

The Super Bowl – An Advertising Extravaganza

Each January/February, advertising moves to center stage in American pop culture for the Super Bowl. This game is often one of the most watched TV programs (although last year saw the lowest number of viewers in over a decade with just 98.2 million viewers,) and it is one of the few times when millions of Americans all sit down to watch the same show at the same time anymore.

- Do you watch the Super Bowl? YES / NO Why? (For the game/ads/something else?)
- Do you avoid commercials or do you enjoy them? AVOID / ENJOY / DON'T CARE
- Do Super Bowl commercials ever get your attention? YES / NO / SOMETIMES

In your opinion, what makes a good/successful Super Bowl ad?

Each year, the media buzz in the weeks leading up to the Super Bowl include lists of the best & worst commercials in Super Bowl history. It's not a low budget affair to air your commercial during the Super Bowl - this year, ads ran at the cost of 5.6 million dollars per 30 seconds of ad time.

Today you are going to watch one of the so-called best and analyze it.

- **First**, watch your commercial.
- **Second**, answer the questions on the handout.
- **Third**, research your commercial - What makes this commercial one of the top Super Bowl commercials of all time?

Commercial	Year	
"Where's the Beef" (Wendys)	1984	Jack L.
"The Showdown" (McDonalds)	1993	Chris L.
"What Do You Want To Be?" (Monster)	1999	Erik
"Wasted \$2 million bucks" (E-Trade)	2000	Jack H.
Terry Tate (Reebok)	2003	Joe
"Playing Like Betty White" (Snickers)	2010	Chris P.
"The Force" (Volkswagon)	2011	Fotios
Dirty Dancing with Eli and Odell (NFL)	2018	Jack R.
"Alexa Loses Her Voice" (Amazon)	2018	Aidan
"The 100 Year Game" (NFL)	2019	Auggie

Name: _____

COMMERCIAL: _____

STEP 1: Watch the commercial on YouTube.

STEP 2: Answer the questions below.

PRODUCT / AUDIENCE:

1. What product/service is being advertised in this commercial? _____

2. Who do you think is their ideal target audience for this product? Explain.

PLOT / CHARACTERS:

1. What happens in the commercial? Describe.

2. What's the commercial's tone? (funny, serious, patriotic, etc.) _____

3. How does what's happening in the commercial CONNECT TO the product?

ANALYSIS

1. What do you learn about the product/company through the commercial? Explain.

2. What values are represented in the commercial? (What's it saying about what's important in life?)

3. Is the commercial one that you think would make viewers want to buy the product? Would you use or buy it as a result of this commercial? Why or why not?

STEP 3: Read up on your commercial.

Based on your research, what makes this commercial one of the top Super Bowl commercials of all time?
