**Super Bowl Ad Assignment**

As you know, Sunday's Super Bowl is as much about the ads as it is the game.  Regardless of whether or not you watch the Super Bowl, you can do this assignment as I will provide a link to a web site where all of the advertisements will be available on Monday.

**Part 1:** Pick at least 10-12 commercials from the Super Bowl and fill in the below chart. Provide detailed information about the commercial (i.e. Do NOT just say Doritos – give me specifics about the commercial), who you believe the target market is for the product/service being advertised, and a rating on its effectiveness.

* Note what you believe is the target market for each commercial.
* Rank each commercial:
  + 1 star = bad
  + 2 stars = fair
  + 3 stars = average
  + 4 stars = good
  + 5 stars = awesome

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Commercial Description**  **(Be Specific)** | **Target Market / Audience** | **Your Ranking** |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |
| 6 |  |  |  |
| 7 |  |  |  |
| 8 |  |  |  |
| 9 |  |  |  |
| 10 |  |  |  |
| 11 |  |  |  |
| 12 |  |  |  |

**Part 2:** Answer the below questions based on the chart on the previous page.

1. What ad(s) did you find most entertaining, and why? (be specific)
2. What ad(s) did you find the most dull, and why?
3. Which ad(s) did you think were most effective, and why?
4. Which ad(s) were you most willing to share (email, blog about) with a friend?
5. How many ads did you spot inside the stadium? Where were they located?

**Part 3**: Pick your favorite Super Bowl commercial and answer the following questions:

1.   Describe the ad, the company, the brand, and basic message.

2.    What consumer needs were identified?

3.    What was the target market and how was this market shown in the ad? Describe the demographic characteristics you think the ad targets.  Explain why you think this.

4.    Explain why you think the advertiser has targeted this group and chosen the Super Bowl to do so.

5.    Do you think this advertisement is effective at gaining the attention of the target audience?  Explain why or why not.

6.    Did the ad present a call to action by the consumer or merely try to present the brand?  If the ad did call for customer action, what action was called for?

7.    What particularly did you like or dislike about the ad?

8.    Was the ad designed for the Super Bowl Sunday only, or can it be re-used (to amortize cost)?

9.  And now the $4.5 million dollar question (remember the average 30 second ad cost the advertising company $4.5 million).  The purpose of the advertising and marketing behind this commercial was probably to inform, reinforce past behavior, change behavior, and create sales. In your opinion, will the ad you have chosen do these things?  Why or why not.  What do you think could have been done more effectively?