

SUPER BOWL LV

Post-Game Creative Analysis

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Super Bowl LV
Advertising: High-
Level Insights



Five Advertising Trends
from This Year's Super
Bowl Spots



Super Bowl Ads That
Broke Through in 2021



Summary

Super Bowl LV Advertising: High-Level Insights

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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 – **12 years total**

2021 Super Bowl

Number of Brands: 50

Number of Ads: 57

Total Ace Metrix Sample Size: ~30,200

Total Ad Time: 42 min. 15 sec.

Max Ace Score: 689

Min Ace Score: 363

Average Super Bowl Year

Number of Brands: 42

Number of Ads: 53

Total Ace Metrix Sample Size: ~27,200

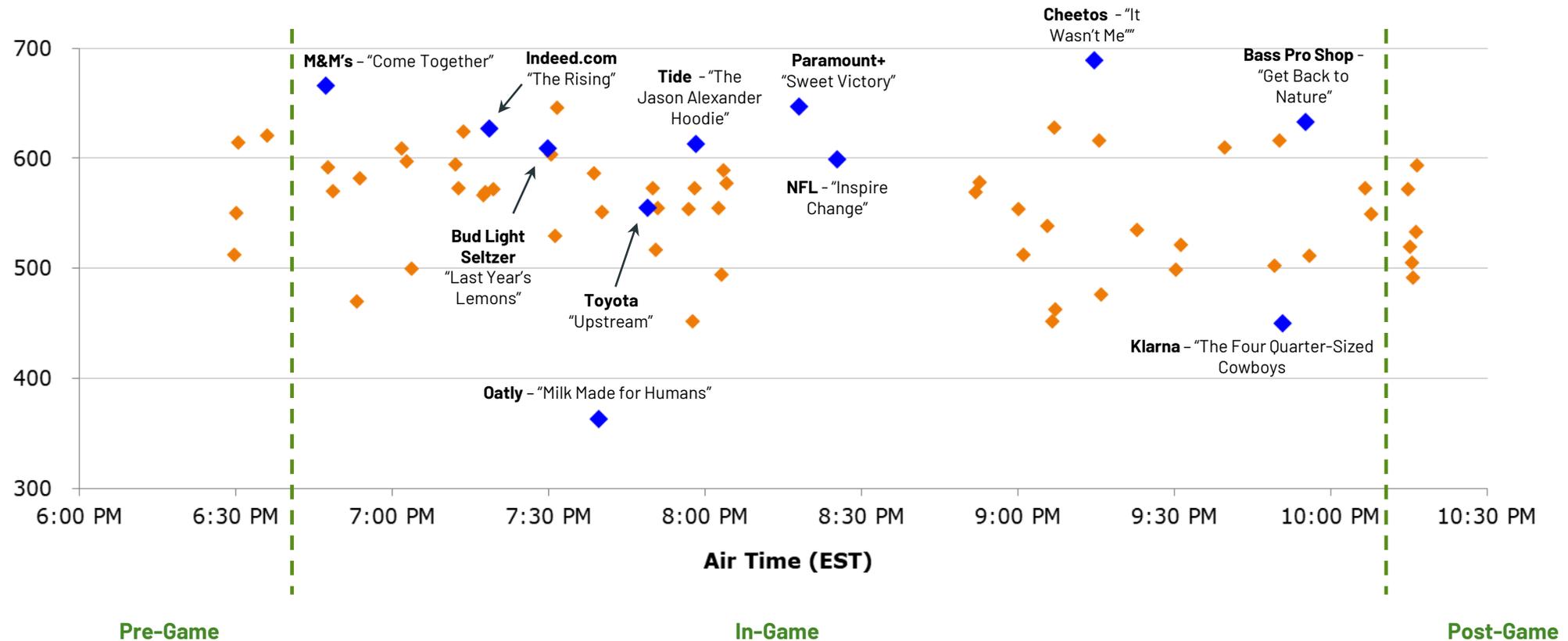
Total Ad Time: 36 min.

Max Ace Score: 686

Min Ace Score: 386

Expanding the scope to include ads aired immediately pre-coin toss and post-whistle gives us 67 SB 2021 spots

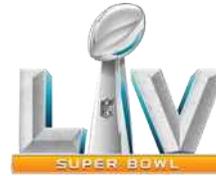
Ace Scores of Pre-Game, In-Game, and Post-Game Ads



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

Pre-Game

Post-Game



Chore Gap

0:30

Ace Score:

661

Breakthrough:

701

Top Emotion:

Convenient

Single Best Thing:

Message



Dance Workout

0:30

Ace Score:

622

Breakthrough:

717

Top Emotion:

Adtastic

Single Best Thing:

Characters



Thank You For Driving Thru

0:30

Ace Score:

614

Breakthrough:

697

Top Emotion:

Audio

Single Best Thing:

Music



Super Smart

0:30

Ace Score:

601

Breakthrough:

678

Top Emotion:

Green

Single Best Thing:

Product Itself



Fast Relief

0:15

Ace Score:

533

Breakthrough:

638

Top Emotion:

Funny

Single Best Thing:

Visuals



Making it Easy

0:30

Ace Score:

553

Breakthrough:

694

Top Emotion:

Memorable

Single Best Thing:

Characters

2021 Super Bowl In-Game Ads Offered More Content Than Ever Before

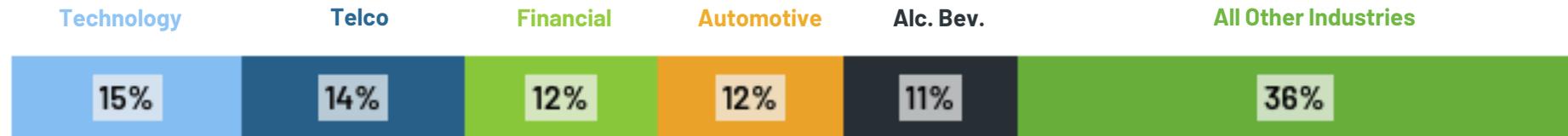
The volume of movie trailers, TV promos and local ads was down this year, resulting in more content for the Ace Metrix Super Bowl ad review

Total Super Bowl Ad Length by Year
Nationally Airing Ads Excluding Movie Trailers and TV Promos
(mm:ss)

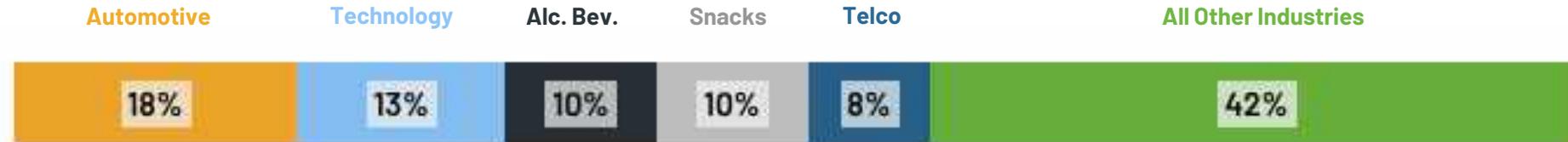


Ad Share by Industry as a percentage of total ad duration

Super Bowl 2021
57 ads



Super Bowl 2020
55 ads

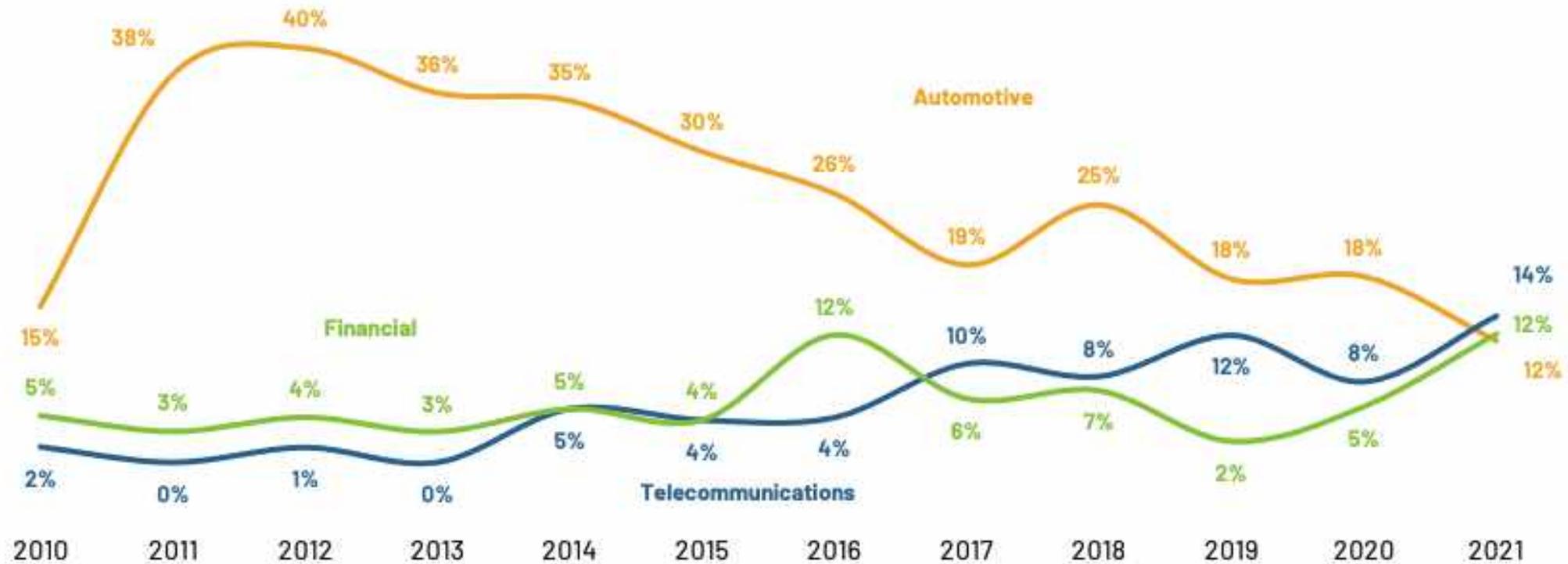


Full Database 2020
9,200 ads



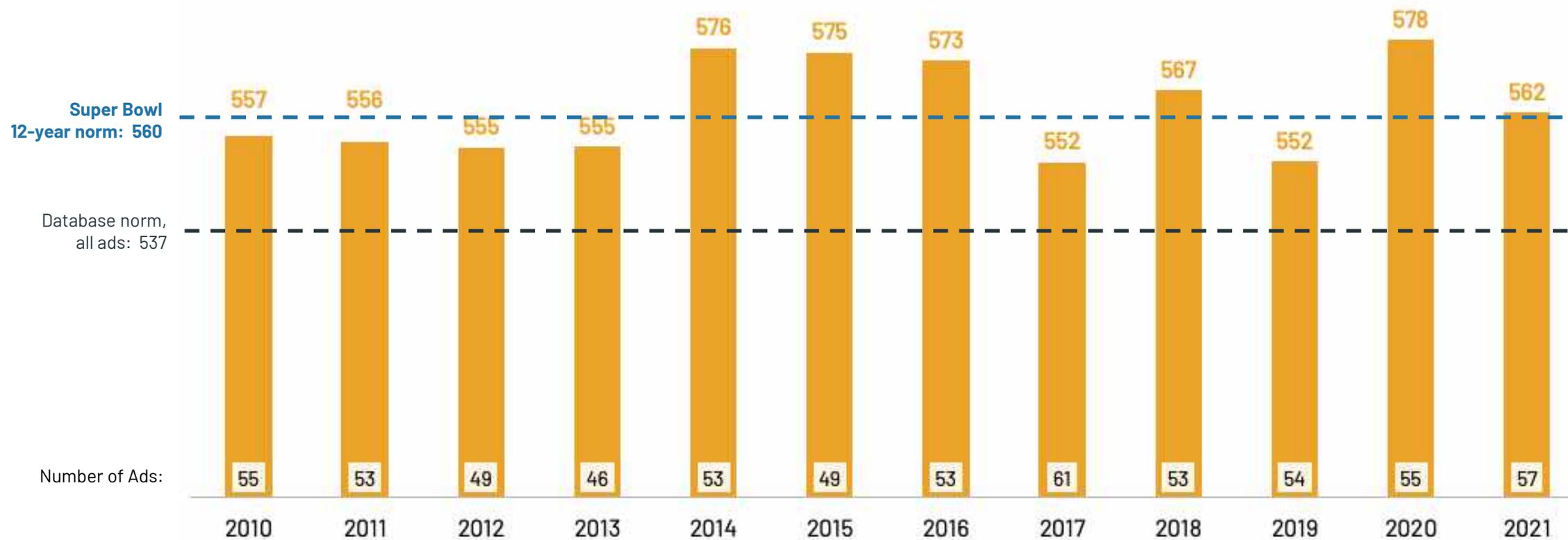
Super Bowl Ad Share

Automotive, Telecommunications, and Financial
as a Percent of Total Super Bowl Ad Duration by Year



Super Bowl Ace Scores Consistently Exceed Advertising Norms

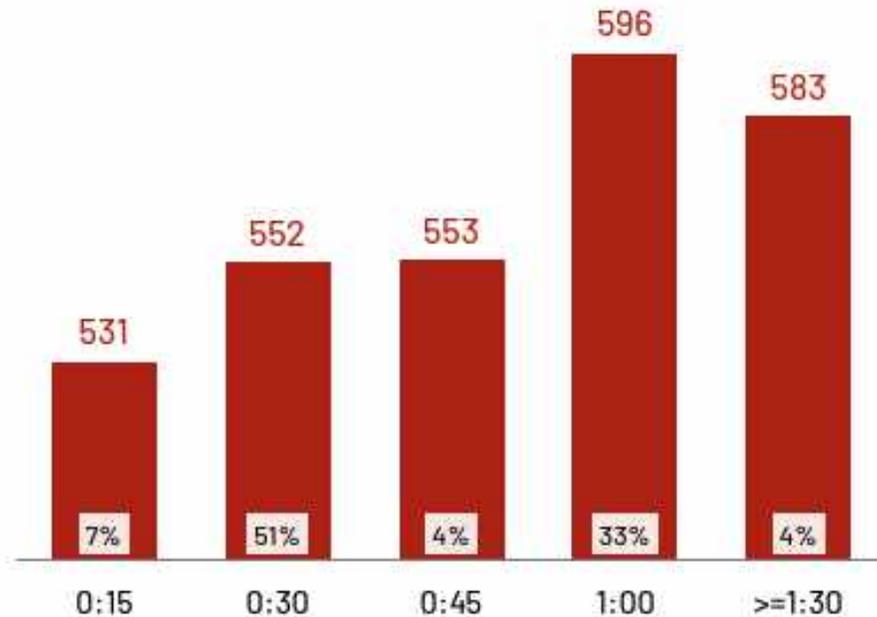
Average Ace Score of Super Bowl Ads by Year



Longer Super Bowl Ads Tend to Outperform Shorter Super Bowl Ads ... With Limits

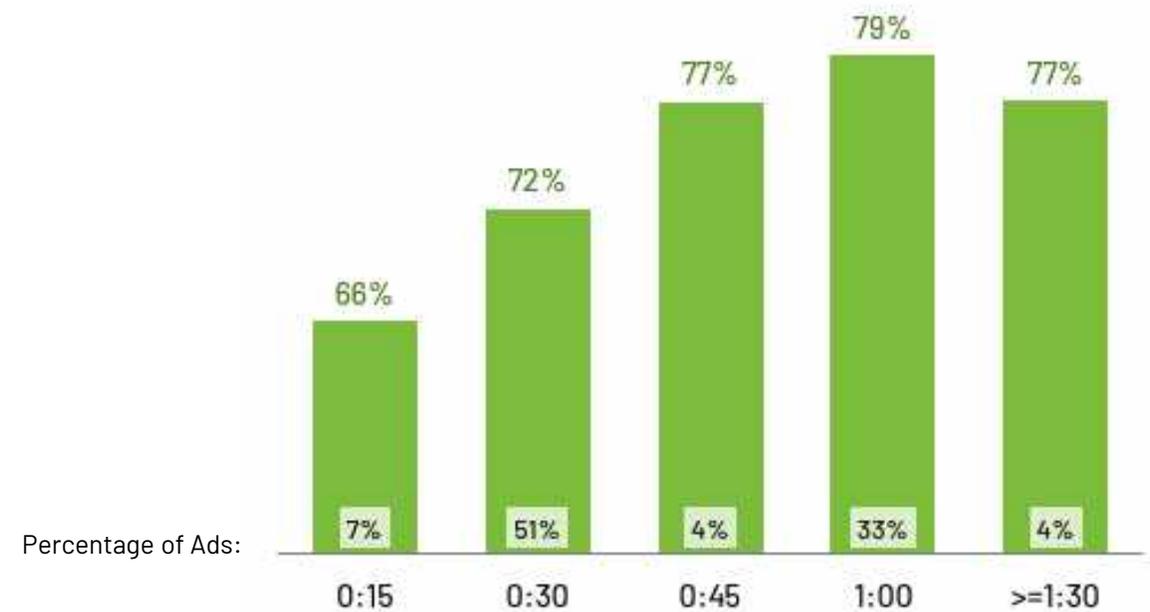
Average Ace Score by Ad Length

All Super Bowl Ads
2014-2021



Average Brand Recognition by Ad Length

All Super Bowl Ads
2014-2021



Survey metrics tend to improve with increasing ad length, but longer-format ads (1:30 and over) may experience lower **Watchability** and **Attention** scores, which can weigh on overall performance.

A mix of veterans and rookies rose to the top in this year's Super Bowl ads

Breakthrough

A measure of an ad's ability to **stand out from the clutter**. The Breakthrough Score is the average of the Attention and the Likeability component scores.

Brand	Ad Title	Score (1-950)
Cheetos	"It Wasn't Me"	784
M&Ms	"Come Together"	741
Paramount+	"Sweet Victory"	723

Funny

A measure of an ad's **humor level**. The score is derived from viewer feedback provided in the open-ended verbatim question.

Brand	Ad Title	Score (1-10)
Cheetos	"It Wasn't Me"	8.4
Tide	"Jason Alexander's Hoodie"	8.3
Bud Light Seltzer	"Last Year's Lemons"	7.2

Empowerment

A measure of an ad's ability to **inspire, encourage, or motivate** viewers. The score is derived from feedback in the open-ended verbatim question.

Brand	Ad Title	Score (1-6)
Indeed.com	"The Rising"	5.1
NFL	"Inspire Change"	4.9
Toyota	"Upstream"	4.4

The GOATs*

SB 2014 Budweiser	"Puppy Love"	827
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SB 2014 Doritos	"Time Machine"	10.0
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SB 2015 Microsoft	"Estella's Brilliant Bus"	5.1
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* Greatest of All Time ties are broken by the first ad to achieve the score. Date range 2010-2021 for Breakthrough, 2014-2021 for Funny and Empowerment.

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

Emotions



Cultural Perception

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

Exploitative



Exploit
1.3

Empowering



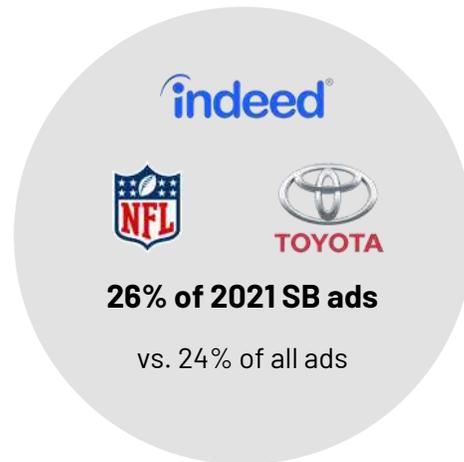
Empower
5.2

2021's Super Bowl Ads Offered a New Menu of Notable Emotions

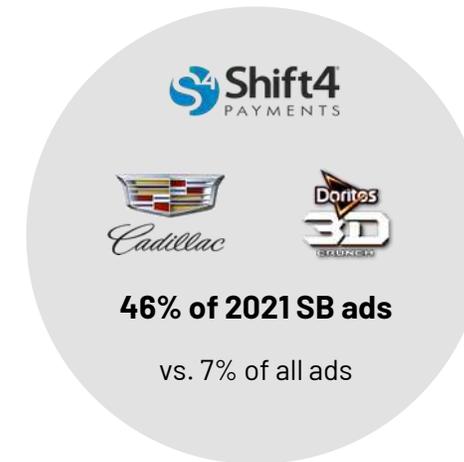
Funny



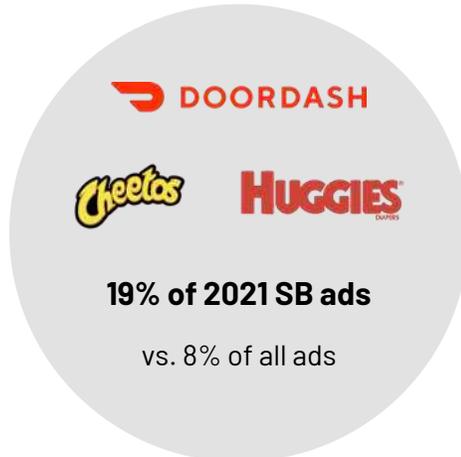
Empowerment



Curiosity

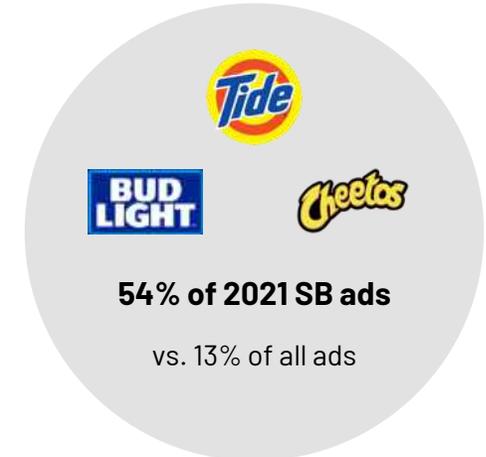


Nostalgic



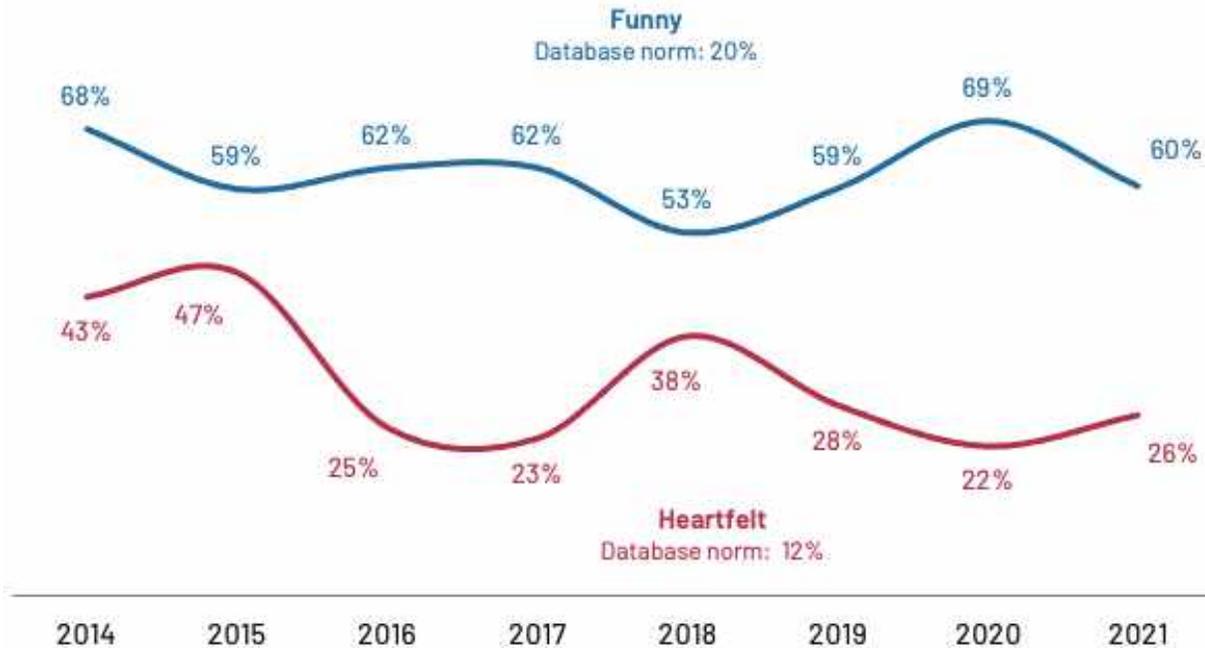
Super Bowl ads are trying to accomplish **different objectives** – some entertaining, some heartfelt, and others pushing specific products. Trying to measure all ads by the same metric doesn't say whether they were **successful in their own right**.

Quirky



Humor subsided somewhat in Super Bowl 2021 ads – but there were still a lot of laughs

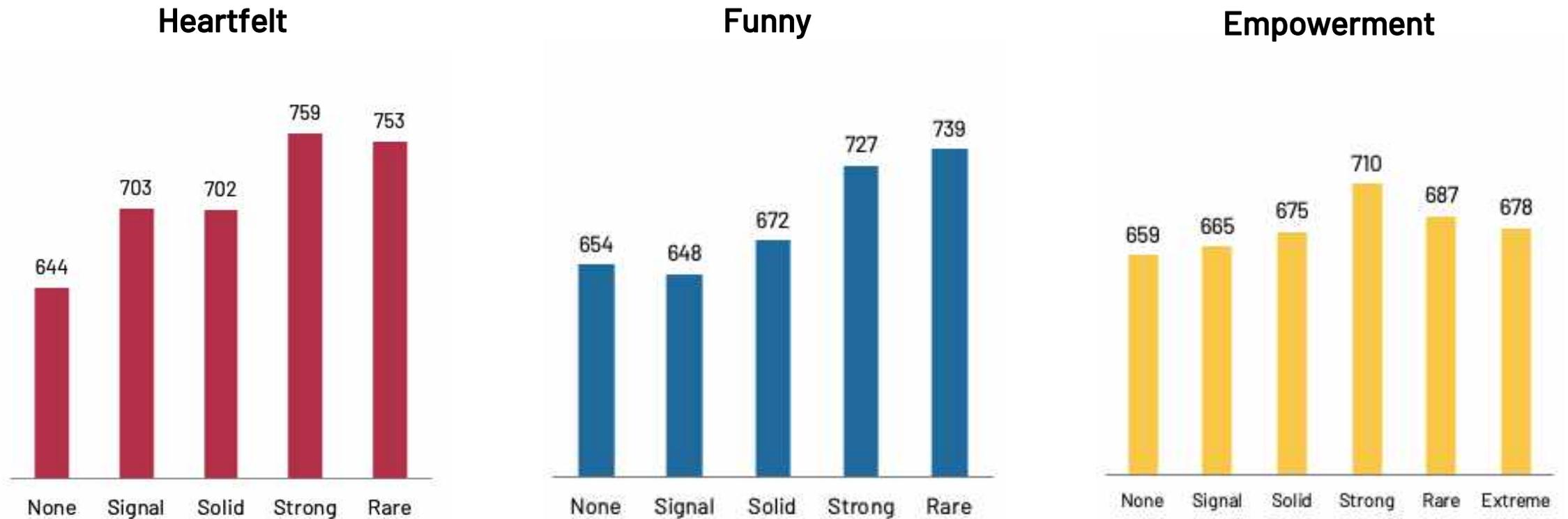
Percent of Super Bowl Ads that Registered an Emotional Reaction by Year: Funny and Heartfelt



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 emotions to fire strongly in the same ad.

Ads that achieve stronger emotional connections tend to achieve higher Breakthrough Scores ...

Average Breakthrough Score by Strength of Emotional Signal

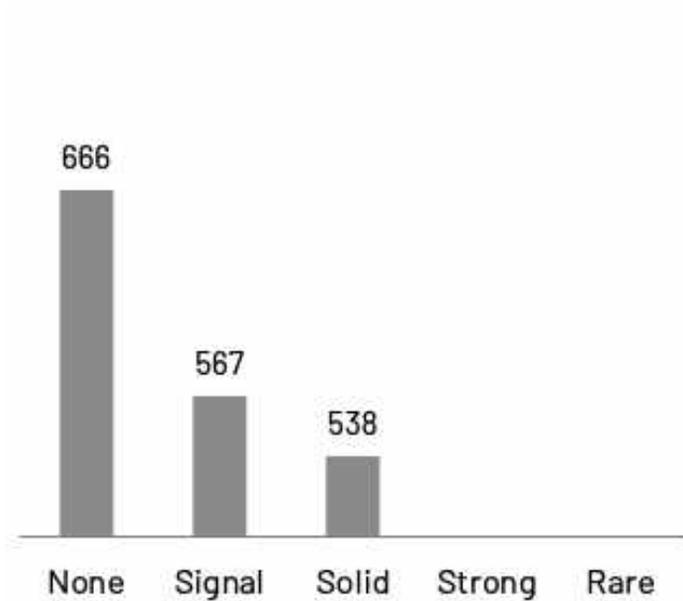


* Date range of Super Bowl ads: 2014 - 2021

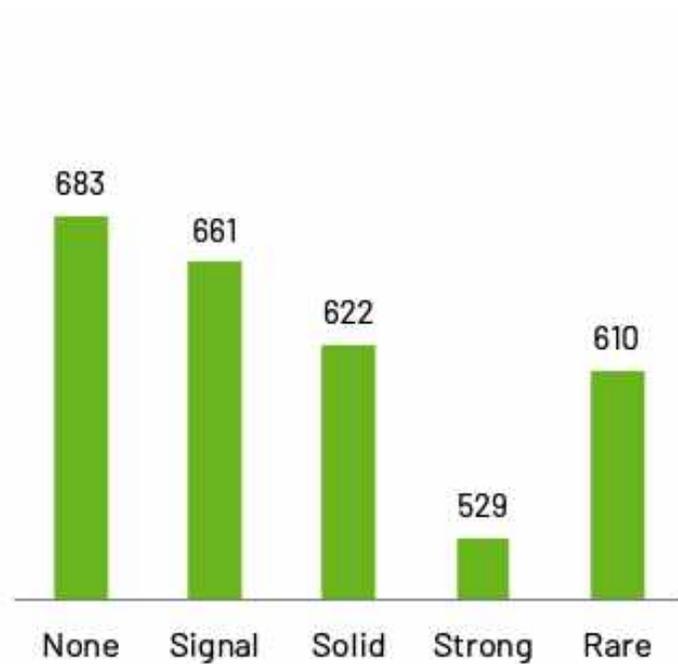
... but the relationship with Breakthrough is the opposite for negative emotions

Average Breakthrough Score by Strength of Emotional Signal

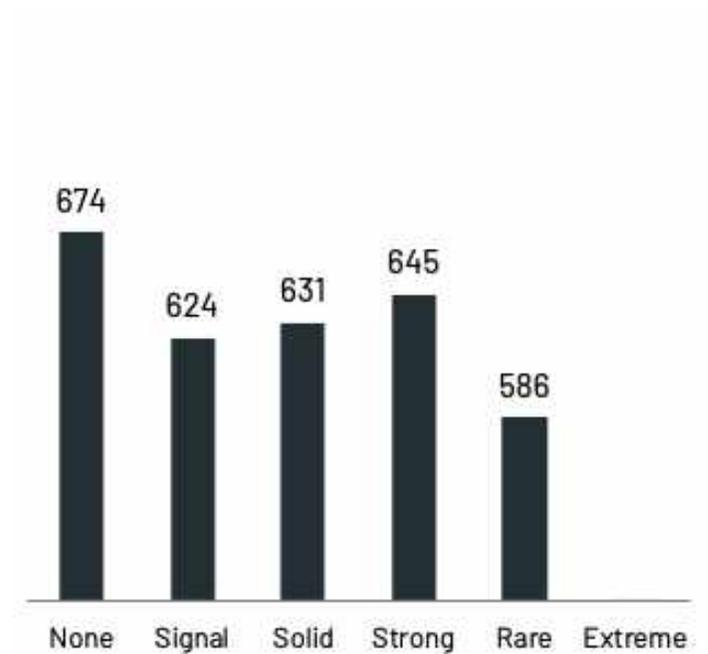
Boring



Inappropriate



Exploit



Viewer verbatims reveal three ads in this year's Super Bowl included political themes



Inspire Change: It Takes All of Us 1:00



The Middle 2:00



Small Biz Goes Big 0:30

Ace Scores by Political Party Affiliation of Viewer

Democrats



Republicans



Gap: 198 pts.

Democrats



Republicans



Gap: 4 pts.

Democrats



Republicans



Gap: 20 pts.

Note: +/- 25 points is statistically significant

Five Trends That Emerged from Super Bowl LV Ads

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A photograph of two men in red shirts standing at a table with food, talking. The man on the left is wearing a red long-sleeved shirt, and the man on the right is wearing a red polo shirt. They are in a dimly lit room with a table of food in front of them. The background is dark and out of focus.

Super Bowl LV Advertising Trends

#1 Rookie Advertisers

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Several seasoned Super Bowl advertisers sat out in 2021, including:



18 Super Bowl Ads Since 2010

Avg Ace Score: 580

Avg Breakthrough: 705

Top Breakthrough SB Ad:

Puppy Love | SB14 | 827



16 Super Bowl Ads Since 2010

Avg Ace Score: 597

Avg Breakthrough: 702

Top Breakthrough SB Ad:

The Catch | SB12 | 772



14 Super Bowl Ads Since 2010

Avg Ace Score: 569

Avg Breakthrough: 673

Top Breakthrough SB Ad:

Smaht Pakk | SB20 | 798



12 Super Bowl Ads Since 2010

Avg Ace Score: 583

Avg Breakthrough: 696

Top Breakthrough SB Ad:

Hero's Journey | SB17 | 770



10 Super Bowl Ads Since 200

Avg Ace Score: 600

Avg Breakthrough: 703

Top Breakthrough SB Ad:

Love Hurts | SB11 | 747



9 Super Bowl Ads Since 2010

Avg Ace Score: 603

Avg Breakthrough: 707

Top Breakthrough SB Ad:

Worth It | SB13 | 757



6 Super Bowl Ads Since 2010

Avg Ace Score: 528

Avg Breakthrough: 636

Top Breakthrough SB Ad:

Guac World | SB18 | 700



5 Super Bowl Ads Since 2010

Avg Ace Score: 666

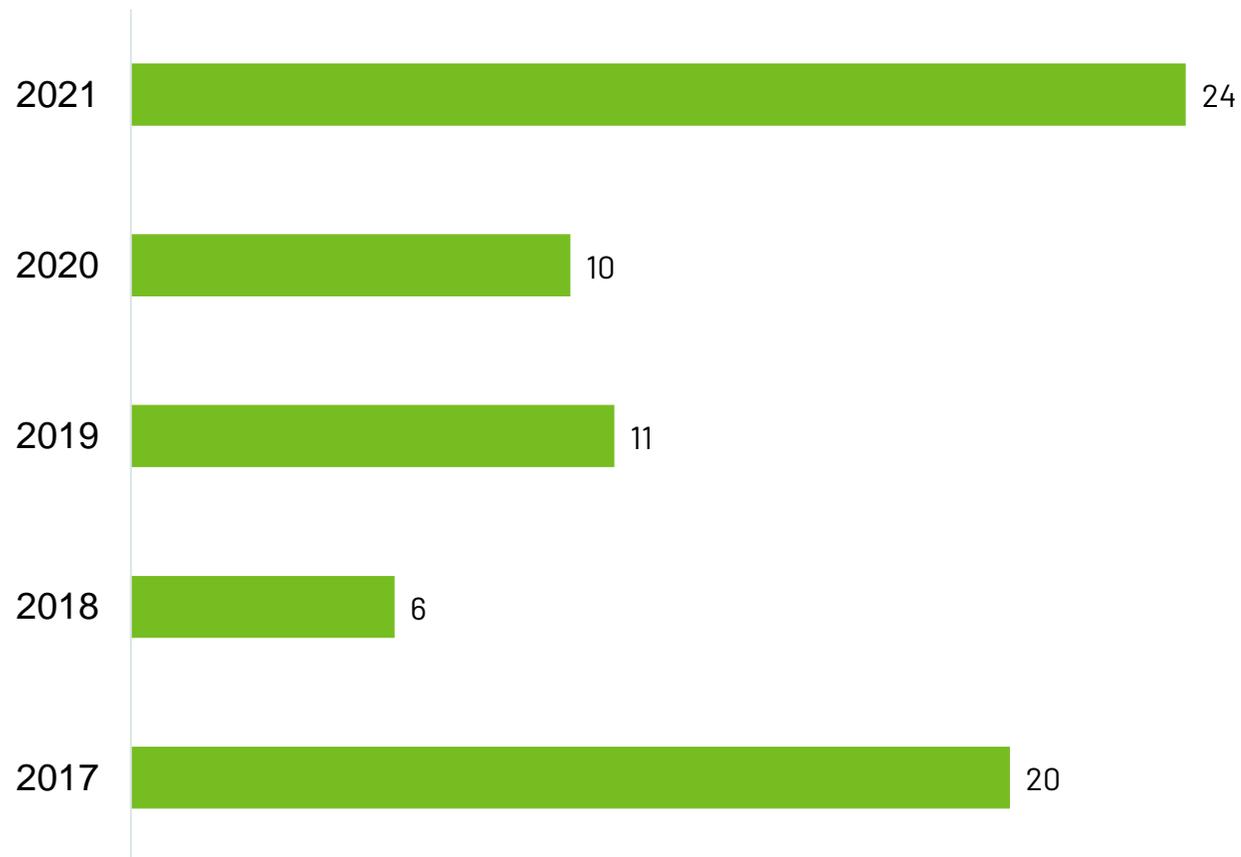
Avg Breakthrough: 742

Top Breakthrough SB Ad:

We All Win | SB19 | 794

Super Bowl LV Had the Largest Freshman Class in the Past 5 Years

Number of First-Time Super Bowl Advertisers



Brands

2021: Bass Pro Shops, Chipotle, Decom, DoorDash, Dr Squatch, DraftKings, Fiverr, Guaranteed Rate, Hellmann's, Huggies, Indeed, Inspiration4, Jimmy John's, Klarna, Logitech, Mercari, Microban, Oatly, Paramount+, Robinhood, Scotts Miracle-Gro, State Farm, Uber Eats, Vroom

2020: Bloomberg 2020, Facebook, Hard Rock Hotel, Little Caesars Pop-Tarts, Quibi, Reese's Take 5, Sabra, Trump 2020, Walmart

2019: ADT, Bon & Viv Spiked Seltzer, Bubly, Bumble, Devour, Expensify, Girls Inc, Mint Mobile, Olay, SimpliSafe, Washington Post

2018: Blacture, Intuit (1st corporate brand ad), Kraft, Monster Products, Pringles, Tourism Australia

2017: 84 Lumber, Airbnb, Alfa Romeo, American Petroleum Institute, Busch, Febreze, Fiji Water, Google Home, KFC, King's Hawaiian, LIFEWTR, Michelin, Mr Clean, Nintendo Switch, Proactiv, Sprite, Turkish Airlines, Ulta/It's a Ten Haircare, Wargaming Group, Wendy's



2021 Legacy Brands

3+ Super Bowls since 2010

Number of Brands: 19

Number of Ads: 26

Highest Ace Score: 666

Lowest Ace Score: 521

Average Breakthrough: 666

Average Brand Recognition: 70%

2021 Rookie Brands

Number of Brands: 24

Number of Ads: 27

Highest Ace Score: 647

Lowest Ace Score: 363

Average Breakthrough: 641

Average Brand Recognition: 61%

2021's Top Rookie Advertisers by Breakthrough

The first-time brands below ranked among seasoned Super Bowl advertisers in 2021



Get Back to Nature 1:00 | 4th Quarter

Category – Sporting Goods Stores

Ace Score – 633

Breakthrough – 713

Top Emotion – Soothing

Single Best Thing – Visuals

Brand Recognition – 66%

Welcome to the World, Baby 0:30 | 2nd Quarter

Category – Baby

Ace Score – 551

Breakthrough – 711

Top Emotion – Cute

Single Best Thing –

Characters

Brand Recognition – 91%

The Rising 1:00 | 1st Quarter

Category – Websites (Career Search)

Ace score – 627

Breakthrough – 697

Top Emotion – Inspiring

Single Best Thing – Message

Brand Recognition – 81%

Keep Growing 0:45 | 2nd Quarter

Category – Other Household

Ace Score – 603

Breakthrough – 692

Top Emotion – Memorable

Single Best Thing –

Characters

Brand Recognition – 63%

Drake From State Farm 0:30 | 1st Quarter

Category – Insurance

Ace Score – 571

Breakthrough – 683

Top Emotion – Funny

Single Best Thing –

Characters

Brand Recognition – 81%



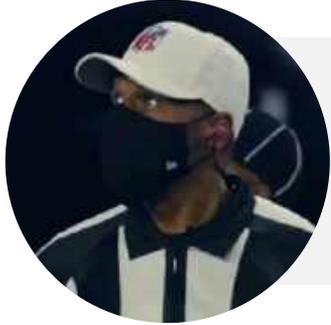
Super Bowl LV Advertising Trends

#2 Pandemic References

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Only a Handful of Ads (Subtly) Referenced the Pandemic



NFL | Inspire Change: It Takes All of Us

Pandemic reference: Face masks

Ace Score: 599 (+3%)



NFL | As One Lombardi

Pandemic reference: Face masks, healthcare workers

Ace Score: 534 (-8%)



Scotts Miracle-Gro | Keep Growing

Pandemic reference: "Ah the backyard, it's had quite the year"

Ace Score: 603 (+4%)



Bass Pro Shops | Get Back to Nature

Pandemic reference: "You may be feeling a little cooped up," "these trying times," & "we're here for you"

Ace Score: 633 (+9%)



Bud Light Seltzer | Last Year's Lemons

Pandemic reference: "2020 was a lemon of a year"

Ace Score: 609 (+5%)



Anheuser-Busch | Let's Grab a Beer

Pandemic references: "So when we're back..."

Ace Score (among beer drinkers): 627 (0%)

Super Bowl LV Ads with Strongest Association to "COVID-19"

When watching Super Bowl ads, COVID-19 references (or lack thereof) did not dominate overall cognition among most viewers



Touch After Touch

474 Viewer Comments

5.7% Reference COVID-19

"It's good to know that products like this exist. I would use it very much now during the **pandemic**." - Male 50+

"Microban isn't a brand I'm familiar with so I learned something. I would be interested in trying it with all the **covid** precautions we have." - Female 50+

"Timely product although it speaks to killing bacteria, not **viruses**." - Male 36-49

As One Lombardi :60

439 Viewer Comments

5.7% Reference COVID-19

"Love that people are wearing masks in sports gear shows safety in **pandemic**" - Female 21-35

"I love that this ad address the **COVID-19 pandemic**." - Male 21-35

"NFL is supporting the **pandemic** and understands the struggles our country is facing and wants us all to unite as Americans." - Female 36-49

Get Back to Nature

454 Viewer Comments

2.9% Reference COVID-19

"It made me feel a bit nostalgic because of everything that is happening with **Covid-19**. But at the same time it made me feel positive about the future" - Female 21-35

"It was nostalgic, kind of pointed out our current situation with the **COVID-19 pandemic**. It gives me hope of getting out of my house to enjoy family, friends and nature. Nature helps heal people." - Female 50+

The Rising

447 Viewer Comments

1.6% Reference COVID-19

"Very meaningful especially while going through a **pandemic** and everybody is struggling. Good ad." - Male 21-35

"I thought the awareness Indeed displayed of the people struggling out there, especially during these difficult **COVID** times. I feel that they understand the full spectrum of unemployment or underemployment and are empathetic to many different specific situations." - Female 21-35



Super Bowl LV Advertising Trends

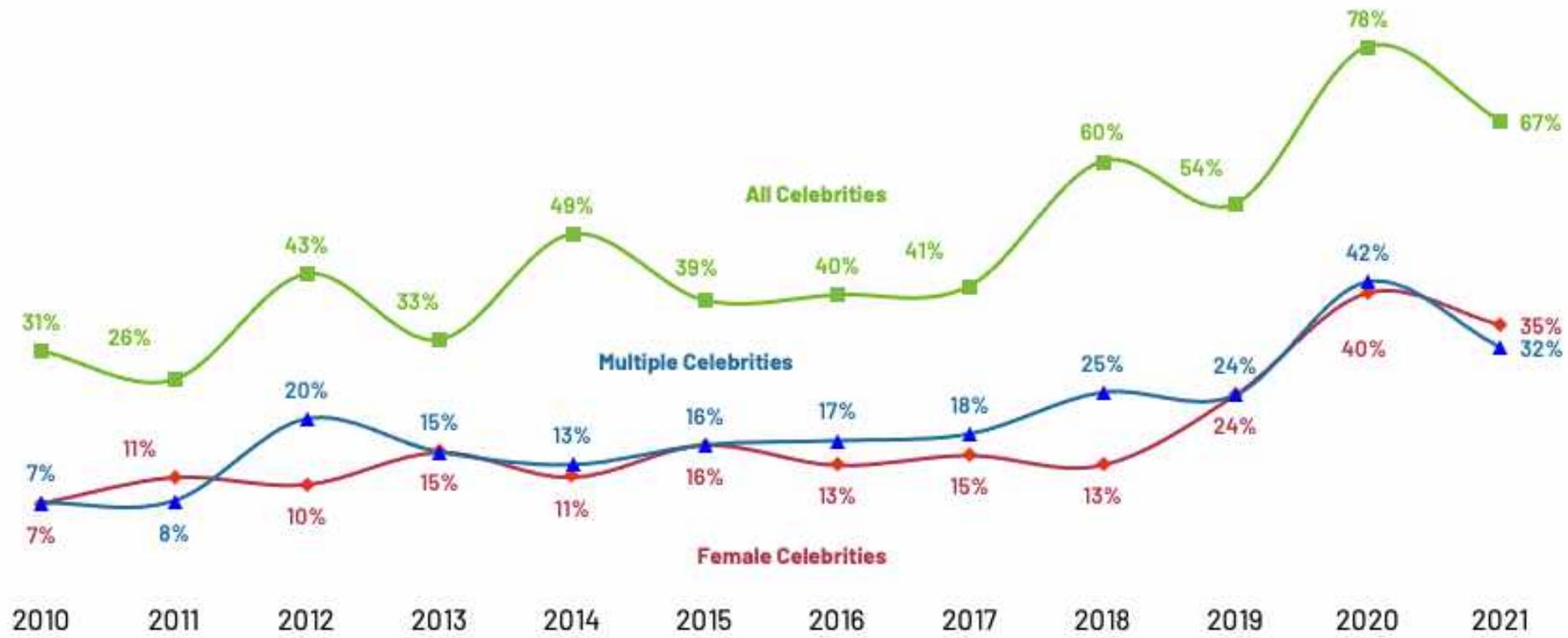
#3 Celebrity Bowl

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Celebrity presence was down somewhat this year, but still remained high

Percent of Super Bowl Ads with Celebrities



The top-performing celebrity ads effectively integrated their celebs into the storyline

Cheetos



"It Wasn't Me" 1:00

"I loved it! I saw **Ashton Kutcher** and **Mila Kunis** and thought it was going to be cute a kind of funny but then it shot over to **Shaggy**, which was so unexpected." – Female 21-35

"I loved this commercial, the fact that real-life couple **Mila Kunis** and **Ashton Kutcher** made a commercial together and that **Shaggy** was part of it too. Everything about it was memorable." – Female 21-35

"The fact that you took a **Shaggy** song and made it your own with **Ashton** and **Mila Kunis** was the greatest thing ever." – Male 21-35

m&m's



"Come Together" 0:30

"When you added **Eugene Levy's son** who's in that hot comedy right now that was a genius stroke. Just when I was ready to have the commercial be over **you pulled me right back in.**" – Male, 36-49

I loved the cleverness of the ad and seeing **Dan Levy**" – Female, 36-49

"Great commercial. Humorous, clever. Great product. And **the guy from Schitt's Creek!**" – Male, 36-49

Paramount+



"Sweet Victory" 1:00

"I didn't know Paramount was offering their own streaming service, and all celebrities notwithstanding, just seeing **Patrick Stewart** cut loose a little was awesome. This ad caught my attention." – Male, 50+

"Loved **Patrick Stewart, Stephen Colbert, Shemar Moore!** It was awesome and hilarious!" – Female, 36-49

"A lot going on but makes its point. Love **Patrick Stewart** and **James Corden** so I'm there." – Female, 50+

Celebrities should be easy to identify

Top 10 Super Bowl 2021 Ads with Celebrities, Ranked by Breakthrough Score

Brand	Ad Title	Celebrities Featured	Celebrity Mentioned by Name	Celebrity Name Visible On-Screen	Celebrity Seen in Recognizable Attire
Cheetos	It Wasn't Me	Mila Kunis, Ashton Kutcher, Shaggy		Shaggy	
M&M's	Come Together	Dan Levy			
Paramount+	Sweet Victory	Patrick Stewart, Stephen Colbert, James Corden, DJ Khaled, Snooki, RuPaul & more	Patrick Stewart		Multiple
Tide	The Jason Alexander Hoodie	Jason Alexander	Jason Alexander		
GM	No Way Norway	Will Ferrell, Keenan Thompson, Awkwafina	Keenan Thompson, Awkwafina		
Scotts	Keep Growing	Martha Stewart, Carl Weathers, Kyle Busch, Leslie David Baker, John Travolta	John Travolta, Leslie David Baker		
Toyota	Upstream	Jessica Long		Jessica Long	
Bud Light	Legends	Post Malone, Cedric the Entertainer, Dave Bickler, Sarah Waisman	Post Malone, Cedric the Entertainer		
Quicken	Pretty Sure	Tracy Morgan			
Disney+	Get Your Stream On	Multiple			Multiple

Branding should remain prominent in celebrity ads

Cheetos



"It Wasn't Me" 1:00

3 celebs plus Cheetos dust, Cheetos packaging
Brand Recognition: **90%** vs. **68%** category norm

m&m's



"Come Together" 0:30

Dan Levy plus the M&M's Spokescandies
Brand Recognition: **71%** vs. **65%** category norm

Paramount+



"Sweet Victory" 1:00

Multiple celebs plus the Paramount mountain
Brand Recognition: **90%** vs. **84%** category norm

State Farm



"Drake from State Farm" 0:30

Drake and other celebs plus Jake from State Farm
Brand Recognition: **81%** vs. **74%** category norm

BUD
LIGHT



"Legends" 1:00

Post Malone plus tons of classic Bud Light mascots
Brand Recognition: **71%** vs. **65%** category norm

T-Mobile



"Family Drama" 1:00

Anthony Anderson and Travis Kelce plus T-Mobile magenta
Brand Recognition: **78%** vs. **72%** category norm

Entertainers (and a former politician) crowd the list of celebrities that viewers would most like to see in a Super Bowl ad next year

Which celebrity would you most like to see in a Super Bowl ad next year?

#1



Beyoncé 3.8%

#2



Tom Brady 3.0%

#3



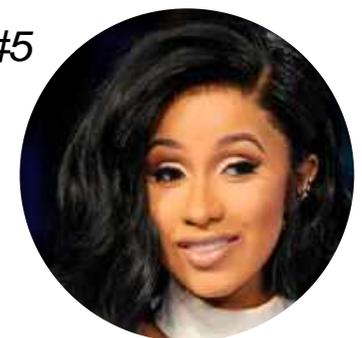
Lady Gaga 2.3%

#4



The Rock 2.2%

#5



Cardi B 2.1%

#6



Kevin Hart 1.9%

#7



Donald Trump 1.7%

#8



The Weeknd 1.6%

#9



Jennifer Lopez 1.4%

#10

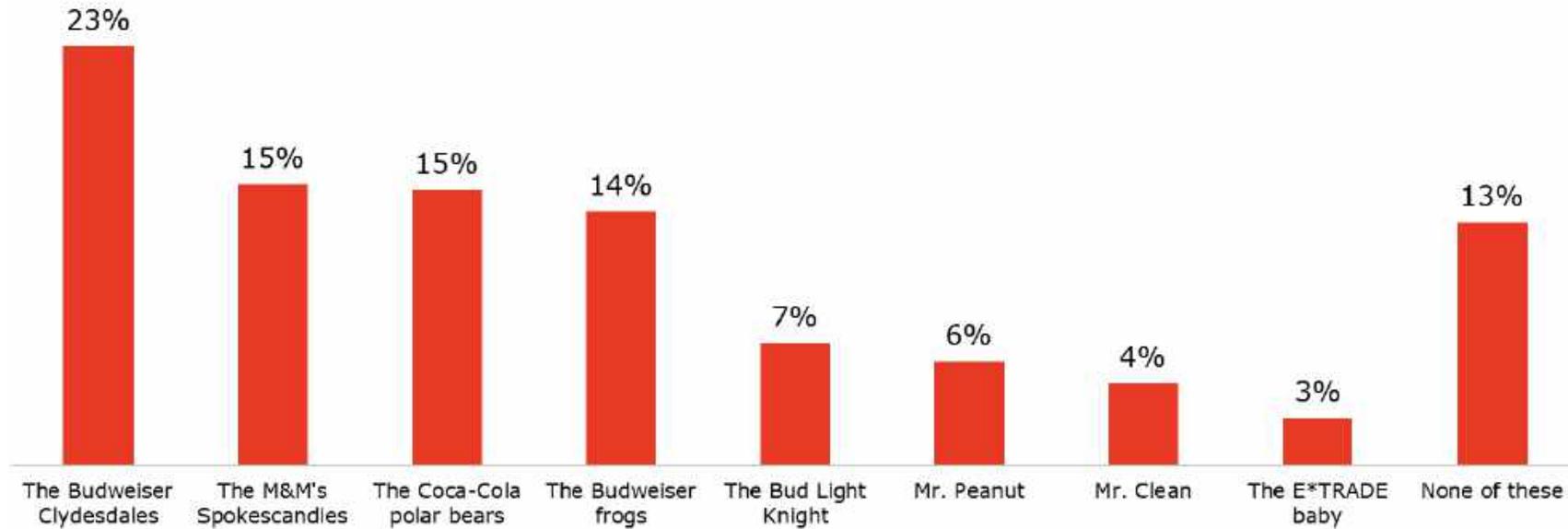


Ariana Grande 1.4%

For many viewers, the Budweiser Clydesdales are an iconic symbol of Super Bowl advertising, especially among older Americans

Which of these Super Bowl advertising mascots is your all-time favorite?

All Ages



Age

Age	The Budweiser Clydesdales	The M&M's Spokescandies	The Coca-Cola polar bears	The Budweiser frogs	The Bud Light Knight	Mr. Peanut	Mr. Clean	The E*TRADE baby	None of these
16-20	5%	30%	17%	3%	9%	12%	10%	2%	11%
21-35	14%	17%	18%	12%	9%	7%	7%	4%	12%
36-49	23%	12%	15%	19%	6%	5%	3%	1%	15%
50+	46%	11%	8%	14%	3%	2%	1%	2%	12%



Super Bowl LV Advertising Trends

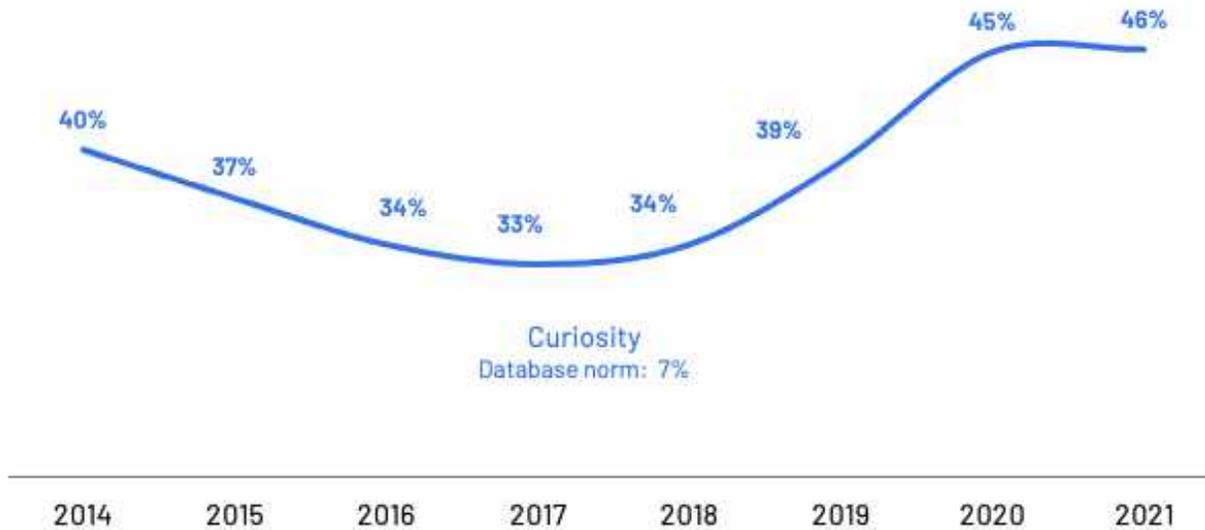
#4 Sparking Curiosity

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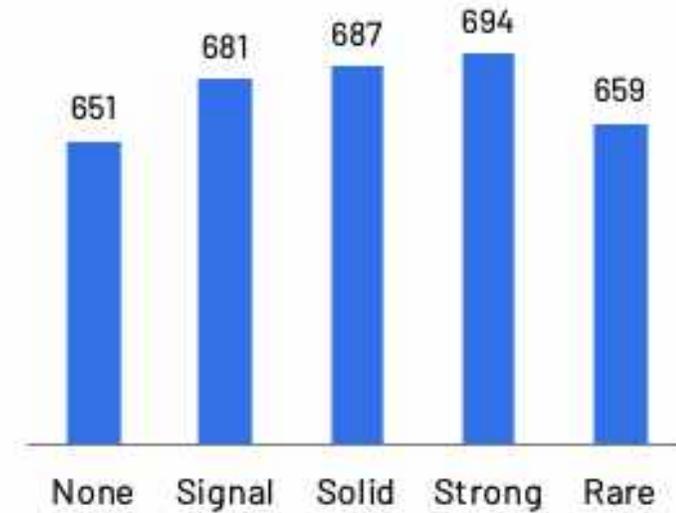
New Advertisers and New Products Drive Historically High Curiosity Scores

Percent of Super Bowl Ads that Triggered the "Curiosity" Reaction, by Year



Curiosity

Super Bowl Ads 2014-2021



Strong levels of Curiosity tend to drive higher Breakthrough scores than ads that don't score on this metric. However, too much signal (Rare) weakens this effect.

New products and a new category (space-travel!) piqued the most Curiosity among brand spots



Join the World's First All-Civilian Mission to Space

0:30 | 1st Quarter

Product: Inspiration4

Ace Score: 469

Breakthrough: 573

Creative Drivers: Information, Change, Attention

Curiosity Score: 9.9



ScissorHandsFree

1:00 | 4th Quarter

Product: Cadillac LYRIQ

Ace Score: 498

Breakthrough: 603

Creative Drivers: Change, Attention, Watchability

Curiosity Score: 7.3



Flat Matthew

1:00 | 3rd Quarter

Product: Doritos 3D Crunch

Ace Score: 608

Breakthrough: 687

Creative Drivers: Likeability, Attention, Desire

Curiosity Score: 6.2

*Curiosity is defined in glossary. Scores range 1.0-10

Curiosity paired with WTF in 60% of rookie ads, while only 14% of legacy brand spots had that combination



Fiverr: "Small Biz Goes Big"

"The ad got my attention and made me decide I am going to Google what fiverr is when I get done with this survey. So points to them for peaking my curiosity. But I have no idea what fiverr might be about based off the commercial."

Female 36-49

"It was a fun commercial with interesting scenery. Although at some points I thought it was about a website company and at other times I thought she was riding a roller coaster through a hotel being built."

Female 21-35



Shift4 Payments: "Join the World's First All-Civilian Mission to Space"

"I definitely want to go to space, and I definitely will have to look up more information now that I've seen this ad. Unfortunately right now, just minutes after having seen the ad, I can't remember the company this ad is for."

Male 21-35

"This ad is very interesting when they actually said what the point of the ad was, but the visuals really take away from the ad. I had no idea what I was looking at for more than half of the ad. That may get people interested on a first watch, but I know I would not want to look at basically nothing just to hear the end of the ad again."

Male 21-35



Super Bowl LV Advertising Trends

#5 Nostalgia

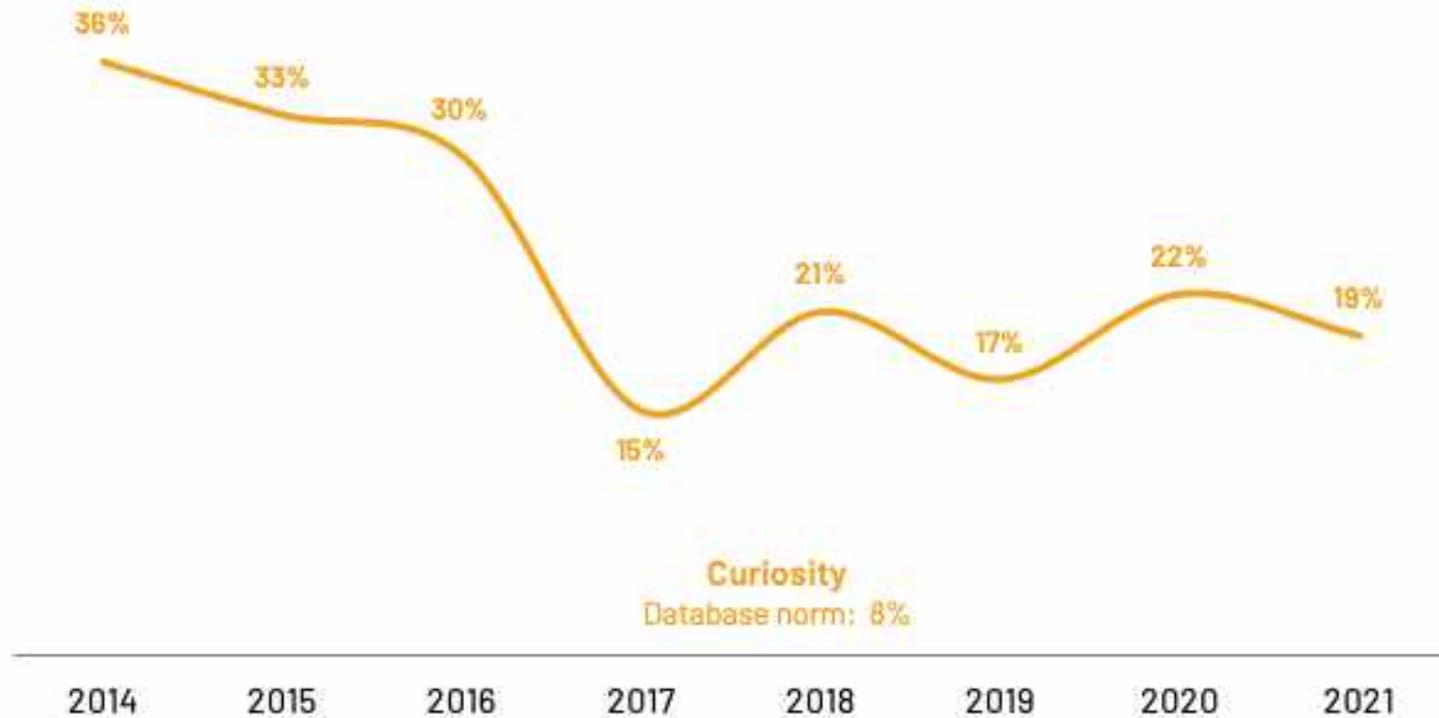
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Nostalgia Remains a Steady Theme Among Super Bowl Ads

While there were slightly fewer Nostalgic ads than in SB20, it was still more common in this year's game than among ads in general (just 8% of all ads score on Nostalgic)

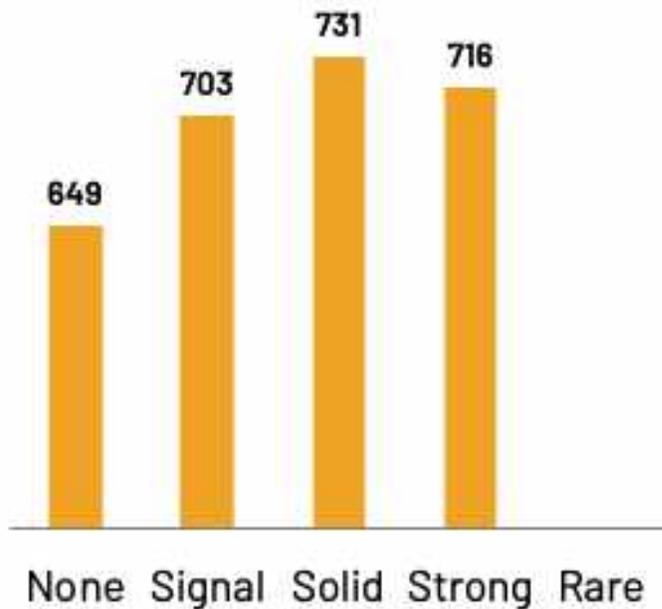
Percent of Super Bowl Ads that Triggered the "Nostalgic" Reaction, by Year



When woven in well with the product and story that a brand is telling, the power of Nostalgic feelings can provide a pillar of support for capturing viewer's Attention in a Likeable manner (Breakthrough)

Nostalgic

Super Bowl Ads 2014-2021



Highest Scoring on Nostalgic

Super Bowl 2021

DOORDASH



"The Neighborhood"

Nostalgic Score: 7.4

Breakthrough Score: 682

GOAT*: Super Bowl 2020

PLANTERS



"Tribute"

Nostalgic Score: 7.7

Breakthrough Score: 774

*GOAT date range: 2014-2021

Nostalgia stemmed from a variety of themes – the highest scoring capitalized on iconic, throwback characters

Characters were highlighted as the Single Best Thing in 4 of the 5 highest scoring on Nostalgic

 DOORDASH



The Neighborhood

1:00

Nostalgic Score:

7.4

Breakthrough:

682

Nostalgic Theme:

Movie/TV show + Characters

Single Best Thing:

Characters

 Cheetos



It Wasn't Me

1:00

Nostalgic Score:

4.3

Breakthrough:

784

Nostalgic Theme:

Celebrities + Song

Single Best Thing:

Characters

 HUGGIES



Welcome to the World, Baby

:30

Nostalgic Score:

3.2

Breakthrough:

711

Nostalgic Theme:

Iconic Brand + Babies

Single Best Thing:

Characters

 Bass Pro Shops



Get Back to Nature

1:00

Nostalgic Score:

3

Breakthrough:

713

Nostalgic Theme:

Better days

Single Best Thing:

Visuals

 BUD LIGHT



Bud Light Legends

1:00

Nostalgic Score:

2.7

Breakthrough:

691

Nostalgic Theme:

Iconic brand mascots

Single Best Thing:

Characters

A person is sitting at a table, holding a smartphone. The scene is dimly lit, with the person and their phone appearing as dark shapes against a lighter background. A dark semi-transparent layer is overlaid on the image, containing the text 'Summary' and the ACE metrics logo. The logo consists of the letters 'ACE' in a large, bold, sans-serif font, with 'metrics' in a smaller, lowercase, sans-serif font below it. To the right of the logo, the text 'an iSpot.tv company' is written in a smaller, lowercase, sans-serif font. The word 'iSpot.tv' is in a slightly larger font than 'an' and 'company'.

Summary

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- Super Bowl 2021 ads rose to the challenge in a memorable showcase of advertising during these unprecedented times. This year's ads triggered strong emotional connections with **funny, empowering, quirky,** and **nostalgic** creative that sparked **curiosity** among viewers.
- Given the uncertainty surrounding the Big Game, several legacy brands sat out, making room for the largest group of **first-time Super Bowl advertisers** in several years. There was a larger performance gap among the newbie Super Bowl brands, but several knocked it out of the park for their first year.
- **COVID-19/pandemic themes** were few and far between. Brands that did acknowledge it to some degree did so in a subtle manner.
- Celebrities were out in force once again. The **top-performing celebrity spots** effectively integrated the celebs into the storyline, called out the celebs by name, and leveraged well established branding cues.
- New advertisers and new products drove historically high levels of **Curiosity** during 2021's game. Curiosity can garner strong Breakthrough performance, but when paired with our **WTF** reaction, it indicates more confusion than interested curiosity.
- Nostalgia remains a steady Super Bowl emotion YoY. When woven in well with the product and story, the power of **Nostalgic** feelings can provide a pillar of support for capturing viewer's **Attention** in a **Likeable** manner (Breakthrough).

- **Ace Score** – summarizes an ad’s overall effectiveness across Persuasion components (Attention, Likeability, Information, Change, Relevance, Desire) and Watchability. Scores range 1-950. +/- 3% (or 25 pts.) is statistically significant.
 - **Breakthrough Score** – measures an ad’s ability to stand out from the clutter and is an average of our Attention and Likeability components. Scores range 1-950.
- **Emotions** – we measure 57 emotional reactions to advertising. Measurement is derived from viewer verbatim comments using Natural Language Processing and machine learning techniques. Scores range 1.0-10. Ads can score on multiple emotions. The top emotion is the one an ad scored highest on.
 - **Funny** – evoked when an ad uses humor. The stronger the signal the more agreeable/likable the humor. Funny picks up on any phrases close or related to “lmao,” “hahah,” “hilarious!” and “made me laugh,” including synonyms, misspellings, and anomalies.
 - **Curiosity** – evoked when an ad is suspenseful and keeps viewers engaged. Could also indicate that viewers are left wanting more (i.e. Information) after an ad or they are interested in the product. Curiosity picks up on any phrases close or related to “really wanted to know what,” “made me wonder,” “I am curious,” “waiting to see,” and “suspenseful,” including synonyms, misspellings, and anomalies.
 - **Nostalgic** – evoked when an ad pays tribute to historical culture, events, people; or reminds viewers of their own past. Nostalgic picks up on any phrases close or related to “brings back childhood memories,” “flashback,” “reminds me of,” “retro,” and “nostalgic,” including synonyms, misspellings, and anomalies.
 - **Quirky** – evoked by light-hearted eccentricities. Sometimes associated with our Funny metric indicating more offbeat humor. Quirky picks up on any phrases close or related to “tongue in cheek,” “cheesy,” “quirkiest,” and “very silly!” including synonyms, misspellings, and anomalies.
- **Cultural Perception** – measuring positive and negative impact of advertising, our Cultural Perception scoring system ultimately helps brands assess the risks and rewards of achieving emotional connections as they relate to cultural and social subjects.
 - **Empower Score**: measures the positive impact of an ad’s message, indicating when viewers find it encouraging, inspiring, or motivating. Scores range 1-6.
 - **Exploit Score**: measures negative impact, indicating when an ad offends viewers in some manner, whether that’s via stereotyping, pandering, objectification, glorification, portraying racism or sexism, or band-wagoning. Scores range 1-6.
- **Brand Recognition** – survey respondents are asked to name a brand (unaided) after watching an ad in its entirety.

Thank you

Contact us for additional Super Bowl analytics
for your brand or category.

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