

BIG IDEAS

FROM THE

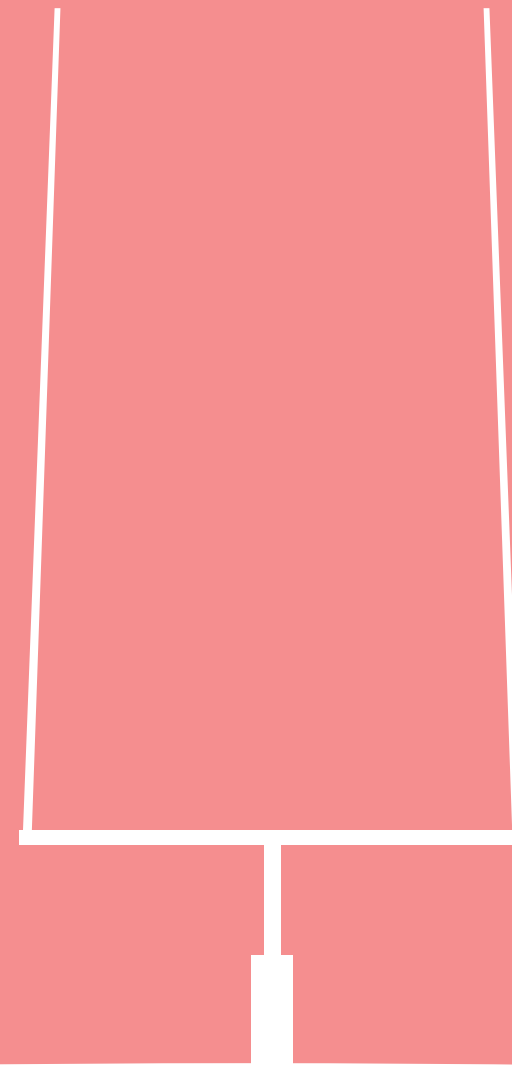
BIG GAME

Ogilvy

THIS IS OUR SUPER BOWL ... (LITERALLY)

Each year, the big game provides the ultimate stage for big ideas to shine. And as the minds behind some of that big thinking, Ogilvy always takes the opportunity to understand what work wins (even though we don't get a ring).

THE SUPER BOWL GIVES US A PULSE ON HOW THE NATION (AND WORLD) IS FEELING



As one of the last remaining monocultural moments, the Super Bowl gives us a glimpse at the sentiment of society. Meant to appeal to the entire country, the ads also give hints at how people are feeling and what will resonate with them.

LIKE IT'S 2020 AGAIN

Despite the realities of what's happening in the world each February, the Super Bowl is a time when people simply come to be entertained. This year, with a rematch between the Super Bowl teams of 2020 (and a likely rematch on grander political scale too), entertainment value and creativity were bound to be well received.

MORE IS LESS

Humor and celebrities are always mainstays in Super Bowl ads, but absurdist humor and celebrity-studded spots really took the spotlight this year. The over-the-top nature of these ads may showcase what advertisers feel needs to be done to win attention, when sometimes it is simplicity and sharpness that people crave.

TABOO TOPICS

This year's frequency of religious ads, plus a nostalgic political feature for the independent campaign of RFK, suggests that the typically polarizing institutions of religion and politics are striving to shift perceptions in a society that has become disillusioned with them. Is this an appropriate channel for those messages, or should there be a separation of church and football?

WE CAN ALWAYS EXPECT TO SEE CELEBS, NOSTALGIA & TALKING ANIMALS

OGILVY

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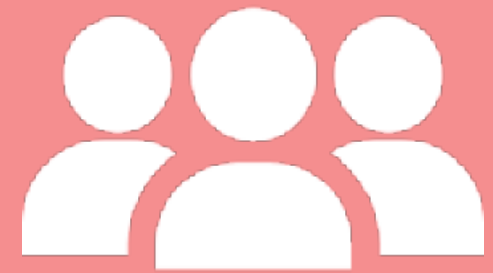
**BUT THIS YEAR WE WENT A
LEVEL DEEPER TO UNDERSTAND
THE PLAYBOOK FOR A WINNING
(OR LOSING) AD**



OGILV

THE PLAYBOOK

WE EXPLORE 5 KEY ELEMENTS
THAT BRANDS



AUDIENCE



AMBITION



CULTURE



MESSAGE



CONNECTIONS



AUDIENCE

A COLLECTIVE VIEWING MOMENT

...FOR NOW

The Super Bowl is the holy grail for advertisers because it is a rare moment when so many people are actively tuned into the same program. But just as the fabric of the US population shifts, so too might this reality.

This year, TelevisiaUnivision broadcast a Spanish-language version of the game. To deliver personalized content to a Hispanic viewing base, some brands are taking their ad space (at very discounted rates) to the Spanish-language broadcast. Similarly, Nickelodeon broadcast a kids-friendly version of the game, complete with special effects, an iconic performance of SpongeBob's Half-Time Show, and a handful of Nick-only ads.

As we're seeing broadcasts target specific yet large demographic bases, it leaves the question of whether the audience tuning in will become more fragmented. But given the diversity of the audience tuning into the game, it only makes sense that there are diverse ways of watching, too.



Audi

Audi presented a tailored :30 commercial aiming to forge a connection with the Latino audience through the shared value of collective progress and the prospect of a future shaped by our own definitions. The high-energy spot effectively encapsulated both the brand's essence and the audience's unyielding "can't stop, won't stop" spirit, marking a pioneering venture for Audi with this affluent latino audience.



Total by Verizon

Total by Verizon relaunched its offer, specifically to the Latino community seeking value-driven cell service plans by taking over a sticky musical icon to communicate how “suavemente” (smoothly) you can switch from your existing prepaid plan to the one that relies on America’s 5G network... An offer destined to linger in memory – effortlessly making the switch has never been so unforgettable.



AMBITION

**EVERY
SECOND
COUNTS...**

**AND COSTS
\$233,333**

With such a hefty price tag attached to every single second of airtime, the Super Bowl showcases first hand “the cost of being dull,” to reference Peter Field. Advertising thrives on creativity, yet there are so many brands that deliver just average work. Those who do so on the biggest stage of all show us that the biggest risk we can take is, ironically, to take no risks at all.

We need to be real with ourselves about what work will actually stand out. A spot needs to be both interesting and right in order to succeed.



Temu

The Chinese e-commerce site's spot gave nothing of note creatively, yet the company chose to pay the big bucks for scale of reach: it aired three times during the game, and twice after. The strategy made waves online as people not only criticized the brand for the dull spot, but called into question the ethics of the brand. The formula of high-spend plus low-creativity was not the best approach to effectively resonate with consumers.



Lindt

This 30-second spot veers away from using Super Bowl tropes, and in turn makes an ad that could be shown any time of year. They may have invested in a spot that could flex all year round, but they have also dolled out \$7M for airtime on a forgettable spot. The Super Bowl is a time to be bigger and bolder with creative thinking, acting as a magnet on the world's biggest stage — instead, Lindt chose to mirror moments of consumption.



Etsy

The online market place balanced being both creatively interesting and right for the brand. Etsy's historical highlight of its gift finding tool demonstrated this beautifully. Instead of just showcasing a regular use case, they elevated the storytelling about the feature to captivate and entertain audiences.



CULTURE

BORROWING, FLEXING, & INVESTING IN CULTURAL CAPITAL

When it comes to cultural references made in spots, brands tend to take three approaches.

Already a cultural icon? Flaunt it.

Still working on it? Pair with the biggest names and moments to command attention.

Looking to ingrain your brand in culture forever? Create something worth remembering.

FLEXING

An iconic brand can rely on things their brand has done in the past, bringing them back to delight viewers.

On the other hand, if a once iconic brand has fallen from grace, they can grasp onto their former iconic moments in an attempt to climb back up top.

BORROWING

The most common tool, brands will borrow cultural relevance from big names and pop culture moments that automatically command attention and (if done well) create unforgettable buzz.

INVESTING

Brands, whether new or legacy, take a risk by attempting to create a cultural moment. If the moment catches on, the brand has the potential to reference it in future years.

FLEXING



Budweiser

After significant brand controversy, AB InBev is bringing back Budweiser's iconic Clydesdales. The horses are back nationwide after a 9-year pause, and this time they are teaming up with a cute dog and a heartwarming message to put the beer brand back in the nation's good graces.

BORROWING

INVESTING

FLEXING



E*TRADE

Showcasing the power of distinctive assets, E*TRADE has leveraged their baby characters to tell stories and delight Super Bowl viewers for years.

BORROWING

INVESTING

BORROWING

Ogilvy



Verizon

Both the star of the spot, Beyoncé, and other timely references like AI and Barbie add meaning and relevance to the Big Idea behind this spot. Partnering with such a big name also signals the status of the brand, aligning the brand with a viral moment that stole the show.

FLEXING

INVESTING

BORROWING

FLEXING



Uber Eats

The food delivery brand plays on one of the year's biggest pop culture moments (My dad had a Rolls-Royce) and brings in big names for the witty spot.

INVESTING

INVESTING



FanDuel

The brand's anticlimactic Kick of Destiny 1 seems to have been a set-up for round 2, which Gronk missed again. The investment in creating a cultural event creates brand lore and keeps people tuned in for a second (and possibly third?) year.

BORROWING

FLEXING

INVESTING



Oreo

Oreo attempted to create new meaning for the behavior of twisting an Oreo, telling viewers to “twist on it,” a branded version of flipping a coin.

BORROWING

FLEXING



MESSAGE

A SPECTRUM FROM SLAPSTICK TO SERIOUS

Super Bowl spots tend to default to a humorous tone. After all, 63% of viewers just want to watch ads that make them laugh, while only 12% of viewers want to see a motivational message. Yet, what if a brand doesn't usually use a lighthearted tone of voice — will the spot muddle their brand? Plus, if everyone goes for funny, could spotlighting a purpose-driven spot help a brand stand out? (*Attest*)



BMW

Even brands with serious tones of voice can break free during the Super Bowl in the name of garnering attention and positing reactions. BMW's "Talkin like Walken" did just this, while maintaining the luxe appeal of the brand.



Dove

Sticking with their highly effective brand platform, Dove delivered a purposeful, relevant and moving message about the reasons girls quit sports. Plus, as female viewership reached an all-time high this year, this spot was bound to resonate.



CONNECTIONS

THINKING BEYOND THE SCREEN

The traditional format of a :30 or :60 second spot talks *at* people, but brands are finding creative ways to connect and engage *with* consumers beyond the screen. While the long form spot still remains the hero at the Super Bowl, there is an opportunity to both deepen and expand connections with consumers.

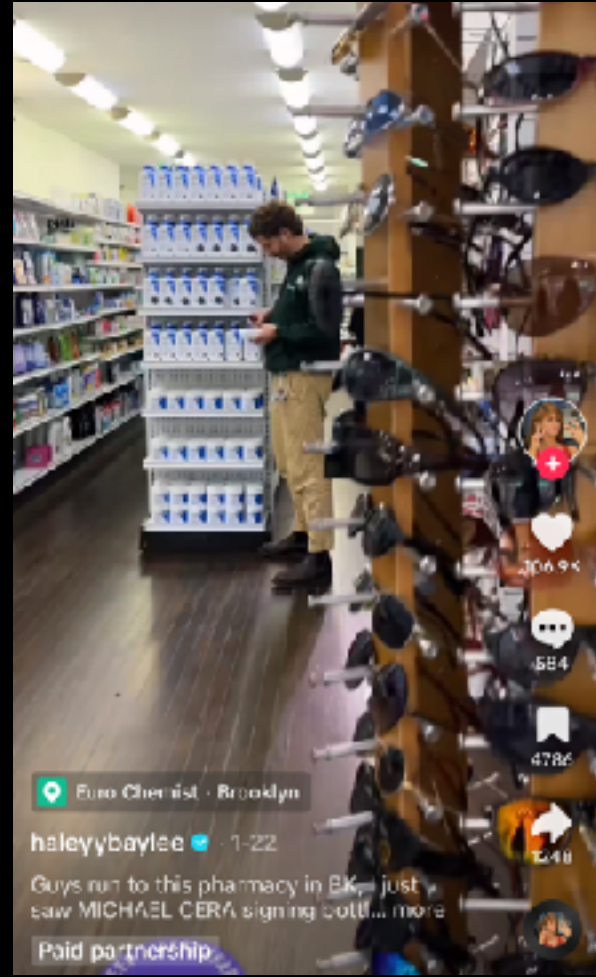
Brands can successfully connect with consumers when they think about the full ecosystem that exists around their big ticket item.



DoorDash

“DoorDash All the Ads” was a smart and buzzy way to infuse the delivery app’s presence throughout the game, though its placement would have been more effective at the start of the broadcast to keep the promotion top of mind during the rest of the ads, instead of after.

INFLUENCER



PRESS

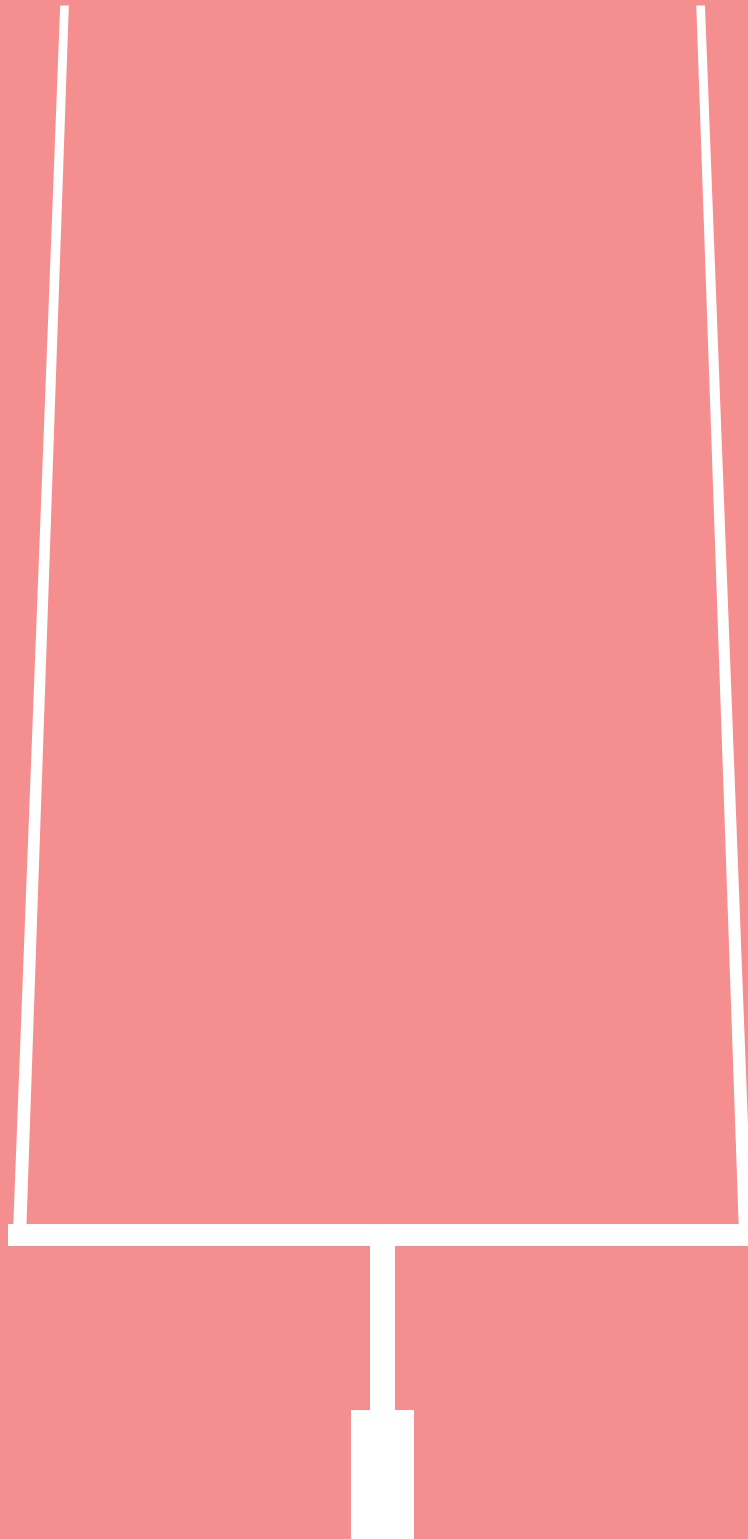


GAME DAY



CeraVe: Michael CeraVe – The beauty brand set a new standard for full-ecosystem thinking leading up to their spot. The multi-pronged, immersive marketing campaign seamlessly integrated creativity and celebrity with earned, social and influence, racking up over 6 billion earned impressions all before the big game. Rather than resort to the typical teaser, the brand relied on the internet gossip engine to build buzz, creating a one-of-a-kind campaign that will have people talking long after the game.

ANOTHER DAY IN ADLAND



Super Bowl Sunday is a special stage for advertisers. In many ways, it is an anomaly from our typical marketing efforts, but in others, it is just an ultra-amplified version of the remaining 364 days in adland. The stage is bigger, the stakes are bigger, but the principles to win are largely the same.

Seeing how brands show up on the biggest stage of all can give us indications of how big ideas can have the biggest impact.

QUESTIONS? REACH OUT TO:

ELISE ALVERSON - STRATEGY DIRECTOR

MANU GABALDON - STRATEGY DIRECTOR

LAUREN NEFF - STRATEGIST

The image features a central red square containing the word "Ogilvy" in a white, serif font. This central element is surrounded by a grid of squares with various patterns and colors. The patterns include solid black, solid white, solid light red, solid dark red, and diagonal stripes in black and white, as well as red and white. The overall composition is a modern, geometric take on the classic Ogilvy logo.

Ogilvy