

Super Bowl LIV Post-Game Ad Wrap-Up

ACE
metrix

Scope and Methodology: What's a Super Bowl ad?

All ads that air **nationally** on **TV** between kick-off and the end of the game (i.e., **whistle-to-whistle**) with the **exception** of movie trailers and television promos are considered **Super Bowl ads**

This report includes ads **dating back to 2010**, when Ace Metrix started measuring Super Bowl ads – **11 years total**

By the Numbers:

2020 Super Bowl

Number of Brands: 50

Number of Ads: 55

Total Ace Metrix Sample Size: ~28,300

Total Ad Time: 41.5 min.

Max Ace Score: 738

Min Ace Score: 411

Avg. Super Bowl Year

Number of Brands: 42

Number of Ads: 53

Total Ace Metrix Sample Size: ~27,200

Total Ad Time: 35.8 min.

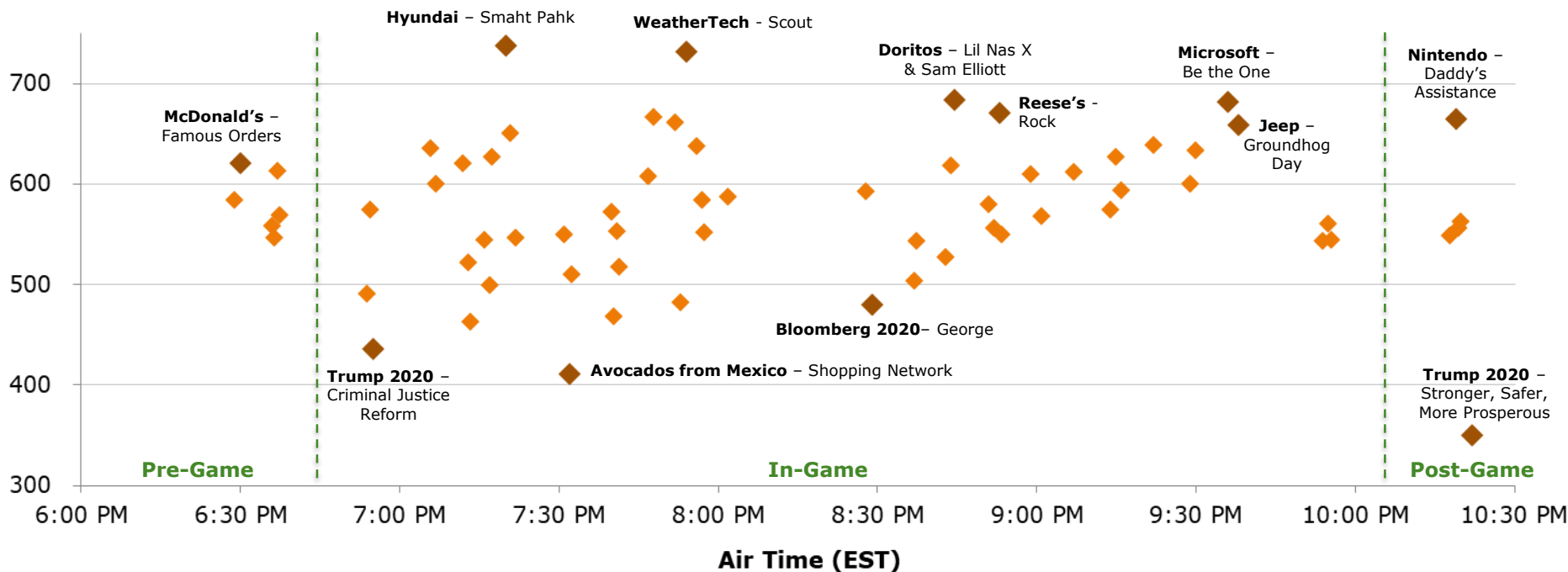
Max Ace Score: 685

Min Ace Score: 389

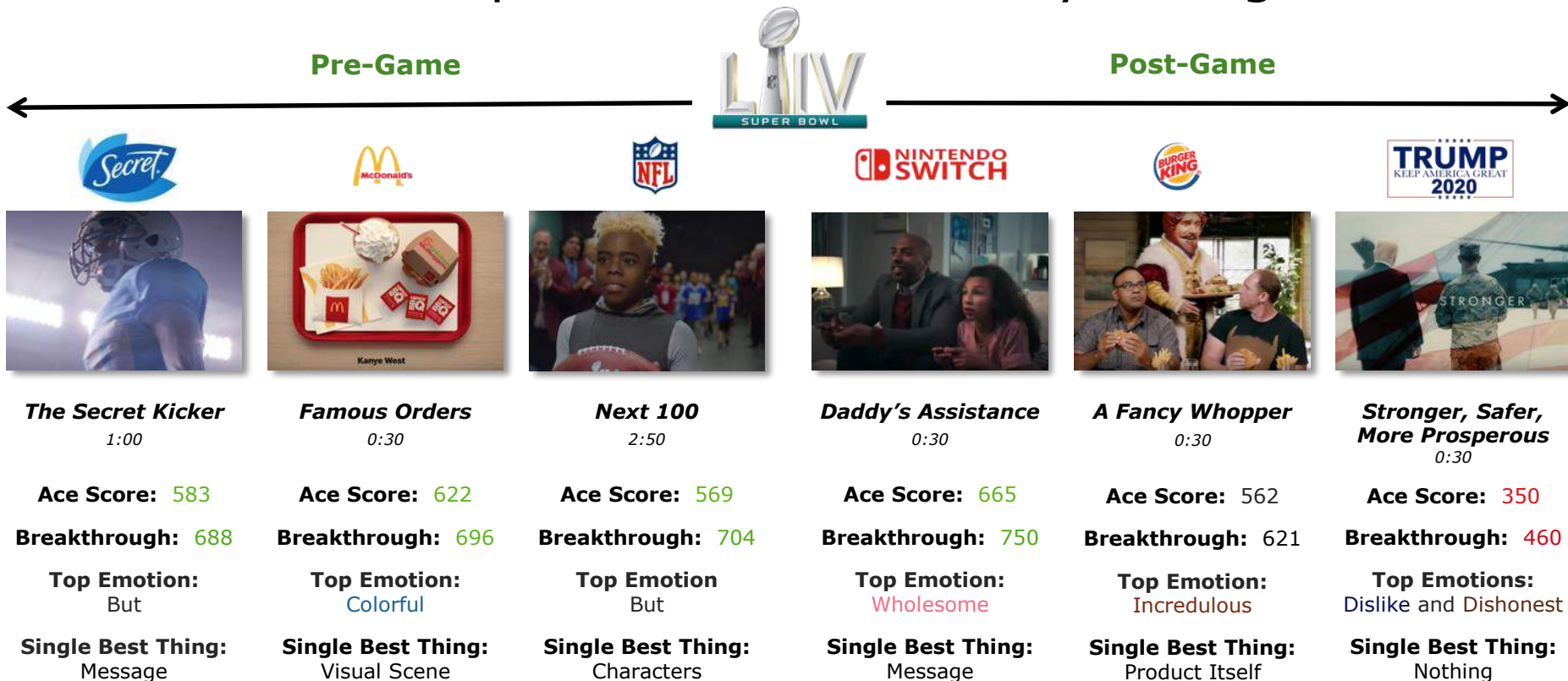
Expanding the scope to include ads aired immediately pre-coin toss and post-whistle gives us 66 SB 2020 spots

Super Bowl 2020

Ace Scores of Pre-Game, In-Game, and Post-Game Ads



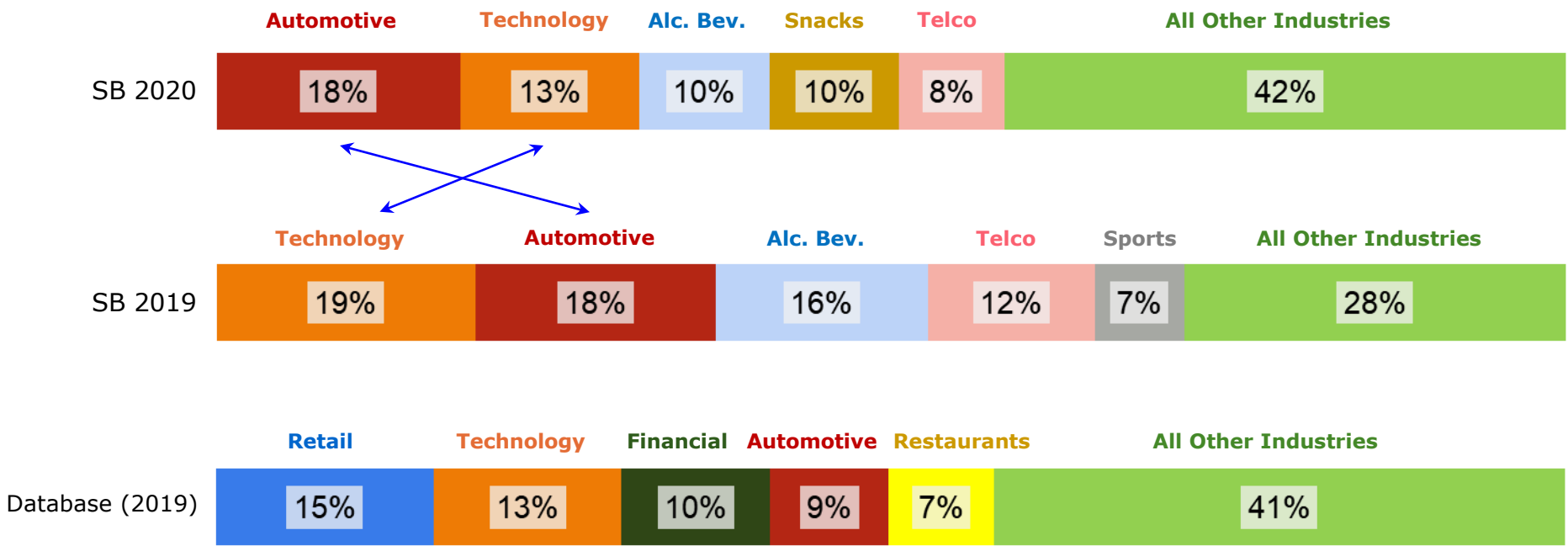
Some of the ads that aired pre- and post-game also connected with product-forward story-telling



Read more about the pre-game and post-game Super Bowl 2020 ads on our [blog](#).

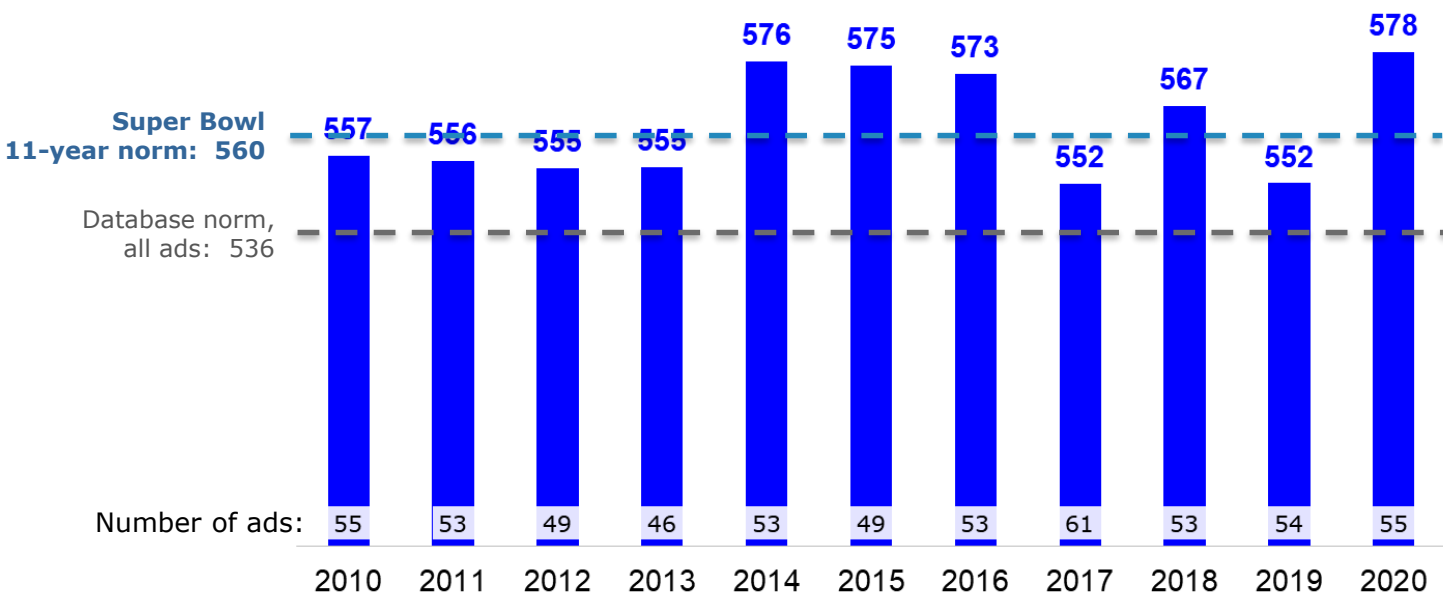
Automotive regained its place as the top advertising industry in Super Bowl 2020 ...

Ad Share by Industry
as a Percent of Total Ad Duration



The Average Ace Score of 2020 Super Bowl ads bounced back from last year's dip

Average Ace Score of Super Bowl Ads by Year



Qualitative feedback provides insights into 57 **Emotions**, in addition to our new **Cultural Perception** measures

Emotions



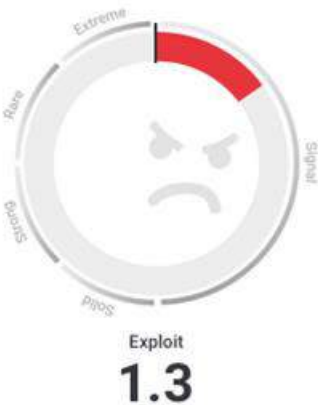
Outer Layer – **57 Emotions**; Middle Layer – **21 Lenses**;
Inner Layer – **4 Topics**

Cultural Perception

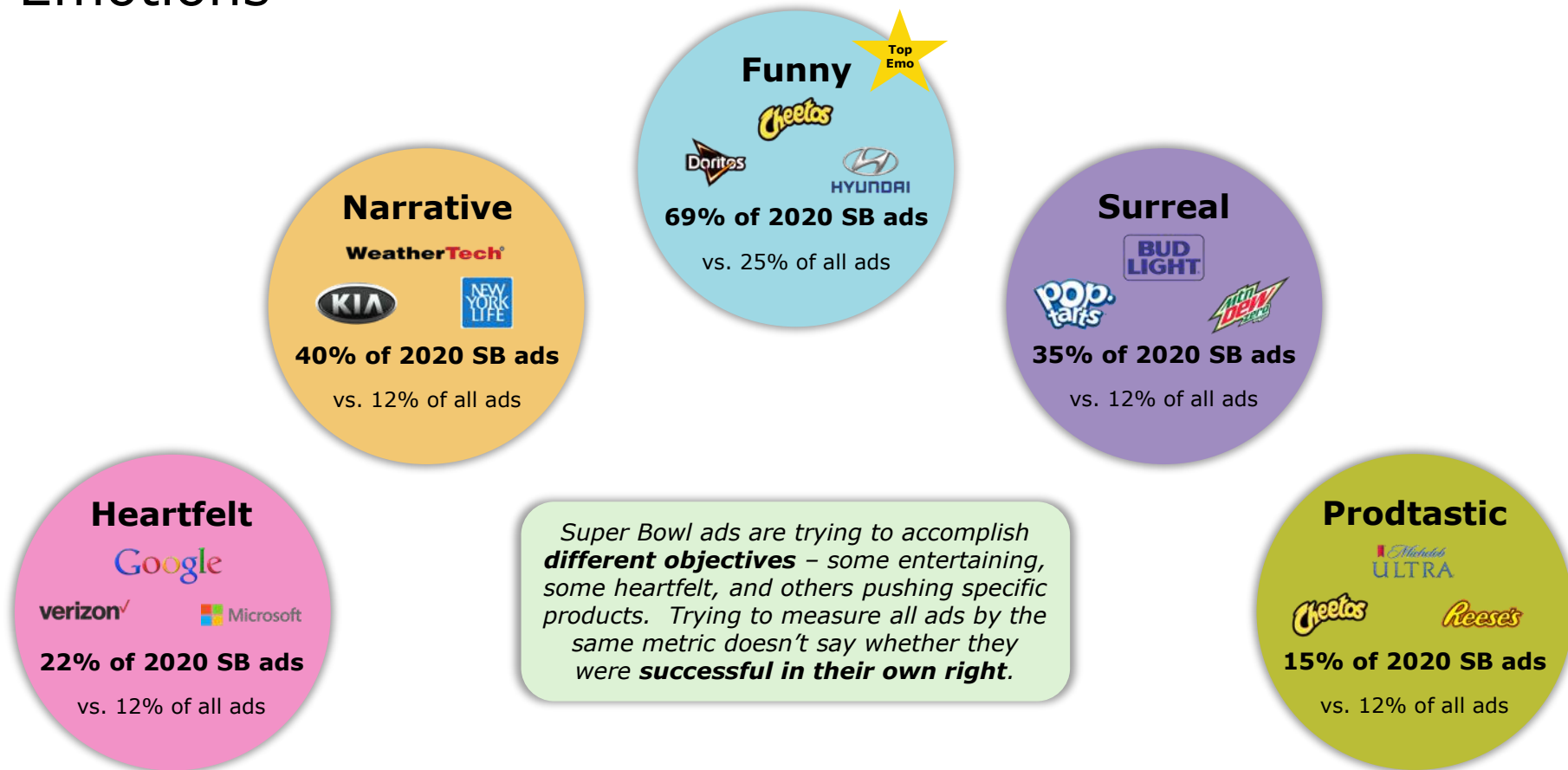
Taking a stand on culturally important topics comes with risks and rewards:

Exploitative

Empowering



2020's Super Bowl ads offered a new menu of notable Emotions

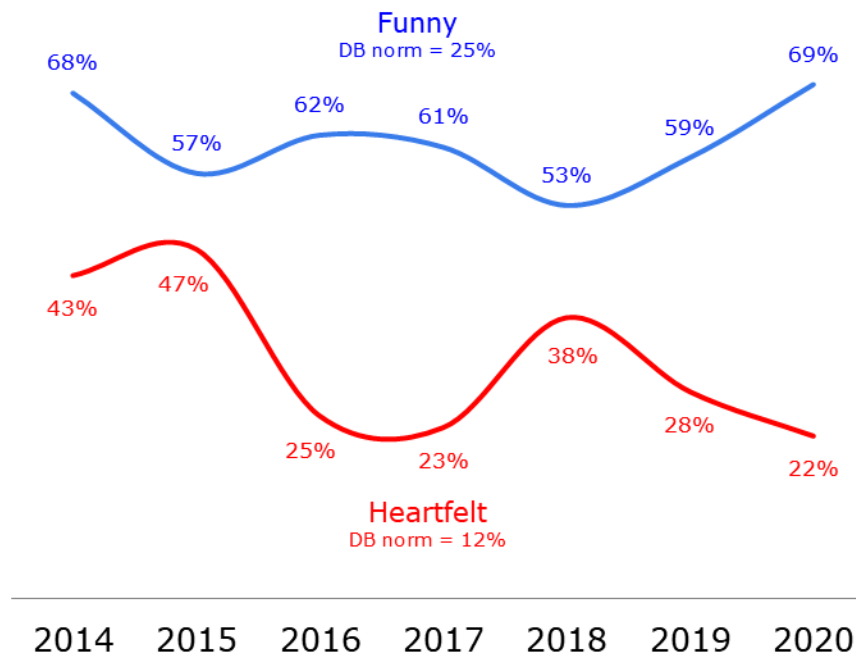


Please see the Appendix for lists of the top 2020 Super Bowl ads for each of these five emotions

It's time to LOL again – Super Bowl ads reached **Peak Funny in 2020** based on seven years of emo data

Percent of Super Bowl Ads that Registered an Emotional Reaction by Year and Emotion

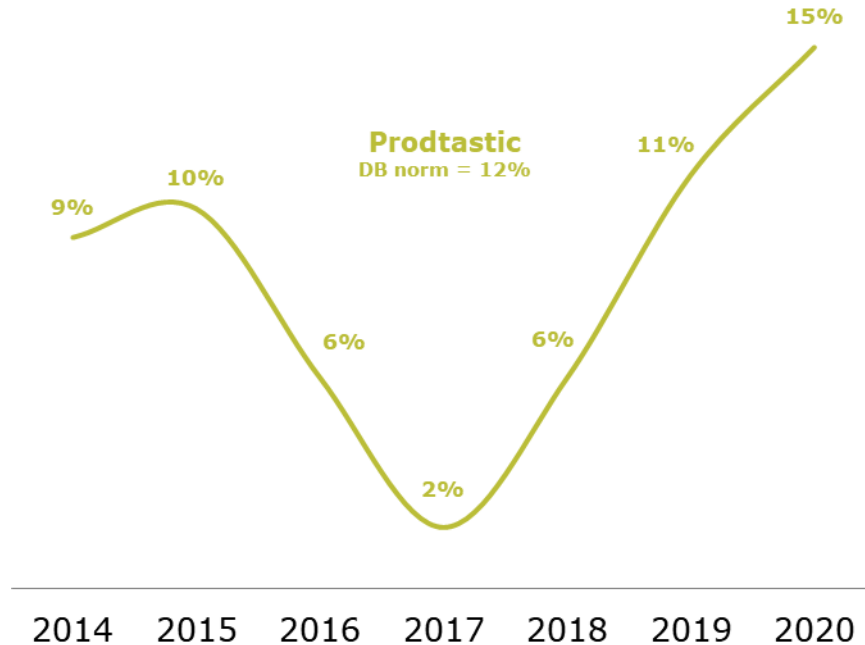
Database norms (~60,000 ads) Shown in Text below Each Emotion



There tends to be a **give-and-take in these two emotions**. The increase in the percentage of **Funny** ads has occurred while the percentage of **Heartfelt** ads has declined. It's unusual for both of these emos to fire strongly in the same ad.

Want more bang for your 5.6 million bucks? Brands have stepped up with more **Product-forward ads** in recent years

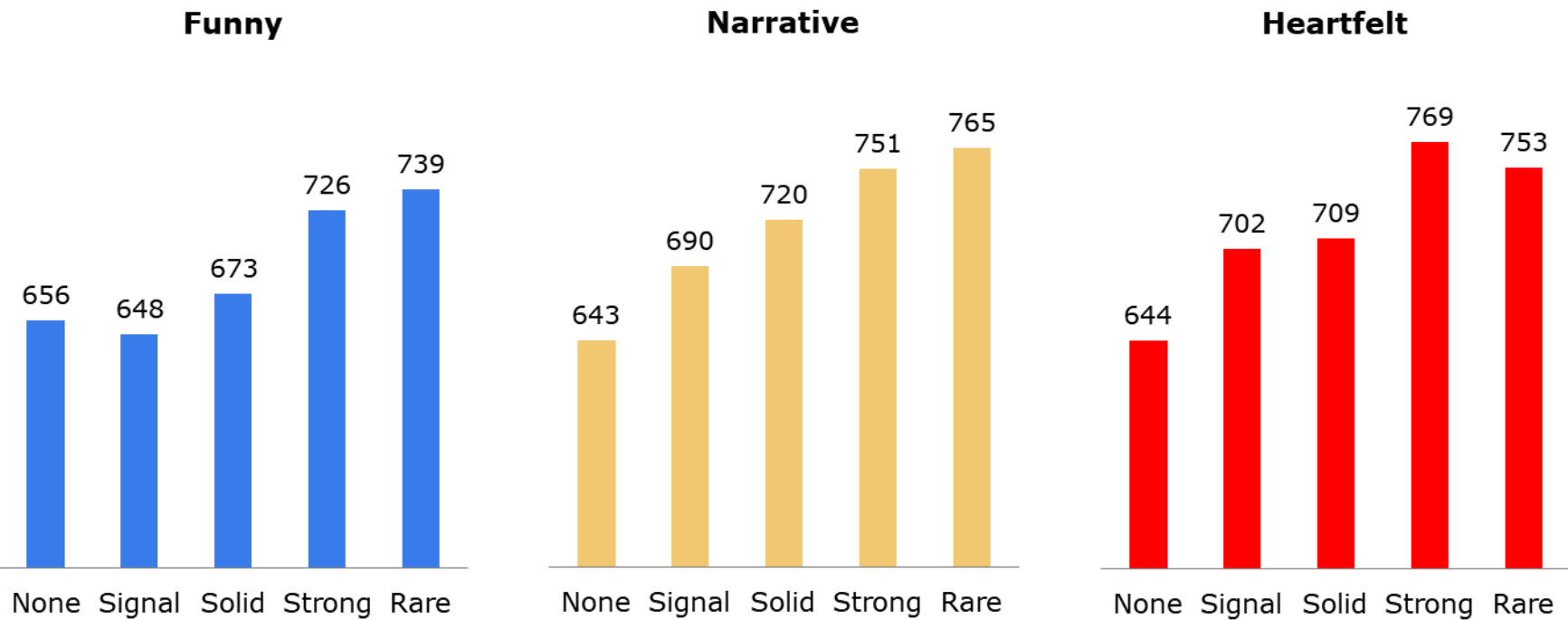
Percent of Super Bowl Ads that Registered the “Prodtastic” Emotional Reaction by Year



This emotional signal fires when viewers use words like “well made products, very modern product, coolest products, impressed with product, like its products, love the menu items, popular service, products look stylish” in their open-ended verbatim responses.

Super Bowl ads with higher levels of **Funny**, **Story-Telling**, and **Heart** have tended to achieve stronger Breakthrough

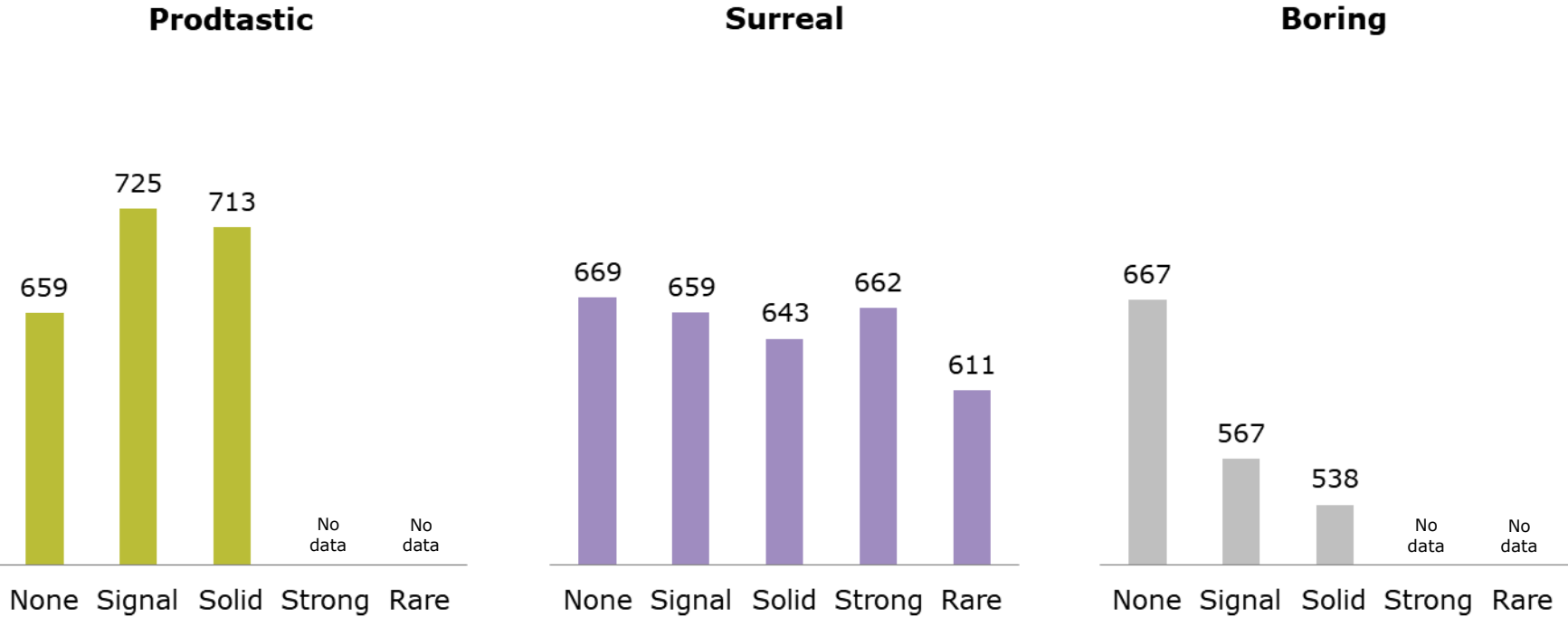
Average Breakthrough Score by Strength of Emotional Signal (2014-2020)



Emo Score mapping to Bands: 0 = None 1.0-2.9 = Signal 3.0-6.9 = Solid 7.0-8.9 = Strong 9.0-10.0 = Rare

Prodtastic ads also align with favorable Breakthrough, while **Surreal** is flattish, and **Boring** is problematic

Average Breakthrough Score by Strength of Emotional Signal (2014-2020)



Emo Score mapping to Bands: 0 = None 1.0-2.9 = Signal 3.0-6.9 = Solid 7.0-8.9 = Strong 9.0-10.0 = Rare



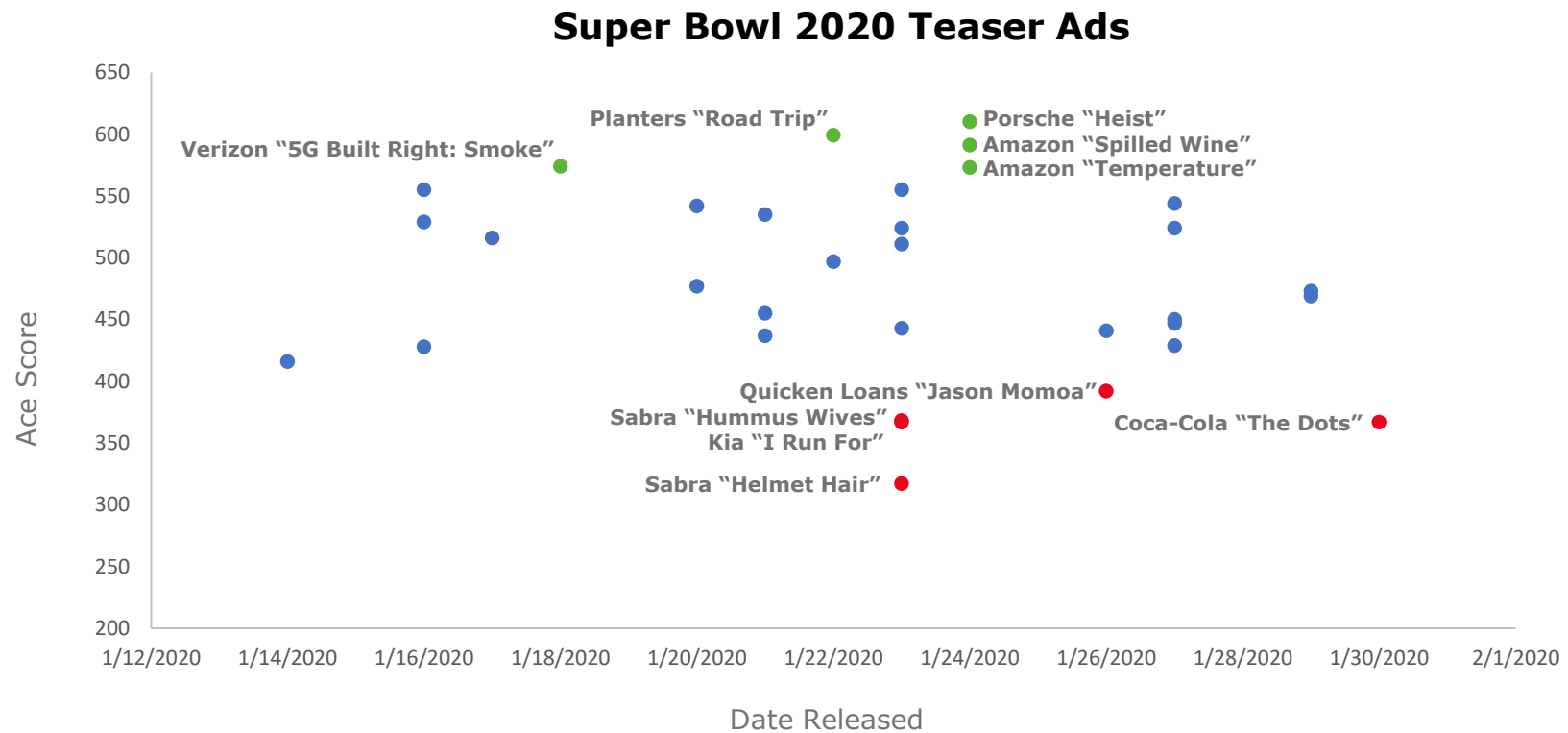
Five Trends That Emerged from 2020's Super Bowl Ads



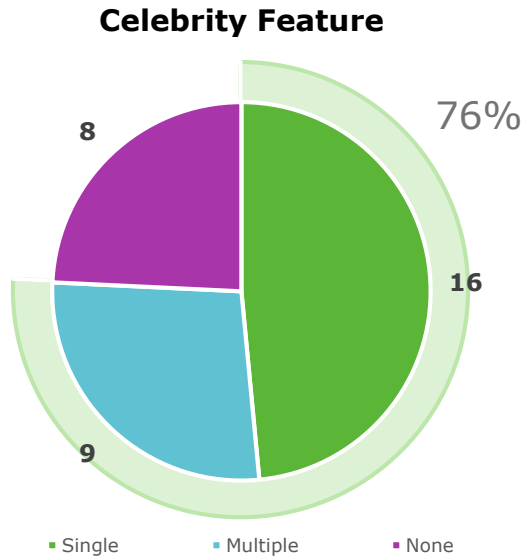
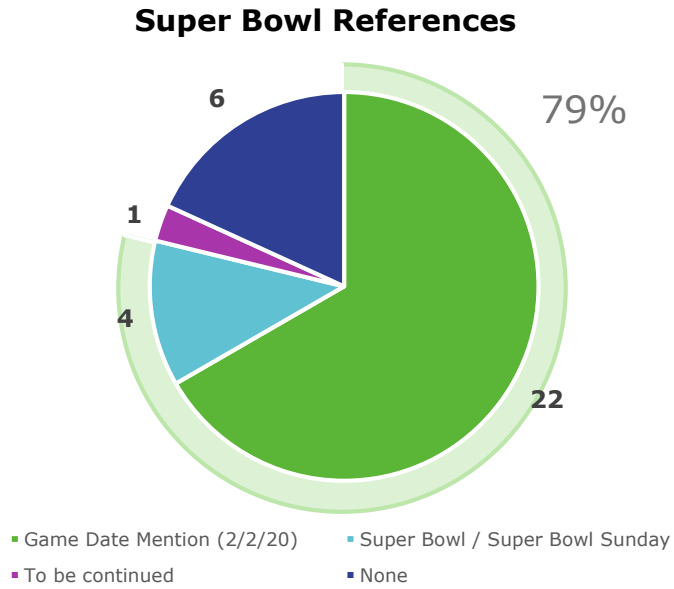
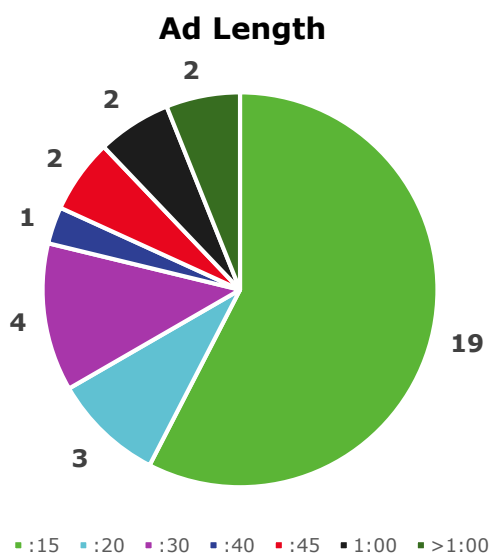
2020 Super Bowl Advertising Trends

#1 Teasers Galore

We tested 33 Super Bowl teasers in the days and weeks leading up to SB 2020



Most teasers were shorter format (20 seconds or less), made reference to the upcoming Super Bowl, and featured a celebrity



The best performing teasers incorporated brand / product messaging in the creative, and didn't rely solely on celebs or SB references ...



Heist

0:60 teaser

Category – Lux Auto

Ace Score – 610

Creative Drivers – Attention,
Desire

Top Emotion – Curiosity

Road Trip

0:30 teaser

Category – Snacks

Ace Score – 599

Creative Drivers –
Attention, Likeability

Top Emotion – Funny

Spilled Wine

0:15 teaser

Category – Online Stores

Ace Score – 591

Creative Driver – Likeability

Top Emotion – Prodstastic

5G Built Right: Smoke

0:30 teaser

Category – Telecom Services

Ace Score – 574

Creative Drivers –
Information, Change

Top Emotion – Curiosity

Temperature

:15

Category – Online Stores

Ace Score – 573

Creative Driver – Relevance

Top Emotion – But

Click on an image above to play the teaser

... while teasers that leaned on celebrity presence, with minimal product presence, didn't perform as well



Chris Rock is Ready for Lift Off!

Category – Websites

Ace Score – 429

Top Emotion – WTF



Jonathan Van Ness Freak Out

Category – Snacks

Ace Score – 428

Top Emotion – Mean



Dialect Coach

Category – Non-lux Auto

Ace Score – 416

Top Emotion – WTF



Jason Momoa

Category – Mortgage

Ace Score – 392

Top Emotion – Incredible



Hummus Wives

Category – Staples

Ace Score – 368

Top Emotion – Awful



I Run For

Category – Non-Lux Auto

Ace Score – 367

Top Emotion – WTF



The Dots

Category – Soda

Ace Score – 367

Top Emotion – WTF



Helmet Hair

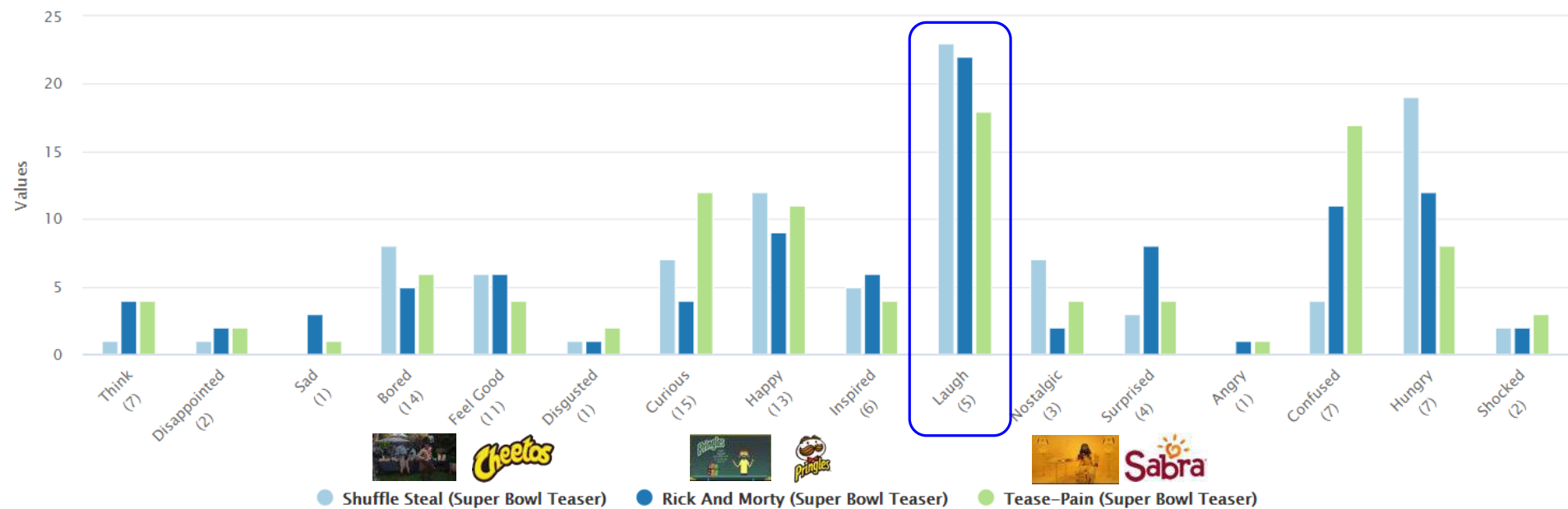
Category – Staples

Ace Score – 317

Top Emotion – Awful

Some brands also utilized short-format (0:10 or less) teasers, which primarily utilized **humor** to entertain and excite viewers

Ace SHORT – EMO

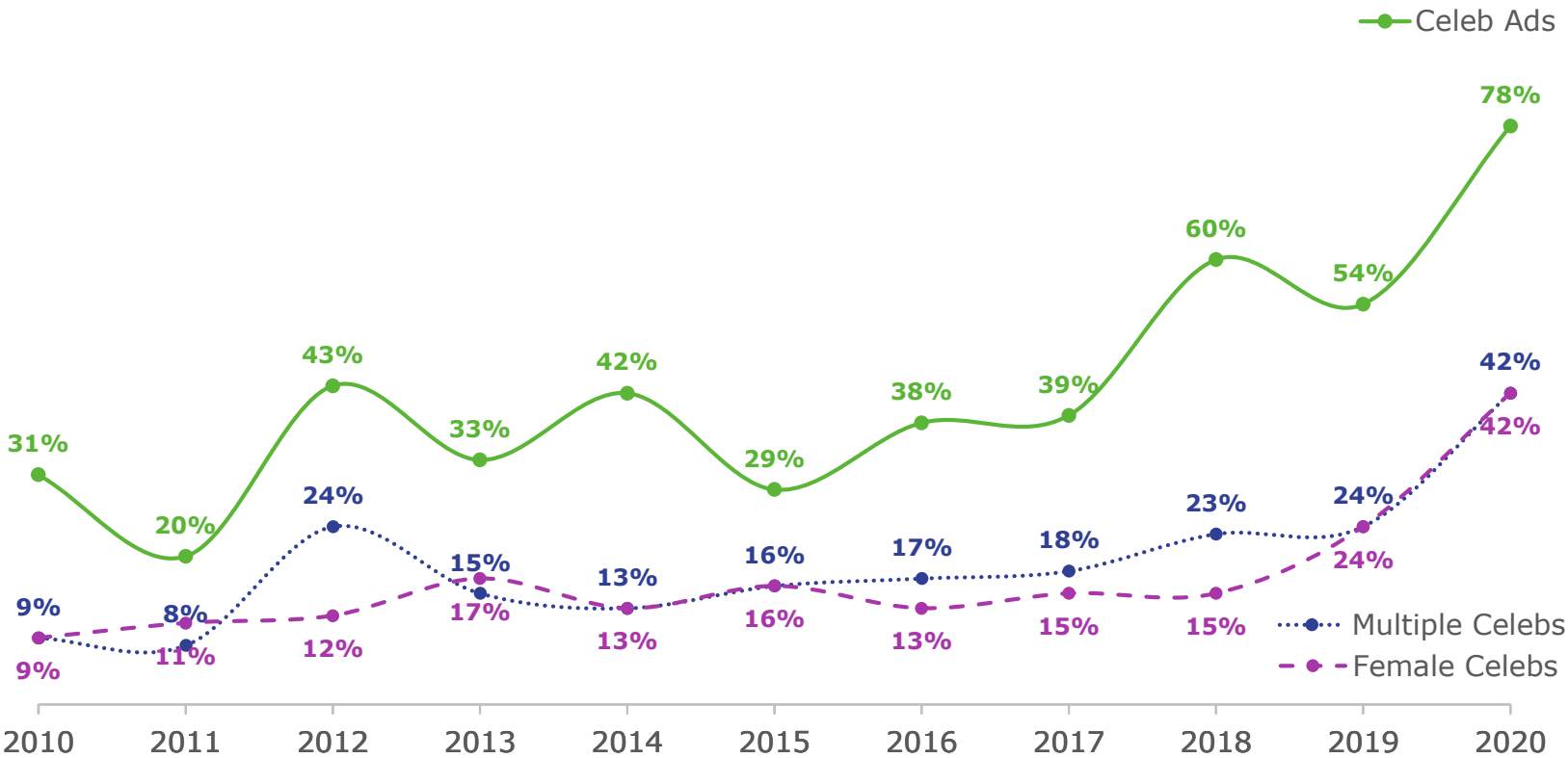


2020 Super Bowl Advertising Trends

#2 Celebrities Stole the Show

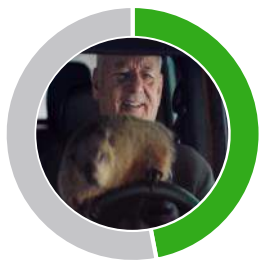
Celebs were out in force in 2020, including more female celebs and multi-celebs than ever before

Percent of Super Bowl Ads with Celebrities



2020 Super Bowl Stand-Out Celebrity Characters

Percentage in Which Viewers Selected the Characters as the Single Best Thing



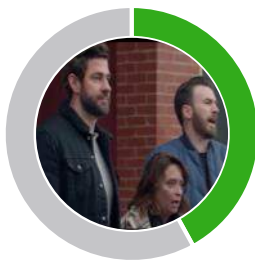
Jeep

Bill Murray, Stephen Tobolowsky, and Brian Doyle Murray (47%)



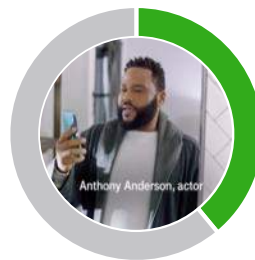
Michelob Ultra

John Cena, Jimmy Fallon, Usain Bolt, Brooks Keopka, Kerri Walsh Jennings, and Brooke Sweat (44%)



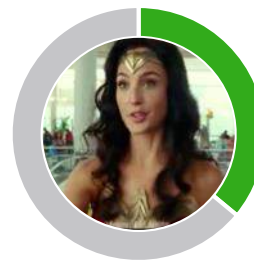
Hyundai

Chris Evans, John Krasinski, Rachel Dratch, and David "Big Papi" Ortiz (42%)



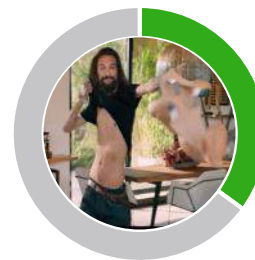
T-Mobile

Anthony Anderson (39%)



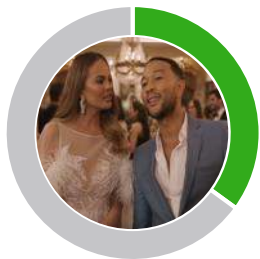
Tide

Charlie Day and Gal Gadot (36%)



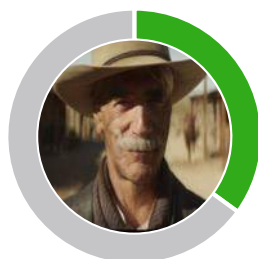
Quicken Loans

Jason Momoa (35%)



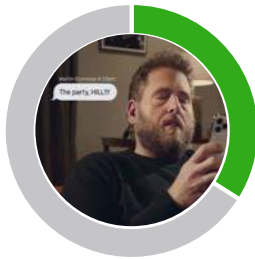
Genesis

Chrissy Teigen and John Legend (35%)



Doritos

Sam Elliott, Lil Nas X, and Billy Ray Cyrus (35%)



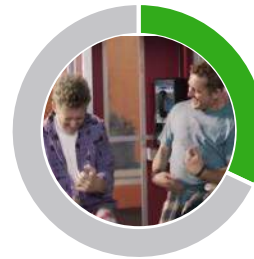
Coca-Cola

Jonah Hill and Martin Scorsese (34%)



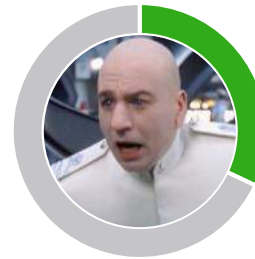
Planters

Matt Walsh and Wesley Snipes (33%)



Walmart

Alex Winter (32%)



Discover

Mike Myers, Matthew Perry, Alicia Silverston, Jack Black, and John Candy (32%)

Celebrity resonance (verbatim mentions) of single-celebrity ads

Verbatim Mentions of Celebrity Names (Single-Celeb Ads Only)



41% - Donald Trump

"Criminal Justice Reform" - Trump 2020



25% - M. Bloomberg

"George" - Bloomberg 2020



17% - Tom Brady

"Tom Brady's Big Announcement" - Hulu



12% - MC Hammer

"Can't Touch This" - Cheetos



10% - Post Malone

"#PostyStore - Inside Post's Brain" - Bud Light Seltzer



7% - Jason Momoa

"Jason Momoa" - Quicken



7% - Rainn Wilson

"Best Thing Since Sliced Bread" - Little Caesars



6% - Winona Ryder

"Winona in Winona" - Squarespace



6% - A. Anderson

"Mama" - T-Mobile



5% - Molly Ringwald

"Shopping Network" - Avocados from Mexico



5% - LeBron James

"Quiet Revolution" - GMC Hummer



5% - Charlie Day

"Bud Knight Now, #LaundryLater" - Tide



4% - Katie Sower

"Be the One" - Microsoft



3% - Josh Jacobs

"Tough Never Quits" - Kia



3% - JVN

Pop-Tarts - "Pop-Tarts Fixed the Pretzel"



2% - Maisie Williams

"Let It Go" - Audi



1% - Anquan Boldin

"Inspire Change" - NFL



1% - Alex Winter

"Famous Visitors" - Walmart



0% - Harrison Ford

"The Amazing Things 5G Won't Do" - Verizon

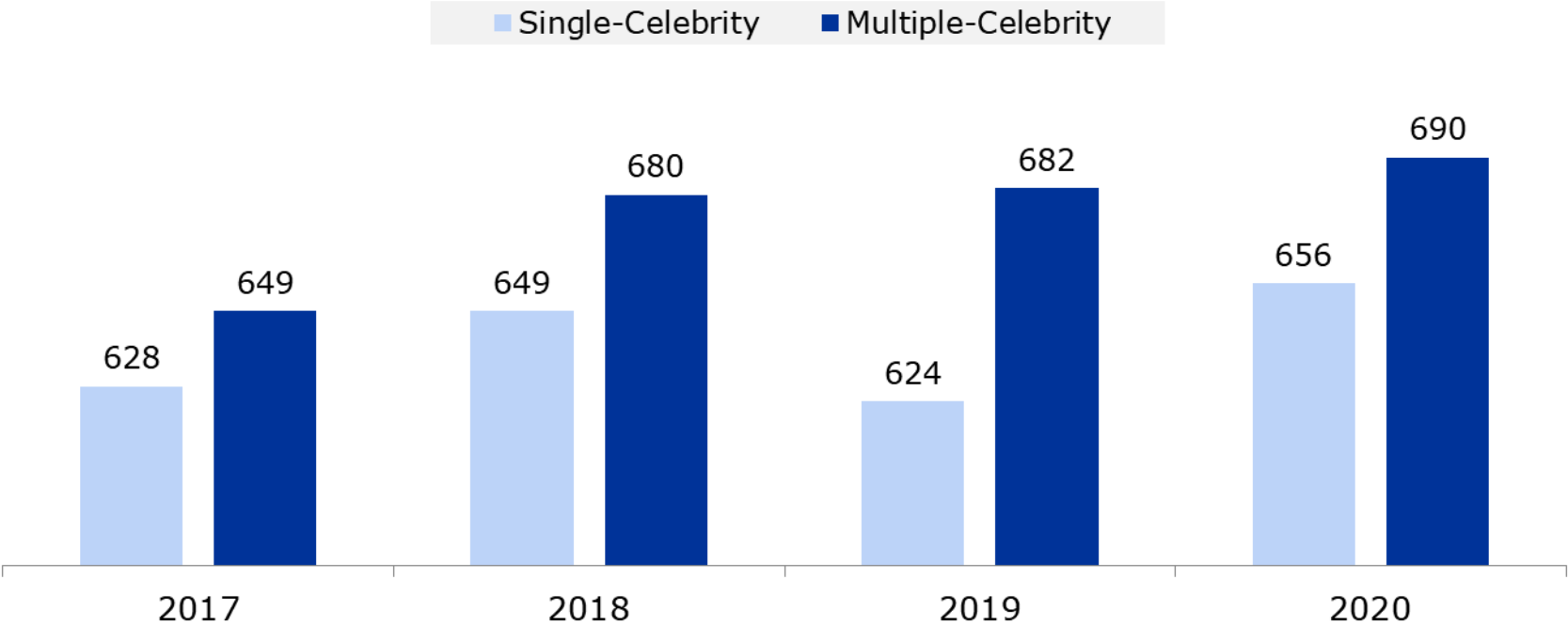


0% - Luis Guzman

"#SnickersFixTheWorld" - Snickers

Multi-celeb ads have the potential to deliver *Personalization that Scales*, reflected in higher Breakthrough performance

Average Breakthrough Score by Type of Celebrity Ad



A high volume of celebs can help connect with some viewers, but for others it may overwhelm or distract

Sabra - #HowImmus



It's time to play Celebrity Identification! Click the image to play the ad.

"I love all of the celebrities featured in the ad, it caught my **attention**." –Female 21-35

"It definitely caught my **attention** and was **funny** and **full of colorful characters**." –Female 50+

"**Too disjointed** and **rapid-fire**. Many are **unlikeable characters**, especially the housewives. **Very obnoxious**." –Male 50+

"Way **too busy**. Too much going on. Too loud. **Not sure what food it was**." –Male 50+

Which Celebrities Could You Identify?

Ric Flair
Megan Thee Stallion
Miz Cracker
Kim Chi
T-Pain
Jaleel White
Amanda Cerny
Boomer Esiason
Charli D'Amelio
Becky G
Kyle Giersdorf
Tway Nguyen
Zachary King
Scary Spice aka Mel B.
Brittany Tomlinson
Teresa Giudice
Caroline Manzo

Social media can expand the reach of a celeb's SB ad well beyond TV – to 10's or even 100+ million consumers

Celebrity Name	Super Bowl 2020 Brand	Instagram Follower Count	# of Instagram Posts Related to the SB Ad, Beginning Two Weeks before the Game
Jennifer Lopez	Hard Rock Hotel	112.0 million	2 for Hard Rock (and 20 more for Super Bowl due to Half Time Show and other sponsors)
Ellen DeGeneres and Portia de Rossi	Amazon	83.3 million, 1.4 million	2, 4
LeBron James	GMC Hummer	59.0 million	1
Gal Gadot	Tide	35.4 million	0
Chrissy Teigen	Genesis	27.9 million	2
Amanda Cerny	Sabra	26.4 million	1
Becky G	Sabra	23.9 million	1
Zachary King	Sabra	22.6 million	0
Post Malone	Bud Light Seltzer	20.1 million	2
DJ Khaled	Hard Rock Hotel	18.2 million	3
Sofia Vergara	P&G	18.1 million	5
Jimmy Fallon	Michelob Ultra	16.8 million	4
Taraji P. Henson	Olay	15.2 million	1
Jason Momoa	Quicken Loans	14.6 million	7
John Cena	Michelob Ultra	12.8 million	0

Comedians and comediennes strutted their stuff in SB 2020: the Top Celebrity Ads were all about the **humor**

Doritos

The Cool Ranch ft. Lil Nas X & Sam Elliott



Breakthrough: 802
Relevance: 642

TOP EMOS



Lil Nas X, Sam Elliott, and Billy Ray Cyrus

Hyundai

Smaht Pakh



Breakthrough: 798
Relevance: 674

TOP EMOS



Chris Evans, John Krasinski, Rachel Dratch, and David Ortiz

Jeep

Groundhog Day



Breakthrough: 798
Relevance: 614

TOP EMOS



Bill Murray

Planters

Tribute



Breakthrough: 774
Relevance: 607

TOP EMOS



Matt Walsh and Bill Murray

Cheetos

Can't Touch This



Breakthrough: 743
Relevance: 623

TOP EMOS



MC Hammer

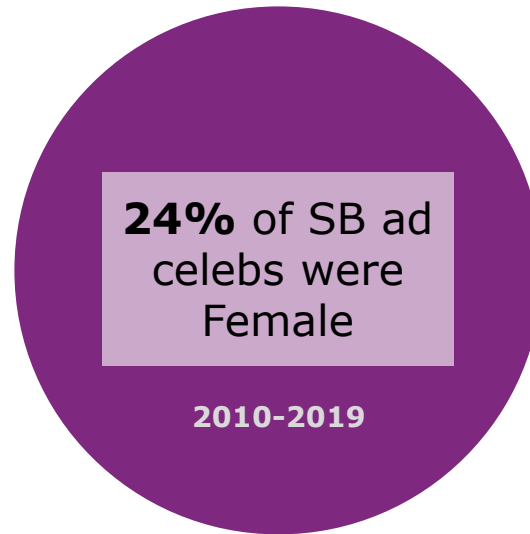
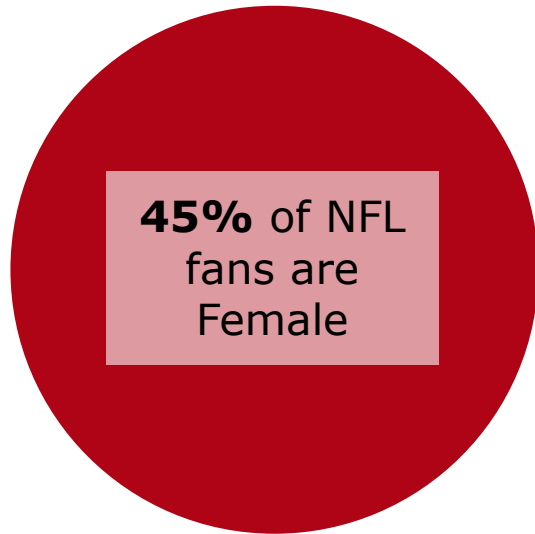
Ranked based on Breakthrough Score, among all Super Bowl 2020 celebrity ads



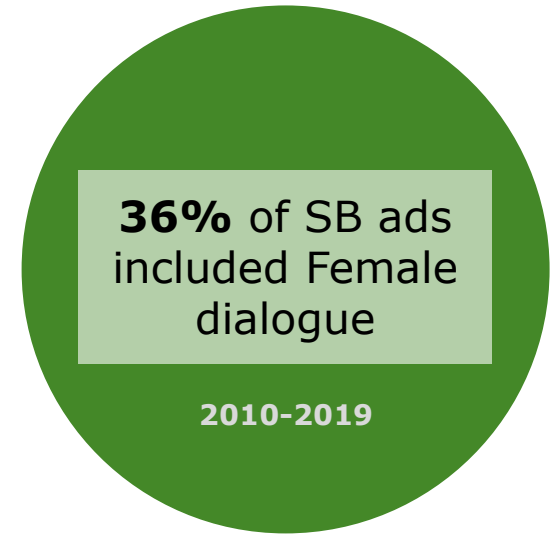
2020 Super Bowl Advertising Trends

#3 #GirlPower on the Rise

The gender dynamics of Super Bowl ads are shifting



2020: 38%

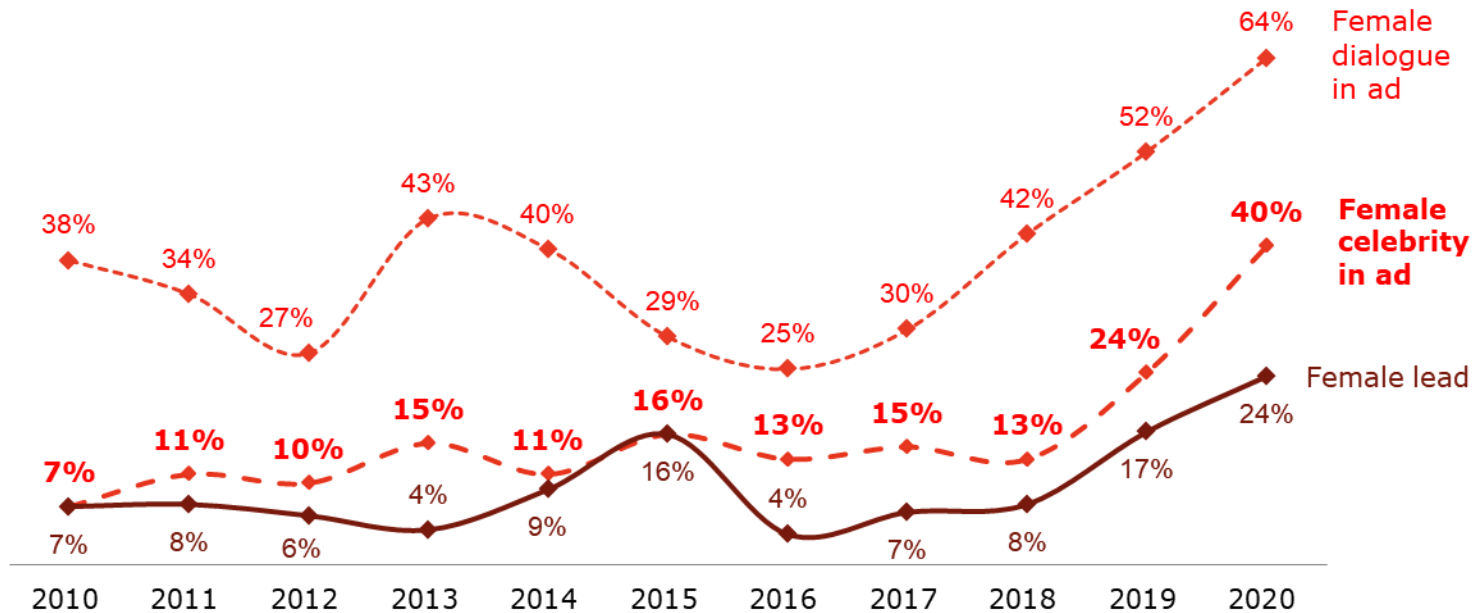


2020: 64%

Sources: Ad Age (NFL fans) and Ace Metrix

Females comprise an increasing share of roles in Super Bowl advertising

Percent of Super Bowl Ads by Female Role

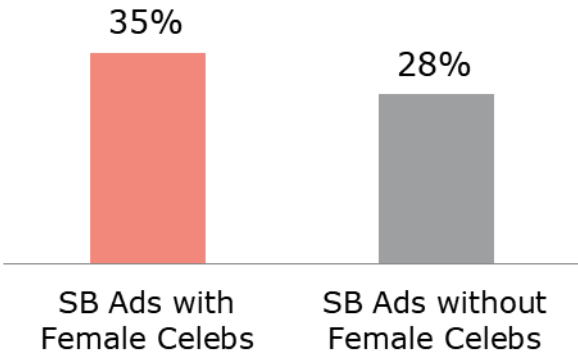


Ads with **Female Celebrities** tend to make stronger emotional connections with viewers

Percentage of Super Bowl Ads That Registered An Emotional Reaction (2014-2020)

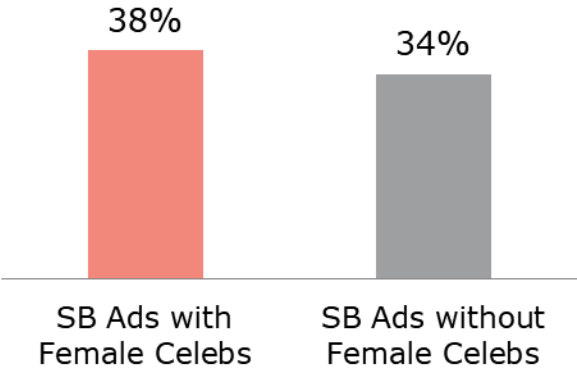
Arresting

e.g., "that ad grabbed my attention"



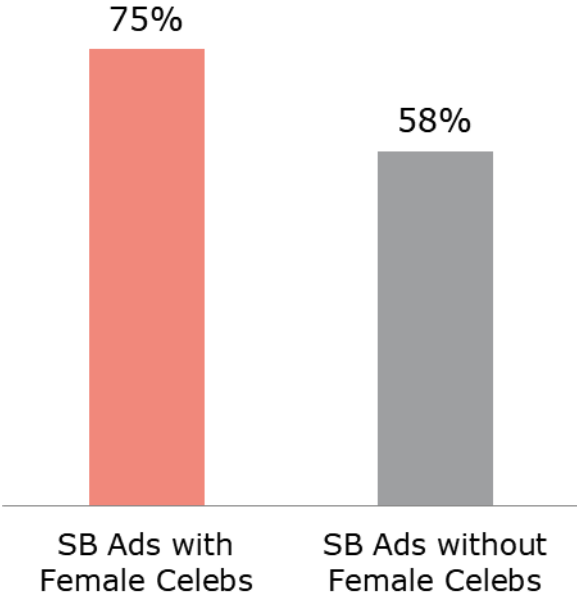
Narrative

e.g., "that ad told a great story"



Funny

e.g., "that ad was hilarious"



These female-forward Super Bowl ads **connected with both Female and Male viewers** on some key metrics

Microsoft

“Be the One”

I’m not trying to be the best female coach. I’m trying to be the best coach.



Female

Male

+124 pts.

+79 pts.

+113 pts.

+62 pts.

+103 pts.

+78 pts.

Olay

“Space Walk”

When we make space for women, we make space for everyone.



Female

Male

+25 pts.

+52 pts.

+70 pts.

+95 pts.

+60 pts.

+68 pts.

Gaps to Category Norm

Ace Score

Attention Score

That ad got my attention!

Change Score

I sense this company is moving in a new direction

Click on an ad image above to play the ad

In addition to Microsoft and Olay, several other brands across multiple industries led their creative with Females

amazon



Category – Electronics
Ace Score – 610
Breakthrough – 706
Top Emotion – **Funny**

Audi



Category – Luxury Auto
Ace Score – 560
Breakthrough – 660
Top Emotion – **Audio**

Avocados from Mexico



Category – Staples
Ace Score – 411
Breakthrough – 521
Top Emotion – **Waste Of**

Hard Rock
HOTEL



Category – Hotels
Ace Score – 510
Breakthrough – 639
Top Emotion – **Funny**

pepsi
MAX
zero calories



Category – Soda
Ace Score – 503
Breakthrough – 611
Top Emotion – **Surreal**

P&G



Category – Corp. Branding
Ace Score – 633
Breakthrough – 732
Top Emotion – **Funny**

SQUARESPACE



Category – Websites
Ace Score – 499
Breakthrough – 602
Top Emotion – **Curiosity**

TOYOTA



Category – Non-Luxury Auto
Ace Score – 574
Breakthrough – 709
Top Emotion – **Arresting**

Click on an ad image above to play the ad

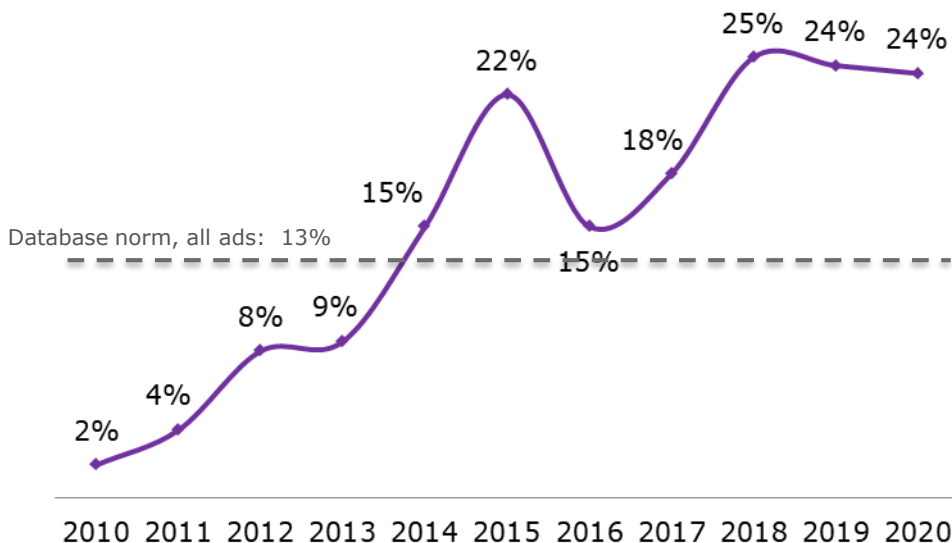


2020 Super Bowl Advertising Trends

#4 Brands Embrace Empowering Messages

For the past several years, the Super Bowl has been a showcase of Empowering ads

Percent of Super Bowl Ads that Registered the "Empower" Reaction, by Year



Sample Terms and Phrases from the Open-Ended Verbatim Responses That Trigger the "Empower" Reaction:

motivates; empowers;
inspires; positive; uplifting;
do something; give back;
good message; be yourself

The Top Empowering ads delivered messages that were intended to connect with a **broad segment** of the audience

Brand	Ad Title	Ad Length	Empower Score (1-6)	Band	Message
Microsoft	Be the One	1:00	3.8	Strong	It takes just one person to step up to make a difference for everyone.
Walmart	United Towns	1:00	3.7	Strong	A patriotic message of hope, compassion, community, and gratitude.
Kia	Tough Never Quits	1:00	3.6	Strong	Believe in yourself, be tough and resilient, push yourself to be someone.
NFL	Inspire Change	1:00	3.5	Strong	The best way to inspire change is to be it – told by former NFL player Anquon Boldin, focused on racial justice.
Verizon	The Amazing Things 5G Won't Do	1:00	2.9	Solid	A salute to people who serve others – firefighters, paramedics, military personnel, and other first responders.
Budweiser	Typical Americans	1:00	2.8	Solid	A patriotic message showing people from all walks of life overcoming adversity and performing selfless acts.
New York Life	Love Takes Action	1:00	2.8	Solid	A message of love, focused on generosity, courage, sacrifice, and strength.
Michelob Ultra	6 for 6-Pack	1:00	1.7	Solid	A philanthropic campaign to help convert land for organic farming – six square feet for every six-pack purchased.
Google	Loretta	1:30	1.7	Signal	A widow's story, whose love for his late wife is captured in humorous and touching memories.
Porsche	The Heist	1:00	1.3	Signal	A jubilant ode to living life to its fullest , featuring fast cars, the Bavarian countryside, and an antique red tractor.

Diversity & inclusion were evident in 2020, with racial justice, people with disabilities, and LGBT all prominent



3.5

98th percentile of database



2.8

95th percentile of database



0.0

Empower Scores (1-6)

Advertisers are most successful when there's a **credible connection** between the brand and the message. In addition, **authenticity** is key for characters – especially celebrity endorsers. Viewers need to believe that endorsers are behaving true to themselves, that Ellen has an Amazon Echo at home, that Jonathan Van Ness eats Pop-Tarts. The ethnicity, background, or other identity of a character is **secondary** to his or her authenticity.



2020 Super Bowl Advertising Trends

#5 *It's Showtime!* ... for Retro-Movies

ACE
metrix®

ACE
metrix®

Hollywood comes to Madison Avenue – old movie throwbacks were in vogue in Super Bowl 2020

Jeep



"Groundhog Day"

from
"Groundhog Day"
(1993)

Nostalgia Emo: **5.7** (Solid)
Top Emo: **Funny**

Mountain Dew



"As Good as the Original"

from
"The Shining"
(1980)

Nostalgia Emo: **4.3** (Solid)
Top Emo: **Funny**

Walmart



"Famous Visitors"

from, among others,
"Bill and Ted's Excellent
Adventure" (1989)

Nostalgia Emo: **2.7** (Signal)
Top Emo: **Arresting**

Squarespace



"Winona in Winona"

from
"Fargo"
(1996)

Nostalgia Emo: **0.0** (None)
Top Emo: **Curiosity**

Super Bowl XXVII

Dallas Cowboys	Buffalo Bills
52	17
MVP: Troy Aikman	

Super Bowl XIV

Pittsburgh Steelers	LA Rams
31	19
MVP: Terry Bradshaw	

Super Bowl XXIII

SF 49ers	Cincinnati Bengals
20	16
MVP: Jerry Rice	

Super Bowl XXX

Dallas Cowboys	Pittsburgh Steelers
27	17
MVP: Larry Brown	

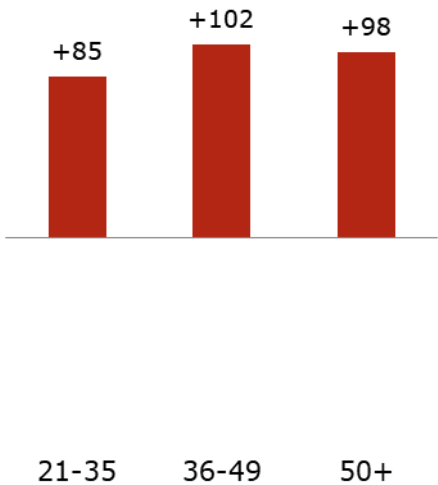
Click on an ad image above to play the ad

Most of these movies have cult-like followings that span the generations – scores tend to hold up among younger viewers

Ace Score Gaps to Category Norms, by Age Group

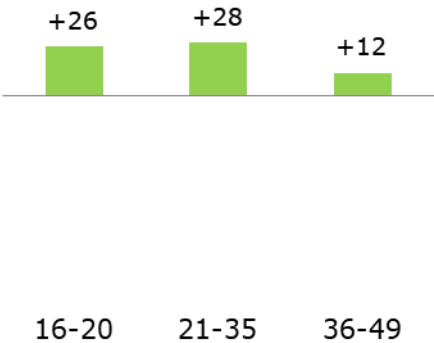
Jeep

“Groundhog Day”



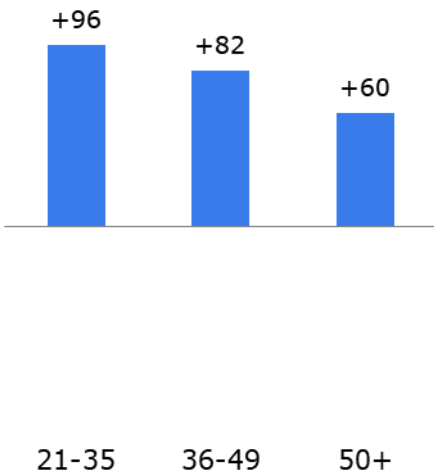
Mountain Dew

“As Good as the Original”



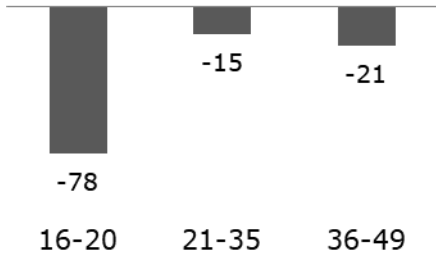
Walmart

“Famous Visitors”



Squarespace

“Winona in Winona”



Want more insights?

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