

Ipsos Creative Excellence Awards: Super Bowl LVI



For many of us, the commercials are the highlight of the Super Bowl. Brands bring their A game and their A++ budgets! This year we saw a return to the more light-hearted Super Bowl advertising of years gone by, coupled with strong nostalgia references and of course a ton of celebrities. 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 live biometrics. 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 Kia

For automakers this year, the electric vehicle was the star of the Super Bowl. We saw a variety of brands trying different messaging angles in this relatively nascent category. Kia focused on range, celebrating living life fully-charged with an adorable robot dog. This ad told viewers something new. The result, high short-term and long-term sales and equity effects for the brand, according to Creative|Spark, predicting strong ROI.



Best Tearjerker Toyota

Toyota does it again! A repeat winner in this category, the car brand smartly crosses over its Paralympics sponsorship to the Super Bowl. Data from our live GSR monitoring showed this ad achieving some of the highest emotional response. It was also the most recalled auto brand spot. The inspiring story of Paralympic winners, the McKeever brothers, with its powerful message of resilience and brotherhood, resonated with many viewers.



Misfit Award Coinbase

This ad deliberately set out to bore us for a full minute. In the Super Bowl gladiatorial arena, this is pretty gutsy. Coinbase gets our award for the counter-conventional approach, essentially a \$15 promotion rooted in the assumption we would all have a phone in-hand. While every other crypto ad played up category benefits of 'the next big thing in investing,' Coinbase did their own thing. The approach garnered the highest number of mentions on social media, as well as an overload of responses that crashed the site.



Best Use of Celebs Lay's

Frito-Lay went all out with the recruitment of A-list celebrities, but importantly they accrued the value to their brand. The integration of Lay's chips into the hilarious friendship memories of Rogen and Rudd pays off with strong brand linkage, resulting in an ad that will work hard for the brand (high predicted sales effect). The ad also was judged highly entertaining and built engagement as it progressed (as measured by biometric response at our live event.).



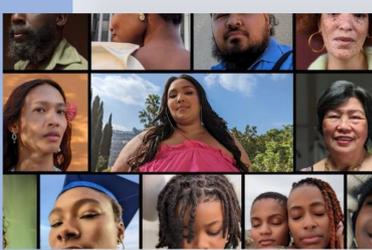
Best Use of Nostalgia Chevrolet

Super Bowl commercials often bring back old favorites. Chevy's ad for Silverado EV stood out this year via positive sentiment across social media comments with its homage to the opening sequence of The Sopranos. This wasn't just a case of spinning the nostalgia wheel to grab attention. It harnesses imagery rich in American authenticity and meaning, true to the brand, to message about a contemporary electric truck. A lesson for established brands on how to move with the times.



Best Brand Expansion Uber Eats

Viewers ate up what Uber Eats delivered. The ad highlighted Uber's business line extension by showing celebrities nibbling on a variety of non-food household items delivered in an Uber Eats bag. People clearly understood that the service now goes beyond just delivering food, according to our data. The ad showed strong social potential which was borne out when Gwyneth Paltrow set Twitter aflame.



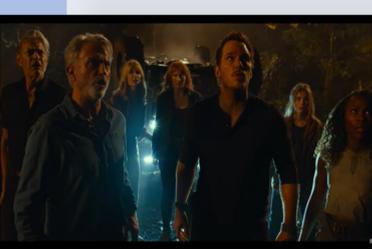
Most Inclusive Google Pixel 6

Super Bowl LVI saw a renewed focus on entertainment in the ads but almost 40% of viewers thought brands brought more diversity and inclusion too. The standout here was Google for its Pixel 6 phone and the new Real Tone camera technology. This ad evidenced a move to integrate inclusive thinking into product design, as well as marketing. The spot was notable for its authenticity in execution too.



Brand Hijack Award Rocket Homes/Mortgage

Leaning into affection for the Barbie Dreamhouse helped Rocket to stand out. This ad was memorable and had high social power according to Creative|Spark. Through a humorous story blending childhood toy figures with Anna Kendrick and present-day homebuying woes, Rocket succeeded in building positive connection to its own brand.



Entertainment Splash Jurassic World Dominion

The final installment in the Jurassic Park franchise received the most organic recall and interest of all the trailers. NBC Universal took full advantage of the nearly 2 min spot to showcase the film's full range of exhilarating and comedic elements, the case of its old and new cast and its iconic 'Journey to the Island' theme song.

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

Creative|Spark: 17 Super Bowl ads & trailers 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.

GSR: Ipsos, IVP Research Labs, Schlesinger Group and Shimmer Research partnered to provide live biometric monitoring and analysis of this year's Super Bowl. They used Shimmer Research's NeuroLynQ biometric technology to measure fans' emotional responses.

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.

Synthesio+SIA: The Ipsos Social Intelligence Analytics team used the [Synthesio](#) platform to track and analyze 2.8 million Super Bowl-related social mentions.

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GAME CHANGERS

