

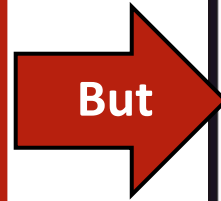
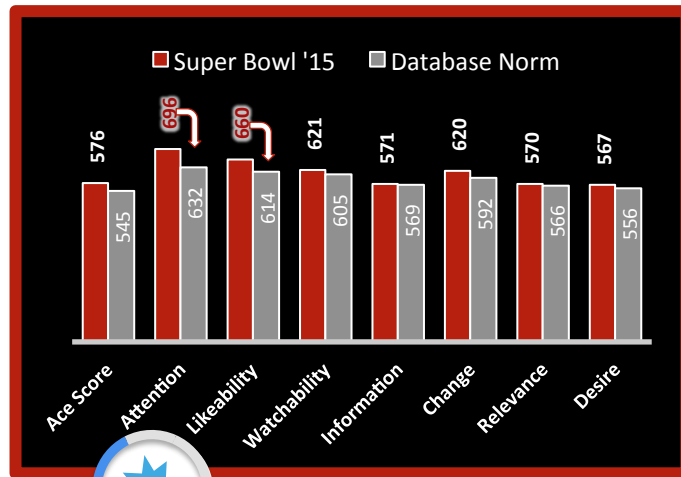


Super Bowl 2015 Advertising Summary: Post-Game Huddle

February 10, 2015

Bruce Pivarunas: Chief Product Officer

As for me, I'd be THRILLED if this year's SB ads defined the everyday norm . . . but, unfortunately "good" isn't "good enough" during the big game



Creative
Breakthrough Power

With respect to Super Bowl advertising, everybody is a critic . . .
and this affects everything!



The critics' review of "what happened" to 2015 Super Bowl advertising . . .

The collective yawn continued

The thrill is gone.
Or the comedy, at any rate.

[Ads were more] somber than
anytime in the past



Remember when Super Bowl ads were funny?

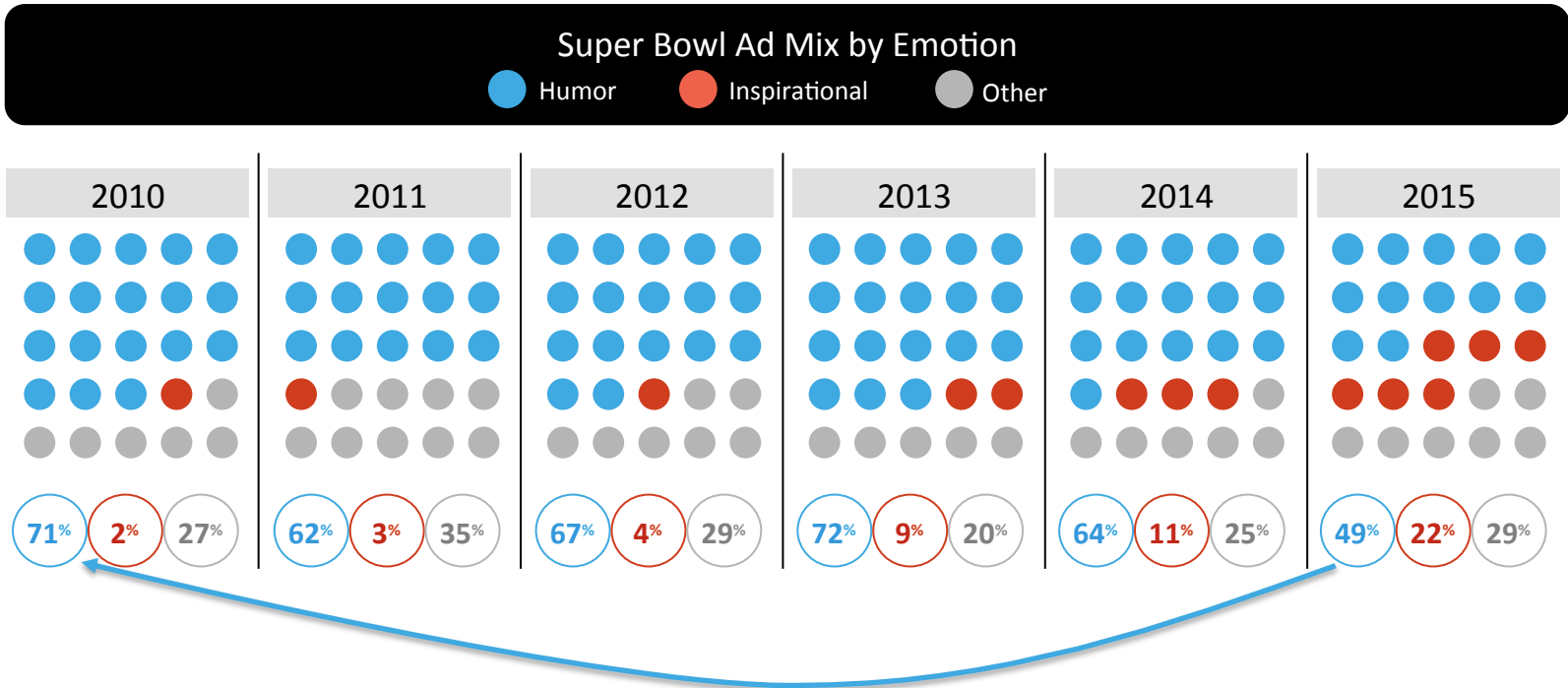
What's
With All
the Dark,
Depressing
Super
Bowl Ads
This Year?

People don't seem to be very impressed
with these serious looking ads

Begging for more funny ads



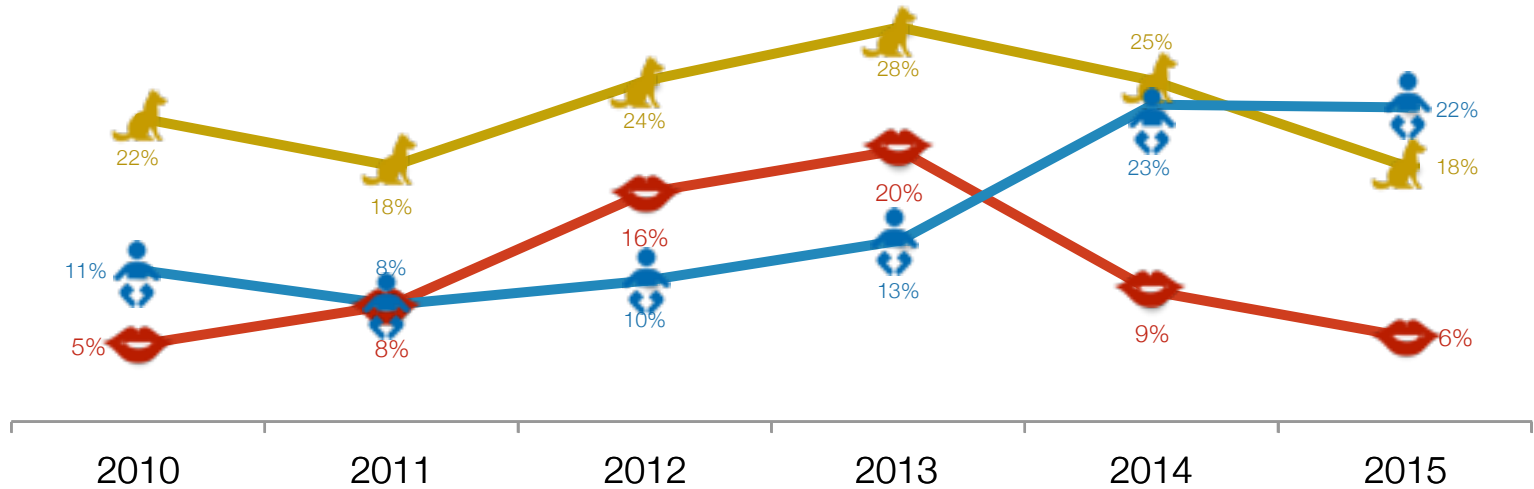
The critics are right, as a whole Super Bowl ads are just not trying to be as funny as they used to be



Super Bowl advertising also cut way down on sex . . . which (ironically) resulted in there being far more babies around

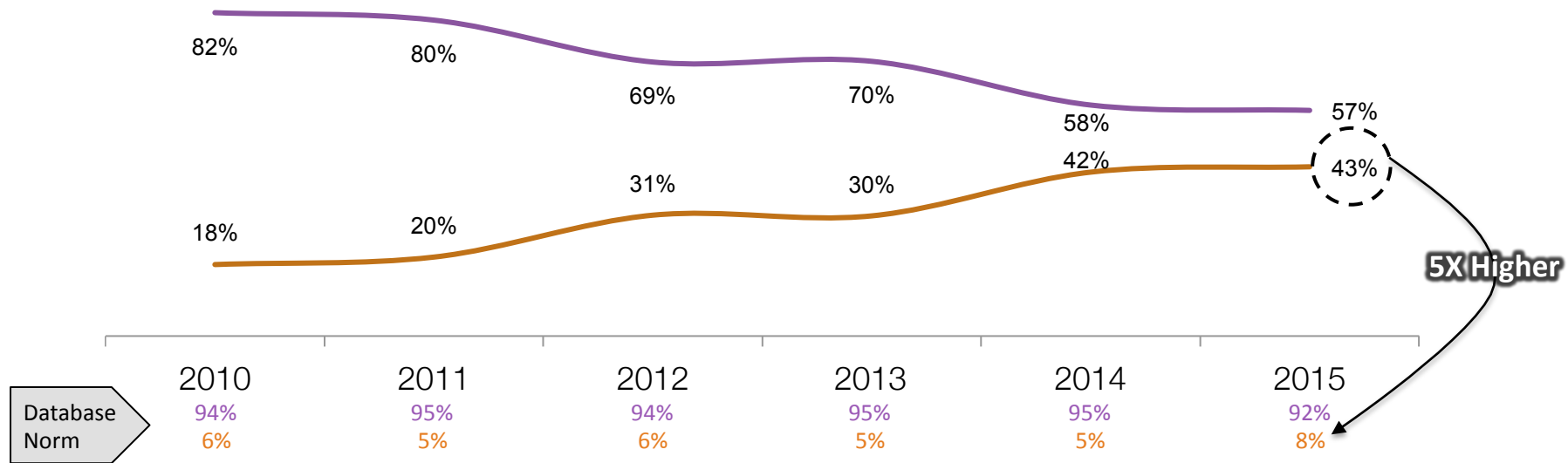
Super Bowl Ad Mix by Character Type

- Sexy
- Animal
- Baby

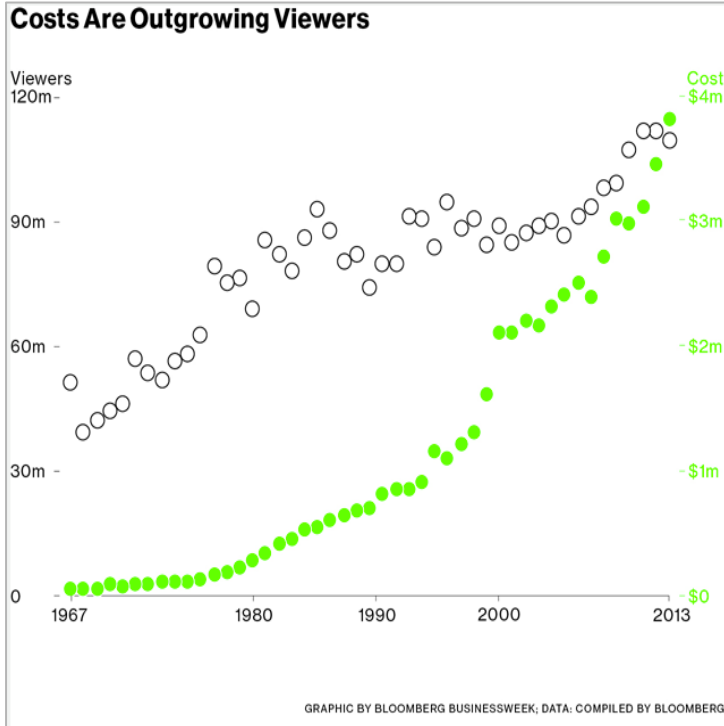


Emotional stories take more time to tell . . . so ad lengths remained high

Super Bowl Ad Mix by Duration
● 0:45 or shorter ● :60 or longer



With Super Bowl ad costs increasing at a much faster rate than viewers, there is less margin for creative error . . . it's increasingly important to get it right



A Very Unique Advertising Playing Field

The Super Bowl (SB) is the only event of the year where **advertising is fundamental to the entertainment experience** . . . SB ads themselves are a **“stop & watch destination”** rather than a distraction that viewers have grown increasingly inclined and enabled to avoid

At \$4.5 million per 30 second spot (\$150,000 per second!), Super Bowl ads are engaged in a **high stakes competition to most deeply penetrate viewers’ hearts and/or minds** ... “general market minds” that may differ substantially from their brands’ actual target audience

As with any competition a **variety of potential strategic options** can be selected, each carrying its own set of trade-offs . . . **some will work . . . others may not**

We really shouldn't be surprised by the Super Bowl's creative trends and the critics' reaction . . . it was all actually pretty predictable



High Ad Costs Combined With The “Bright Sunlight of Visibility” Lowers Risk Tolerance



The Largest Stage Elicits The Most Critique . . . Often Provocative . . . Ripe For Viral Backlash



Fewer Novel or New Ads . . . There's a Safety Net In The “Tried & True”



Previously Edgy Ads Get Rounded Down . . . Better to Err on the Side of Family Friendly



Caution . . . Even Serious Isn't Safe . . . & Serious Has a Shelf Life



Today, we'll be exploring Super Bowl ad performance within this context

Agenda

- **Brief Introduction to Ace Metrix data**
 - Methodology topline & core diagnostic measures
 - A couple of new views of the data that we'll be referencing throughout today's session
- **Key Themes**
 - Penetrating the hearts and/or minds of Super Bowl ad viewers
 - The strategic challenges and trade-offs of key creative strategies . . . domino effects
 - High Ad Cost and Visibility Drives Risk Aversion
 - The Safety Net of "The Tried and True"
 - The Drift Toward the Security of Family Friendliness
 - Caution: Even Serious Isn't Safe Anymore
- **Celebrities' Performance on This Year's Big Stage**
 - Topline Performance of Celebrity-Featured Ads
- **2015's Top 10 Super Bowl Ads**
 - Topline Score Review
- **Closing Thoughts . . . Questions?**



ACE METRIX 101



Who We Are

Ace Metrix provides a **uniquely clean and comprehensive read of industry-wide CREATIVE effectiveness**, quickly capturing viewer feedback on ads *before* creative influences get intertwined with a wide array of in-market distortions such as media weight, SOV, program engagement, etc.



How It Works

Ads are shown to **500 respondents**, who then complete standardized surveys that assess every ad both **QUANTITATIVELY and QUALITATIVELY**, providing the why's behind the what's of creative performance. Results are made available to clients via multi-screen user friendly UI's within 24-48 hours or receipt.



What We Measure

Short answer: **Video Ads**. All nationally airing TV ads are covered within Ace Metrix syndicated coverage. Measurement is **not limited to TV**, as we test many digital video ads as well.



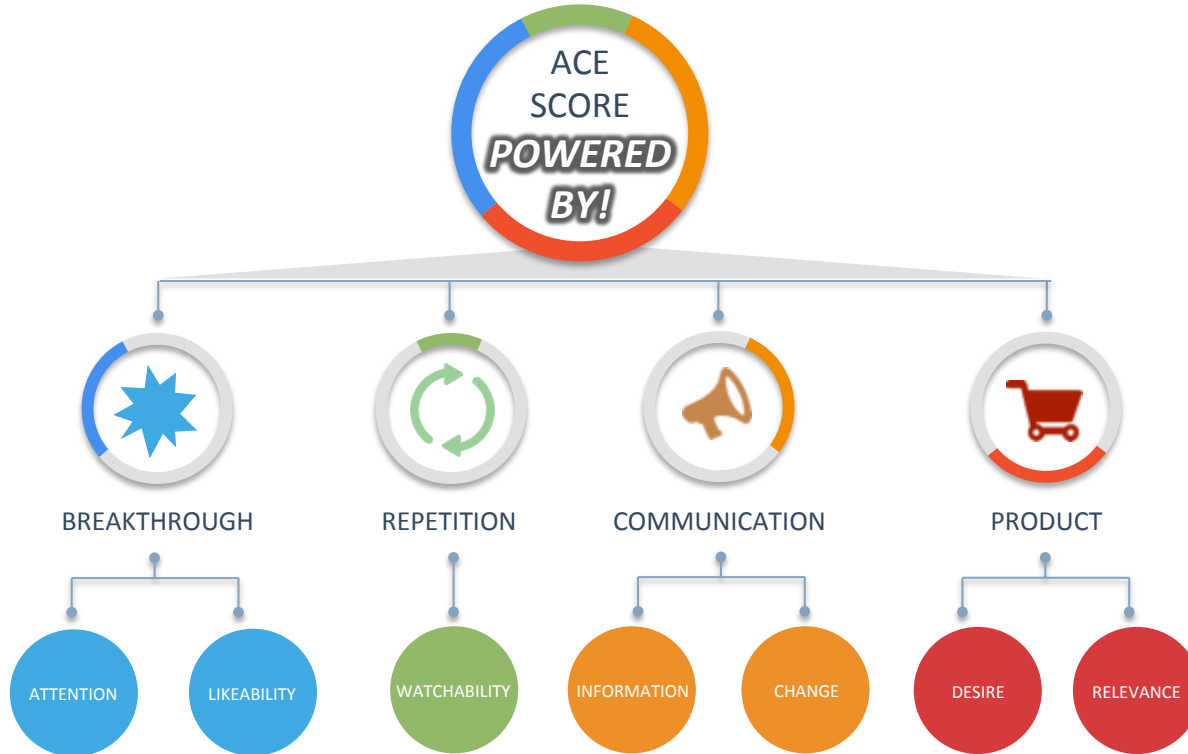
The Database

Since 2009, we have tracked **40,000+ ads...** from 1,400+ brands... across 96 categories... resulting in over **20 million responses and 11 million verbatims**.



THE HOLISTIC “ACE SCORE” & DIAGNOSTIC METRICS . . .

provide multiple quantitative facts covering a broad array of key creative influences





DEMO/SEGMENT BREAKS . . .

reveal the degree that an ad's "beauty is in the eye of the beholder"

GENDER



AGE



ETHNICITY



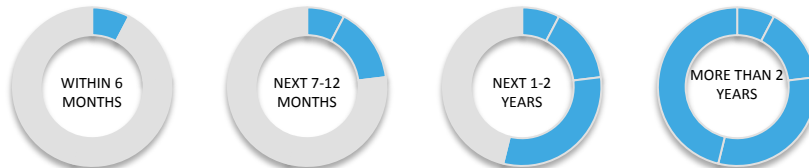
REGION



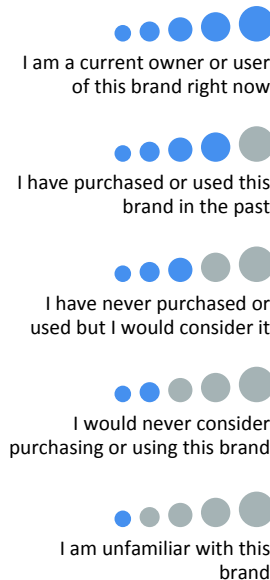
INCOME



CUSTOM EXAMPLE: AUTO INTENDER



PERSONAL EXPERIENCE





QUALITATIVE METRICS + *MORE* . . .

enrich understanding of the “why’s behind the what’s” of ad performance



VERBATIM RESPONSES:
“VOICE OF THE AD VIEWER”

What was the brand name of the product or service in this ad? (Instructions: If there are multiple brand names in the ad please be as specific as possible. For example list the full make and model for a car, the brand/store name and variety for a product or service if multiple names apply.)

UNAIDED BRAND/PRODUCT RECOGNITION
(Since Q3 2013)



VERBATIM/LANGUAGE -DERIVED METRICS ON EMOTIONAL IMPACT

Visuals	Music	Characters	Offer	Message	Product	Brand

A purple arrow points to the 'Characters' column.

‘BEST THING’ ABOUT THE AD (Since Q2 2014)

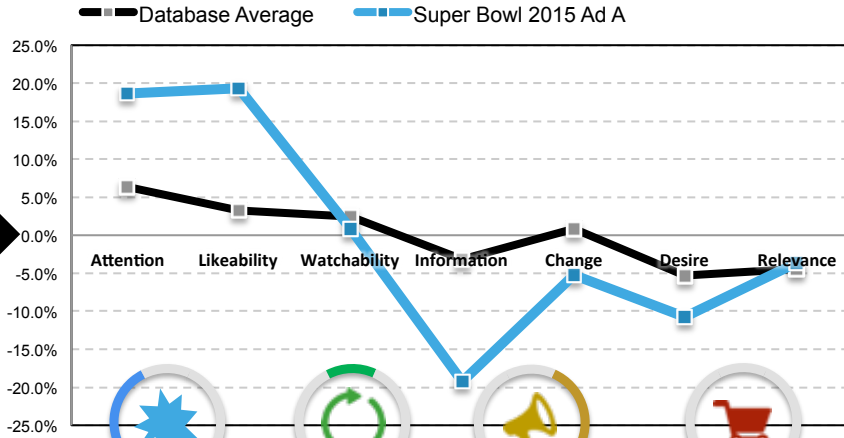


Ace Metrix 200: Ad Personality & the OMG! Factor . . .

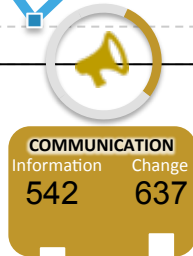
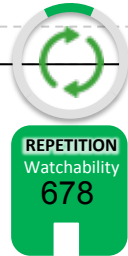
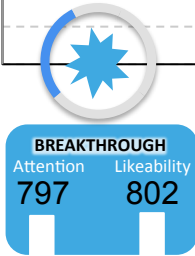
harnessing the power of “Stop & Watch” and “Seek & Share” advertising



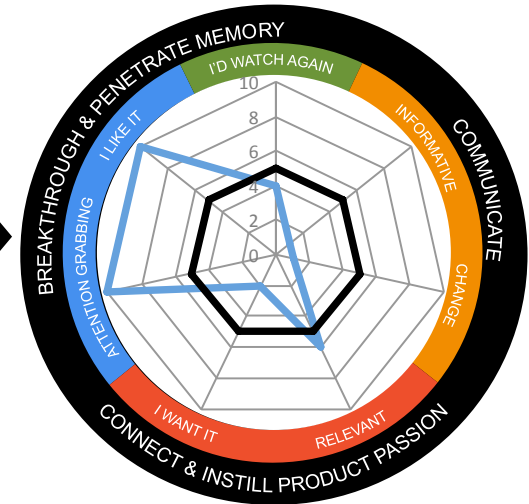
% Diff vs. Ad's Average



Super Bowl '15 Ad A



Ad Personality Profile



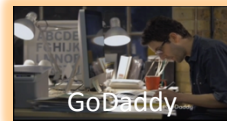
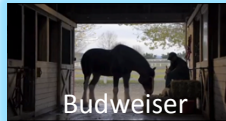
— Ad A — Average Database Ad

Interpretation:

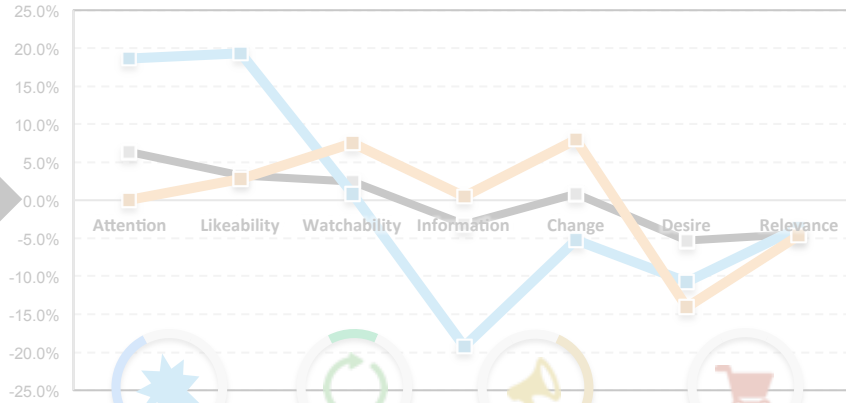
The relative importance of “Attention” to Ad A’s resonance is higher than 90% of industry ads (10th Decile)



Ace Metrix 200: Ad Personality & the OMG! Factor . . . harnessing the power of “Stop & Watch” and “Seek & Share” advertising



Database Average Super Bowl 2015 Ad A Super Bowl 2015 Ad B



% Diff vs. Ad's Average

Super Bowl '15

Ad A
Ad B

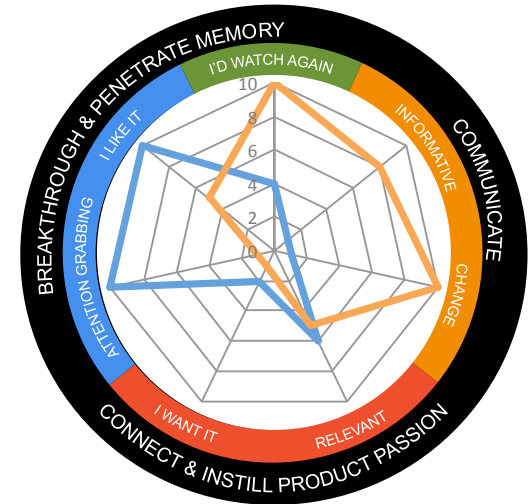
BREAKTHROUGH	
Attention	Likeability
797	802
533	548

REPETITION	
Watchability	
678	
573	

COMMUNICATION	
Information	Change
542	637
536	576

PRODUCT	
Desire	Relevance
600	648
458	508

Ad Personality Profile



Ad A

Interpretation:
The relative importance of "Attention" is in top 10% of all ads

Ad B

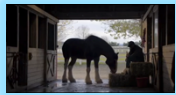
Interpretation:
The relative importance of "Change" is in top 10% of all ads



Ace Metrix 200: Ad Personality & the OMG! Factor . . . harnessing the power of “Stop & Watch” and “Seek & Share” advertising

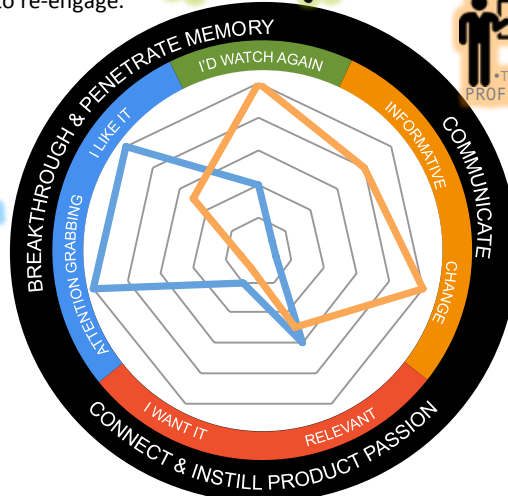
THE RE-ENGAGER

These are many people we’d be happy to see again, but some that if we see them walking toward us down the street we’d duck into a store to hide. We feel no need to avoid Re-Engager ads. Logically, just as with long-winded people, ads of long duration (one minute+) often struggle to get people to re-engage.



THE PERFORMER

These ads quickly jump from the crowd; they were born to breakthrough the clutter of noisy environments. There often is not a lot of (product) substance to them, but they are able to grab our attention because they’re fun, interesting, & (above all else) entertaining.



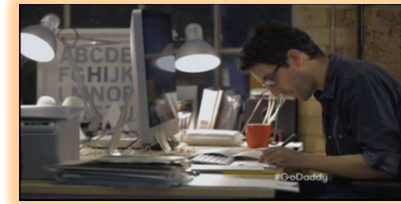
THE REINFORCER

These ads inspire us through ad relevancy and product desire. We can relate to them because of our pre-established interest in what they’re selling or saying. Oftentimes, these ads don’t need creative subtleties; directly leveraging Pavlovian product appeal can be enough.



THE PROFESSOR

These ads can open our eyes to new things, make us better informed consumers, if they can get our attention. Professor ads tend to shine brightest in more intimate or captive audience settings . . . after attention is achieved.



THE CONVERTER

Often in in-direct ways, these ads make us think differently about brands. They change our perceptions and put forth a new vision for the direction of the advertised brand.





The OMG! Factor assesses the ability to emotionally connect in a way needed to create “Stop & Watch”, or in rare cases “Seek & Share”, advertising

Always: Like a Girl (click on image to play online)



“It was the most profound and powerful thing I've ever seen. It made me realize just how insulting 'like a girl' is when describing actions. I don't know how I never noticed it before. It made me proud to be a girl as I saw the confidence exude from the younger and then older girls. It was a breath of fresh air.”

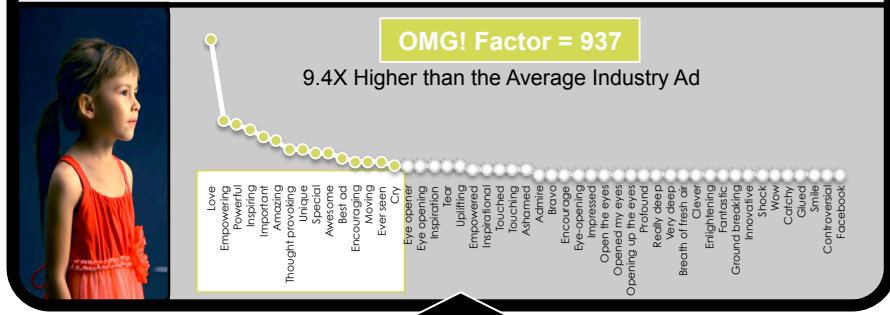
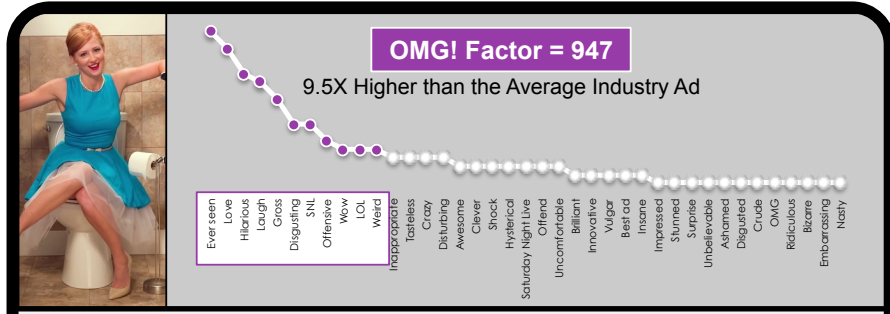
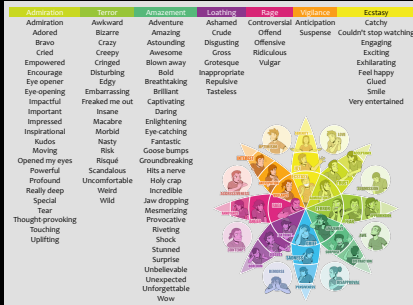
Female 21-35 Under \$40k Caucasian Child South

“I found this to be a very moving and powerful piece. I felt guilty for all the times I must've used that expression in a derogatory manner. It's so important to empower young women to believe in themselves. This is a GREAT ad.”

Female 36-49 Over \$75k Caucasian No Child South

Scrape and tally verbatim text for over 100 “intense arousal” terms that were identified and categorized with the aid of third party Natural Language Processing research

Love	LOL	OMG	Social	Superlative
Love	Hilarious	Oh my god	Facebook	Best ad
	Hysterical	Oh my gosh	Shared	Best commercial
	Laugh	OMFG	Sharing	Ever seen
	LOL	OMG	Twitter	Fav ad
	Saturday Night Live		Viral	Funniest ad
	SNL		YouTube	



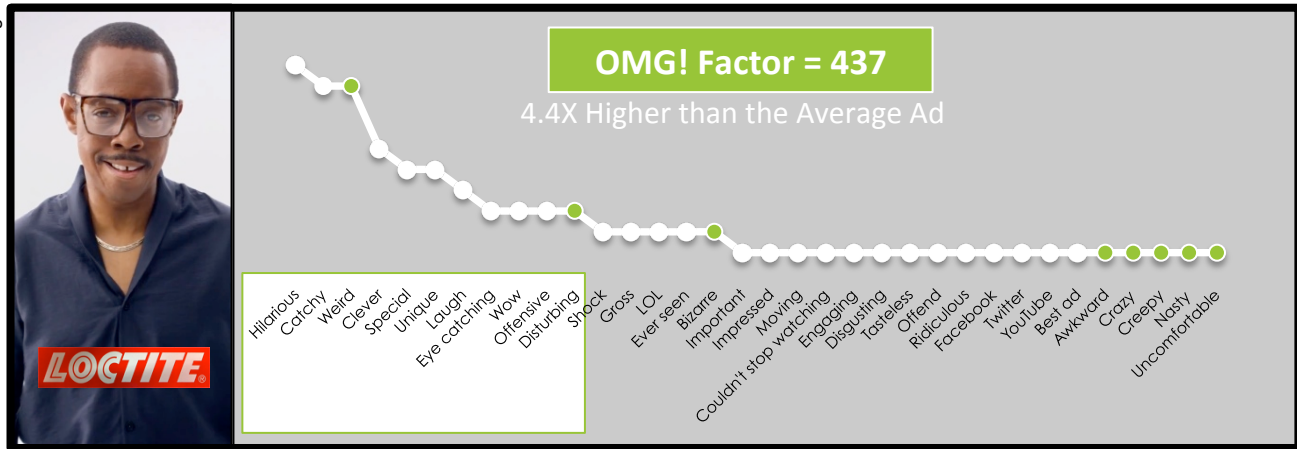
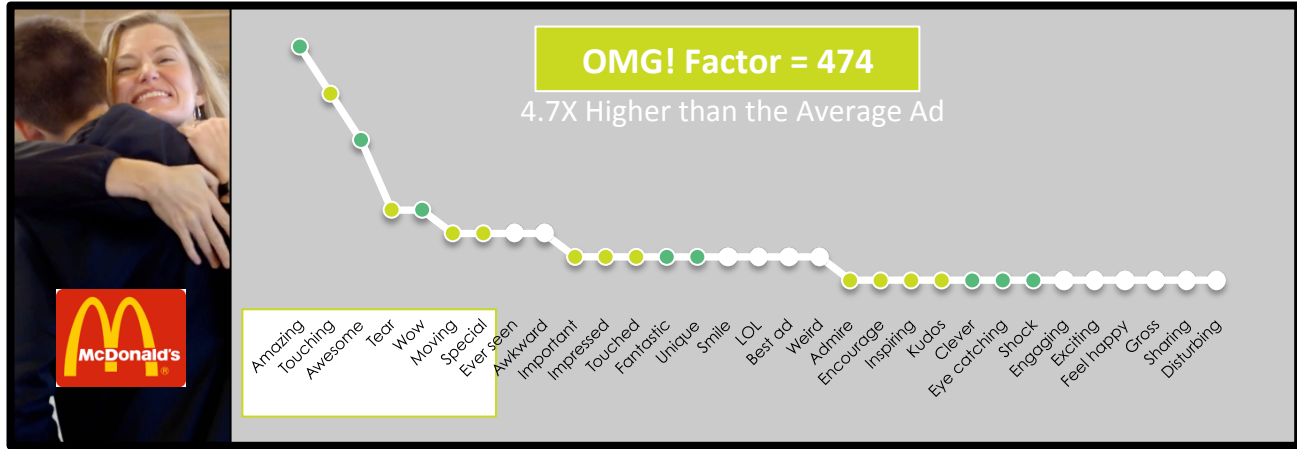
While McDonald's sourced its OMG! from admiration & amazement ...



Loctite did it through terror & a blend of other emotions

Polar opposite creative approaches . . . same emotion-driving OMG!

... Double-Click Image to View on YouTube ...





Top 10 most emotionally arousing ads of SB 2015, averaging 5.6X the OMG! of typical industry ad, and how they did it makes this the year of admiration



Microsoft
fueled by
ADMIRATION



Microsoft
fueled by
ADMIRATION



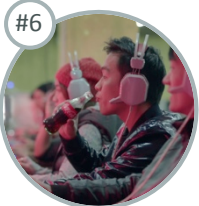
Budweiser
fueled by
ADMIRATION



Always
fueled by
ADMIRATION



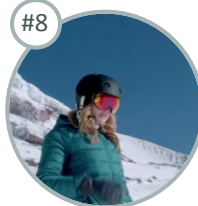
Toyota
fueled by
ADMIRATION



Coca-Cola
fueled by
ADMIRATION



McDonald's
fueled by
ADMIRATION



Toyota
fueled by
ADMIRATION



Loctite
fueled by
TERROR



Carl's Jr.
fueled by
LOATHING



Top 10 most emotionally arousing ads of SB 2015, averaging 5.6X the OMG! of typical industry ad, makes this the year of admiration



Microsoft
inspiring
touching
moving



Microsoft
inspiring
empowering



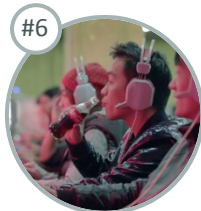
Budweiser
touching
awesome
tear



Always
powerful
inspiring
moving



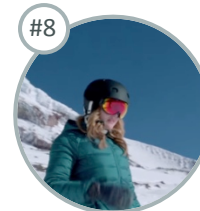
Toyota
touching
moving
important



Coca-Cola
inspiring
encouraging
uplifting



McDonald's
touching
tear
amazing



Toyota
inspiring
moving
bold



Loctite
weird
disturbing
bizarre



Carl's Jr.
disgusting
inappropriate
gross

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 - Topline Score Review
- **Closing Thoughts . . . Questions?**



These Are The First Two Ads (By Far) That Popped into My Mind When I Began Thinking About Recent Years' Super Bowl Advertising



Aww!

(Literally Brought Tears to My Eyes)



Eww!

(Can't Gouge Out of My Mind's Eye)



OMG!
factor



Aww!
(Literally Brought Tears to My Eyes)



Eww!
(Can't Gouge Out of My Mind's Eye)



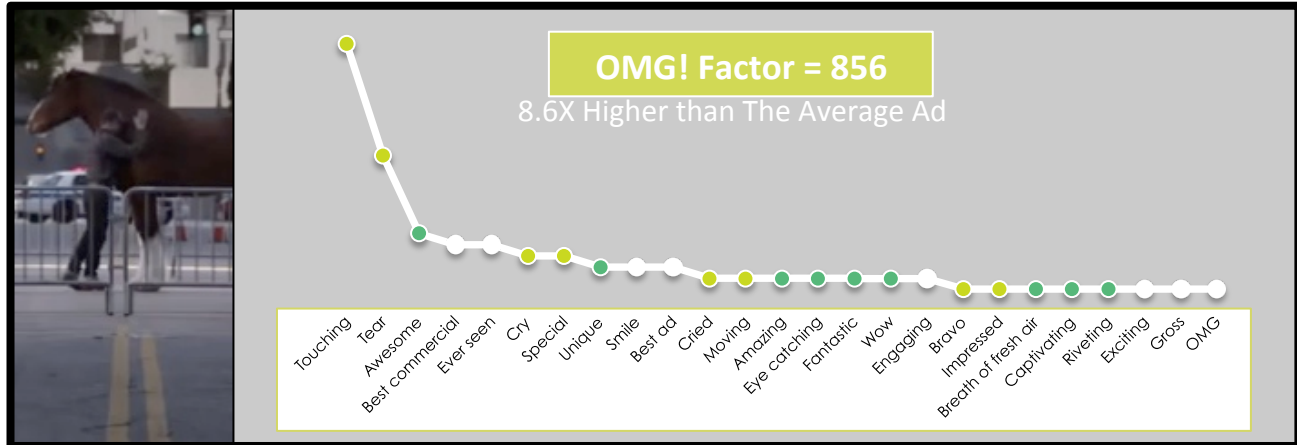
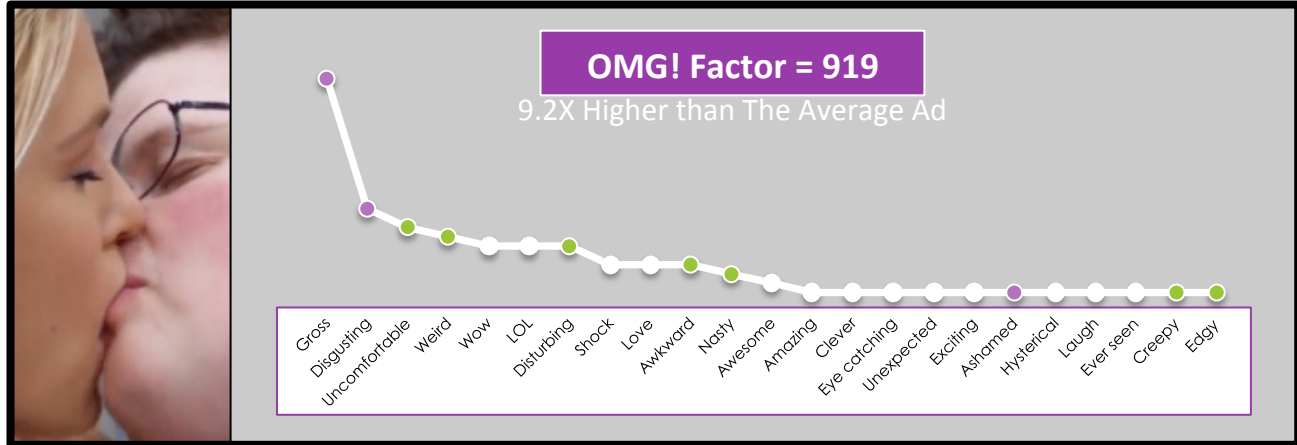
While Go Daddy sourced its OMG! from **loathing & terror** ...



Robert Plutchik's "Wheel of Emotion"

Budweiser did it through **admiration & amazement**

Very similar OMG! Factors . . . but VERY different paths to it!





TODAY | February 01, 2013

Model's close-up kiss in GoDaddy ad shocks some

A Super Bowl ad for GoDaddy.com starring supermodel Bar Refaeli paired up with a geeky love interest is **shocking some viewers** with its extreme close-up of the two kissing. NBC's Stephanie Gosk reports and Refaeli, co-star Jesse Heiman, and Matt Miller of the Independent Commercial Producers **address the controversy**.

Share This:



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Sexist Super Bowl ads? #NotBuyingIt, some say

By **Emanuela Grinberg**, CNN

updated 1:39 PM EST, Tue February 5, 2013



GoDaddy's "Kiss" ad drew criticism from men and women for stereotyping programmers and objectifying women.

THERE ARE 3 COMMENTS.

[Show speed reading tips and settings](#)

Yep - gross

That was what the ad guy came up with? The Super Bowl ad team? **Why would you want your goods and products to feel awkward?**

Go Daddy please

whitsboys

by **whitsboys** on Feb 4, 2013 | 7:15 PM

I boycotted anything that had to do with Go Daddy.com, after watching this over you lost one LOL.

*Its only temporary, my state of mind is intermediate it comes & goes.
The winner of 2012, The Garo Yepremian & The Larry Csonka Awards. Clouds are temperary, life's simple pleasures must be sampled on a continious bases!*

by **wild zion beaver** on Feb 8, 2013 | 5:53 PM ↑ up

You may have two sides but...

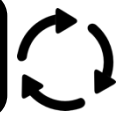
As far as I am concerned they are the opposite of what you think. **Godaddy's sides are more along the lines of distasteful and stupid. You need to grow up** and realize that thinking from your other "head" is never going to be the smartest play.

You are a bunch of simple minded morons who need to be replaced with decent human beings interested in bettering the world. Leave the stuff that belongs behind closed doors there and provide better quality or I hope your business dies a horrible death.

by **rosannarmiller** on Feb 12, 2013 | 5:56 AM

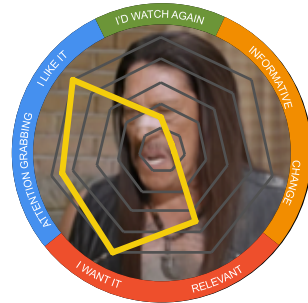
Some found a safe haven in the “tried & true” . . . and their ads scored well

Extending a Proven Theme

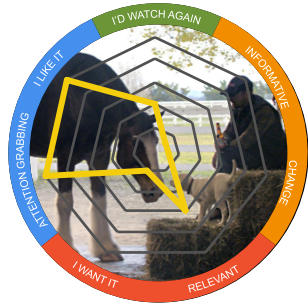


Repurposing a Digital Ad

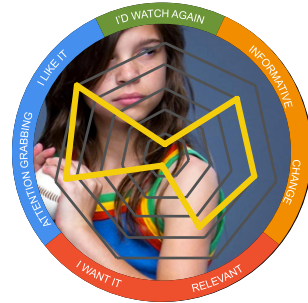
Snickers



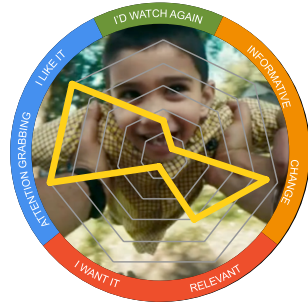
Budweiser



Always



Dove



652	652	Ace Score	636	633
------------	------------	------------------	------------	------------

Powered By

- Ability to appealingly grab viewer’s attention
- Pavlovian desire for Snickers
- Relatability of the iconic Brady Bunch theme

Powered By

- Ability to appealingly grab viewer’s attention
- Emotionally drawing upon our heartfelt connection with the animals/pets in our lives

SB ‘15 Norm	576
Database	
FY’14 Norm	549

Powered By

- Ability to appealingly grab viewer’s attention
- Its ability to inform on an important/relevant topic, and shift opinions in the process

Powered By

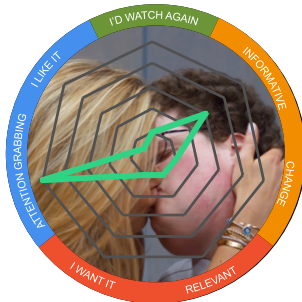
- Ability to appealingly grab attention
- Its ability change opinions about the brand by tapping in to the emotional bond between father & child (rather than with product info)

Rounding down the edges on once edgy/shocking advertising. . . .



Today's GoDaddy You'd Be Willing to Bring Home to Mom

Perfect Match

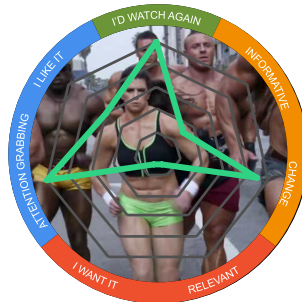


413

Powered By

- Ability to shockingly/disturbingly grab viewer's attention
- Its ability to, once attention is captured, introduce the viewer to a low awareness product/brand

Muscle Builder



432

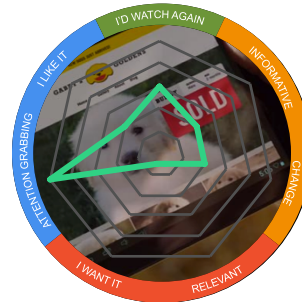
Powered By

- Ability to grab attention AND begin moving the brand away from shocking/disturbing high-avoidance ads . . . changing brand imagery as a result

Ace Score

SB '15 Norm
576
Database
FY'14 Norm
549

Journey Home

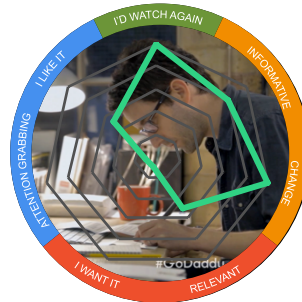


476

Powered By

- Ability to grab attention and maintain the brand's edgy/irreverent heritage while still moving the needle positively on appeal (vs. Perfect Match)

Raise A Chip



471

Powered By

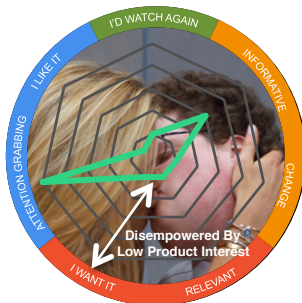
- This "Professor" ad was born to shine brightest AFTER attention has been achieved, it educates . . . changes brand image . . . and doesn't scare people away

Note: GoDaddy's GenPop Ace Scores in the Super Bowl are heavily constrained by its advertising a niche product to a largely disinterested mass audience



Advertising Beauty Is Definitely In The Eye Of The Beholder

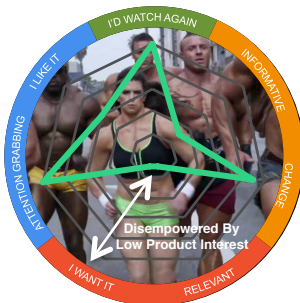
Perfect Match



413

- Data not yet collected

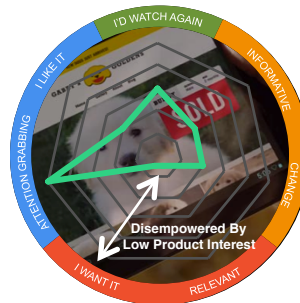
Muscle Builder



432

- Among the **5%** of respondents who currently use GoDaddy, the Ace Score is **647**

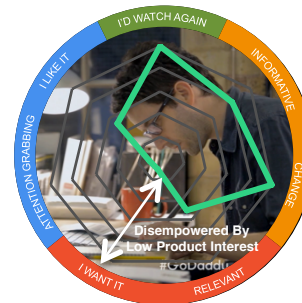
Journey Home



476

- Among the **7%** of respondents who currently use GoDaddy, the Ace Score is **695**
- Among the **6%** of respondents who currently use GoDaddy, the Ace Score is **711**

Raise A Chip



471

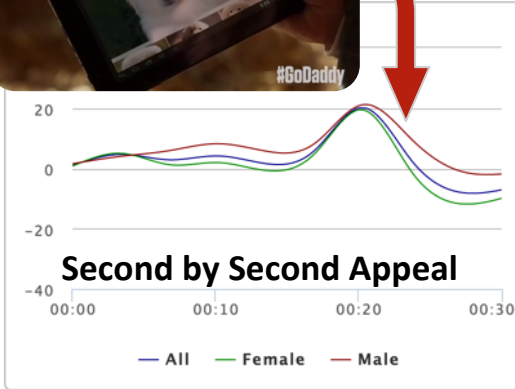
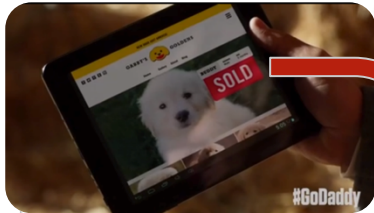
Ace Score

SB '15 Norm
576
Database
FY'14 Norm
549

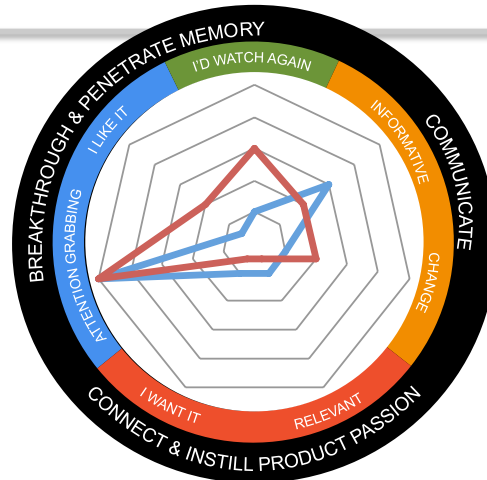
Serious/sentimental themes can provide some measure of safety . . . but they can have a shelf life

! Success Spawns Parody . . . Accelerates the Cliché-O-Meter

Humor/Shock Parody Opportunity



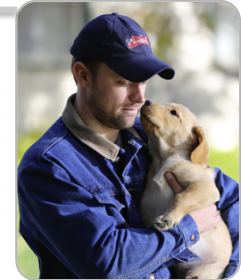
Heartstrings Success Triggers



GoDaddy - Perfect Match
Ace Score: 413

GoDaddy - Journey Home
Ace Score: 476

**Puppies
And
Patriotism**



Serious/sentimental themes can provide some measure of safety . . . but they can have a shelf life



Success Spawns Parody . . . Accelerates the Cliché-O-Meter

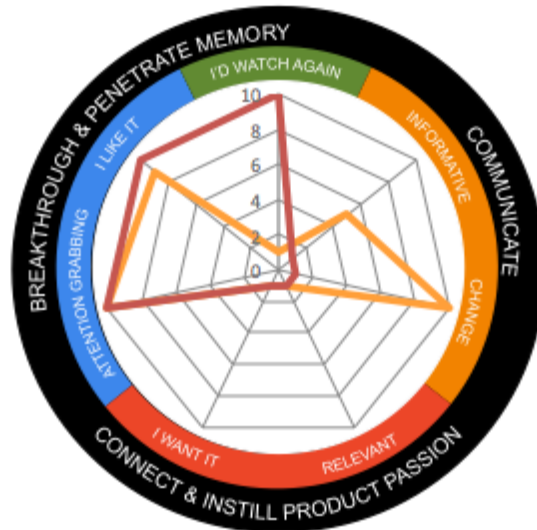


“This is the United States of winning, and . . .”

“we’re taking it to the end zone every day . . .”



The social periphery of the Super Bowl broadcast is a safer place to be bold . . . take some chances . . . even try out some new uses of classic big brand icons



— Newcastle
2:21

— Budweiser
0:30



Serious doesn't guarantee safety . . . beware of igniting the Super Bowl tinderbox



Today's Zero Tolerance Policy for "Unsportsmanlike Conduct"

The Nationwide Story

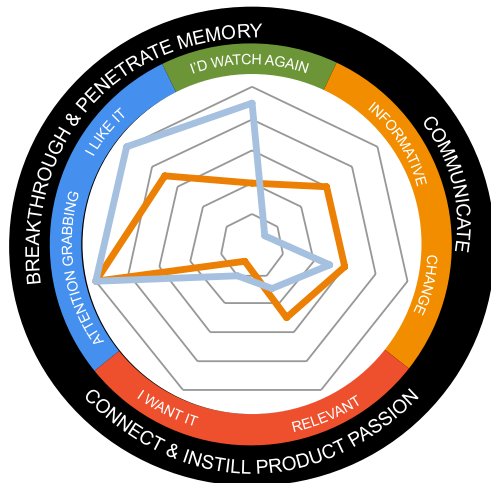
How Their "Boy" Ad Was Received Outside the Influence of the Angry Mob



BURN THE WITCH!!

Nationwide “Boy” informed viewers about intensely sad but relevant subject matter, leveraging emotive power that outperformed “Invisible’s” entertainment focus

Ad Personality Profile



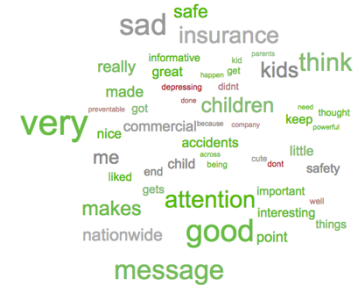
— Nationwide - Boy

— Nationwide - Invisible

Ace Score:
604

Ace Score:
566

Voice of The Ad Viewer



“The ad made me proud to have nationwide as my car insurance carrier”

“Amazing and touching ad. It really makes you think about how awful things can happen and how you need to be protected.”

“This was intense - I was watching it expecting one thing and then was quite surprised when the young boy says he drowned. Not the happiest of messages but a very important one. It was done well considering the topic and it gets and keeps your attention.”

“The little boy actor was great and made me want to cry in the end”



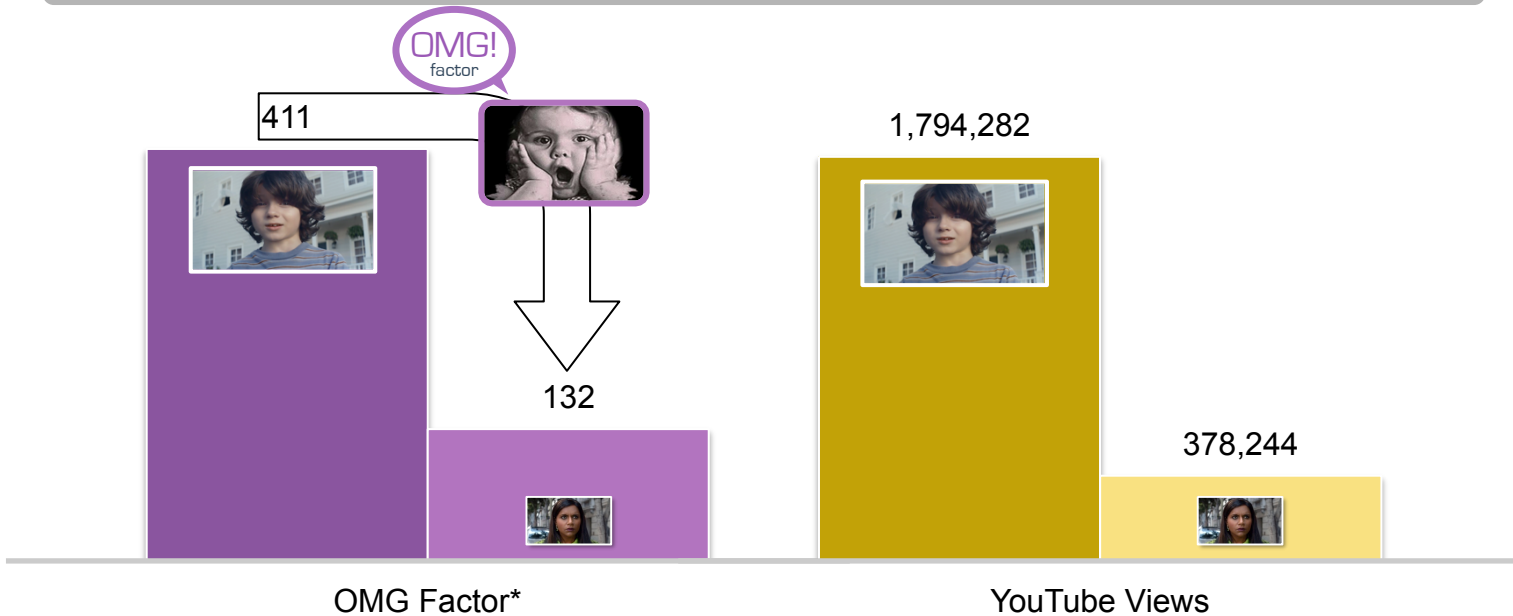
50+ Male

“You did it, you made me cry.”



The OMG Factor for “Make Safe Happen” was over 3X that of “Invisible,” which bears out in online viewership

Nationwide Super Bowl Ad Comparison

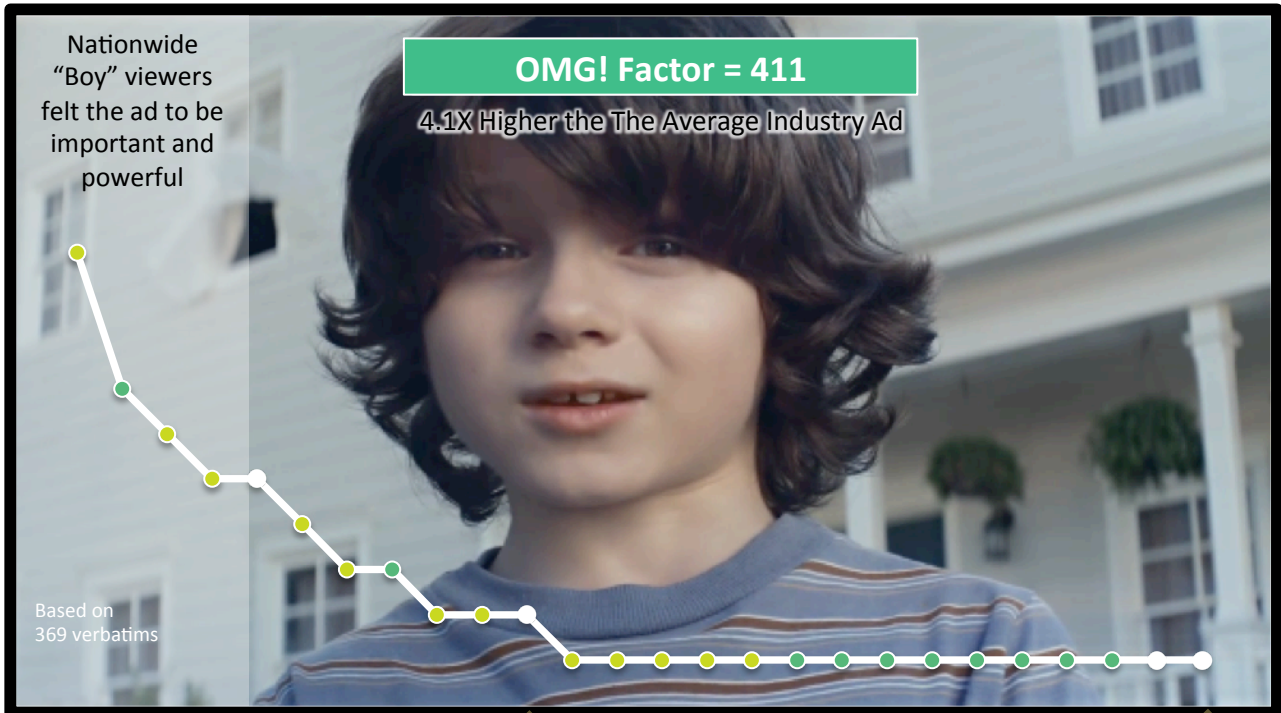


* Index versus average industry ad (411 means 4.1X higher presence OMG! Terms in verbatims)

Arousal terms of admiration and amazement drove “Boy” to an OMG! Factor of four-fold the industry norm



Robert Plutchik's "Wheel of Emotion"



Beware of Even Minor Sparks Around the Super Bowl's Emotional Tinderbox

Agenda

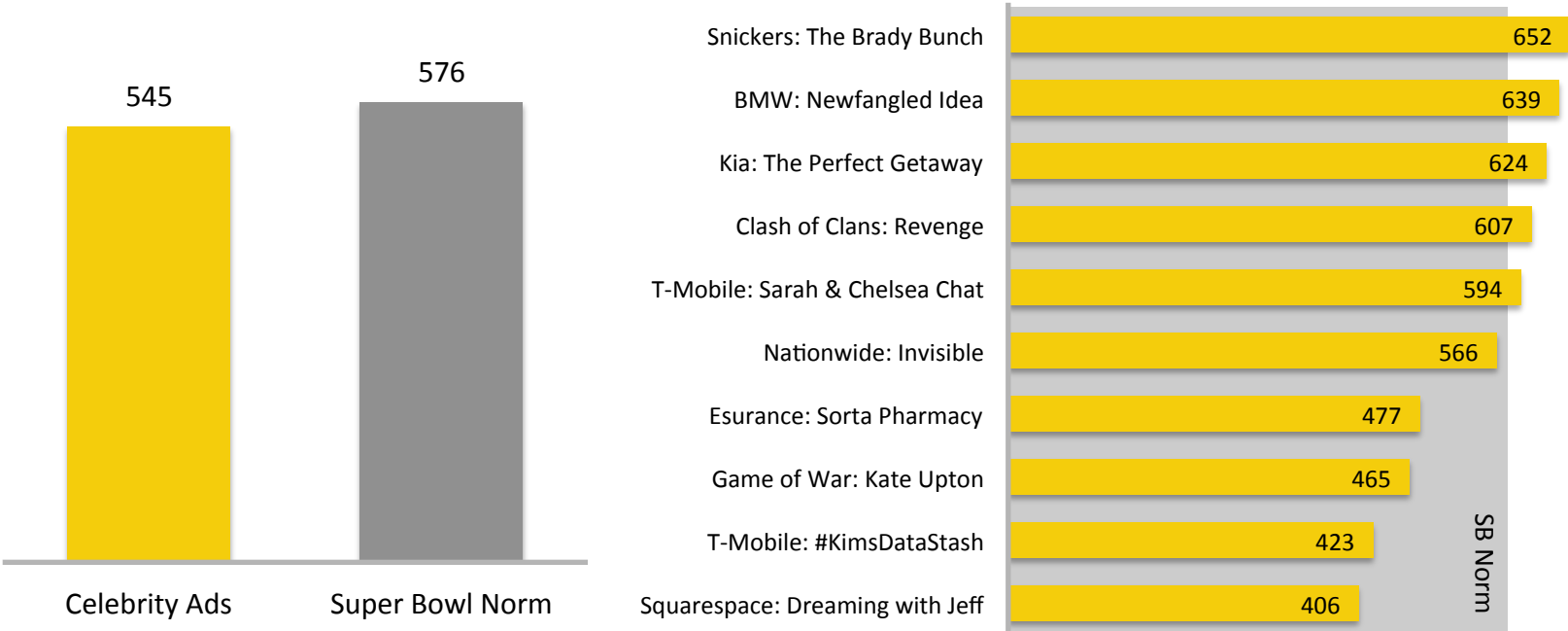
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Overall, Super Bowl ads featuring celebrities performed lower than those without – Snickers was the most productive, while Squarespace struggled

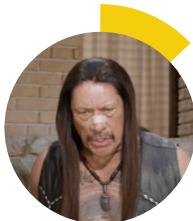
Super Bowl Ads with Celebrities: Ace Score





Of 2015 Super Bowl celebrity ads, Kim Kardashian was by far the most recognized and commented on in verbatims

Super Bowl Celebrities: % of Verbatims in which Celebrities are Mentioned



Snickers
13% Mention



BMW
6% Mention



Kia
10% Mention



Clash of Clans
22% Mention



T-Mobile
5% Mention



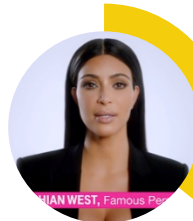
Nationwide
8% Mention



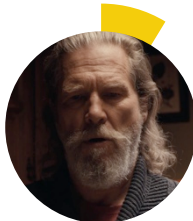
Esurance
14% Mention



Game of War
6% Mention



T-Mobile
36% Mention



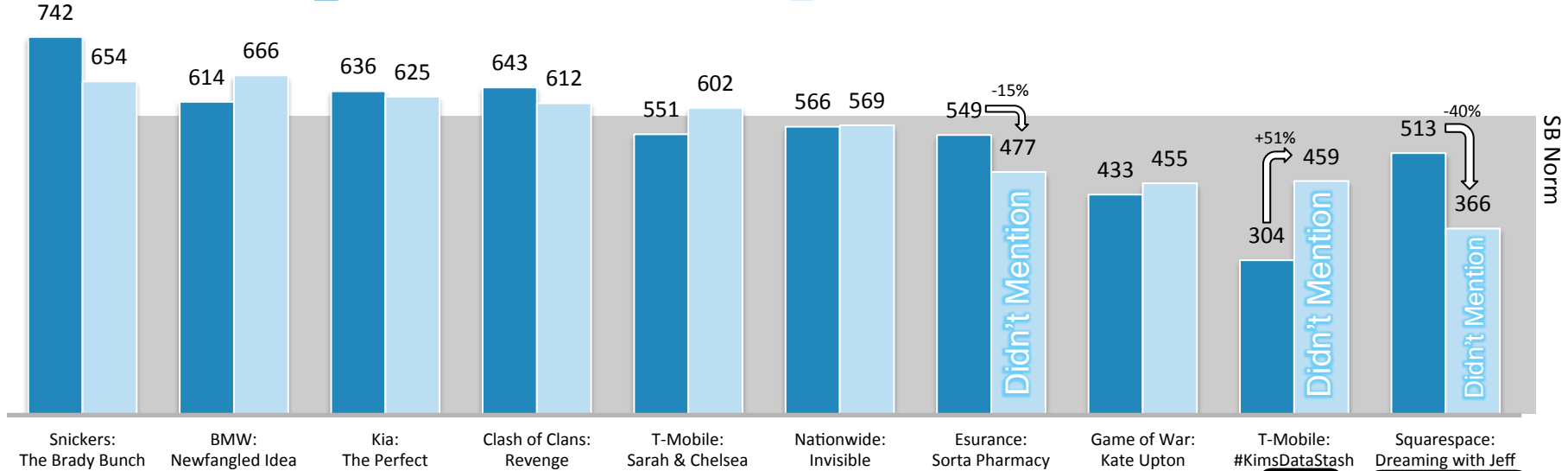
Squarespace
9% Mention



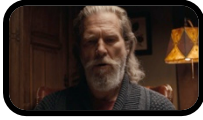
While some narratives were strong enough to stand on their own two feet, others required background celebrity knowledge to be effective

Super Bowl Ad Scores based on Celeb Mentions vs. Non-Mention: Ace Score

■ Respondents Who Mentioned the Celeb ■ Respondents Who Did Not Mention the Celeb



SB Norm





Background knowledge of Bryan Cranston and Jeff Bridges aided story ad comprehension, but viewers were otherwise lost

Esurance: Sorta Pharmacy



This was great, I love breaking bad and this was great seeing Bryan Cranston's character in a ad like that. it was entertaining even though I might not buy the product I don't mind watching commercials like that

Oh hell yes. Mr. Cranston playing his most notorious role within the same area of expertise...it was f-ing great, and I have not even watched a single episode, yet the advertiser knew what they were doing.

Didn't like it. Just not mentally stimulating nor visually. The mask on the guy in an area where a respected pharmacist should be and the negative look on the customer were a turn off for this commercial. I don't like ads that appear and seem "negative".

"The whole ad made no sense to me. Then to find out that it wasn't about health insurance or something about pharmacies but was just about Esurance? The ad people AND the company ad people who came up with this one should be fired!"

Squarespace: Dreaming with Jeff



By using Jeff Bridges I was immediately interested in what the ad would be about. I think the ad was stating that anybody can create a website for anything and market it, even something outlandish such as JeffBridging to sleep.

I really like Jeff Bridges, so I love the ad. I am already familiar with Squarespace, so I thought it was clever and creative, however had I not been familiar, I wouldn't have known what it was for.

I have no idea what to think. It was bizarre. It finished and I had no idea what its intent was, or exactly what I had just watched. I'm really not sure what the product/website is about, in any way.

I have absolutely no idea what this ad is doing for me in terms of product awareness, ad story, etc. I would watch it again only to see if it is as meaningless to me as the first viewing of it.



Conversely, T-Mobile's Kim Kardashian ad was significantly more productive among respondents who did not bring her up in verbatims

T-Mobile: #KimDataStash



I like it! Nice way to use emotional appeal for a phone service! I think it worked really well.

I think it is pretty humorous in a dry way and I liked it"

I thought the whole idea of wanting to keep up with **Kim Kardashian's** life was pretty dumb. **Not everyone cares about her.** I liked what T-Mobile was offering though, but I'd have to watch the ad again to fully realize what they were offering because **Kim Kardashian was annoying.**

This ad is trash. The person used in this ad, **Kim**, is a **trashy** person with no or extremely **low morals** and represents all that is wrong with self image in this country. She is a **complete turn off!** Please destroy this ad!

Horrible, **Kim Kardashian is terrible.** Just because you used an iconic person known today doesn't mean it will exactly gain you popularity.

I didn't like this commercial, **I don't like Kim or anything she stands for.** There is no need for the sexuality in a cell phone company ad

I don't like Kim K and I tend to tune her out when she is on for anything. She basically **represents what I think is wrong is society**

Bahaha! I'd give up data not to have to see Kim Kardashian's pictures... I'm sure others feel the same way!

I am so sick of seeing and hearing **Kim Kardashian!** Seeing her in the ad actually **makes me want to explore the product less."**

I guess it's all about **kim kardashian** but i **didn't understand** the actual ad or what was being advertised.

With polarizing or unpopular celebrities, be very overt with self-deprecating humor so it doesn't get lost in viewer's initially negative visceral reactions

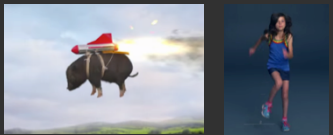
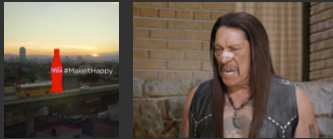
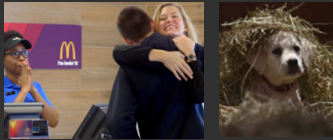
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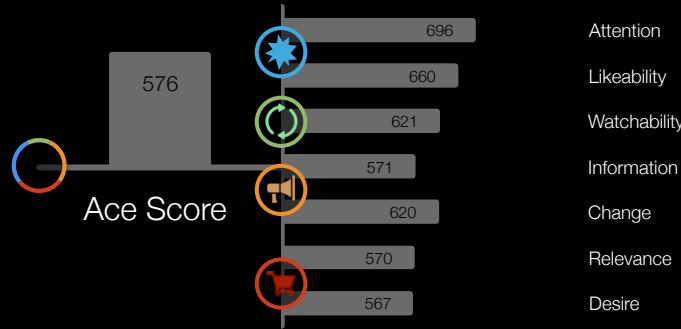
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SUPER BOWL XLIX NORM

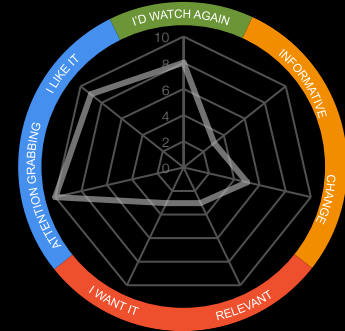


XLIX
NORM

AD SCORES



AD PERSONALITY



VOICE OF THE VIEWER

BRAND AFFINITY

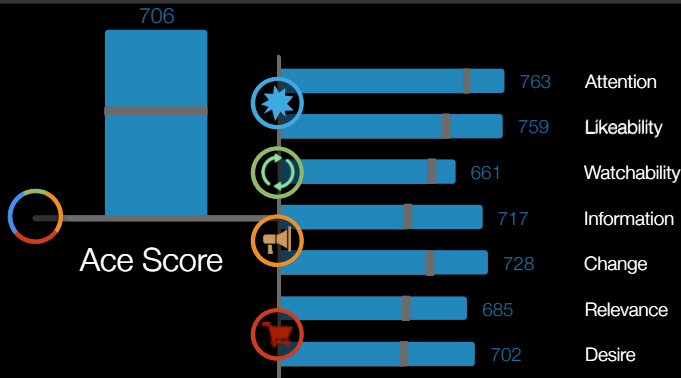
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SUPER BOWL XLIX NORM

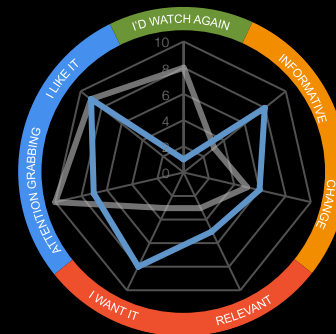


McDonalds - *Pay With Lovin'*

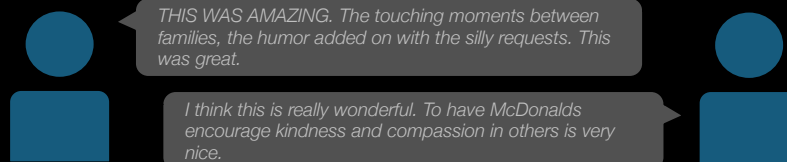
AD SCORES



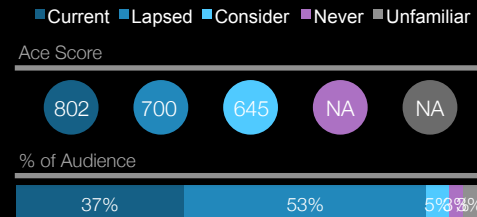
AD PERSONALITY



VOICE OF THE VIEWER



BRAND AFFINITY



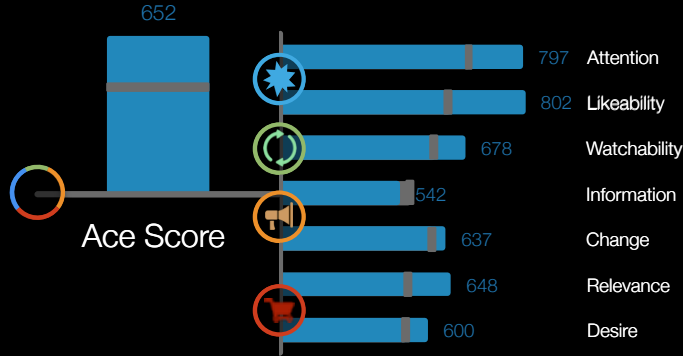
SUPER BOWL XLIX TOP ADS

SUPER BOWL XLIX NORM

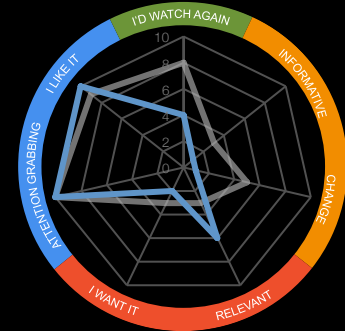


Budweiser - Lost Dog

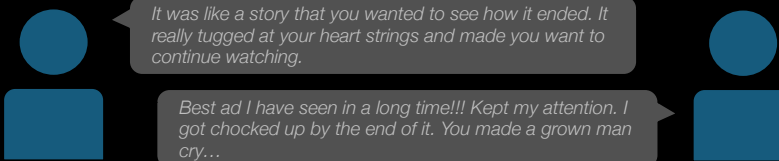
AD SCORES



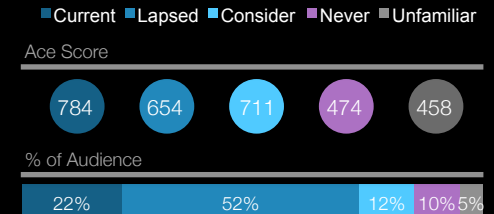
AD PERSONALITY



VOICE OF THE VIEWER



BRAND AFFINITY



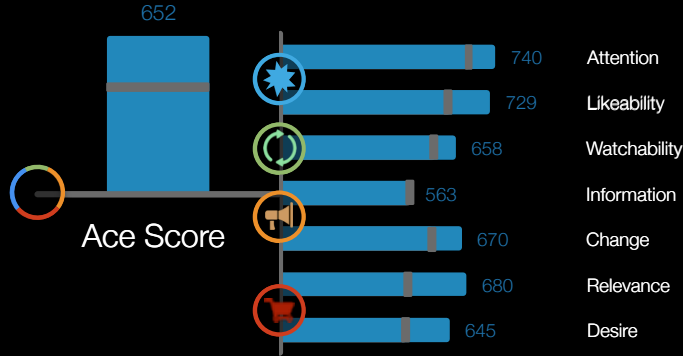
SUPER BOWL XLIX TOP ADS

SUPER BOWL XLIX NORM

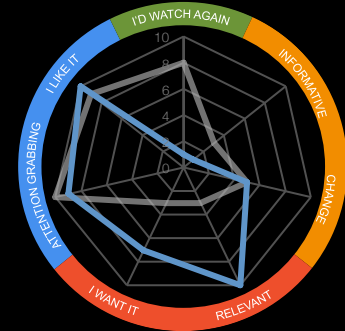


Coca-Cola - #MakeItHappy

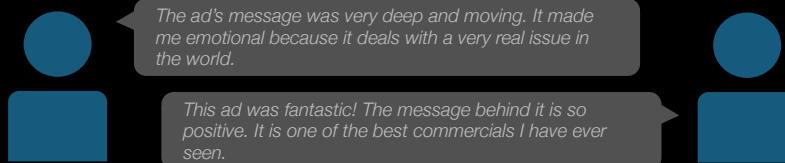
AD SCORES



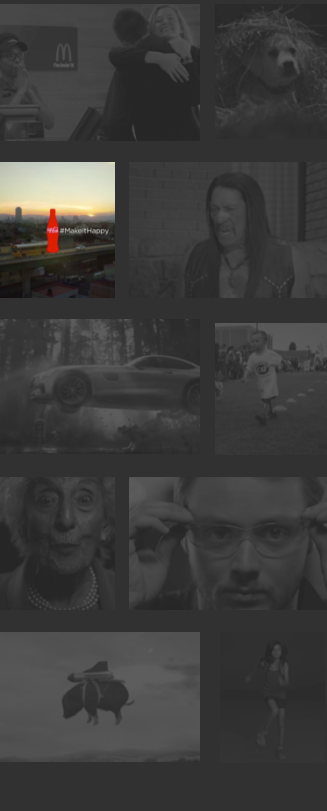
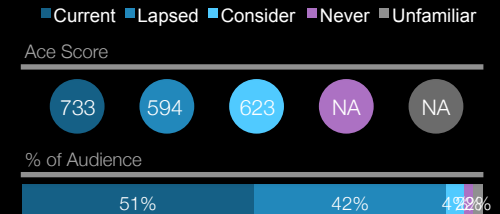
AD PERSONALITY



VOICE OF THE VIEWER



BRAND AFFINITY



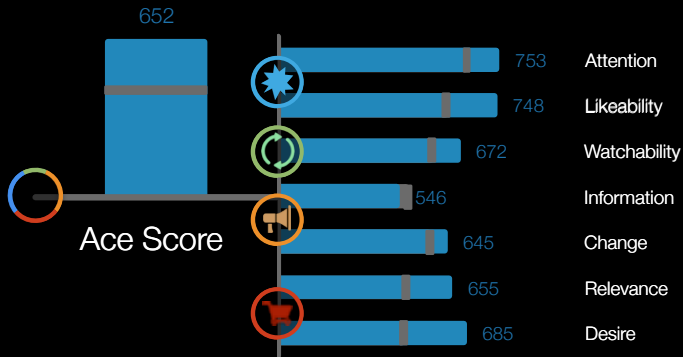
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SUPER BOWL XLIX NORM

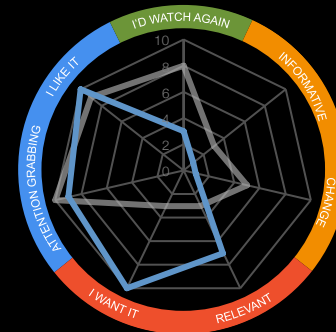


Snickers - The Brady Bunch

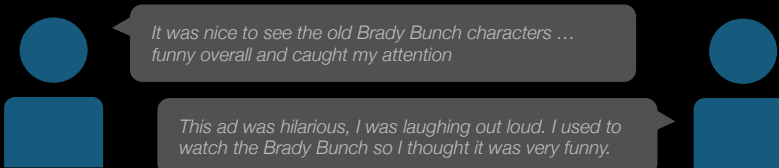
AD SCORES



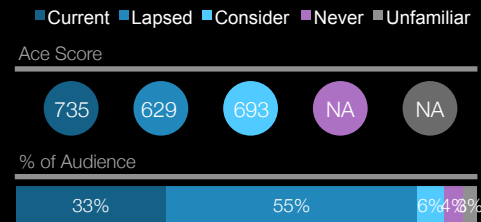
AD PERSONALITY



VOICE OF THE VIEWER



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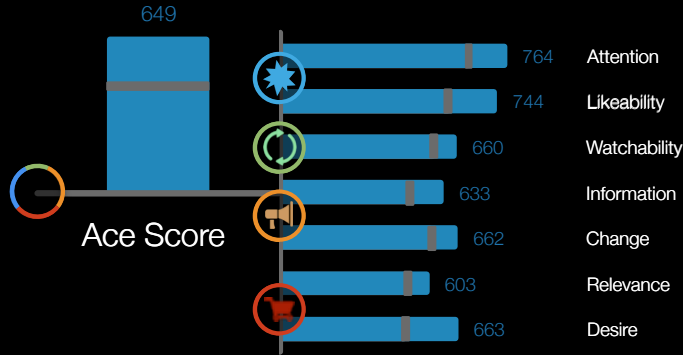
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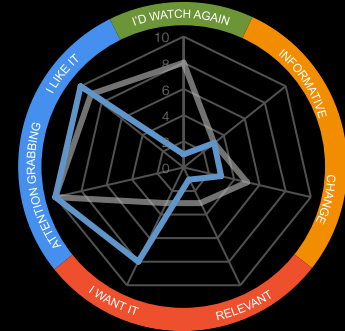


Mercedes - *Fable*

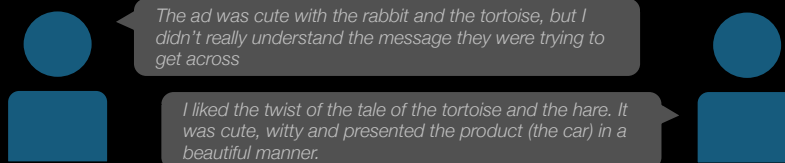
AD SCORES



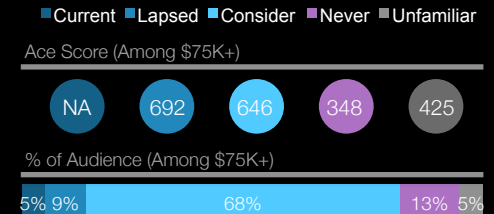
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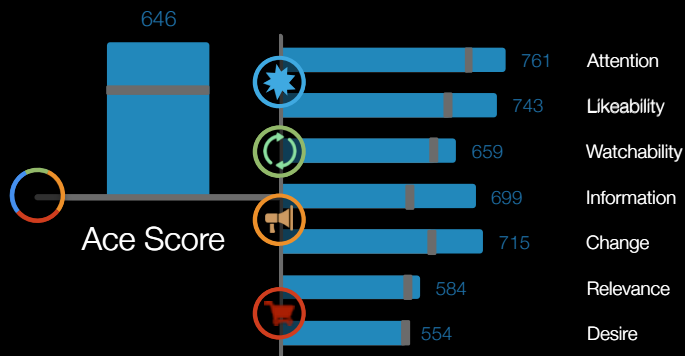
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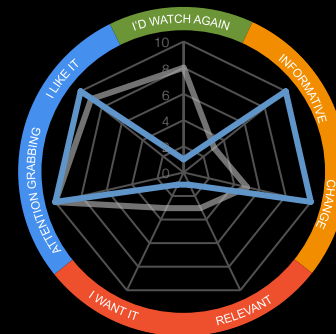


Microsoft - *Braylon*

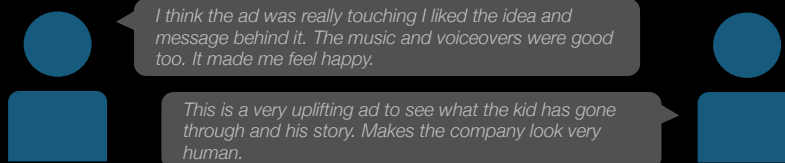
AD SCORES



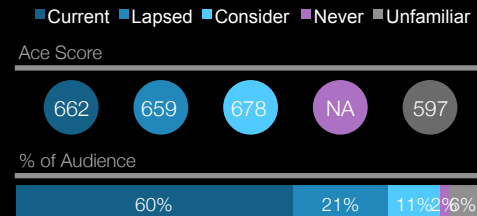
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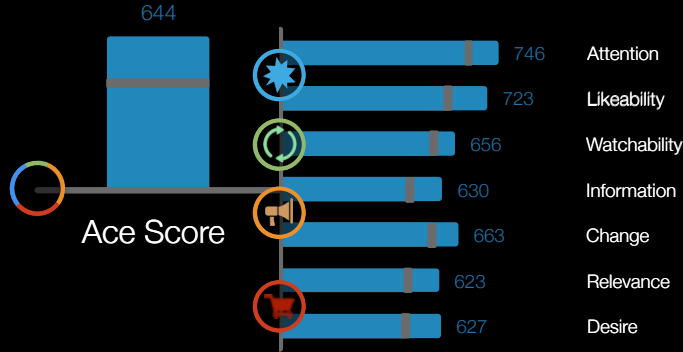
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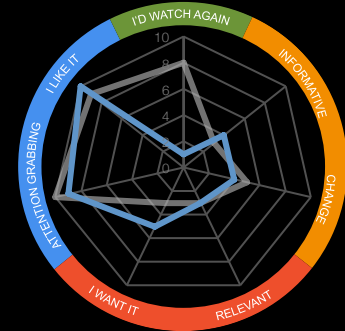


Dodge - Official Dodge Wisdom

AD SCORES



AD PERSONALITY

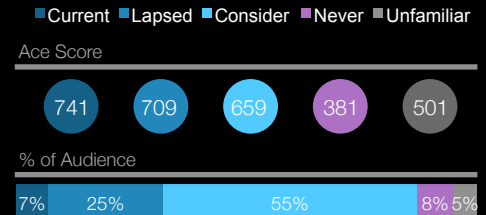


VOICE OF THE VIEWER

I was left wondering what the commercial was for until the very end. Ultimately, I was left with positive feelings about Dodge.

Love how it shifts from serious reflections of centarians to humorous reflections on living in the moment. Brilliant ad for a car.

BRAND AFFINITY



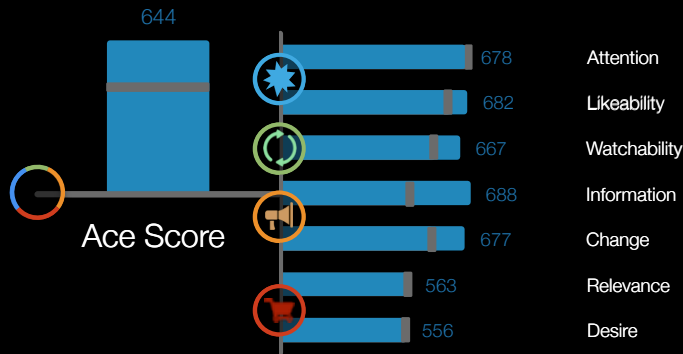
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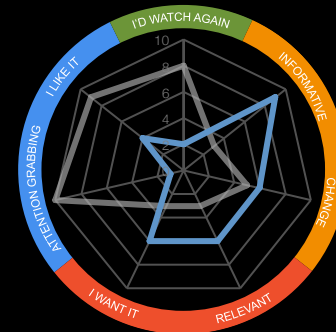


Weather Tech – America At Work

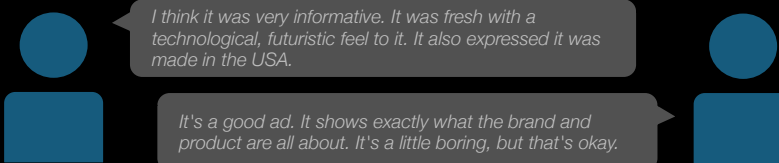
AD SCORES



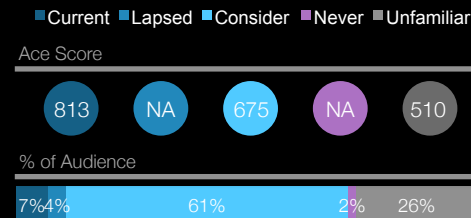
AD PERSONALITY



VOICE OF THE VIEWER



BRAND AFFINITY



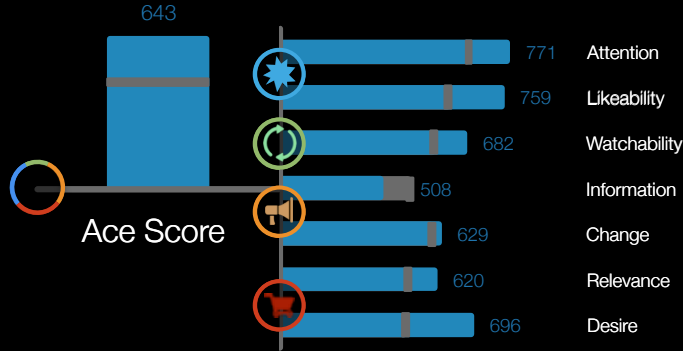
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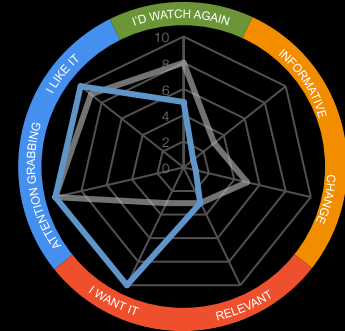


Doritos - When Pigs Fly

AD SCORES



AD PERSONALITY

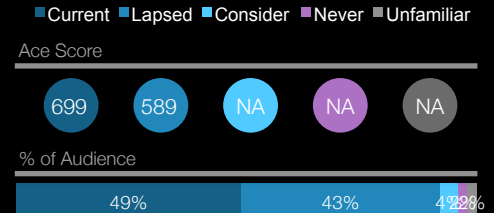


VOICE OF THE VIEWER

I thought this ad was wonderful because it targets all audiences. Plus this ad gives the message that if you want it go get it.

It was funny and cheesy, it did make me want a Dorito. Then again, thinking about Doritos period makes me want Doritos.

BRAND AFFINITY



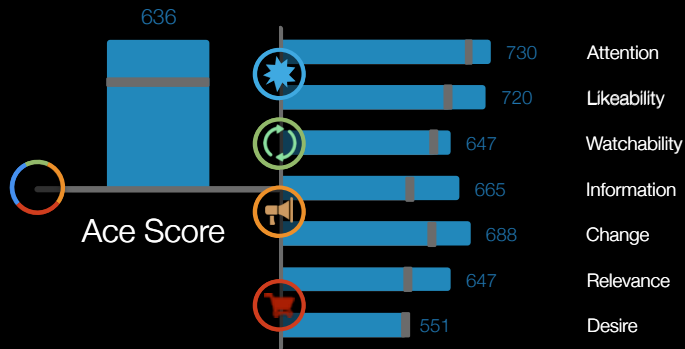
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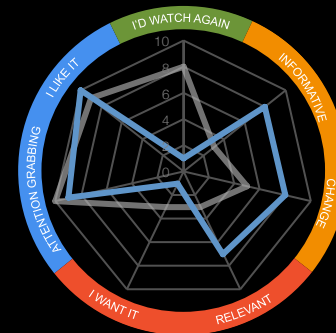


Always - Like A Girl

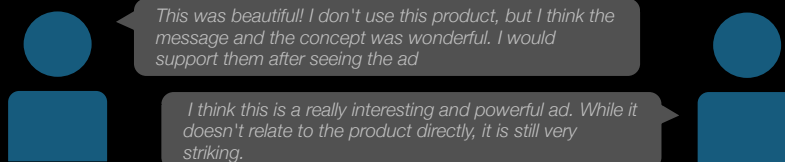
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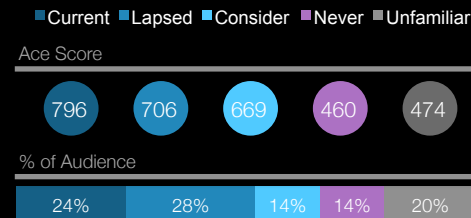
AD PERSONALITY



VOICE OF THE VIEWER



BRAND AFFINITY



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 - Penetrating the hearts and/or minds of Super Bowl ad viewers
 - The strategic challenges and trade-offs of key creative strategies . . . domino effects
 - High Ad Cost and Visibility Drives Risk Aversion
 - The Safety Net of "The Tried and True"
 - The Drift Toward the Security of Family Friendliness
 - Caution: Even Serious Isn't Safe Anymore
- **Celebrities' Performance on This Year's Big Stage**
 - Topline Performance of Celebrity-Featured Ads
- **2015's Top 10 Super Bowl Ads**
 - Topline Score Review
- **Closing Thoughts . . . Questions?**

