

# Ipsos Creative Excellence Awards: Super Bowl LVII



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 an avalanche of celebrities, references to movies and shows, and musical hijacking, while tearjerkers and purpose-oriented ads were missing. PopCorners is the leader of leaders: It has the highest creative effectiveness we have measured of the last three Super Bowls. Ipsos leveraged its depth and breadth to analyze the ads. From surveys to social listening to live communities, 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 PopCorners

This ad merits a broad smile from the CFO of Frito-Lay this morning. The use of the “Breaking Bad” theme and characters hooked viewers early and kept them highly engaged throughout.<sup>1</sup> This ad is very likely to keep people talking, based on its outstanding social power<sup>1</sup>, a good thing since it has the highest sales potential of any Super Bowl ad tested in the last three years, with a Creative Effect Index of 216<sup>1</sup>.



### Did you know?

Ads that deliver a high Creative Effect Index deliver 44% greater sales lift vs. poor performers. Learn more about [Creative | Spark](#)



## Best Celebrity Sighting Dunkin'

While celebrities abound in this year's game, “Bennifer” stood out as a pair working on multiple levels to drive effectiveness for Dunkin'. Consumers recognize Ben as a legitimate Dunkin' drinker thanks to constant paparazzi photos of him enjoying the brand<sup>2</sup>. Jennifer Lopez's inclusion tapped into both nostalgia and current pop culture simultaneously<sup>1</sup>. This resulted in the highest volume of social mentions by total conversation volume during the game and Ben Affleck being the most discussed celebrity cameo<sup>4</sup>.



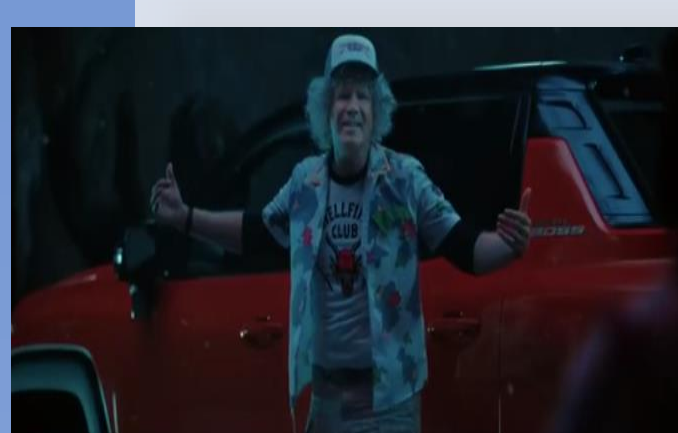
## Misfit Award Tubi

Tubi delivered some of the most polarizing and stand-out advertising of the night, earning our Misfit Award. Some related quite strongly to the “rabbit hole” concept, while others were left confused. Nonetheless, this tactic managed to earn breakthrough<sup>1</sup> from viewers and generated a strong social response. The follow-up convention-breaking tactic in the fourth quarter had us all yelling at the TV and reaching for our remotes, resulting in the highest amount of negative mentions in our social-listening data<sup>4</sup>.



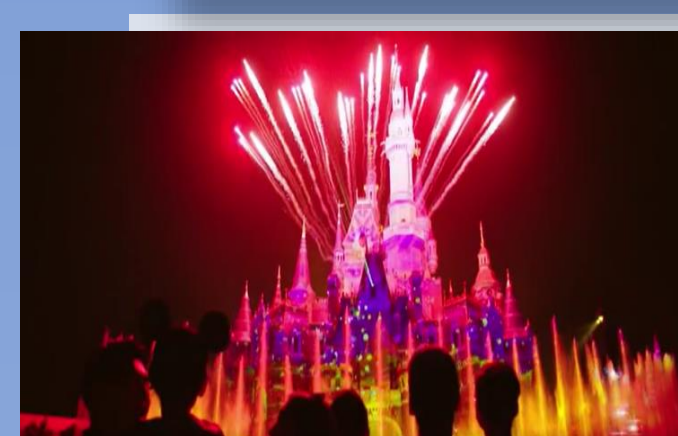
### Did you know?

Ads that conform to category convention are less likely to leave a branded impression. Learn more about “Misfits” [HERE](#)



## Best Brand Partnership GM & Netflix

Viewers felt the collaboration between electrical vehicle innovation (GM) and content (Netflix) was attention-grabbing and entertaining<sup>2</sup>. In our Spark method, this ad was highly memorable<sup>1</sup>, and our live community gave it the greatest brand partnership recognition and among the highest success scores at 8.57/10. “It helps me to see that EV technology is here to stay and is becoming part of the 'norm,’”<sup>2</sup> said one member of our community.



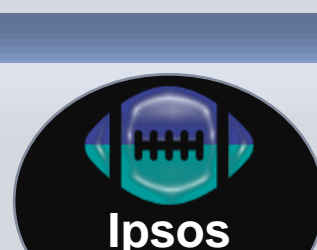
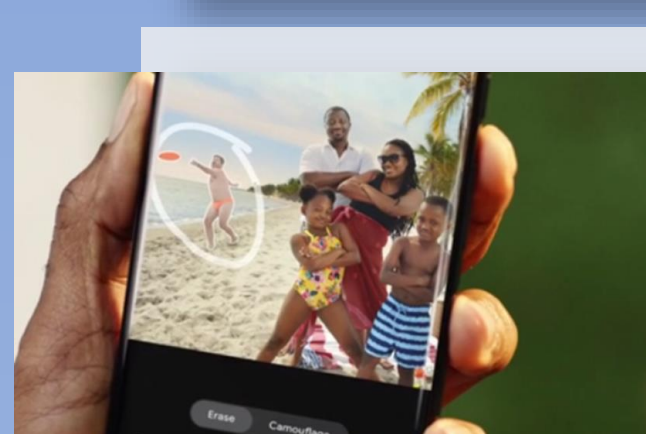
## Best Use of Nostalgia Disney

Celebrating 100 is a big deal. And Disney wowed fans young and old with a dazzling look across all its movie franchises. A highly emotional story using a mix of clips, animation and even some voice over from Walt himself, the ad helped to drive very strong feelings for the brand with an Equity Effect Index at 184.<sup>1</sup>



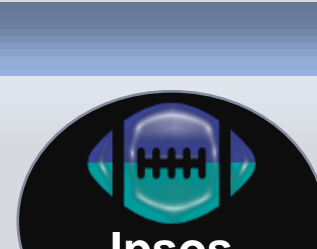
### Did you know?

43% in the US say that given the choice, they would prefer to have grown up at the time when their parents were children. [www.ipsosglobaltrends.com](http://www.ipsosglobaltrends.com)



## Nailed The Brief Google Pixel 7

Google stuck to its strategy of leadership in picture technology. An engaging (and lengthy!) product demo shows its innovation and provides a strong competitive reason to switch. Our research indicated that Google can expect solid sales impact with a Creative Effect Index of 130, driven by a clearly understood message.<sup>1</sup>



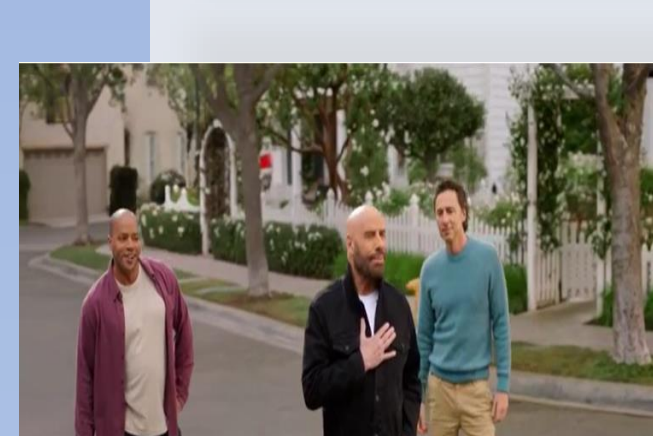
## Best Use of Brand Assets Planters

The Planters mascot was on center stage, getting roasted by roastmaster Jeff Ross himself. The clever use of this highly recognizable brand asset kept the audience entertained and included a throwback to a previous big game spot. All jokes aside, this ad is one to snack on. A Creative Effect Index of 162 shows its very strong short-term potential to drive sales.<sup>1</sup>



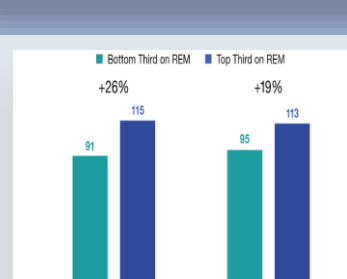
### Did you know?

Ads with brand mascots are 6x more likely to deliver high Brand Attention. Read more about the Power of You [HERE](#)



## Best Music Payback T-Mobile

T-Mobile put John Travolta center stage with a highly entertaining musical number. Using Grease as the inspiration, he partnered with T-Mobile celebs Zach Braff and Donald Faison to sing their hearts out. T-Mobile earned fifth place in unaided brand recall.<sup>3</sup> And the audience rewarded the performance with high marks for both brand performance and affinity, as shown in the equity effect index result of 163.<sup>1</sup>



### Did you know?

Ads that deliver positive portrayal of POC are more effective at driving business results. Read more [HERE](#)



## Most Inclusive No Award Given

Nearly all people of color in our online community felt that they could not relate to the people in the ads this year. Some expressed a longing for more diversity, and though they enjoyed brands' use of celebrities, felt their lifestyles aren't comparable to the lives of everyday people, hindering relevant and authentic representation<sup>2</sup>.

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

<sup>1</sup> **Creative|Spark:** 22 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. The average range for Creative & Equity Effect is between 70-130.

<sup>2</sup> **Ipsos Online Communities:** Used our syndicated community, Fresh Lab, of 6,000 members across the United States to track real-time ad sentiment during the Super Bowl through a series of discussions and video feedback.

<sup>3</sup> **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.

<sup>4</sup> **SIA+Synthesio:** The Ipsos Social Intelligence Analytics and Synthesio team used their AI-enabled consumer intelligence platform to track and analyze 2.2 million Super Bowl-related social mentions.

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GAME CHANGERS

