

QuickFrame

VIDEO INTELLIGENCE



Q1 2020 REPORT

What Makes a Winning Super Bowl Commercial?

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The cost of ad time during the 2020 Super Bowl hit a record high— \$5.6MM for a 30-second spot.¹ With a price tag that steep, game day impressions alone are not enough. For advertisers to see a real ROI, an ad needs to have sustained impact from Sunday night into Monday morning and beyond. A winning Super Bowl commercial isn't just seen – it's shared and remembered.

So, what are the elements within an ad that make a lasting impact on the largest American television audience of the year? QuickFrame unleashed its Video Intelligence technology on every Super Bowl commercial from the last four years to find out.



GENDER: MALE
 NAME: JEFF BEZOS
 CELEBRITY TYPE: BUSINESS/EXEC



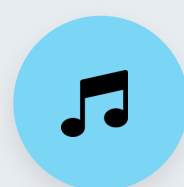
Insights Uncovered:



Tone: From the ridiculous to the sublime, hitting the right tone can move audiences to laughter or tears – but is one more effective than the other? It all depends on your vertical.



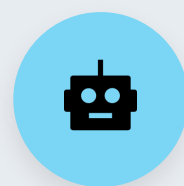
Gender: How are shifting cultural tides reshaping the gender landscape of Super Bowl Ads? They're casting more female-only commercials.



Music: A license for a catchy, recognizable song will increase your production budget, but it will also increase the likelihood that viewers will sing your praises.



Animals: It is no surprise that commercials with animals are enjoyable, but you might be surprised which types of animals are liked the most—cats and reptiles (sorry dog lovers!).



Robots: Marketers are featuring robots more than ever, but those commercials are less memorable on average.



Messaging: While it might cause sparks to fly in your living room, commercials that touch on a political issue (e.g., immigration, gay rights) are burned into people's minds.



Style: Choosing whether to shoot a live action commercial or produce an animated spot has little bearing on memorability—but it is best to stick to one style and not mix the two.



Celebrities: Viewers like ads with musical celebrities more than those with athletes. Is the Super Bowl more of a musical event than sporting?

¹ Business Insider

Q:

Which tone do viewers prefer:
Funny (😂) or Sentimental (😭)?

A:

It all depends on your vertical:

- 😂 Alcohol, Automotive, CPG, Finance
- 😭 Food & Bev, Gaming, Tech, Telecom

Finance



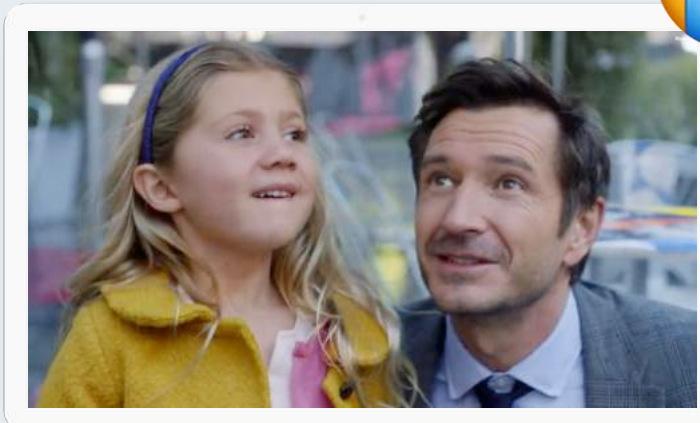
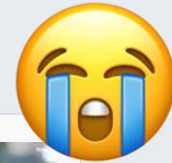
👁 WATCH HERE

E-Trade

"This Is Getting Old"

2018

Food & Bev



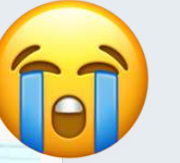
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LIFEWTR

"Inspiration Drops"

2017

Gaming



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Microsoft Xbox

"We All Win"

2019

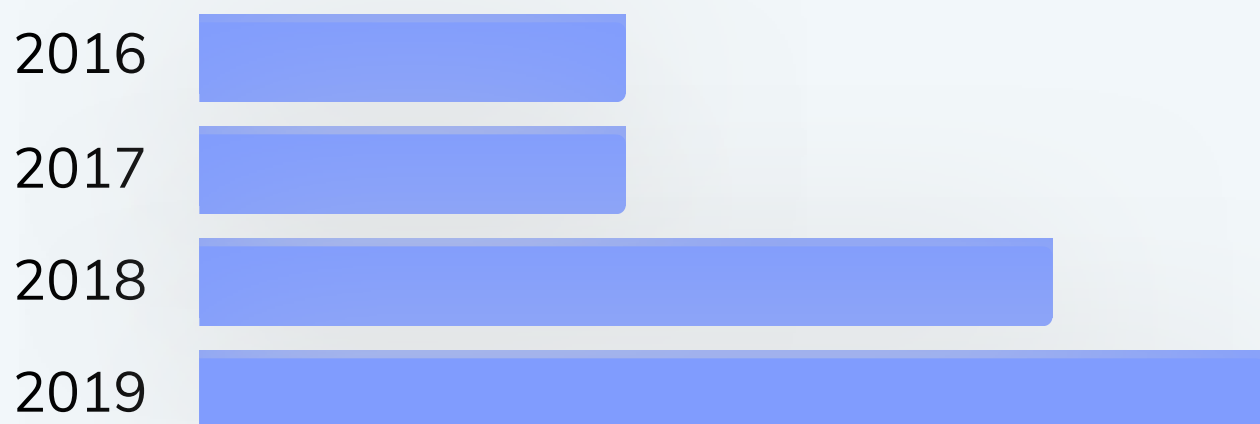
Q:

Think #SuperBowlSundaysAreFortheBoys?
Think again.

A:

While spots that feature both men and women remain the most popular, the significance of movements like #MeToo is evident in the sharp increase in ads with all-female talent since 2017.

Growth in Ads with Female-Only Casting



Top-Performing Ads Featuring Both Genders

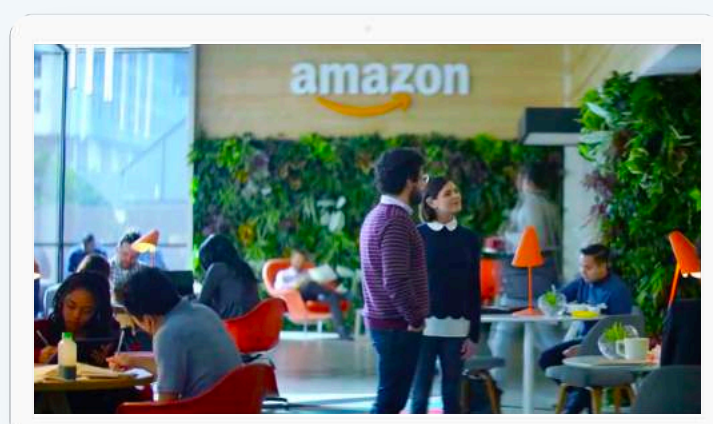


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Honda

"Yearbooks"

2017



👁 WATCH HERE

Amazon

"Not Everything Makes the Cut"

2019

Q:

Should brands splurge on licensing a popular song?

A:

100% Yes. A catchy, recognizable song leaves a lasting impression.

"I Need a Hero"
Bonnie Tyler



WATCH HERE

Kia

"Hero's Journey"

2017

"Bodak Yellow"
by Cardi B



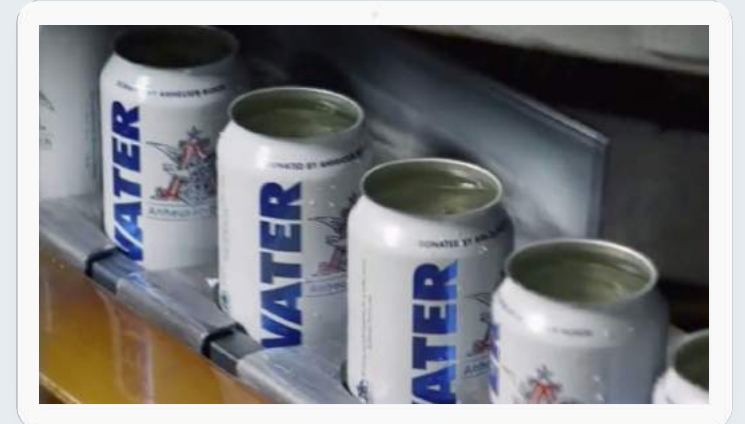
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Amazon

"Alexa Loses Her Voice"

2018

"Stand by Me"
by Skylar Grey



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Budweiser

"Stand By You"

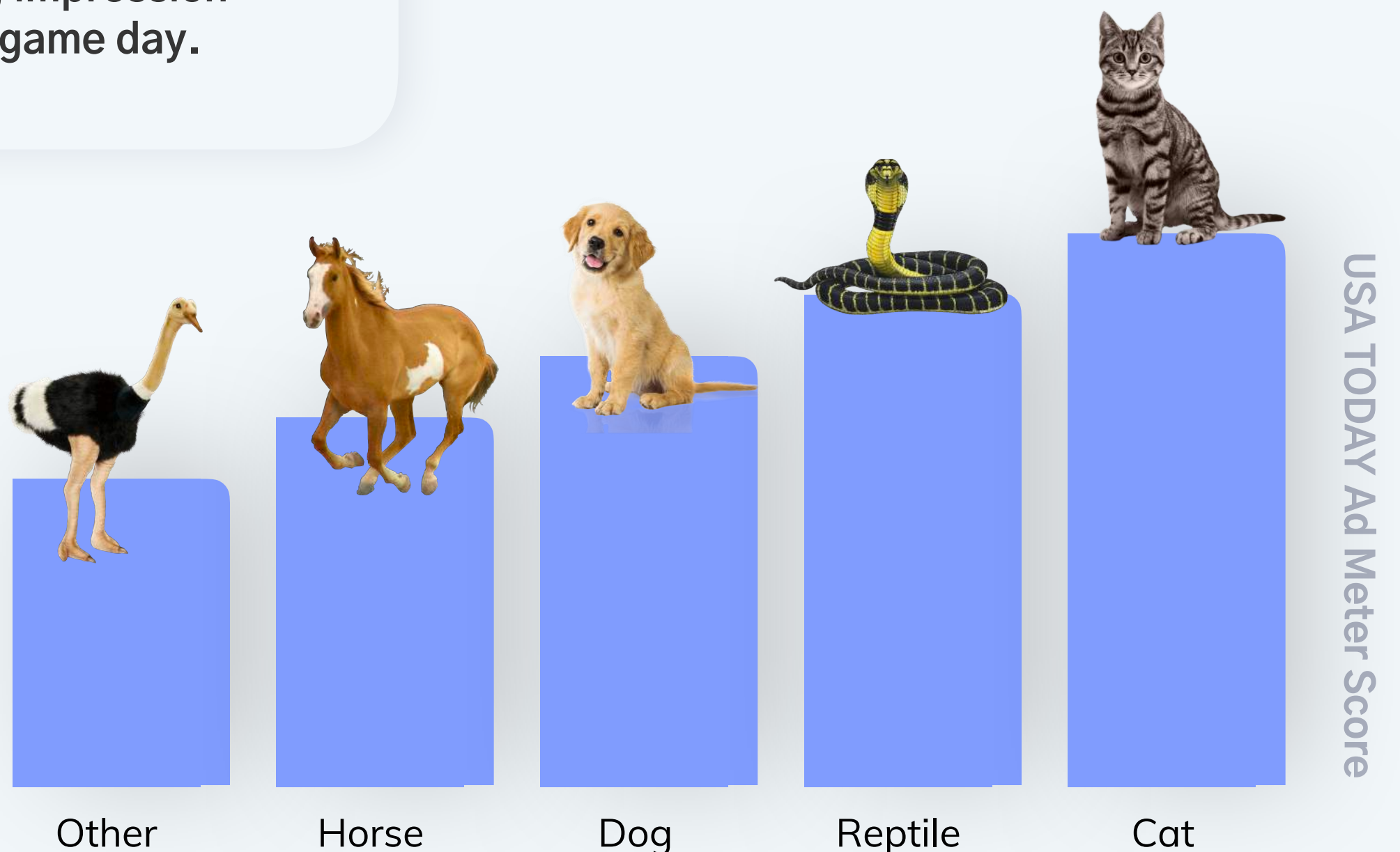
2018

Q:

Who rules the Animal Kingdom on game day?

A:

Don't mess with cats...or reptiles. They leave a more lasting impression than any other animal on game day.



Q:

Embrace the AI takeover or rage against the machine?

A:

Despite a steady increase in ads featuring robots year over year, they consistently struggle to move the needle for audiences.

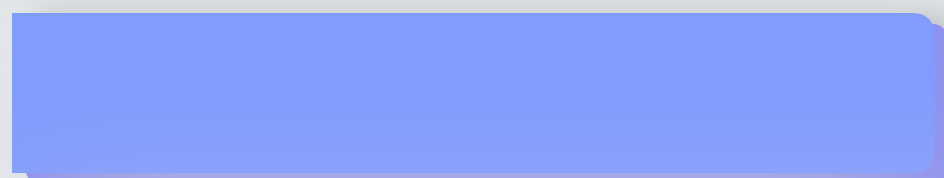
2016



2017



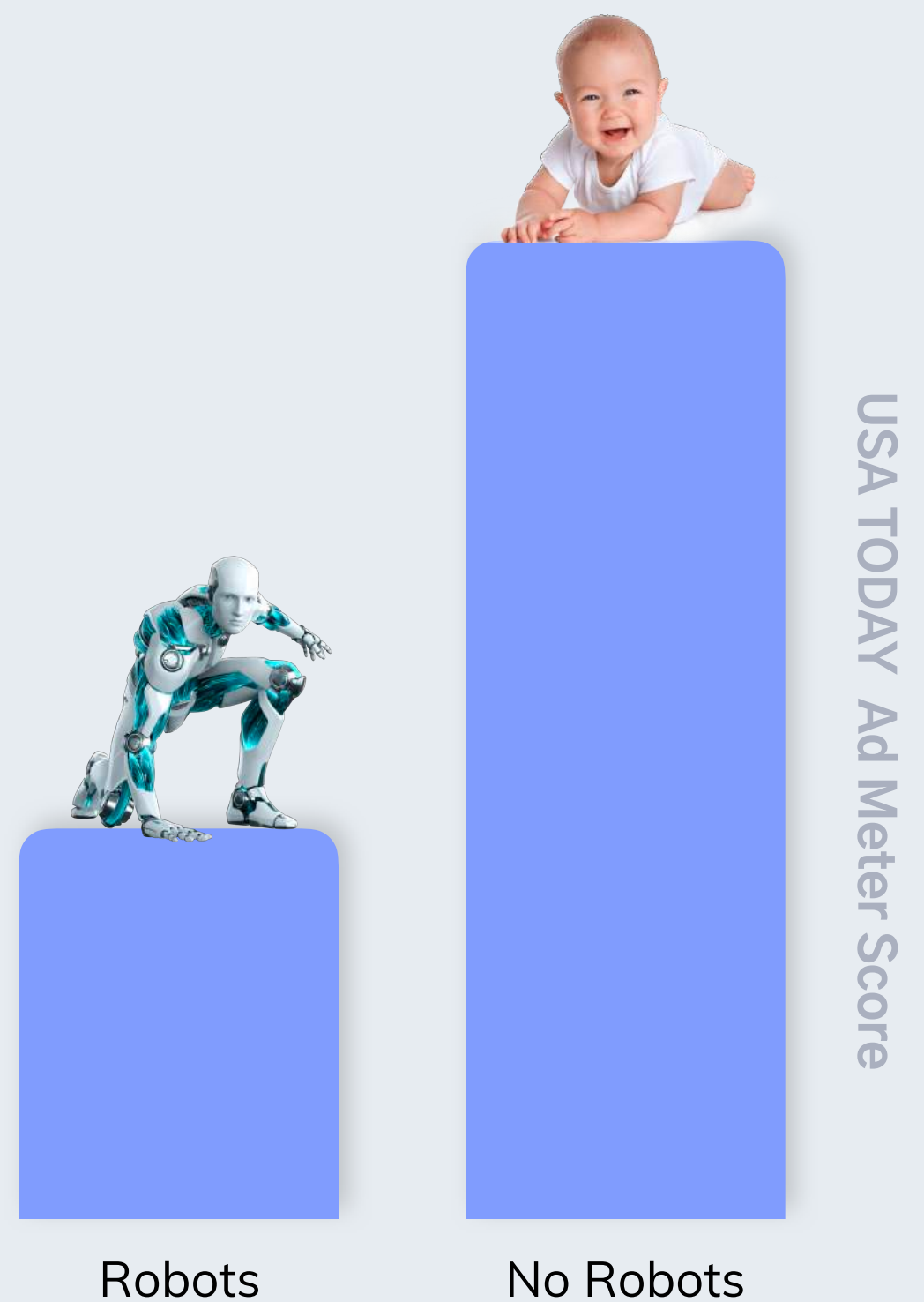
2018



2019



Ads Featuring Robots



Q:

Get on your soapbox or keep calm and carry on?

A:

Step right up. Brands that took a stance on social and political issues struck a chord. An authentic message about a timely cause proved more galvanizing than divisive.

Sustainability



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Kia

"Hero's Journey"

2017

Fake News



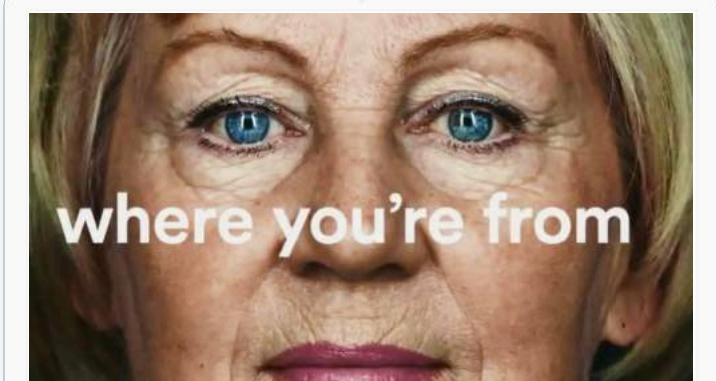
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Washington Post

"Democracy Dies in Darkness"

2019

Equality



WATCH HERE

Airbnb

"We Accept"

2017

Q:

Live-action commercials are better than animated spots, right?

A:

Think again. Viewers respond to live-action and animated commercials similarly, but more negatively to a combination of the two.

Live Action



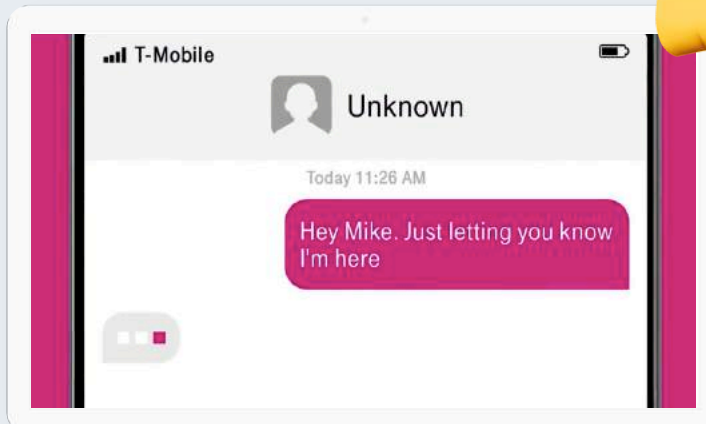
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Hyundai

"The Elevator: Shopper Assurance"

2019

Animation



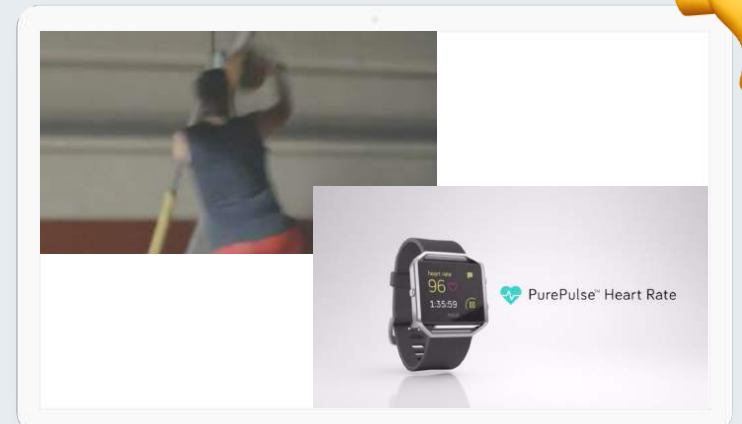
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T-Mobile

"Lyfted"

2019

Both



WATCH HERE

Fitbit

"Dualities"

2016

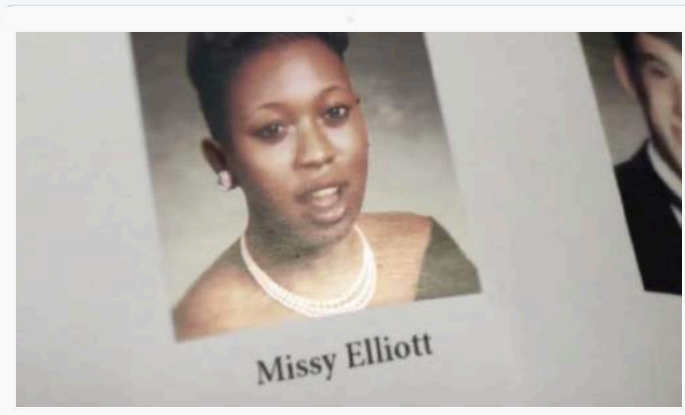
Q:

Which type of celebrity makes the biggest impact on viewers?

A:

When it comes to cameos, musicians win out over athletes, actors and every other type of celebrity.

Missy Elliott



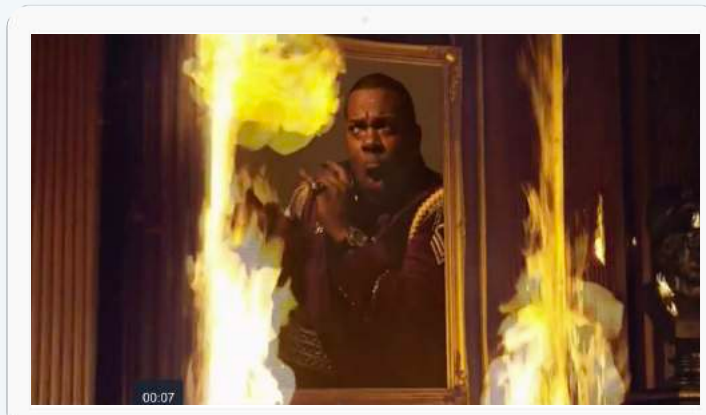
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Honda

"Yearbooks"

2017

Busta Rhymes



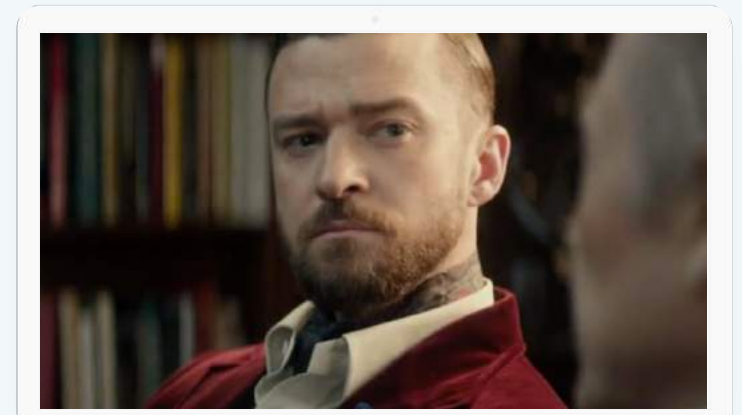
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Doritos vs. Mountain Dew

"Battle"

2018

Justin Timberlake



WATCH HERE

Bai

"Bye Bye Bye"

2017

About This Report

QuickFrame's Video Intelligence compared the elements contained within the past four years of Super Bowl commercials against the USA TODAY Super Bowl Ad Meter scores to uncover which video attributes are most strongly tied to viewer preference.

Sample Attributes Analyzed:

- Tone/Sentiment
- Talent Gender
- Presence of Animals
- Presence of Robots
- Presence of Celebrities
- Audio Style
- Video Style/Format
- + more

Commercials Ingested:

2016



2017



2018



2019



Analysis included commercials that aired pre-game through the 4th quarter and excluded network promos/trailers.

n = 275 commercials

QuickFrame

Hit your KPIs with QuickFrame's intelligent Video-as-a-Service platform. We unlock your ability to create more video content that is designed to perform by solving for two of the largest problems around video—the slow, expensive production process and the lack of clarity around what drives results with your target audience.

Our marketplace of global creators efficiently produces scalable, platform-optimized, on-brand videos. Our AI-powered analytics tool provides deep insight into what improves video effectiveness. With QuickFrame, you can do more with video, so video can do more for you.

For more information about how QuickFrame's Video Intelligence technology can benefit your brand, please contact us — hello@quickframe.com.