# Ipsos Creative Excellence Awards: Super Bowl LV

The Super Bowl ad break is the marketing industry's Coliseum. The battle to engage, entertain and even survive unscathed is fierce. Appealing though it may be to single out a 'winner,' more sophisticated and rigorous research shows how little sense that makes. Ipsos leveraged its depth and breadth to analyze the ads through both traditional and cutting-edge methods – from surveys to social listening to AI. This combination of approaches provides a more robust and nuanced picture of Super Bowl success. Here are our awards for the top performers.
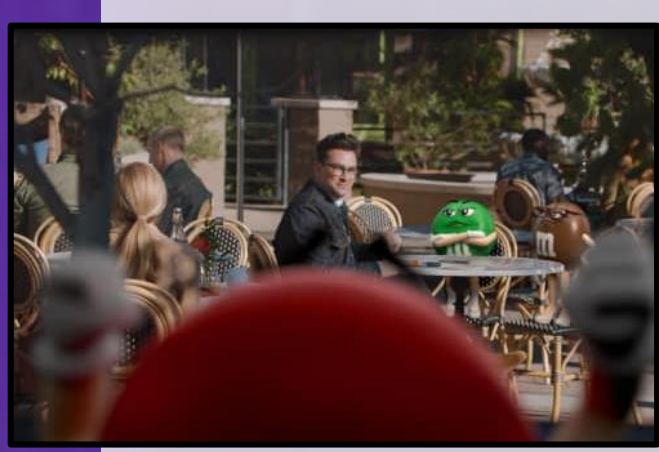
The Happy CFO Award
M&Ms

Ipsos Award

Few brands have the same proven history of Super Bowl success as M&M's, so getting approval for the most expensive commercial buy in the world must be easier for them than most. They look to have delivered yet again, with a celebrity-infused spot that tapped into relevant topical trends, featuring distinctive assets and product-as-hero. This led to one of the most memorable ads (Fast Facts overnight), a favorite of many at our Virtual Viewing Party, and the ad most likely to drive business results, according to Creative|Spark.
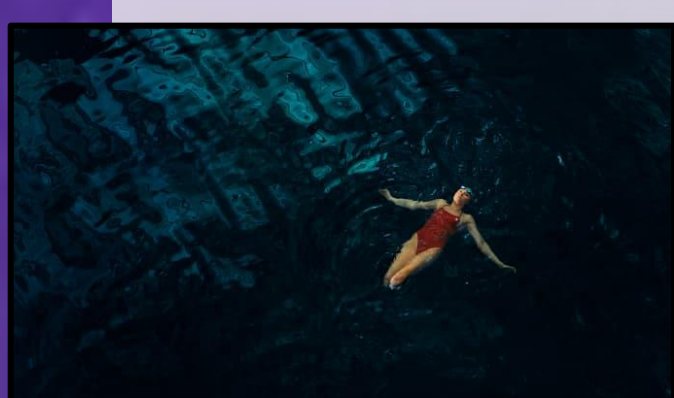
Best Tearjerker
Toyota

Ipsos Award

Grab your tissues, because Toyota has turned on the waterworks! Data from the Virtual Viewing Party, Creative|Spark, and Social Listening all point towards giving the Most Emotionally Engaging spot to Toyota. Toyota shared an incredibly inspiring story of a Paralympic athlete, Jessica Long. With its heartwarming message of acceptance and perseverance, it's a tale of hope and strength within us, resonating with many viewers.

Most Thought Provoking
Jeep

Ipsos Award

After the year that was 2020, there was speculation on which brands would produce more serious spots. Jeep took on the role by creating a 2-minute spot intended to unify, which sparked some polarizing conversations and was the most discussed ad on social. At the Virtual Viewing Party, Jeep received praise for being bold and communicating a re-unifying message. However, there were subtle political & religious tones that were uncomfortable for some. Regardless of political leaning, Jeep stirred discussions in the many living rooms of America.

Best Use of Celebs
Cheetos

Ipsos Award

Frito-Lay went all out with the recruitment of A-list celebrities, but importantly they also stayed true to the tried-and-trusted creative idea of "cheetle" (which is the "official name" for Cheeto's residue). Ashton Kutcher, Mila Kunis and Shaggy were all intrinsically linked to a well-known product story, resulting in an ad that will work hard for the brand (high predicted sales effect) and also rose above the noise of the big game (strong spontaneous recall and high engagement in the live viewing party).

Best Use of Nostalgia
Cadillac

Ipsos Award

Super Bowl commercials often bring back old favorites. Cadillac stood out this year across social media comments for the use of Timothée Chalamet as Edward Scissorhands' son, Edgar. This wasn't just a case of spinning the nostalgic wheel to grab attention. The result was a creative tie-in to elevate what is, at the core, a simple product benefit of new car technology. Even Tim Burton agrees: *"It's rare when a work you're proud of continues to live on and evolve with the times, even after 30 years. I'm glad to see Edgar coping with the new world!"*

Best for Brand Recall
Doritos

Ipsos Award

Flat Matthew did the best job among all the ads we tested at driving recall for the brand, with 22% of people spontaneously recalling the Doritos ad in our overnight study. Overall, the humor and connection of Flat Matthew to the 3D product re-launch felt very 'on brand'.
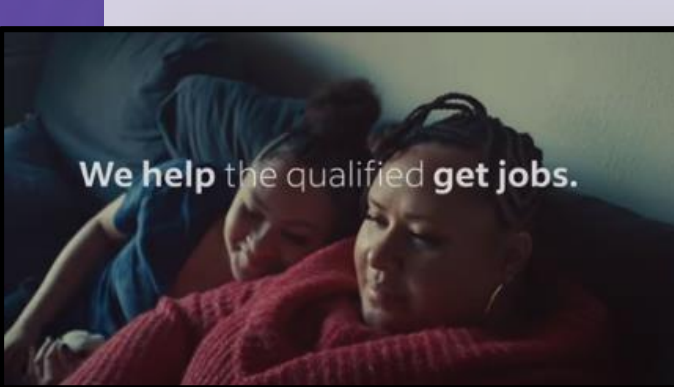
Most Inclusive
Indeed

Ipsos Award

In both the Creative|Spark assessment and at the Virtual Viewing Party, Indeed was applauded for its culturally fluent approach, in which many characters were depicted in rich, multi-dimensional ways. In so doing, the ad acknowledged the disproportionate impact of the pandemic on the jobs of women and people of color – resulting in very strong performance on driving Behavior Change due to authentic story-telling.

We help the qualified get jobs.
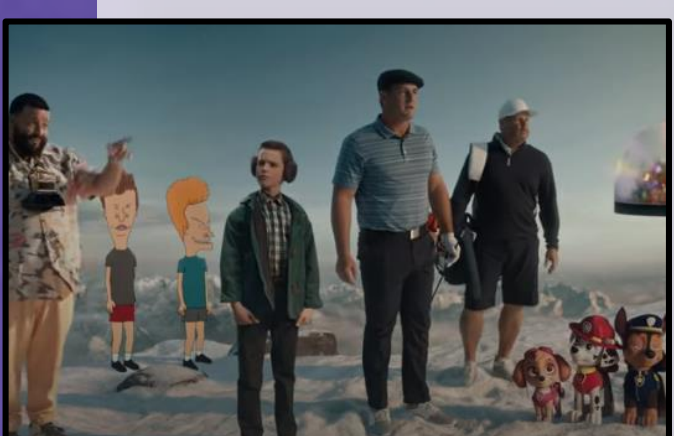
Best Newcomer
Paramount+

Ipsos Award

Ok, we know this one has a bit of a leg up in cumulative airtime given it is owned by ViacomCBS, but that doesn't detract from the fact that more consumers spontaneously recalled it (Fast Facts overnight) than any other new entrant to the Super Bowl. Additionally, the mix of content and genre provided something to appeal to lots of folks, also finding the top spot among new entrants in driving interest for the service.
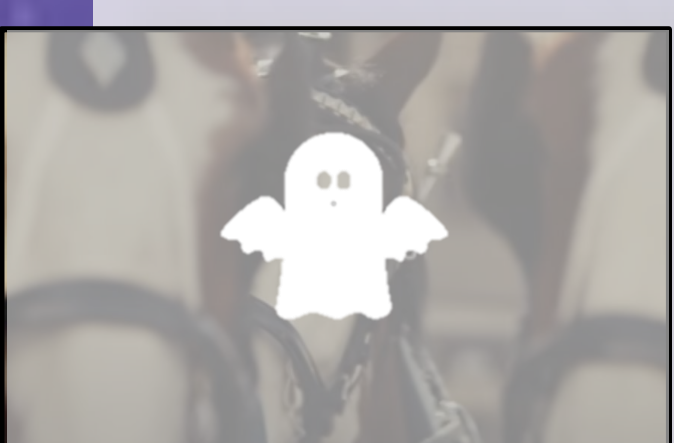
Best Ghost Awareness
Budweiser

Ipsos Award

Despite sitting out the Super Bowl for the first time in 37 years to support Covid-19 relief, Budweiser still earned the second most brand mentions on social. Aided by spots from Bud Light and the Anheuser-Busch parent, Budweiser also leveraged the unmistakable Clydesdales on Twitter (who even made an appearance in a Sam Adams ad!)

Ipsos combined four different data sources to provide a fast, agile and accurate look at the holistic performance of Super Bowl commercials:

Creative|Spark: 10 Super Bowl ads selected for robust evaluation. Sample: 150 general population respondents per ad. Creative|Spark fuels the creative process by helping advertisers and agencies quickly learn, evaluate and optimize creative to power brand growth.

Creative|Labs: Ipsos hosted a live Virtual Viewing Party. Sample: 100 general population adults were surveyed live in conjunction with Remesh.ai. The Remesh platform allows you to have a live conversation with up to 1,000 people at once, and uses AI to analyze and organize the audience's open-ended responses in real-time - enabling qualitative insights at quantitative scale.

Fast Facts: After the game, Ipsos surveyed 1,000 adults on its Ipsos Digital platform. Fast Facts lets you create your survey questions and get fast answers from our quality sample. View results in an interactive dashboard, export charts in PowerPoint or tables in Excel.

Social Intelligence data from Synthesio and Ipsos analyzed all conversations and sentiment during the game, in real-time across multiple online platforms and publishers.

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GAME CHANGERS

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