

# Super Bowl advice from MediaCom's Adam Komack

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With the biggest day in US advertising rapidly approaching, Adam explained how today's integrated social, digital and TV marketing campaigns began with MediaCom's work on [VW's The Force](#) ad in 2011.

This was the first ad to be pre-released ahead of the game and now all brands adopt a similar strategy. The impact is that the headline \$4.5m cost of a 30-second spot is just the start of the investment required.

Adam warned that when the cost of digital activity, social media activity and additional teaser content is included brands should be budgeting \$6-\$10m in total.

Click to [view this year's Superbowl teasers](#) for [VW](#) and [Audi](#).

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