**Super Bowl Current Event Articles**

**Directions**: Read the following two articles (found at <http://www.entrepreneur.com/article/242218>) regarding advertising, social media, and the Super Bowl. As you read each article, answer the below questions.

**During Super Bowl, the Real Action Will Be on Social Media (Infographic)**

1. How many average viewers watched the 2014 Super Bowl?
2. What was the cost of an average 30-second spot in the 2014 Super Bowl?
3. Of the 6,000 viewers pulled by Crowdtap…
	1. What percentage said they prefer the Super Bowl with ads?
	2. What percentage said the commercials are the main reason for watching on game day?
	3. What percentage said they would “take action on social media” (i.e. post a status update or a hashtag) if a Super Bowl ad spurred them to it?
	4. What percentage said they would share commercials to support their favorite brands?
	5. What percentage said they were extremely or somewhat likely to buy a product showcased in a Super Bowl commercial?
4. Using the infographic in the article, answer the following questions:
	1. When asked, “If a Super Bowl ad asks you to take action on social media, which type of action are you likely to participate in?”, which social media site had the largest percentage? What was the percentage?
	2. What percentage of people surveyed either extremely or somewhat like when brands ask them to participate in the creation of their Super Bowl ads?
	3. What were the top 3 Most Memorable Super Bowl Ads of 2014?

**Like Twitter, Facebook’s Super Bowl Game Plan to Include Ads Sold in Real Time**

1. Read the article and answer the below questions in current event style:
	1. Who:
	2. What:
	3. Where:
	4. When:
	5. How:
	6. Why:
	7. Summary (brief statement giving the main points):