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More Top Advertisers Sign Up For WestwoodOne's Super Bowl Audio Index

December 16, 2013 at 5:43 AM (PT)

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WESTWOODONE's "SUPER BOWL Audio Index" rankings of the most creative radio commercials airing on the syndicator's SUPER BOWL XLVIII coverage on FEBRUARY 2nd have added several major advertisers to those participating in the competition, including SUBWAY, SPORTS AUTHORITY, JBL, and EXERGEN CORPORATION. Consumers will be able to vote on the ads online, and two awards -- Listener's Choice and Media Choice -- will be bestowed.

SUBWAY Global Chief Marketing Officer TONY PACE said, "The SUPER BOWL is well known as the biggest stage for advertising. As long-term advertisers on WESTWOODONE's radio broadcast of The Big Game, we are glad they are shining a spotlight on advertising messages in that medium. It will increase consumer engagement and create more buzz around their broadcast."

WESTWOODONE CEO PAUL CAINE added, "Audio has and continues to play an integral role in every Super Bowl broadcast, and the Index represents the growing significance of this medium to marketers and consumers. WESTWOODONE is excited to be able to offer an opportunity for some of the world's most established brands to add a new and valuable layer of engagement to their campaigns, while maximizing their spend and showcasing some of the most creative and cutting-edge audio advertising today."

Marketers interested in participating in the SUPER BOWL Audio Index can reach WESTWOODONE Chief Marketing Officer CHRISTINA ALBEE at (212) 419-2912.

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