

Ipsos Creative Excellence Awards: Super Bowl LVI



For many of us, the commercials are the highlight of the Super Bowl. Often overlooked in any review is that TV and Movie trailers are paying just the same rates as brands (unless you are the host network.) 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 in the entertainment category.



Biggest Splash Jurassic World Dominion

Technically airing pre-game, the final installment in the Jurassic Park franchise received the most organic recall and interest of all the trailers. Universal took full advantage of the nearly 2 min spot to showcase the film's full range of exhilarating and comedic elements and the fusion of its old and new cast all underscored by a gentle, yet dramatic rendition of the iconic 'Journey to the Island' theme song.



Best Tease The Lord of the Rings: The Rings of Power

After a number of teasers, Prime Video released the first look at the highly anticipated series. Heavy build up to this moment created hype among the franchise's fans as they were fully tuned into the spot and eager to know more about the prequel. This teaser trailer highlighted the scale of the series, along with new and returning characters. While social chatter was high, it revealed many questions remain around how the series will be brought to life.



Best Use of Nostalgia Bel-Air

A consistent theme for all Super Bowl ads this year, nostalgia was also central to streamers and studios showcasing upcoming titles, many either as reboots or a reimagining of beloved IP. No trailer used nostalgia to its benefit more than Peacock's *Bel-Air*, which featured the star of the original series, Will Smith, introducing a new generation of fans to *Bel-Air* through a remix of the song used during the opening credits of the original series.



G(OAT) Platform Disney+

An unconventional take on a brand spot, Disney+ put literal goats at the forefront of their variety message to serve as an adorable, yet clever metaphor for their second to none catalog of content. The use of a single setting and narrator is a departure from the standard 'streamer sizzle' and serves as a nice reprieve on viewers cognitive load, resulting in high positive emotional response and solid branded attention.



Best Range Peacock

Peacock showed all their colors by highlighting their depth of original and live content throughout the big game. With spots for *Bel-Air*, the Olympic Games, *Joe vs Carole*, *Marry Me* and *WrestleMania*, Peacock was omnipresent - and it worked. Peacock was the most recalled streaming service among those surveyed after the big game.



Two Birds with One Stone Netflix

Leveraging its weekly movie releases for the year in the first half and featuring *The Adam Project* in the second, this spot maximized its :60 window to drive strong interest in both the platform and the film itself.

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.

FastFacts: After the game, Ipsos surveyed 1,000 adults on its Ipsos Digital platform. FastFacts 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

