VICTORIA’S SECRET TO ADVERTISE IN SUPER BOWL XLIX

Lingerie and Beauty brand will advertise on broadcast

Victoria’s Secret will advertise during NBC’s broadcast of the National Football League’s Super Bowl XLIX airing on Sunday, Feb. 1. The advertisement is part of the brand’s Valentine’s Day marketing efforts which also include the release of their “Don’t Drop The Ball” web video that will premiere online today.

“The Super Bowl is the single best opportunity for Victoria’s Secret to remind a global audience that Valentine’s Day is right around the corner,” said Victoria’s Secret CEO Sharen Jester Turney.

Victoria’s Secret Angels Candice Swanepoel, Lily Aldridge, Karlie Kloss, Behati Prinsloo, Alessandra Ambrosio and Adriana Lima star in the :30 spot, which was creatively conceived in-house for the Super Bowl. The ad will air after the 2-minute warning in the 4th quarter of the Super Bowl telecast.

The “Don’t Drop The Ball” video features two teams playing football in red and white jerseys. After a fumble-free game, the winning team is revealed to be Victoria’s Secret Angels Adriana Lima, Doutzen Kroes, Candice Swanepoel, Lily Aldridge and Behati Prinsloo with a special reminder to viewers: “Don’t drop the ball. It’s not Valentine’s Day without Victoria’s Secret.”

In 1999, the brand aired its first Super Bowl commercial promoting their webcast of the Victoria’s Secret Fashion Show. In 2008, Victoria’s Secret ran a Super Bowl commercial to promote their Valentine’s Day collection. The brand scored the top spot among all of the advertisers in the game receiving the highest audience for a commercial ever. The commercial was seen by a record-breaking 103.7 million viewers.

Link to “Don’t Drop the Ball” video:
Embed Link: <iframe width="560" height="315" src="//www.youtube.com/embed/S5-sx-Qgd_M" frameborder="0" allowfullscreen"></iframe>

About Victoria’s Secret
Victoria’s Secret is the leading specialty retailer of lingerie and beauty products, dominating its field with modern, fashion-inspired collections, prestige fragrances and cosmetics, celebrated supermodels and world-famous runway shows. A business of L Brands (NYSE:LB), its more than 1,000 Victoria’s Secret Lingerie and Beauty stores, VictoriasSecret.com and the catalogue allow customers to shop the brand anywhere, anytime, from any place.