the world championship for his age group in 2016 and 2017. His competitive athletic career also includes 16
Ironman triathlons (including 6 Ironman World Championships), 50 marathons including Boston (13 times), and New York (9 times). In 2011, he finished second in his age group at the Ironman World Championship.

He serves on four not-for-profit boards, including USA Triathlon under the US Olympic Committee, where he is vice president. Wien has an MBA in marketing from the Kellogg School at Northwestern University and a BS in business from Colorado State University.

You can see last year’s ad review at: https://specificedge.com/superbowl52


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