

Analysis on the Subject of Super Bowl Advertisements

The Super Bowl has been the largest stage for companies and organizations to showcase advertising for many years. Hence, it is no surprise that the advertising strategies used over the course of those years are heavily analyzed and studied. This analysis looks at trends and correlations among several different aspects of Super Bowl ads, including the genres/themes used, the rating of the ads, and the strategies of the ads whether altruistic in nature, or consumerist being met. By looking at all this data, we gain a better understanding of how Super Bowl ads are created, marketed, and received.

This analysis takes data from various Super Bowl commercials throughout the years with the final goal of figuring out what types of genres are utilized for Super Bowl ads and what are the staple genres, what themes are used and which is the most liked, and were the ads altruistic or consumerist in nature.

What types of genres are utilized for super bowl ads and what genres have become staples by repeating themselves over the years?

Looking at the genres used, the main six were identified as Automotive, Beer, Soft Drink, Football, Chips, and Trading. Of the six genres, Beer Advertisements were identified as the star leaders with more advertisements than the second and third most genres combined. With 42% of the ads being about Beer, the genre has cemented itself as a staple of Super Bowl commercials.

What themes are used, and what theme is the most liked?

Looking at the themes used in advertisements, we came up with a base of 11 themes: Animals, Celebrity, Dangerous, Familial, Funny, Informative, Inspirational, Nostalgic, Patriotic, Sexual, or Together (being defined as creating a feeling of togetherness). When looking at the number of advertisements and the Like/Dislike ratio of the themes, we found that Funny and Patriotic ads were preferred by the advertising industry with over 300 commercials that had funny or patriotic themes. However, the leader in Like/Dislike ratio was Celebrity ads with over 95% of its votes being likes.

Were the goals of the ads more focused on getting the consumer to buy a product, or altruistic in nature, intended to raise awareness on a subject, and what situations did these altruistic advertisements focus on?

When reviewing the commercials, 236 ads were consumer focused, with a mere 8 being altruistic. Of the Altruistic ads, most were focused on raising awareness of various disasters as the beer companies often provide relief in the form of giving water to those in need. Automotive companies wanted to focus on bringing families together when separated by military deployments.

Overall, this analysis of Super Bowl ads shows that there are genres that advertising companies prefer, themes that are strongly liked by the public, with Celebrity ads being the most well-received, and shows a lack of altruistic ads in the Super Bowl broadcast, showing a good capitalization opportunity for any savvy brand that wants to show they are a company that cares about the people and has a high social awareness. By looking at all this data, we gain a better understanding of how Super Bowl ads are created, marketed, and received. This analysis can be used to help companies and organizations create more effective advertisements, while still being fresh and original.