

ramp

Super Bowl Campaign Analysis

Wasserman Interview Case Study

RAMP OVERVIEW

Expense Management Platform

All-in-one. Easy & Simple

Corporate Card

Accounting Automation

Manage business expenses

Target Audience:

CFOs, tech-companies, tech-leaders, startups

Clients:

Shopify, Discord, Glossier, Notion, etc.



CONTEXT

Brian Baumgartner

The most famous accountant in the world (Yes, Kevin from The Office).

Recurring character campaign
continued from last year.



OBJECTIVES

**Support Ramp's New
Tagline & Campaign**



**Capitalize on
Super Bowl Buzz**



192K 535 1,423

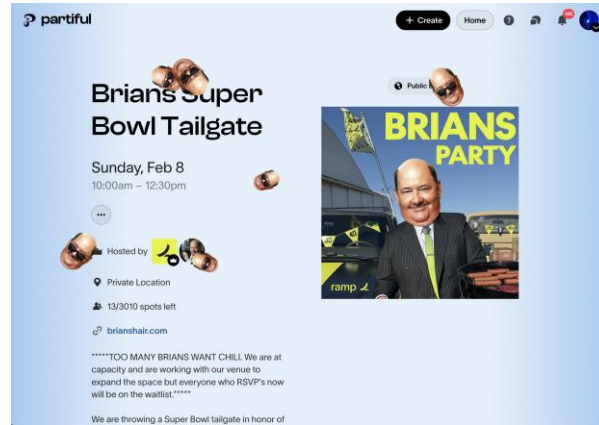
Drive Brand awareness



PRE-ACTIVATION



**10+ commercials
for “Brian’s Party”**



**Easy access
BriansParty.com**



**Free Bald Caps
BriansHair.com**

BRIAN'S PARTY



**Kevin from the Office.
The Super Bowl.
A Tailgate in SF.
2 game tickets.**

Live Music Influencers Games Bald Caps

Chili Performances Stunts Tickets

Live Stream Look-alikes David Wallace



MOMENT MARKETING

Super Bowl Weekend = Peak National Attention

Ramp plugged into an existing buzz

125M viewers

San Francisco = Tech & Finance Hub

MEDIA TIMELINE

PRE-GAME

Main Super Bowl Commercial Launches
10+ commercials promoting “tailgate” activation

BRIANS PARTY

Live streaming Lively Hosts Funny Moments
Influencer Collabs Videographers Free Swag

SUPER BOWL

Super Bowl Commercial Airs
Brian Doppelgangers clip-farm at the game

POST-GAME

100+ Clips over X, TikTok, Insta
Influencers post re-cap videos

SOCIAL MEDIA

75+

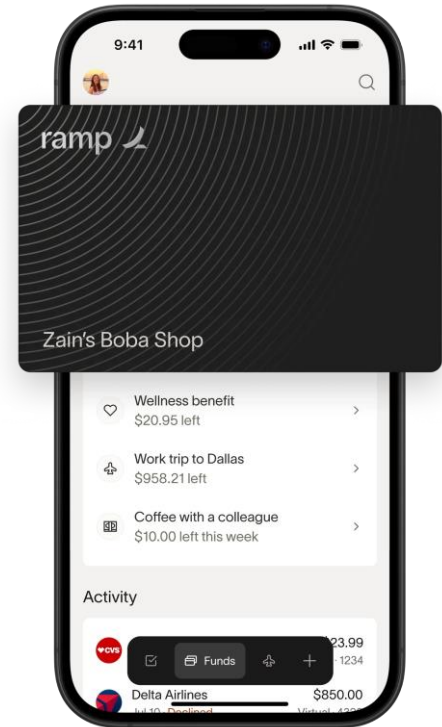
Posts on X during
Super Bowl campaign

44%

of Super Bowl
mentions were on X

20M+

Views on Instagram across
19 reels in the campaign.



TAKEAWAY.

Talent Recurring character

Timing Super Bowl in SF

Activation Brian's Tailgate

Distribution (X/TikTok/IG) content