




Super Bowl 50 Post-Game Ad Wrap-up

Presented by Alistair Sutcliffe, SVP Client Analytics

ACE
metrix®

Agenda

- The Changing Landscape of Super Bowl Advertising
- Celebrities' Impact in The Super Bowl
- Top Super Bowl Ads of 2016
- Category Performance

A man in a tuxedo and top hat is dancing in the center of the frame. He is surrounded by confetti and is flanked by two women in festive attire. The background features large chandeliers and a festive atmosphere. The text "The Changing Landscape in Super Bowl Advertising" is overlaid on the left side of the image.

The Changing Landscape in Super Bowl Advertising

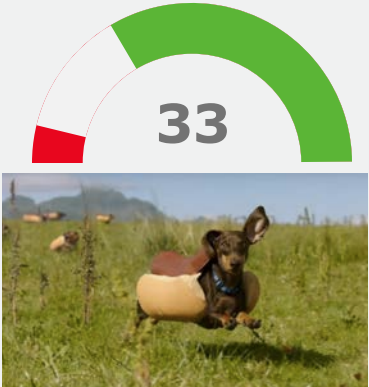
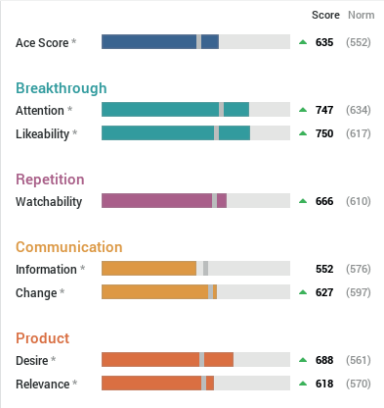
COST OF A SUPER BOWL AD (:30)

1980	1990	2000	2010	2015
\$222K	\$700K	\$1.9M	\$2.9M	\$4.5M

- 2016 -

\$5,000,000

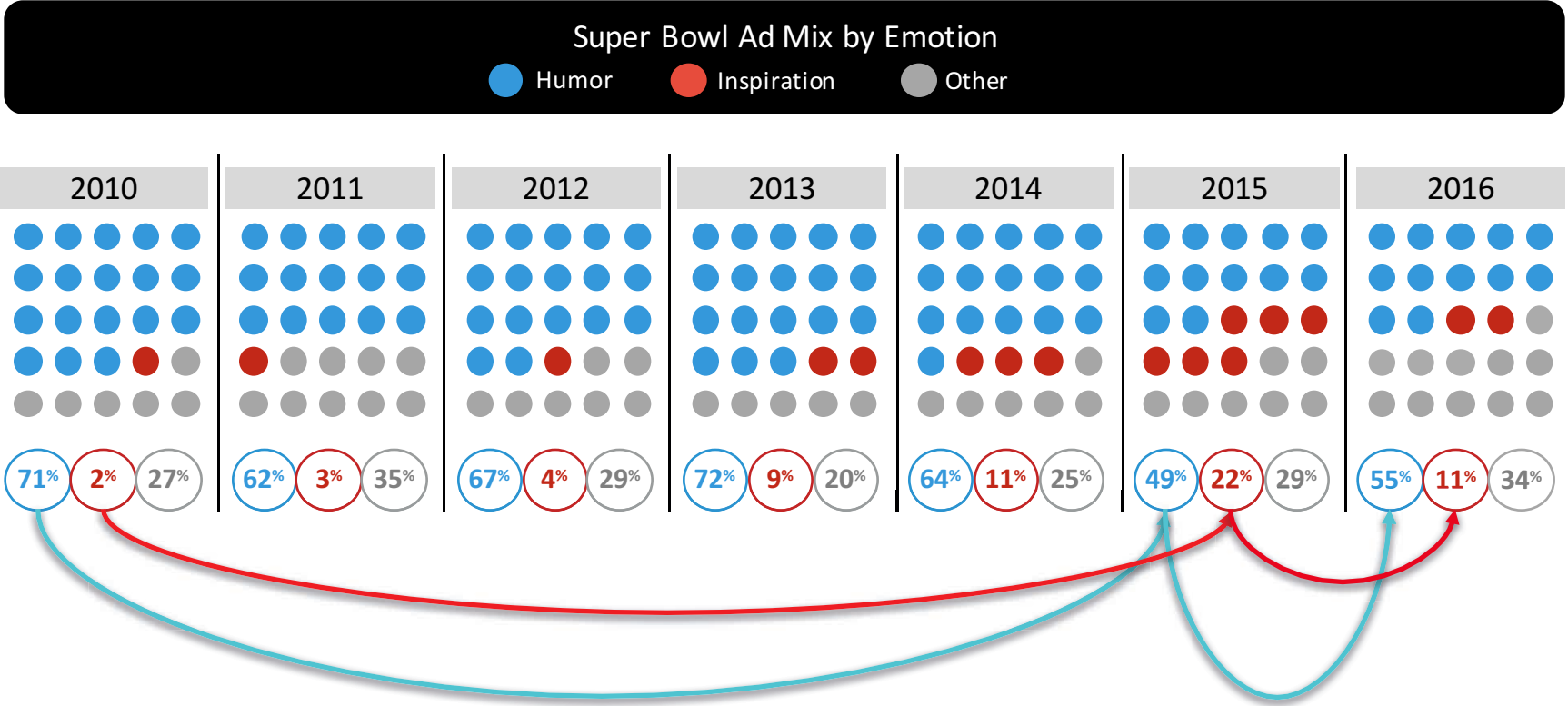
Top Super Bowl Ads All Possess Similar Characteristics



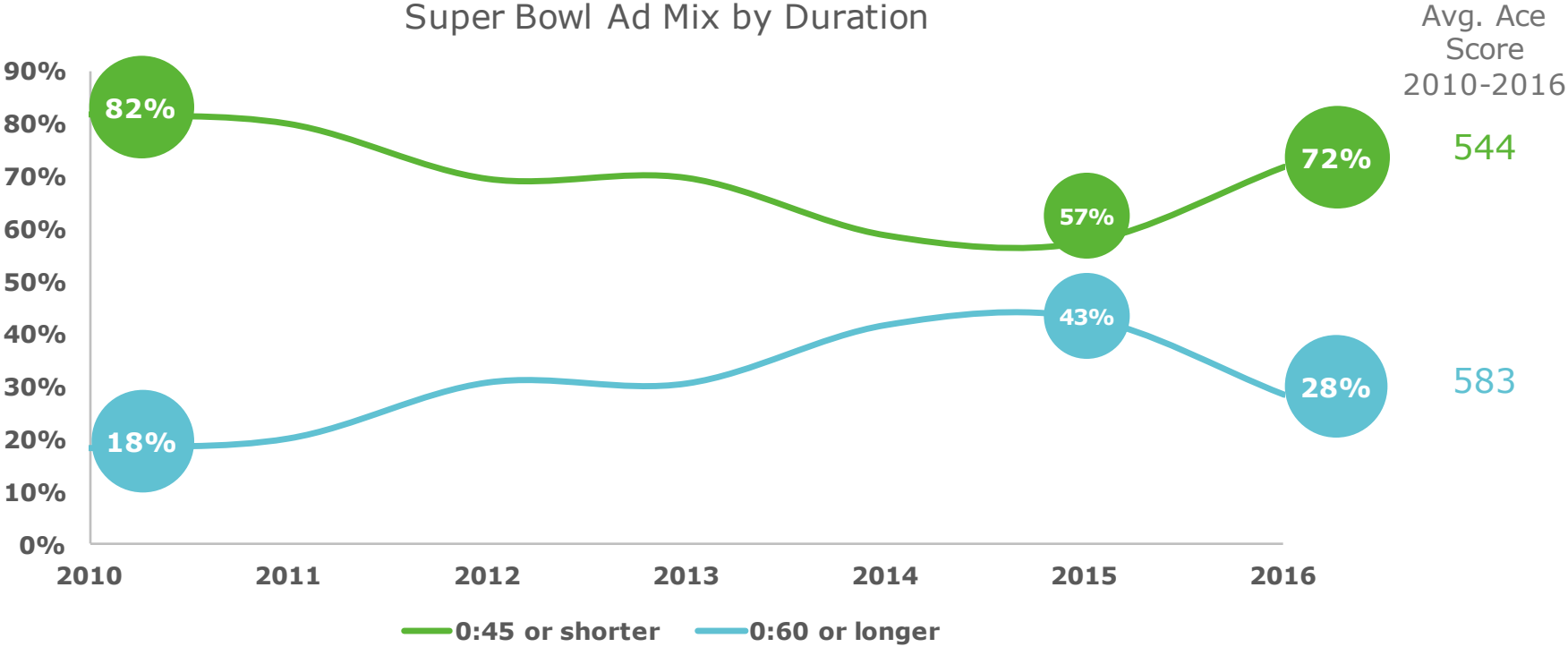
Highlights from Super Bowl 50

- Overall a thematic mixed bag
- 0:30 ads made a comeback -- fast-paced 1st quarter; then slowed
- Celebrities were out in force and improved ad performance
- Newcomers like PayPal, Colgate, Audi & LG did well
- Auto remains the top brand category with eleven ads
- Doritos ends “Crash the Super Bowl.” How’d they do?

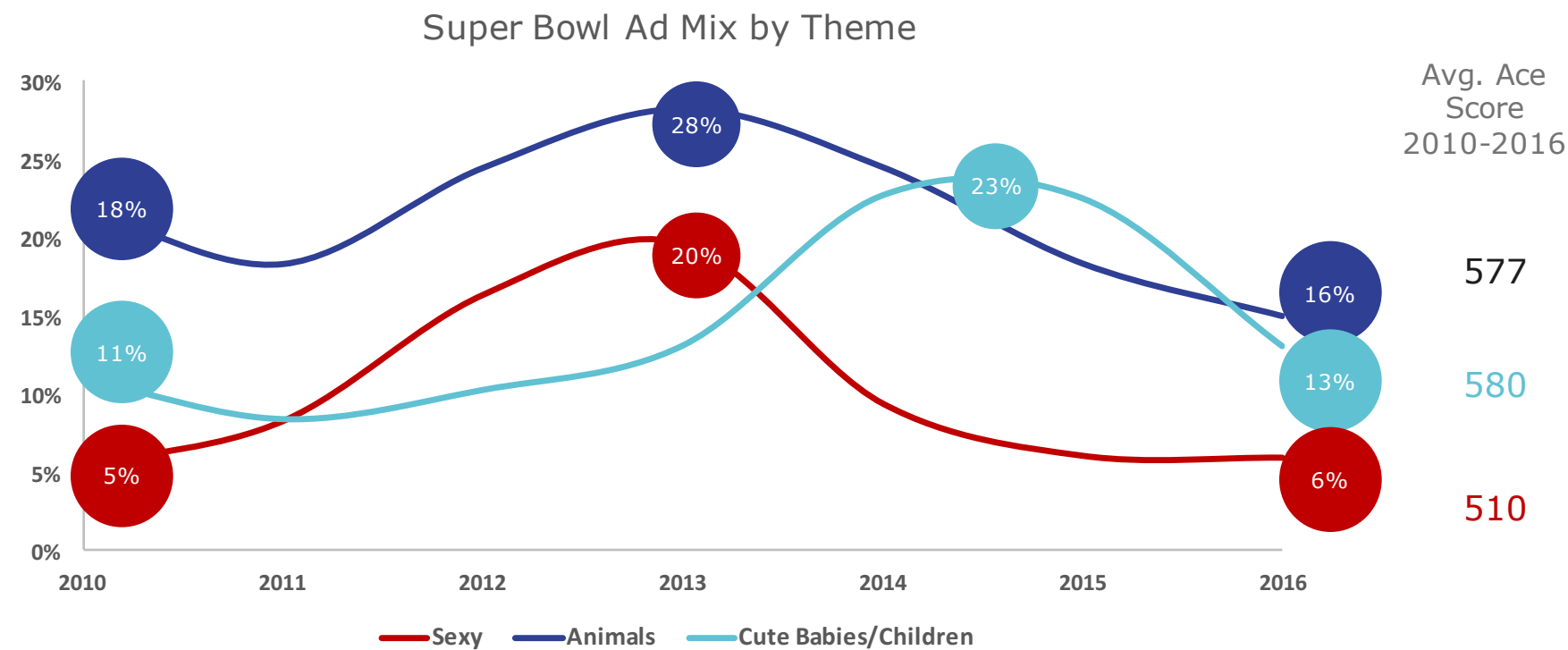
Humor Makes a Comeback in 2016



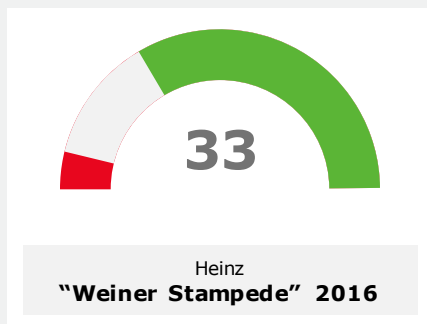
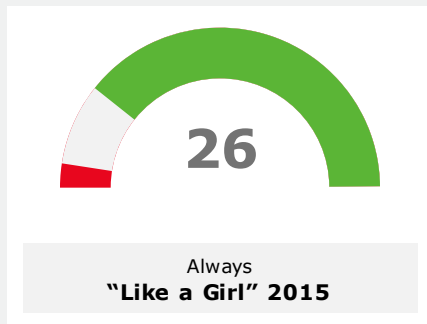
Shorter ads making a rebound



Popular Themes of the Past Are Declining



Top Super Bowl Ads: Non-Polarizing

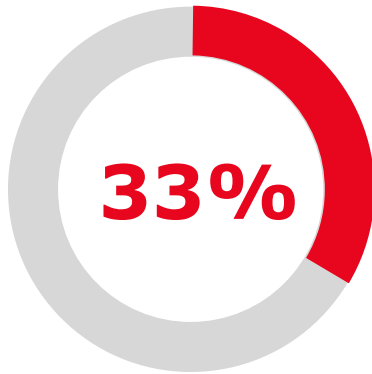


A photograph of actor Ryan Reynolds, looking off-camera with a slight smile, holding a football. The image is overlaid with a semi-transparent dark blue filter. The text 'Celebrities' Performance in This Year's Ads' is written in white on the left side of the image.

Celebrities' Performance in This Year's Ads

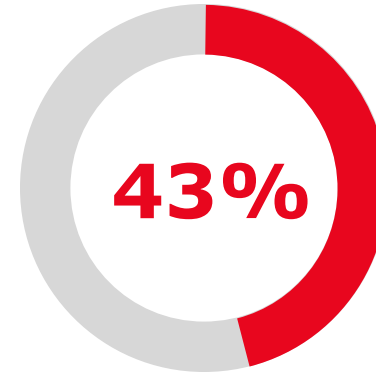
Celebrities Dominate the Super Bowl

2010-2015



33% of all SB ads 2010 - 2015
include a **celebrity**

2016



43% of SB ads in 2016
include a **celebrity**

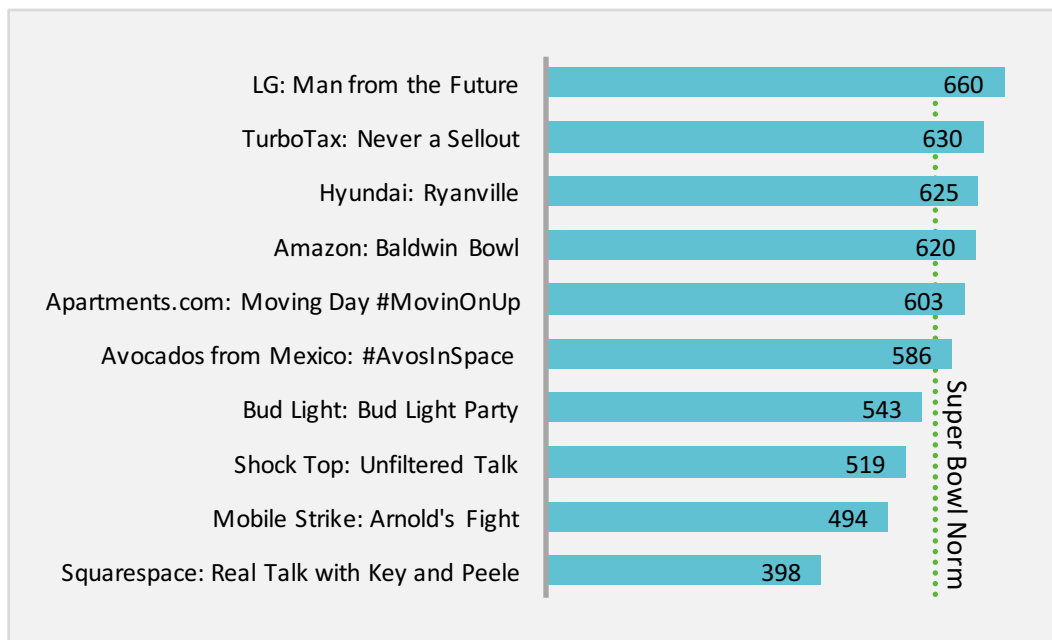
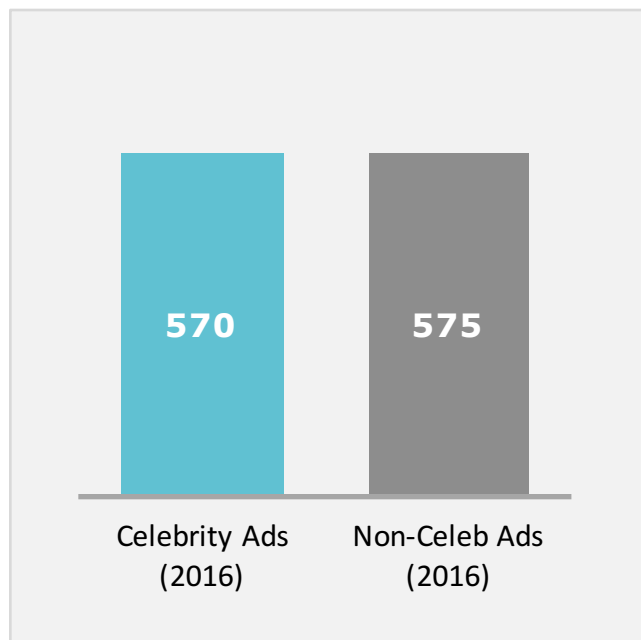
Celebrities: Secret to Success in 2016?

Year	Super Bowl Ads by Ace Score		Difference
	Without Celebrities	With Celebrities	
2016	575	570	-5
2015	586	558	-28
2014	585	559	-26
2013	555	545	-10
2012	555	549	-6
2011	556	520	-36
2010	525	501	-24

- Celebrity ads tend to underperform compared to ads without celebrities
- 2016 was the smallest differential in seven years
- 2 of the top 10 in 2016 included celebrities (Ace Score)
- 4 of the bottom 10 in 2016 included celebrities (Ace Score)

How Did This Year's Celebrities Perform?

2016 Super Bowl Ads with Celebrities: Ace Score



2016 Super Bowl Celebrity Name Resonance

Super Bowl Celebrities:
% of Verbatims where Celebrities are Mentioned



T-Mobile



TurboTax



Hyundai



Amazon



Apartments.com



LG



Bud Light



Shock Top



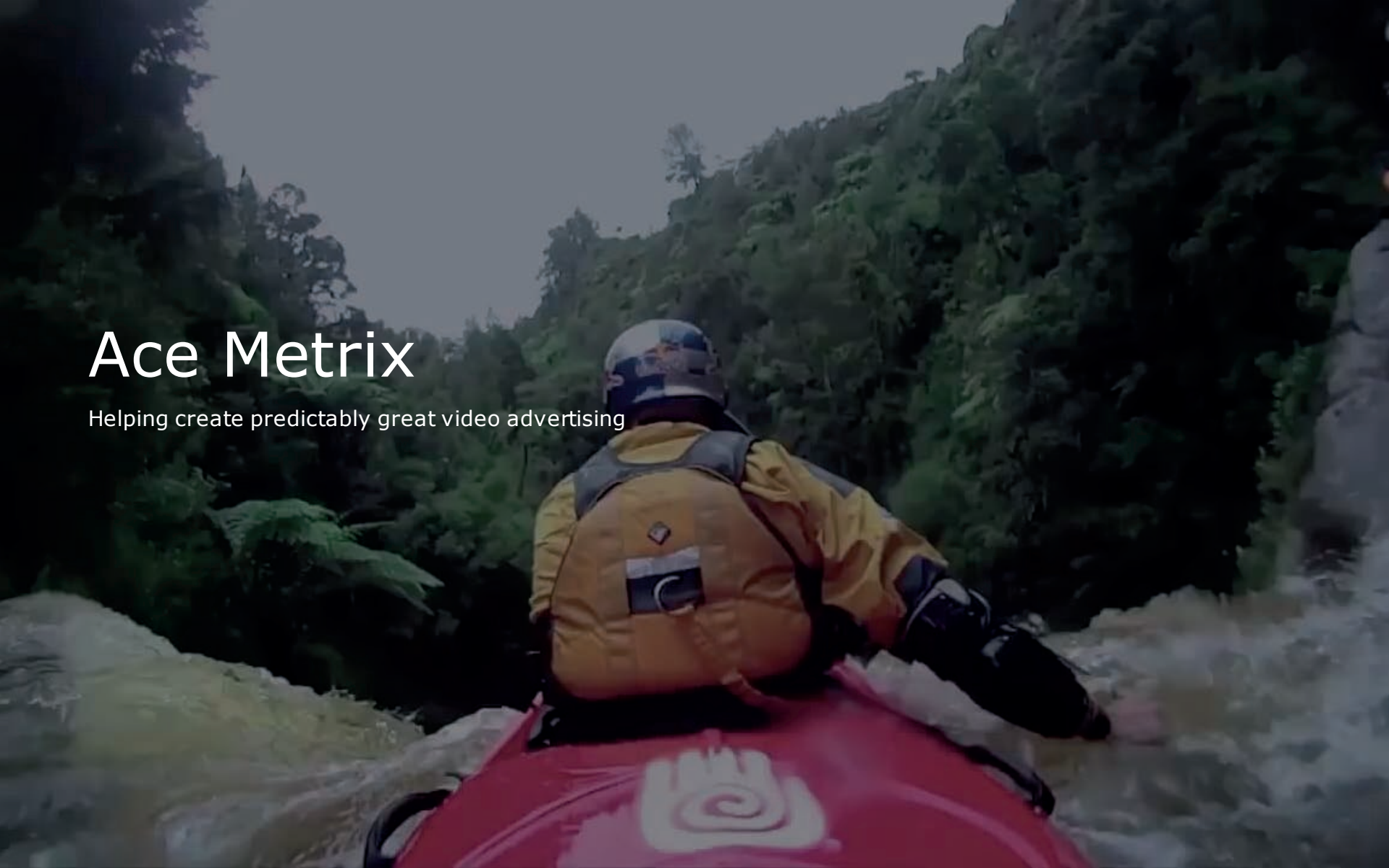
Mobile Strike



Squarespace

Ace Metrix

Helping create predictably great video advertising





We Measure the Impact of Video
Advertising Across Television and Digital

Syndicated & Comprehensive Video Measurement

50k

Ads tracked since 2010

Boasting the world's largest
database of TV & digital video
assessments

1.4k

Brands across 96 categories

Providing the broadest variety
of benchmarks & normative
data available

16m

Consumer Verbatim
Responses

Offering qualitative insight into
the "why" behind an ad's
performance

Our Clients Know & Trust Us For...



Historical & Competitor Insight

Over 50,000 TV & digital video ads measured



Granular Demographic Cuts

500+ respondents per ad balanced to US census



Quantitative & Qualitative Measures

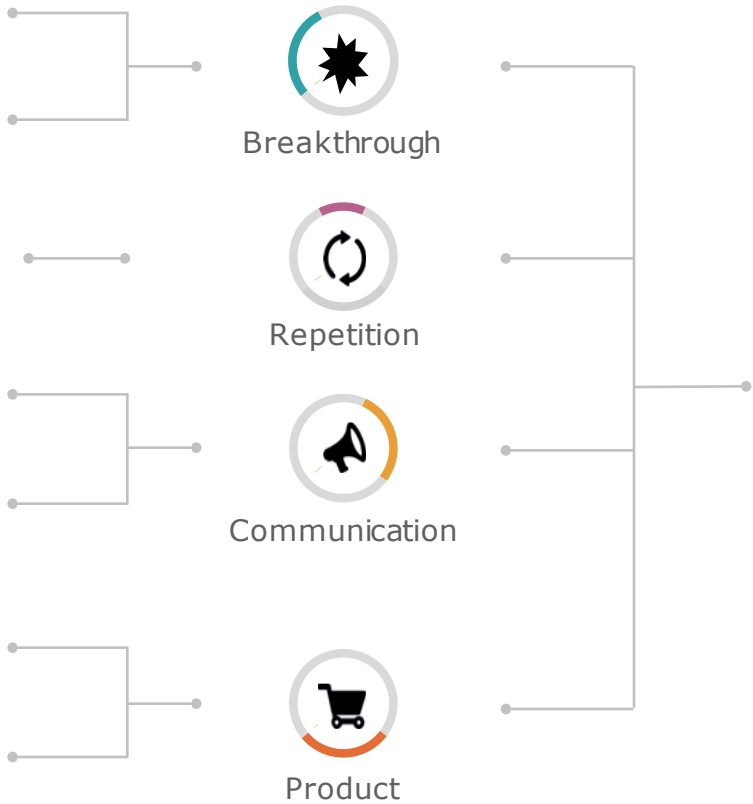
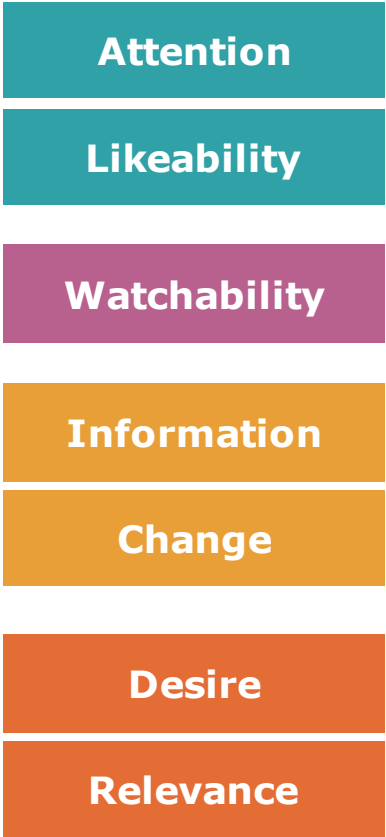
Emotion measurement to understand why PLUS normative data

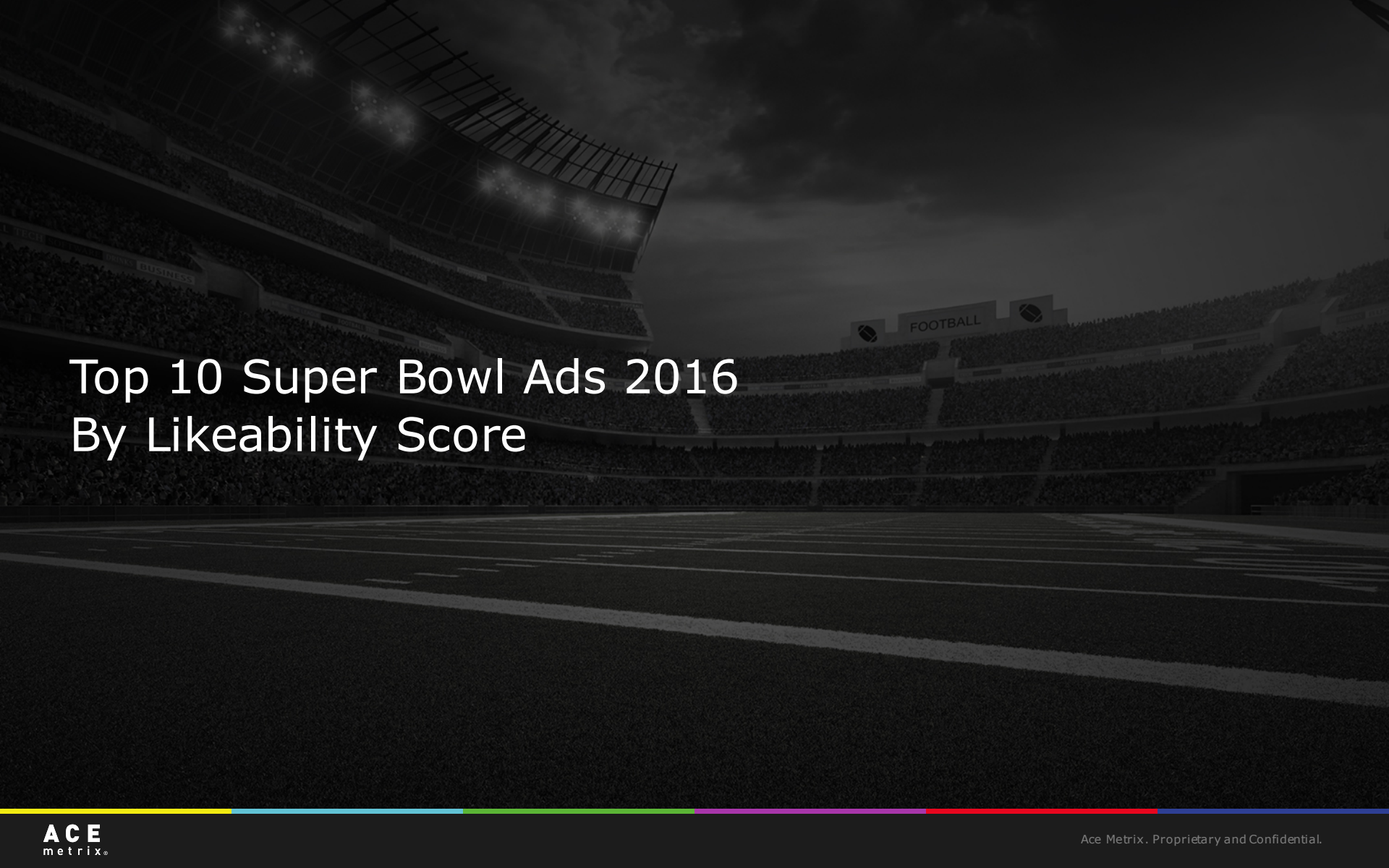


Always-On Accessible Data

Data at your fingertips anytime, anywhere

Actionable Quantitative Metrics





Top 10 Super Bowl Ads 2016 By Likeability Score



#10

Marilyn

Snickers

Agency:
BBDO New York

Likeability Score:
702

Key Takeaways:
- **Single Best Thing: Characters**
- **84% Brand Recognition**



#9

Man From the Future

LG

Agency:
HS Ad

Likeability Score:
705

Key Takeaways:
- **Single Best Thing: Visuals**
- **88% Brand Recognition**



#8

Never a Sellout

TurboTax

Agency:
Wieden & Kennedy

Likeability Score:
706

Key Takeaways:
- Single Best Thing: Characters
- 87% Brand Recognition

THERE'S A NEW MONEY IN TOWN

#7

There's a New
Money in Town

PayPal

Agency:
Crispin Porter + Bogusky L.A.

Likeability Score:
707

Key Takeaways:
- **Single Best Thing: Brand**
- **88% Brand Recognition**



#6

Coke Mini (Hulk vs. Ant-Man)

Coca-Cola

Agency:
Wieden & Kennedy

Likeability Score:
709

Key Takeaways:
- **Single Best Thing: Characters**
- **88% Brand Recognition**



#5

Commander

Audi

Agency:
Venables Bell and Partners

Likeability Score:
717

Key Takeaways:
- **Single Best Thing: Visuals**
- **93% Brand Recognition**



#3 *(tie)*

#Every Drop Counts

Colgate

Agency:
Young & Rubicam Peru

Likeability Score:
722

Key Takeaways:
- **Single Best Thing: Message**
- **86% Brand Recognition**



#3 *(tie)*

Weiner Stampede

Heinz

Agency:
David Miami

Likeability Score:
722

Key Takeaways:
- **Single Best Thing: Visuals**
- **88% Brand Recognition**



#2

A New Truck To Love

Honda

Agency:
Rubin Postaer and Associates

Likeability Score:
724

Key Takeaways:
- **Single Best Thing: Characters**
- **85% Brand Recognition**



#1

No Dogs Allowed

Doritos

Agency:
UGC; Goodby Silverstein & Partners

Likeability Score:
750

Key Takeaways:
- Single Best Thing: Characters
- 96% Brand Recognition



Honorable Mention

First Date

Hyundai

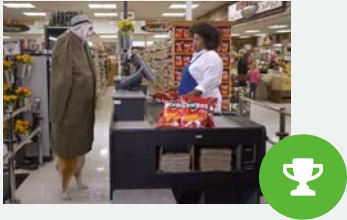
Agency:
Innocean Worldwide

Likeability Score:
727 *(would have been #2)*

Key Takeaways
- Single Best Thing: Characters
- 75% Brand Recognition

Top 10 Super Bowl Ads 2016 By Likeability Score

#1 Doritos



Likeability Score: **750**

#2 Honda



Likeability Score: **724**

#3 Colgate



Likeability Score: **722**

#3 Heinz



Likeability Score: **722**

#5 Audi



Likeability Score: **717**

#6 Coca-Cola



Likeability Score: **709**

#7 PayPal



Likeability Score: **707**

#8 TurboTax



Likeability Score: **706**

#9 LG



Likeability Score: **705**

#10 Snickers



Likeability Score: **702**

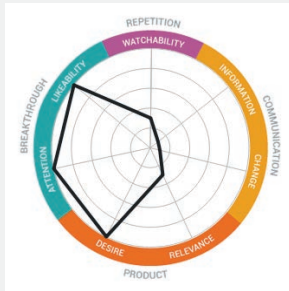
Top 10 Super Bowl Ads: Ad Personalities

#1 Doritos



Top 10 Super Bowl Ads: Ad Personalities

#1 Doritos



#2 Honda



#3 Colgate



#3 Heinz



#5 Audi



#6 Coca-Cola



#7 PayPal



#8 TurboTax



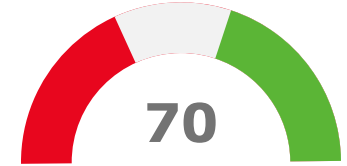
#9 LG



#10 Snickers



Top ads minimize the chances for strong disagreement



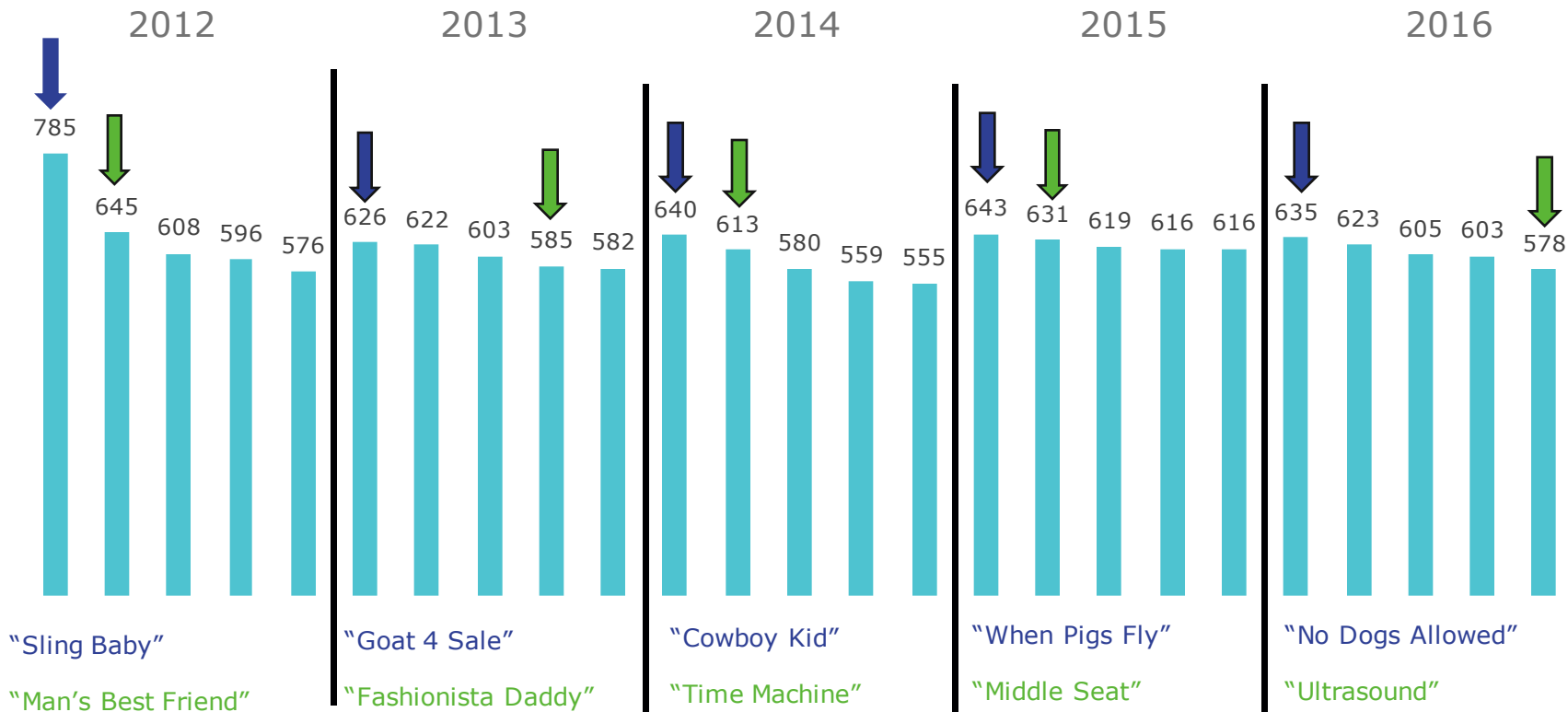
←STRONG AGREEMENT

STRONG DISAGREEMENT→

Colgate : #EveryDropCounts	32
Heinz : Wiener Stampede	33
WeatherTech : Resources	36
Honda : A New Truck To Love	37
PayPal : There's a New Money In Town	38
LG : Man From The Future	38
Advil : Distant Memory	39
TurboTax : Never a Sellout	40
Audi : Commander	40
Doritos : No Dogs Allowed	40

Mountain Dew : Puppymonkeybaby	68
NFL : Super Bowl Babies Choir feat. Seal	66
Axe : Find Your Magic	64
SoFi : Great Loans for Great People	63
Budweiser : Not Backing Down	61
Michelob Ultra : Breathe	61
Mobile Strike : Arnold's Fight	60
Squarespace : Real Talk with Key and Peele	60
Bud Light : The Bud Light Party	58
Jeep : 4x4ever	58

Crash the Super Bowl: End of an Era



A person on a motorcycle is riding away from the viewer down a dark tunnel. The walls of the tunnel are lined with numerous bright, parallel light streaks that create a sense of depth and motion. The ceiling of the tunnel is dark and textured, with a few small, circular lights visible in the distance.

Deep Dive:

- Heinz
- Mountain Dew
- Audi

A dachshund dog is running through a lush green field. The dog is wearing a light-colored, inflatable life preserver around its middle. In the background, there are rolling green hills and a range of mountains under a clear sky. Several other dogs are visible in the distance, also running or playing in the field.

Deep Dive: - Heinz

Overall a high attention-grabbing and likeable ad

Breakthrough

Attention *  ▲ 749 (647)

Likeability *  ▲ 722 (634)

Product

Desire *  ▲ 657 (596)

Relevance *  ▲ 658 (595)

Not an informational ad, but a relevant product for viewers with food desires



Viewers overly in agreement w/ minor negative feedback

"I found this ad as a whole to be rather disturbing."

Male 21-35 | HHI <\$40K+ | Caucasian

"I have no idea what it was about. Dogs running with hot dogs?"

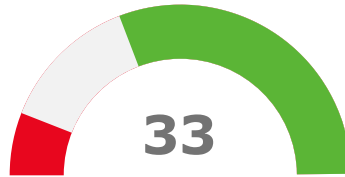
Female 36-49 | HHI \$40-75K | Caucasian

"Music got my attention but it seemed somewhat ridiculous."

Female 50+ | HHI \$40-75K+ | Caucasian

"it is funny but does not move me to buy the product."

Female 50+ | HHI <\$40K+ | Hispanic



Wiener Stampede
by Heinz

"the dogs- adorable, the people- funny, enjoyable to watch."

Female 21-35 | HHI \$75K+ | Caucasian

"very touching, great soundtrack, along with dogs being real cute."

Male 36-49 | HHI <\$40K+ | Caucasian

"I liked the irony of a weiner dog wearing a hotdog costume."

Female 21-35 | HHI <\$40K | Hispanic

"made me want to eat hot dog for supper, use Heinz ketchup mustard."

Female 36-49 | HHI \$75K+ | Caucasian

The creative drives strong positive emotional reactions



A wide range of positive emotion with clear humor and heart felt emotion sentiment

eye catcher
heartwarming
comical terrible disgusting
touching hilarious awful
amazing interesting nice gross
lol nasty
clever laugh
loved unique
funny
perfect haha
love
indeed
lame
omg
adorable
cute
creepy cool
excellent
cheesy long
hysterical
great
super
best stupid weird
awesome humorous
ridiculous superb exciting
innovative chuckle
laugh out loud

Emotional sentiment split; humor & adoration dominate

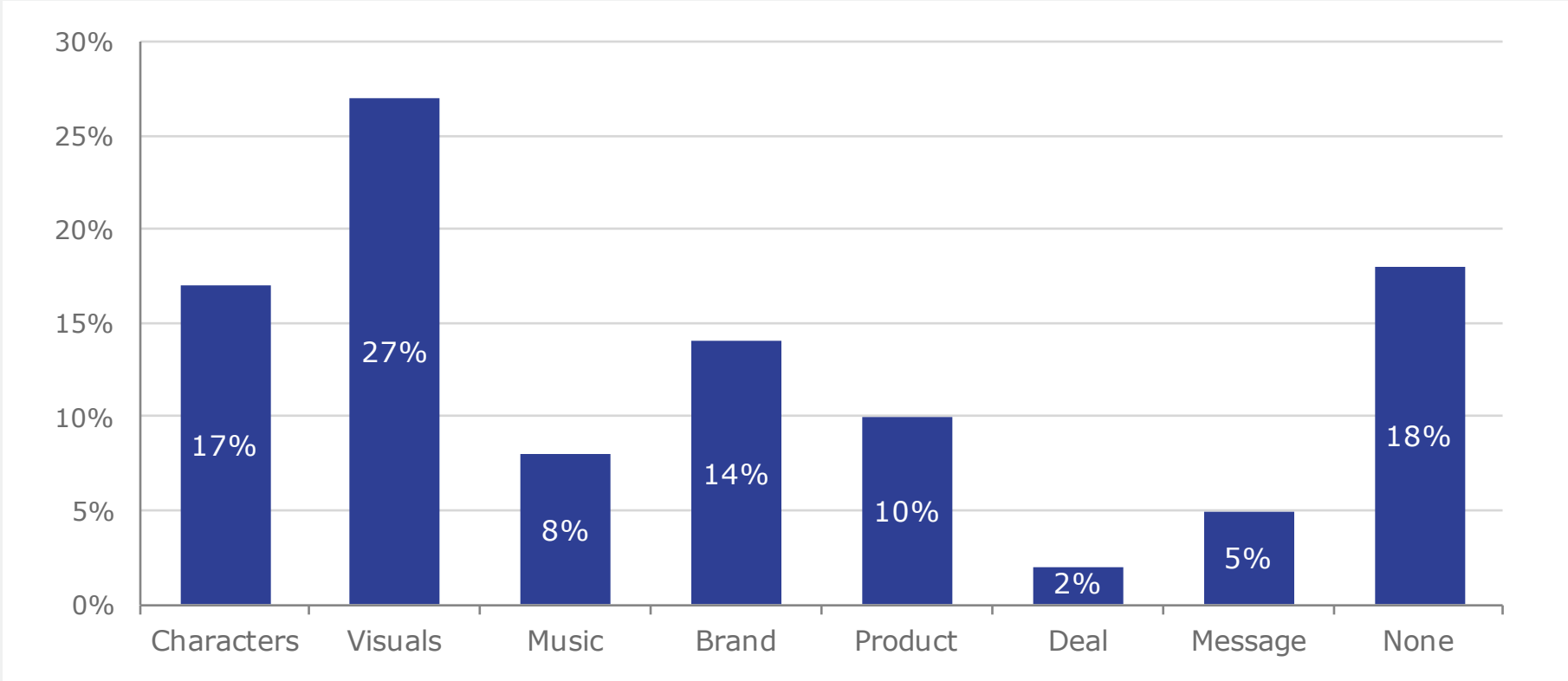
cute
touching adorable
heartwarming
hysterical
haha lol chuckle
humorous
hilarious laugh
funny
comical
laugh out loud

indeed super
omg cool loved
great perfect
best nice
excellent superb
love

innovative
clever eye catcher
amazing
exciting
interesting
awesome
unique

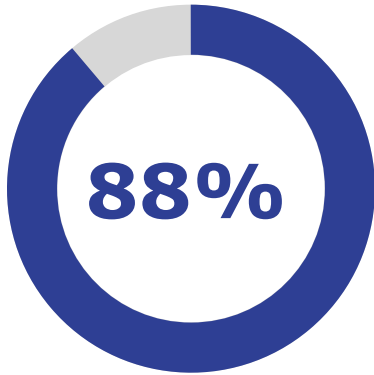
lame ridiculous
disgusting
terrible
weird
silly
stupid
creepy long gross
awful dumb
nasty cheesy

Single Best Thing: Visuals and Characters

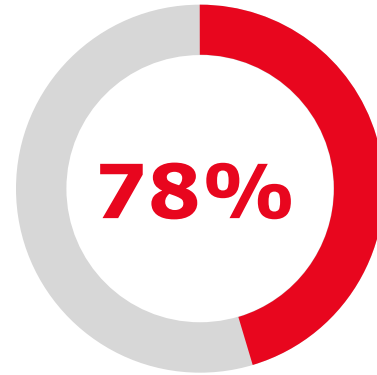


High brand recognition

"Heinz" Brand Recognition



General Population

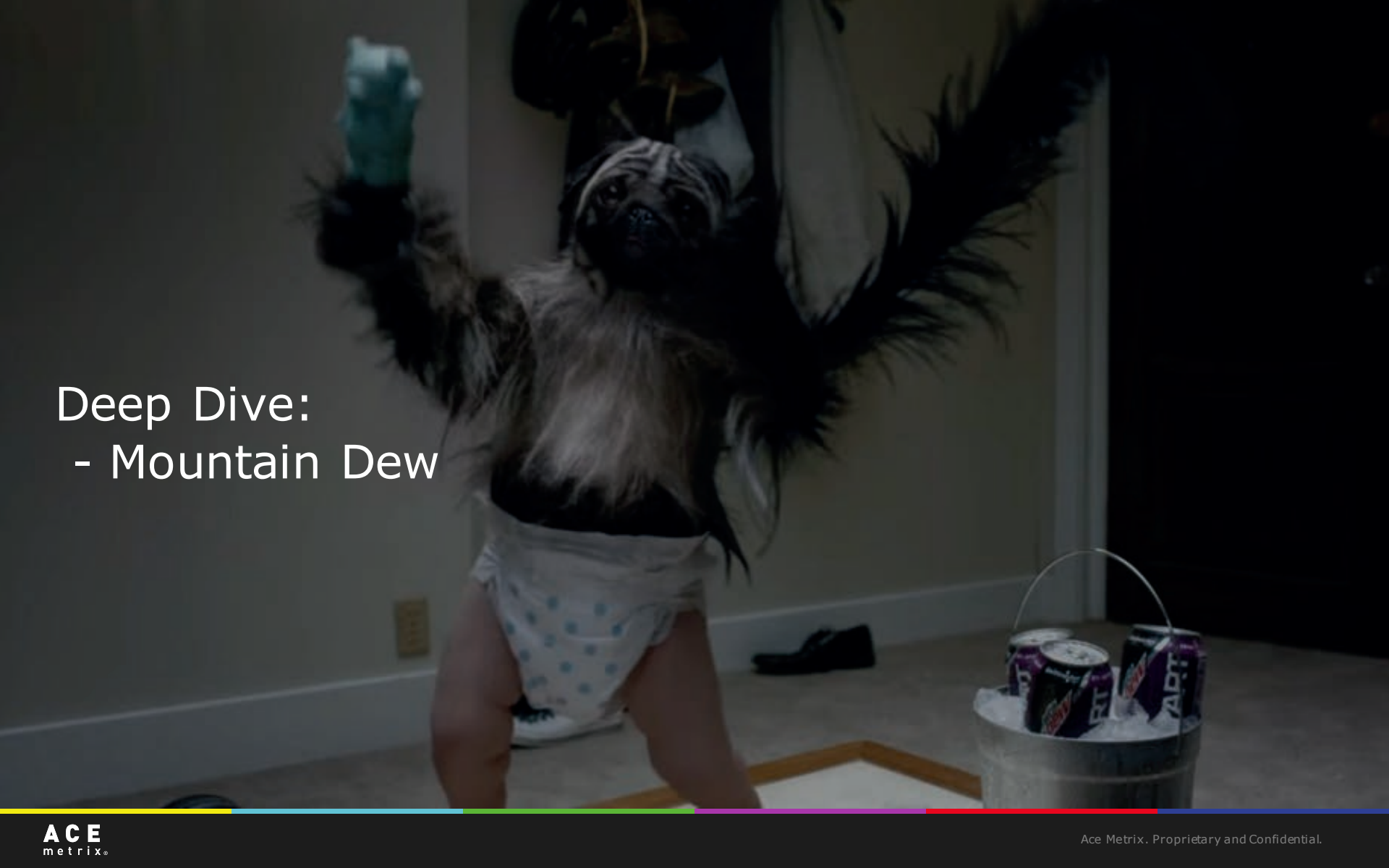


2016 Super Bowl Norm

Key Takeaways:

- Low risk, humor-based ad
- Low viewer polarization
- Characters drove the ad
- Fun visuals, tying in music



A Shih Tzu dog is dressed as a baby, wearing a white diaper with blue polka dots. The dog is holding a blue Mountain Dew can in its raised right paw. It is standing on a light-colored carpeted floor. In the background, there is a white wall and a dark doorway. To the right of the dog, there is a silver bucket filled with ice and several cans of Mountain Dew. A black shoe is visible on the floor near the doorway.

Deep Dive: - Mountain Dew

Overall high attention-grabbing, low likeability

Breakthrough

Attention *  ▲ 699 (629)

Likeability *  ▼ 522 (600)

Communication

Information *  485 (483)

Change *  ▲ 581 (546)

Change driven by recognition of the new product but information about the product not recognized well in the information score



Viewers are highly polarized by puppymonkeybaby

"what was this commercial! I don't even remember product name."

Female 16-20 | HHI <\$40K | Hispanic

"The PMB is a nonsensical device. A lame way of advertising."

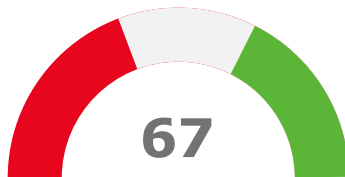
Female 36-49 | HHI <\$40K | Caucasian

"Just gave me the creeps. Couldn't tell you the name of the product."

Male 36-49 | HHI <\$40K | Caucasian

"The little combination creature was disgusting and creepy."

Female 16-20 | HHI \$40-75K | Caucasian



"PuppyMonkeyBaby will be stuck in my head forever."

Female 21-35 | HHI \$40-75K | Asian

"That was so funny and caught my attention."

Male 36-49 | HHI \$75K+ | Caucasian

"At first I was like 'What.The.H**' But it all made sense at the end."

Female 16-20 | HHI <\$40K | Caucasian

"The comedy was good and acting well done. Love the special effects"

Female 36-49 | HHI \$75K+ | Hispanic



Puppybabymonkey
by Mountain Dew

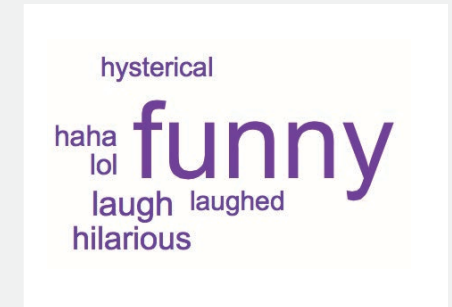
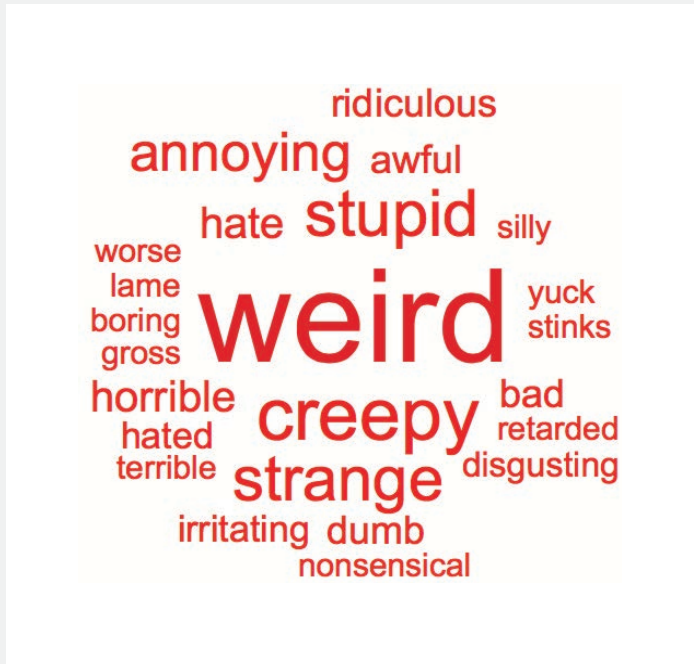
The creative drives strong positive emotional reactions



Extreme range of emotion,
dominated by highly polarizing
humor and visuals

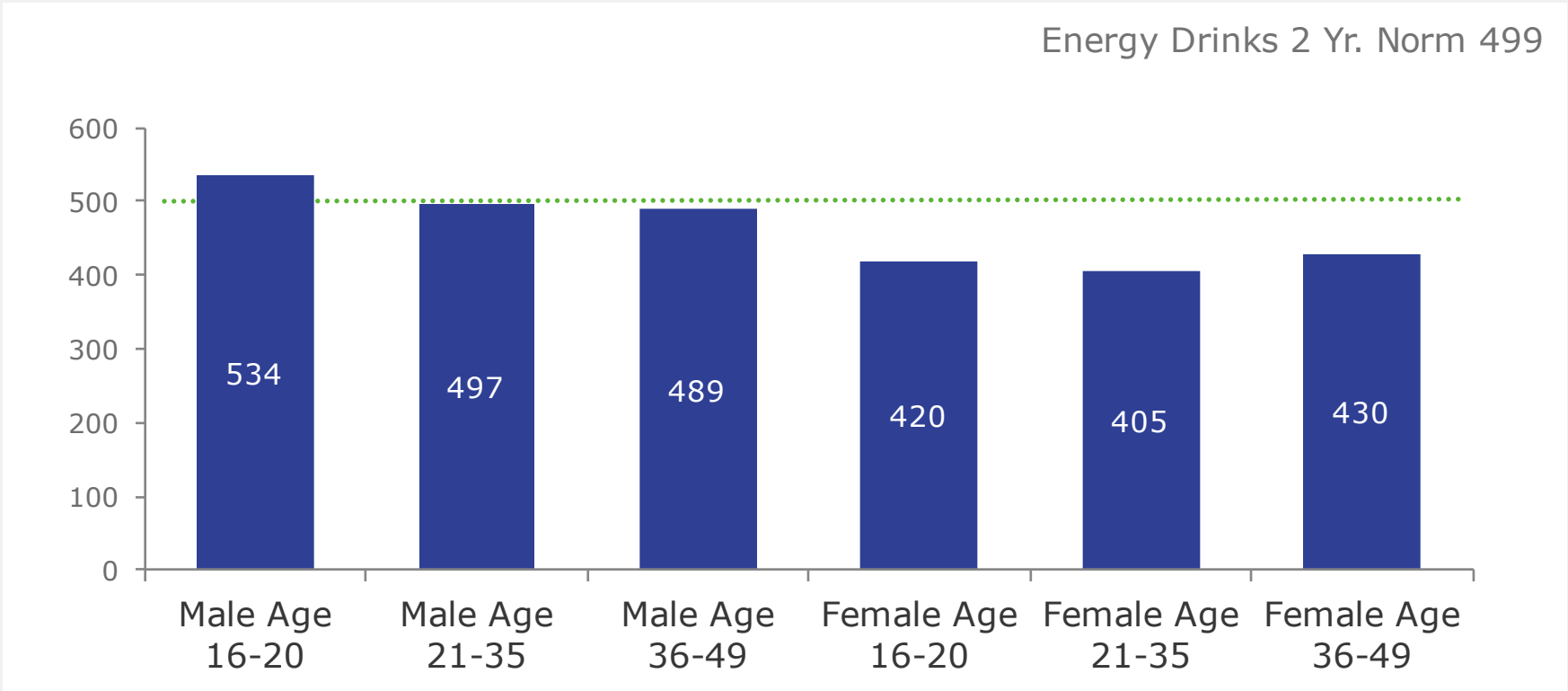
amazing hysterical
retarded disgusting
ridiculous super stinks
moving awful laugh dumb worse
rocks horrible stupid bad lame
silly great
clever boring catchy love
cool love
brilliant wow cute weird
annoying nice hate creepy hilarious
unique loved strange interesting
gross hated awesome haha
terrible irritating bizarre
nonsensical
eye-catching

Emotional sentiment split across viewing audience



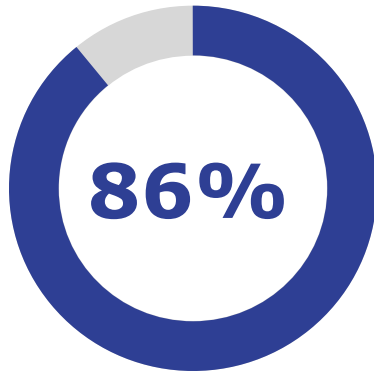
Sizes of words are in proportion to the frequency used

Young males scored above norm, a key target

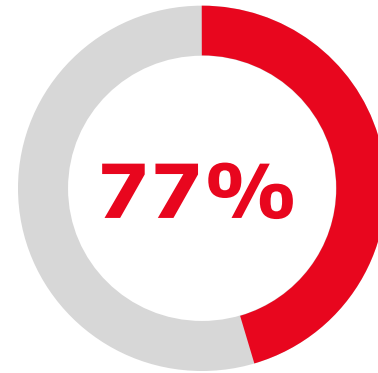


Young males scored very high on brand recognition

"Mountain Dew" "Kick Start" Brand Recognition



Males 16-20



General Population

A viral sensation yet many negative reactions



Mtn Dew Kickstart: Puppymonkeybaby | Super Bowl Spot



Mountain Dew

Subscribe 83,425

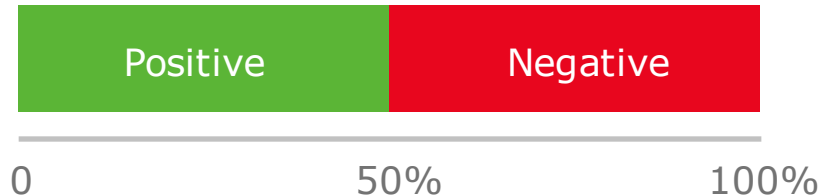
19,452,287

+ Add to Share ... More

32,864 8,864

1. #PuppyMonkeyBaby: more than 65,000 mentions
2. #AvosInSpace: more than 16,000 mentions
3. #CrashTheSuperBowl: nearly 14,000 mentions
4. #Pokemon20: more than 12,000 mentions
5. #OLEDisHere: more than 8,300 mentions

#PuppyMonkeyBaby – Mountain Dew



Key Takeaways:

- Highly polarizing
- High in Attention, low in Likeability for general audience
- Above norm for Male 16-20
- High brand recognition against target audience

Deep Dive: - Audi



Overall high in Breakthrough and Desire

Breakthrough



Product



Communication



Not an informational auto ad, but still
communicated change attributes

High viewer agreement with minor negatives at start

"This ad clearly promotes irresponsible driving, makes me never want to drive an Audi."

Female 36-49 | HHI \$75K+ | Caucasian

"I thought at first it was an ad about dementia medicine."

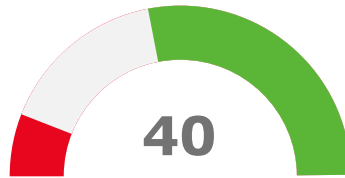
Female 50+ | HHI \$75K+ | Caucasian

"It seems as though it would be dangerous for him to drive at all."

Male 36-49 | HHI \$75K+ | Caucasian

"Why equate products with everything.. but being a car"

Male 50+ | HHI \$75K+ | Caucasian



"I love how the ad portrayed the father and son relationship."

Female 50+ | HHI \$75K+ | African American

"astronaut theme...late David Bowie's best space song brought tears to my eyes."

Male 36-49 | HHI \$75K+ | Caucasian

"I love it: nostalgia; the aging parent, many are dealing with."

Male 36-49 | HHI \$75K+ | Hispanic

"The use of historical sound bites and video really creates a mood."

Female 36-49 | HHI \$75K+ | Caucasian



Commander
by Audi

The creative drives strong positive emotional reactions



A wide range of positive emotion
with clear heart felt emotion
sentiment

heartbreaking
inspirational wonderful captivating
foolish depressing sucked
heartwarming incredible
cry
super exciting awesome poignant
stupid sad funny
riot unique loved clever powerful
impressive cute
rocks amazing
amazing great
excellent love cool
tear weird
strange emotions best moving
interesting nice long perfect
tasteless emotional fantastic inspiration
sentimental touching terrific
heart warming heartstrings
unbelievable heart strings
eye catching

Emotional sentiment is split across viewing audience



A word cloud of positive sentiment words in green. The words are arranged in a roughly circular shape. The largest word is 'great', followed by 'love', 'cool', 'loved', 'nice', 'wonderful', 'incredible', 'super', 'easy', 'rocks', 'terrific', 'excellent', 'fantastic', 'best', 'wow', 'perfect', and 'amazing'.



A word cloud of mixed sentiment words in purple. The words are arranged in a roughly circular shape. The largest word is 'heartwarming', followed by 'sad', 'moving', 'heartbreaking', 'depressing', 'crying', 'heartstrings', 'powerful', 'inspirational', 'emotions', 'sentimental', 'cute', 'inspiration', 'poignant', 'tear', 'touching', and 'heart strings'.

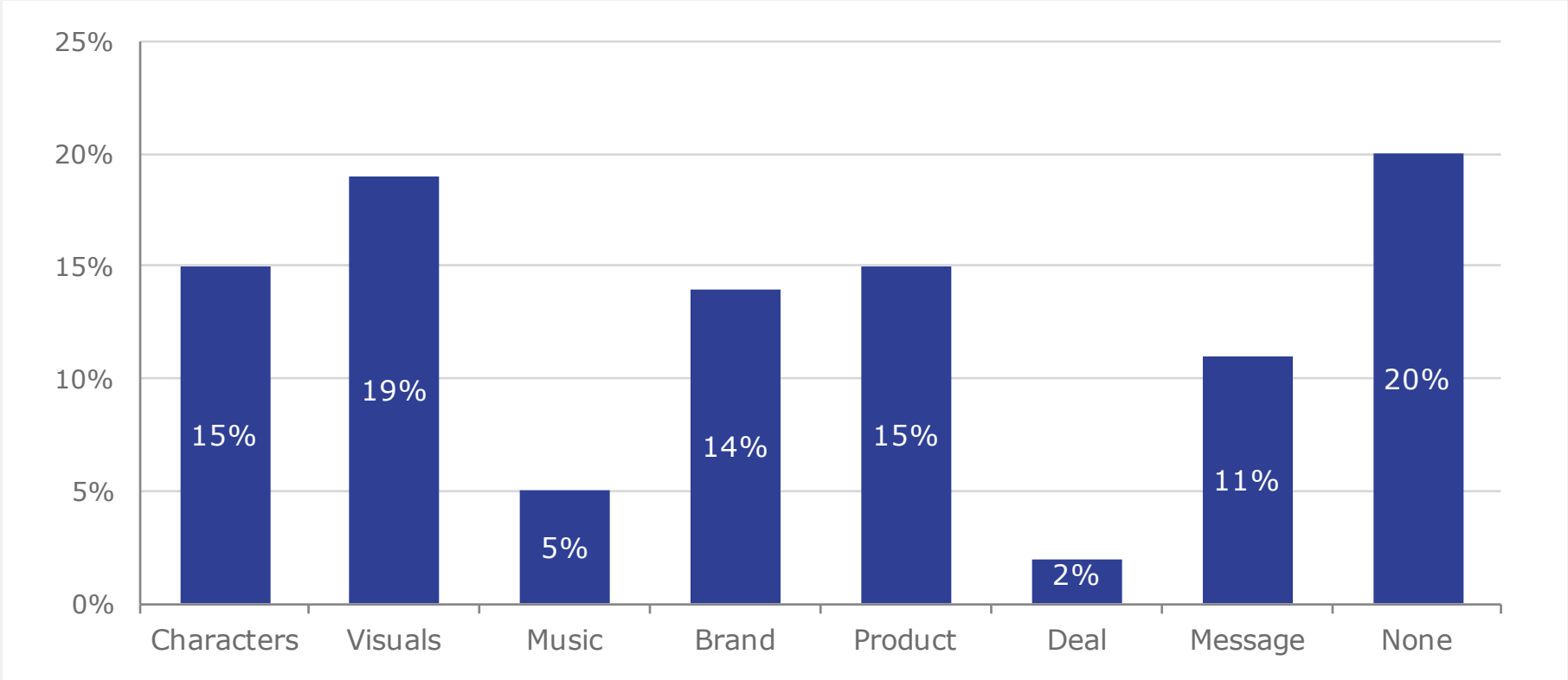


A word cloud of positive sentiment words in teal. The words are arranged in a roughly circular shape. The largest word is 'amazing', followed by 'interesting', 'exciting', 'clever', 'unique', 'captivating', 'awesome', 'impressive', 'thrilling', 'innovative', and 'eye catching'.



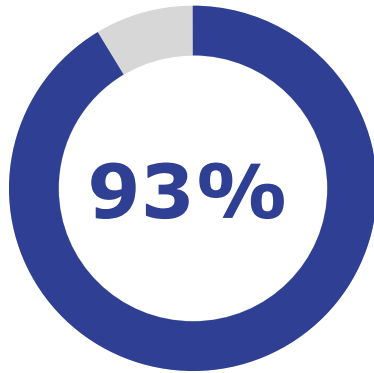
A word cloud of negative sentiment words in red. The words are arranged in a roughly circular shape. The largest word is 'long', followed by 'weird', 'bad', 'suck', 'sucks', 'tasteless', 'strange', 'foolish', 'unbelievable', 'tired', 'sucked', and 'stupid'.

Different creative attributes drove recognition of the Best Thing

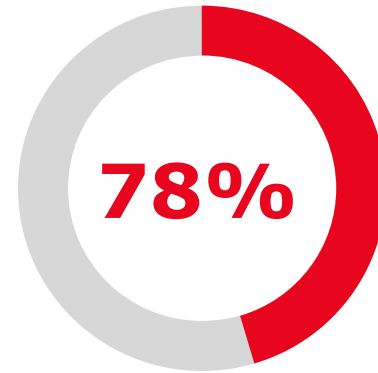


"Audi" scored very high on brand recognition

"Audi" Brand Recognition



General Population



2016 Super Bowl Norm

Key Takeaways:

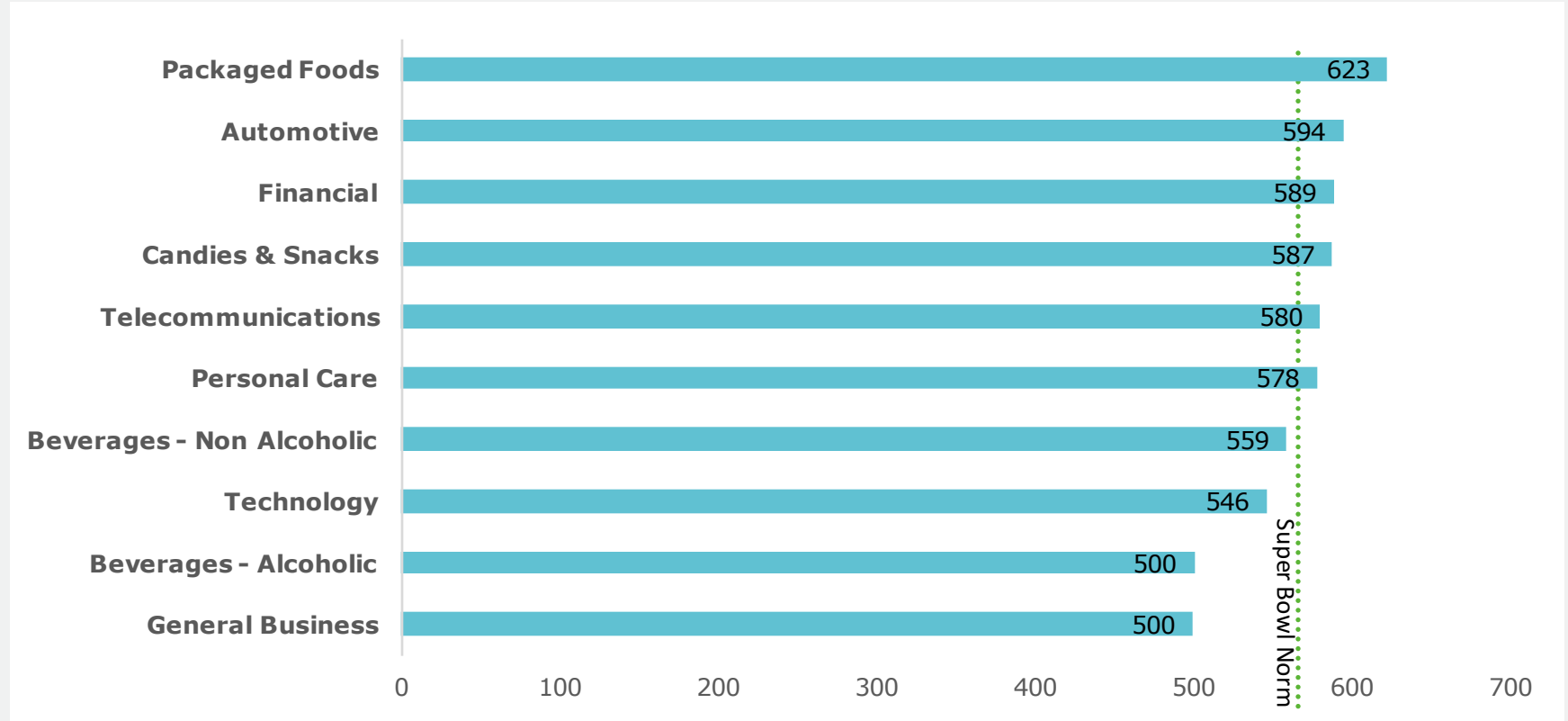
- Highly likeable ad with low polarization
- One of the few story-telling ads of the Super Bowl
- Very high brand recognition



A dark Audi sports car, likely an R8, is shown driving on a road at night. The car is illuminated by its headlights and the ambient light of the night sky, which is filled with stars. The car is positioned in the center of the frame, moving towards the viewer. The road has white lane markings that recede into the distance.

Category Performance

2016 Category Ad Performance by Ace Score



Automotive Tops In Ad Volume

- Top category with 11 of 53 ads (21%)
- Audi's "Commander," the only story-telling ad in our top 10
- Top 3 Auto ads by Likeability
 1. Honda: A New Truck To Love (724)
 2. Audi: Commander (717)
 3. Hyundai: The Chase (700)



Finance Sets New High

- More ads than ever with 6 of 53 total (11%)
- PayPal highest category Ace Score ever recorded (671) for Super Bowl
- Celebrities and Humor most common themes in category
- Characters, on average, single best thing about Financial ads



What's the recap?

- Overall a thematic mixed bag
- Ads were much shorter
- Celebrity endorsements were popular & worked
- Newcomers like PayPal, Colgate, Audi & LG did well
- Doritos ends "Crash" with the most Likeable ad

Want more insights?

For more detailed analytics from the Super Bowl or for your brand or category, please let us know.

Can I get this presentation?

Yes, a copy of this deck and the recording will automatically be sent to all webinar attendees.

What if my question wasn't answered?

We will connect with you after the presentation.



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Thank you!