A dark, high-contrast photograph of American football players in action. The players are wearing helmets and jerseys, with one player in the foreground holding a football. The background shows a stadium with spectators.

# Super Bowl 51 Post-Game Ad Wrap-up

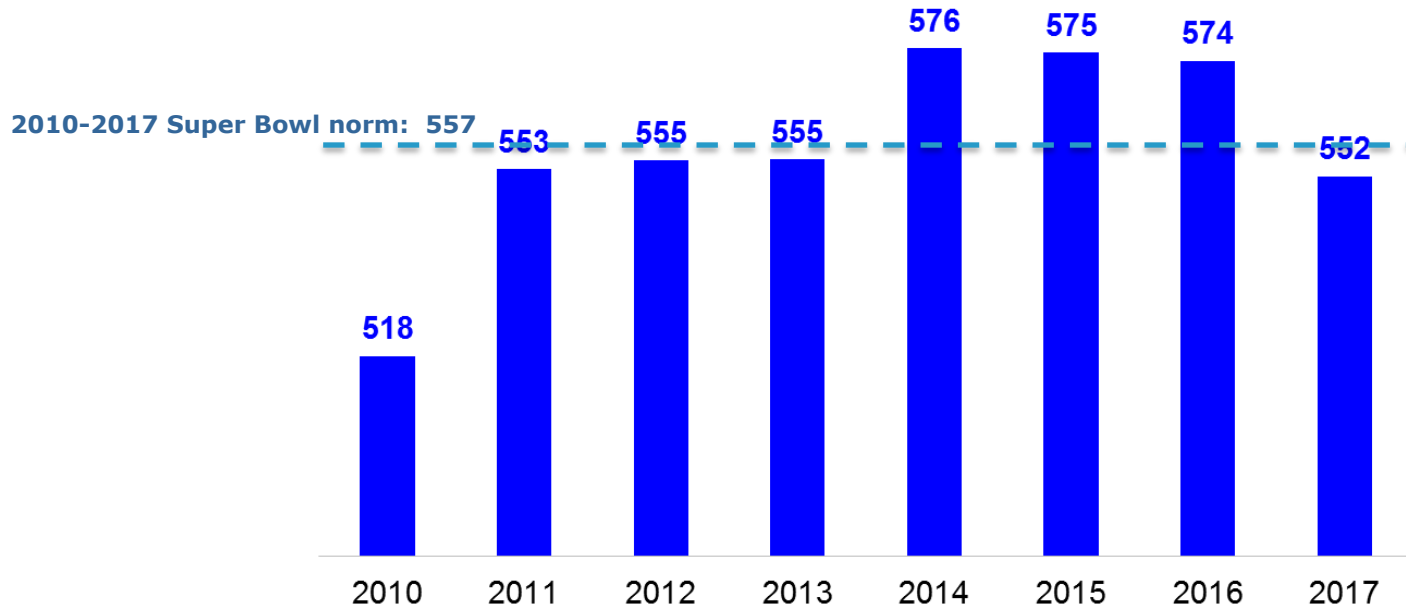
**ACE**  
metrix®

# Highlights from Super Bowl 51

- 2017 continued the trend of shorter (and safer) Super Bowl ads
- Ads with political undertones increased in SB 17 – with mixed results
- Advertisers continued to shift away from pure entertainment to more traditional product-focused messages
- Many of the biggest brands leveraged celebrities
- Emotion was the name of the game for many SB advertisers
- There were multiple paths to creative success, with several first-timers achieving Top 10 status

# After 3 strong years, Ace Scores pulled back in 2017

## Average Ace Score of Super Bowl Ads by Year



# Top 10 Super Bowl Ads 2017 by Likeability Score

**#1 Skittles**



Likeability Score: **758**

**#2 Kia**



Likeability Score: **743**

**#3 Google Home**



Likeability Score: **726**

**#3 King's Hawaiian**



Likeability Score: **726**

**#5 Audi**



Likeability Score: **716**

**#6 LIFEWTR**



Likeability Score: **713**

**#7 Alfa Romeo**



Likeability Score: **708**

**#8 Tide**



Likeability Score: **701**

**#9 Nintendo**



Likeability Score: **696**

**#10 Wonderful Pistachios**



Likeability Score: **690**

# Super Bowl 51 ads were more political than SB50's

## Super Bowl 50

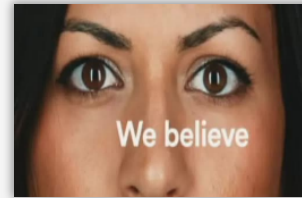


Bud Light

## Super Bowl 51



84 Lumber



Airbnb



Audi



Budweiser



NFL

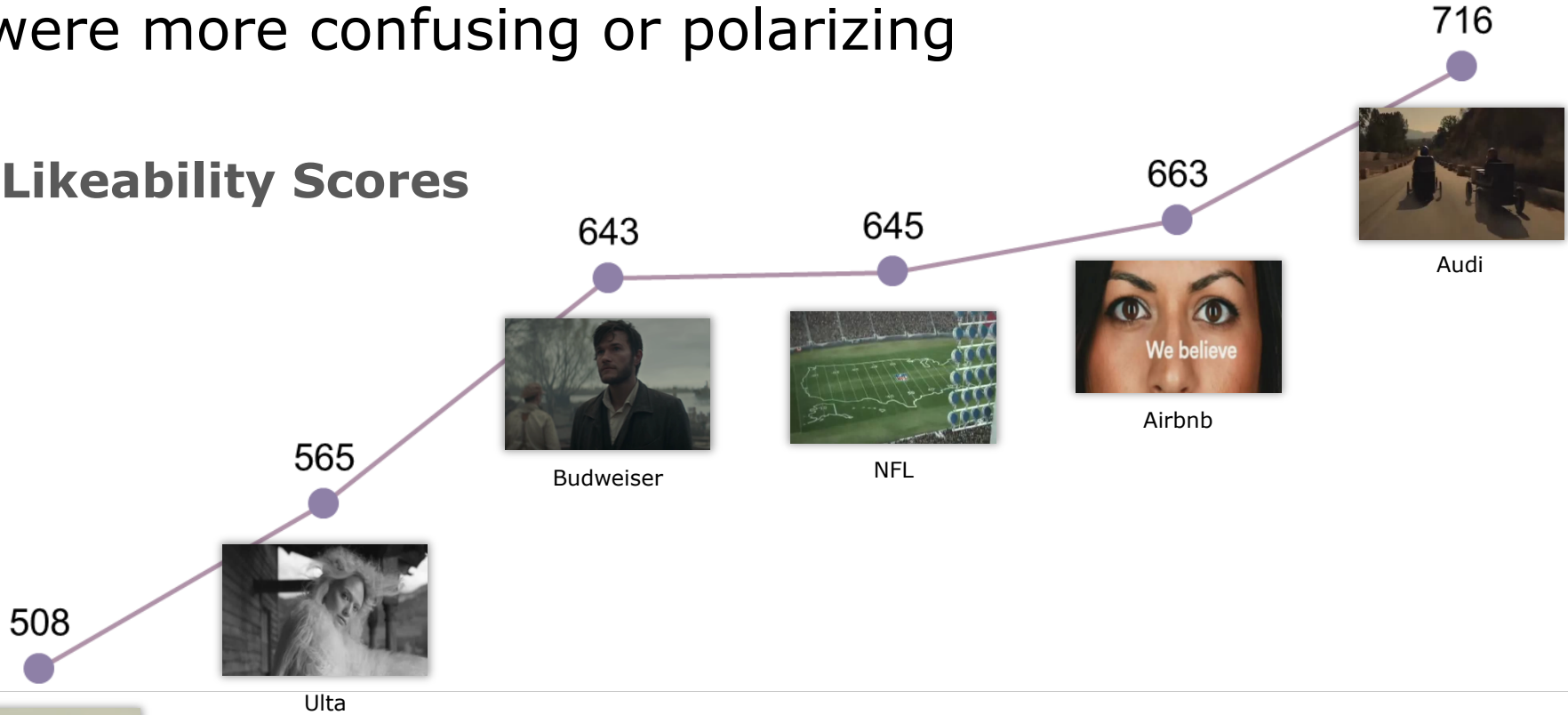


Ulta

Based on ads with multiple mentions of "politics", "political", "trump", "hillary", "immigration", and other verbatim phrases.

# Most political ads were very Likeable, while others were more confusing or polarizing

## Likeability Scores



84 Lumber

Based on ads with multiple mentions of "politics", "political", "trump", "hillary", "immigration", and other verbatim phrases.



# An annual lesson: **Demographics** can drastically affect scores

## Females 16-35



Tide  
Ace Score 510



T-Mobile  
Ace Score 425

## Males 16-35



TurboTax  
Ace Score 616



84 Lumber  
Ace Score 557

## Females 36+



Tide  
Ace Score 624



84 Lumber  
Ace Score 407


## Males 36+



TurboTax  
Ace Score 491



T-Mobile  
Ace Score 514

A photograph of two men sitting on a brown leather tufted sofa in a wood-paneled room. The man on the left is Justin Timberlake, wearing a maroon velvet suit jacket over a light-colored shirt and a dark tie. The man on the right is Clint Eastwood, wearing a dark grey three-piece suit with a red bow tie. The room features wood paneling, a framed painting of a horse race on the wall, and two wall sconces with white shades. A small table with a drink is visible on the left.

# Celebrities in the Super Bowl

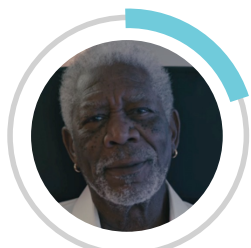


# 2017 Super Bowl Celebrity Name Resonance

2017 Super Bowl Celebrities:  
Percent of Verbatims in Which Selected Celebrities Were Mentioned by Name:



T-Mobile  
Justin Bieber (28%)



Turkish Airlines  
Morgan Freeman (18%)



T-Mobile  
Snoop Dogg (18%)



T-Mobile  
Martha Stewart (15%)



Kia  
Melissa McCarthy (14%)



Bai  
Justin Timberlake (13%)



Intel  
Tom Brady (10%)



Squarespace  
John Malkovich (8%)



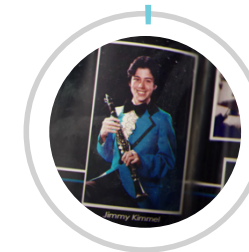
Mercedes-Benz  
Peter Fonda (4%)



T-Mobile :60  
Kristen Schaal (1%)



T-Mobile :30  
Kristen Schaal (1%)



Honda  
Jimmy Kimmel (1%)



# Emotional Connections

# Emotional Lenses – a tool for assessing the **emotional impact** of TV advertising

This advertiser wants to know what you think about the ad.

Describe the thinking and feeling behind your ratings here.

great

hate

heart

hook

humor

yummy

great

love

interesting

perfect

wonderful

stupid

lame

immature

terrible

annoying

uplifting

inspiring

moving

powerful

admirable

clever

impressive

unique

innovative

genius

funny

hilarious

laugh

humorous

lol

yummy

tasty

delicious

hungry

natural

The words shown in each of the six **emotional lenses** above are a subset of all of the words in the dictionary.

# Top 5 most Humorous, Heartwarming, and Inspirational ads, **Super Bowl 2017**



## Most Humorous Ads

## Most Heartwarming Ads

## Most Inspirational Ads

| Rank | Brand                | Ad Title            |
|------|----------------------|---------------------|
| 1.   | Skittles             | Romance             |
| 2.   | Kia                  | Hero's Journey      |
| 3.   | Wonderful Pistachios | Ernie Gets Physical |
| 4.   | T-Mobile Wireless    | #NSFWireless        |
| 5.   | Buick Luxury Auto    | Pee Wee             |

| Rank | Brand     | Ad Title          |
|------|-----------|-------------------|
| 1.   | Hyundai   | Military*         |
| 2.   | Michelin  | I Need You        |
| 3.   | Audi      | Daughter          |
| 4.   | Budweiser | Born The Hard Way |
| 5.   | Airbnb    | Unity in All      |

| Rank | Brand      | Ad Title          |
|------|------------|-------------------|
| 1.   | Audi       | Daughter          |
| 2.   | Airbnb     | Unity in All      |
| 3.   | Hyundai    | Military          |
| 4.   | Budweiser  | Born The Hard Way |
| 5.   | Alfa Romeo | Riding Dragons    |

\*The Hyundai ad aired immediately after the end of the game. All other ads aired in-game.

# Most Visual and Best Storytelling ads of SB17 creative



## Top Visual Ads

| Rank | Brand                        | Ad Title              | Length |
|------|------------------------------|-----------------------|--------|
| 1.   | 84 Lumber                    | The Journey Begins    | 1:30   |
| 2.   | H&R Block                    | Watson Meets Taxes    | 1:00   |
| 3.   | American Petroleum Institute | Power Past Impossible | 0:30   |
| 4.   | Alfa Romeo                   | Dear Predictable      | 0:30   |
| 5.   | LIFEWTR                      | Inspiration Drops     | 0:30   |

## Top Storytelling Ads

| Rank | Brand      | Ad Title       | Length |
|------|------------|----------------|--------|
| 1.   | Audi       | Daughter       | 1:00   |
| 2.   | NFL        | Sportsmanship  | 1:00   |
| 3.   | Alfa Romeo | Riding Dragons | 1:00   |
| 4.   | Michelin   | I Need You     | 0:30   |
| 5.   | Hyundai    | Military*      | 1:30   |

\*The Hyundai ad aired immediately after the end of the game. All other ads aired in-game.



# ***Want additional insights?***

*For more detailed analytics from the Super Bowl or for your brand or category, please email [mrisucci@acemetrix.com](mailto:mrisucci@acemetrix.com).*