

BIG IDEAS
FROM THE
BIG GAME

(Or rather, the breaks in between)

Ogilvy

ADVERTISING'S SUPER BOWL IS... THE SUPER BOWL

The Super Bowl stands out to advertisers for a reason. It goes far beyond the impressions reached on the screen - people talk about their favorites and least favorites, news sources write summaries, and you truly can't put a price tag on the conversation that extends beyond the event itself.

WHY IS IT SUCH A BIG DEAL?

1/4

More than 1 in 4 US households tuned into the game

\$217K

Cost per second of a spot during the big game

12%

Increase in viewership over last year

40%

Of the advertisers were new this year

\$1M

Increase in price per 30 second spot over last year

106M

Viewers that the average spot reached

A PULSE

SoFi Stadium

SAMSUNG

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ON CULTURE

THE SUPER BOWL GIVES US A PULSE CHECK ON CULTURE

As one of the most iconic and “all American” events of the year, the Super Bowl shows us the prevailing sentiment of our present society.

THERE ARE VARYING DEGREES OF HOW READY PEOPLE ARE FOR THE FUTURE

This year’s spots were a showcase of the reality we find ourselves in today: simultaneously venturing into an unfamiliar and exciting new reality, while also staying rooted in the past.

**WHILE SOME ARE
READY TO BE
FUTURE-PROOF,
OTHERS ARE A BIT
MORE FUTURE-
ALOOOF.**

WHAT WE SAW

FROM FUTURE
PROOF ...

Are You Going All In?

We Need a Hero

Show Me the Money

In the Palm of Your Hand

... TO FUTURE
ÄLOOF

To Buy or To Be...
That is the Question


What's Old is New Again

Long, Long Ago

ARE YOU GOING ALL IN?

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This Super Bowl acknowledged that the future will bring unfamiliar frontiers and new technologies. And whenever something is new, there are bound to be some hesitations and doubts surrounding it. This year's ads gave us a glimpse into the new technologies of the future, from crypto to EV's, and acknowledged some of the hesitations we might have about welcoming these things into our lives with open arms. Advertisers translated these fears into humor, showing us that there really isn't that much to be afraid of.

A photograph of Larry David, an older man with glasses and a dark suit, sitting in a chair. He is looking directly at the camera with a slight, questioning expression. Behind him is a large, dark wood bookshelf filled with books, framed pictures, and other decorative items. The lighting is warm and focused on him.

DON'T BE LIKE LARRY

Crypto platform **FTX** tapped into an insight about people's hesitations towards cryptocurrency: many believe that it too risky, and not a longterm play. The spot, which featured Larry David questioning some of the world's most fundamental inventions, showed that crypto was in good company as a world-changing innovation.



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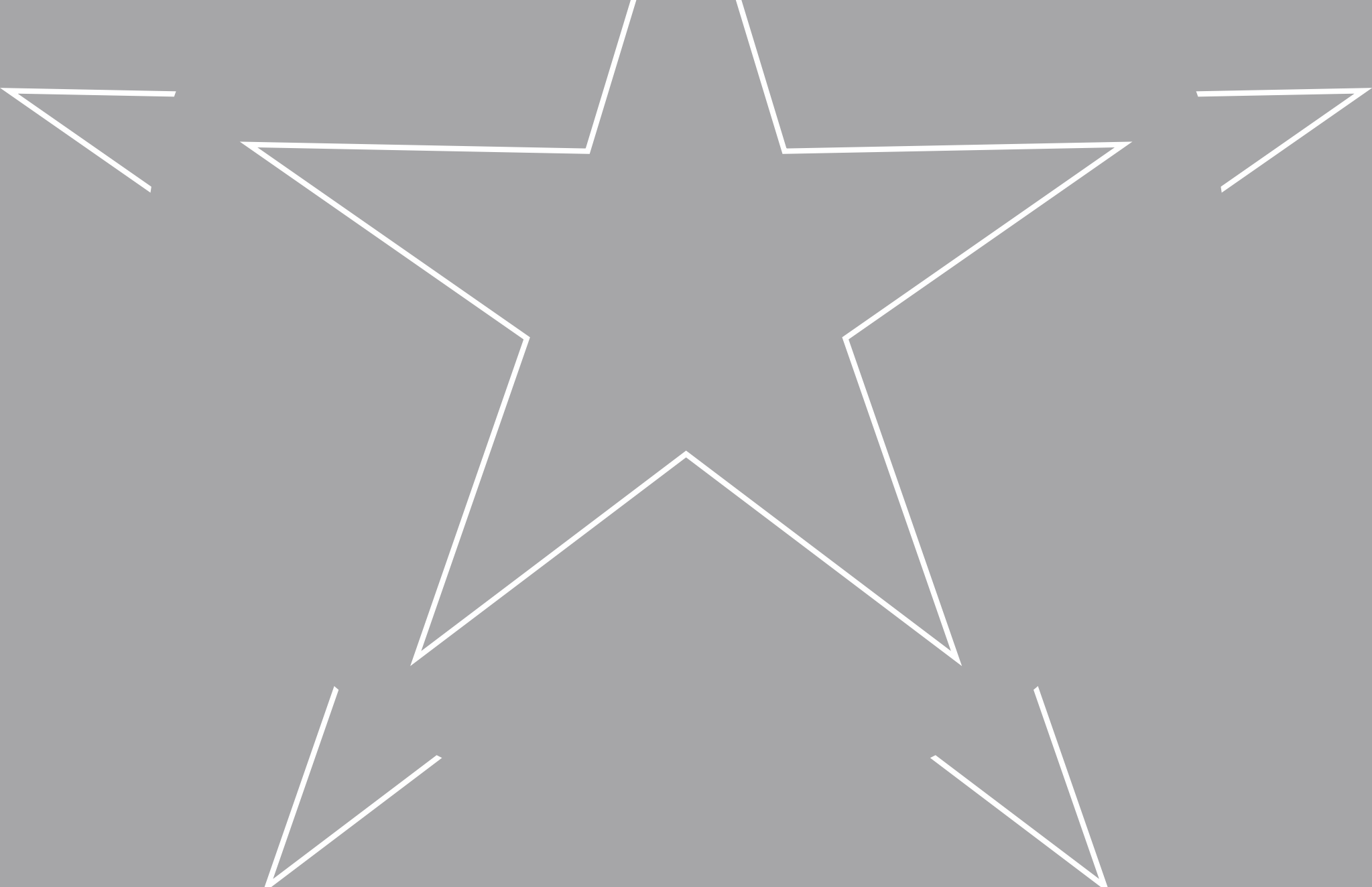
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Amazon alluded to the common fear that their assistant Alexa is always listening to us with a spot that humorously showed what it would be like if the virtual assistant could *actually* read our minds. Luckily, they agreed that it was not the best idea.

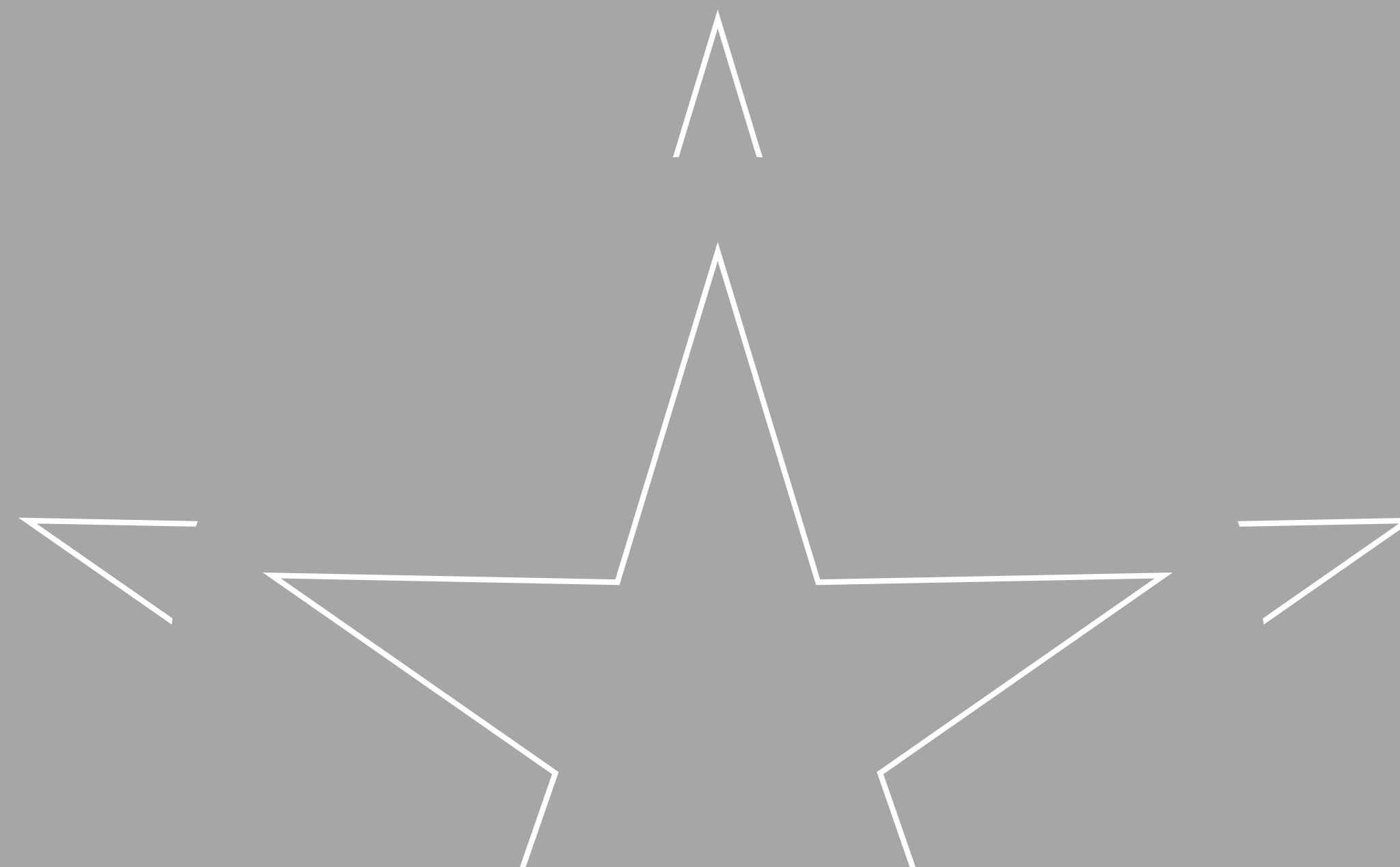
EV charging device **Wallbox** showcased a real life lightning strike survivor, who, despite his intense fear of electricity, feels comfortable using the safe device.

WE NEED A HERO

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As we forge ahead into the future, we also have an opportunity to create a better reality. There are many problems that demand our attention, and some spots this year showcased how they were finding solutions to problems big and small. We now expect brands to have a hand in finding solutions via innovation, technology, and raising awareness. We saw a range of commercials addressing a variety of problems in different ways, showing how their brand in particular would play a role in saving the world.



Hellman's is tackling food waste head on by reminding viewers to find other ways to use their universal product. Every year in the U.S., approximately 31% (133 billion pounds) of the overall food supply is wasted ([EPA](#)). While the brand wasn't directly calling out the problem on national scale, they did insert themselves as the solution for households everywhere.



Dr. Evil became Dr. Good in a spot from GM, which announced their shift to all-electric by 2025. In the spot, Dr. EV-il (a nod to the new EV range), says "I will help save the world first, then take over the world." The call to action of "**e**verybody in" is a smart mnemonic to introduce their new tagline.



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Google Real Tone realized a problem in that current technology hasn't accurately represented darker skin tones. Their solution is built into their new Pixel 6 smartphone and it's an example of how mindful and intentional innovation can make a large impact for millions of people and the way they capture their lives.

SHOW ME THE

\$\$\$

Money feels a little volatile and confusing nowadays. Instead of traditional savings accounts and 401K's, we're now dealing with things like crypto, NFT's, and even meme stocks. Some of the ads this year showed us how we could make better financial decisions, and how their brand could help show us the money.



E-trade by Morgan Stanley executives try to convince "the baby" to return to the world of personal finance, citing the many reasons he is needed now more than ever, including "people are taking financial advice from memes,"



Greenlight's spot serves as a lesson for kids and teens to make smart decisions when it comes to spending money, promoting Greenlight's financial literacy program for young people.

IN THE PALM OF YOUR HAND

Some of the spots this year showed that innovations do not have to be groundbreaking and world changing. Many of the products and services advertised showed how complicated tasks, like buying a house, could now be done from the same smartphones that have been central to our lives for years. From big life decisions to day-to-day tasks, brands have emphasized the ease of "phone life" as a means of breaking down the walls of accessibility by any user being an app away from accomplishing anything.



Sam's Club leveled the shopping playing field for just about everyone. Although starring Kevin Hart, they place an emphasis on the convenience of their "Scan & Go" app feature, created to make any member shopping feel as though they're "shopping like a VIP".



Carvana features a regular mom who raves to everyone she encounters during her day of errands of how simple and trustworthy Carvana was to buy her car online. She notes how purchasing things online can sometimes be a daunting experience, especially when you feel like there is nobody there to help you. However, with the Carvana app, she explains how much virtual support she received while still getting the best deal, highlighting the benefits of purchasing through an app.

Dream House Commercial

ROCKET
Homes

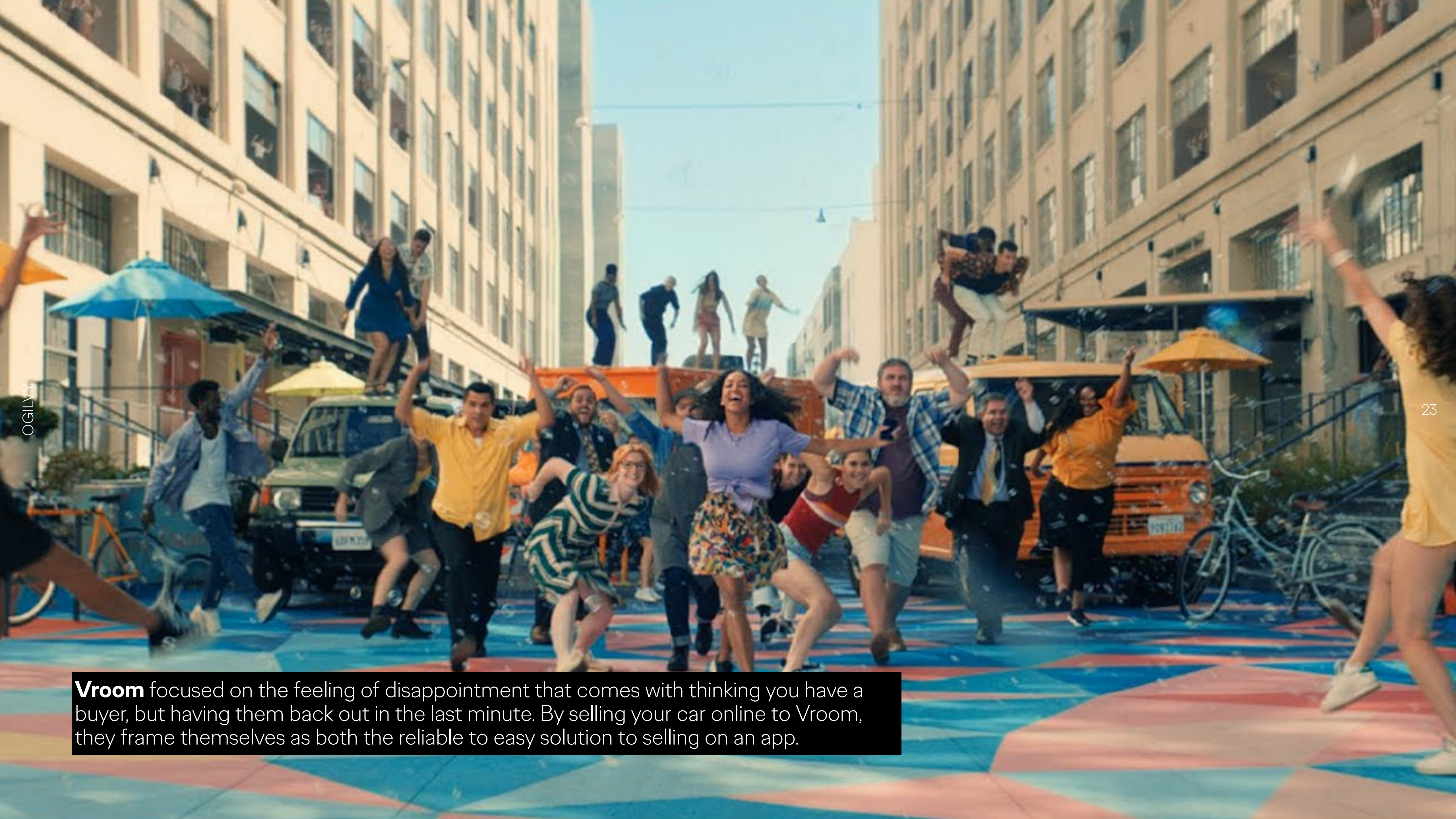
ROCKET
Mortgage



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Rocket Mortgage used their spot to introduce shopping for housing from an app. They took the idea of Barbie's dream house to highlight their app features that allow you to search for your exact dream home without the hassle of bidding or having to wait to get your offer approved. They frame it as a concept so simple that even a child could understand.



Vroom focused on the feeling of disappointment that comes with thinking you have a buyer, but having them back out in the last minute. By selling your car online to Vroom, they frame themselves as both the reliable to easy solution to selling on an app.

**TO BUY
OR TO BE...**

**THAT IS THE
QUESTION**

As the future holds promises of advances within the digital realm, some brands are acknowledging that a return to simplicity can be good, too. These ads challenged the typical spirit of competition, innovation and consumerism, and instead placed their focus on transparency, simplicity and experiences.

“Stuff”



Expedia calls out the way we spend money on "stuff" over experiences. The spot showed us that as the world reopens, we should question our prioritization on getting the hot new thing, and instead think about all of the experiences we could be having. The spot even poked some fun at advertising culture, showing a variety of sets for other commercials selling things from phones to flat screen TVs.

No compromises

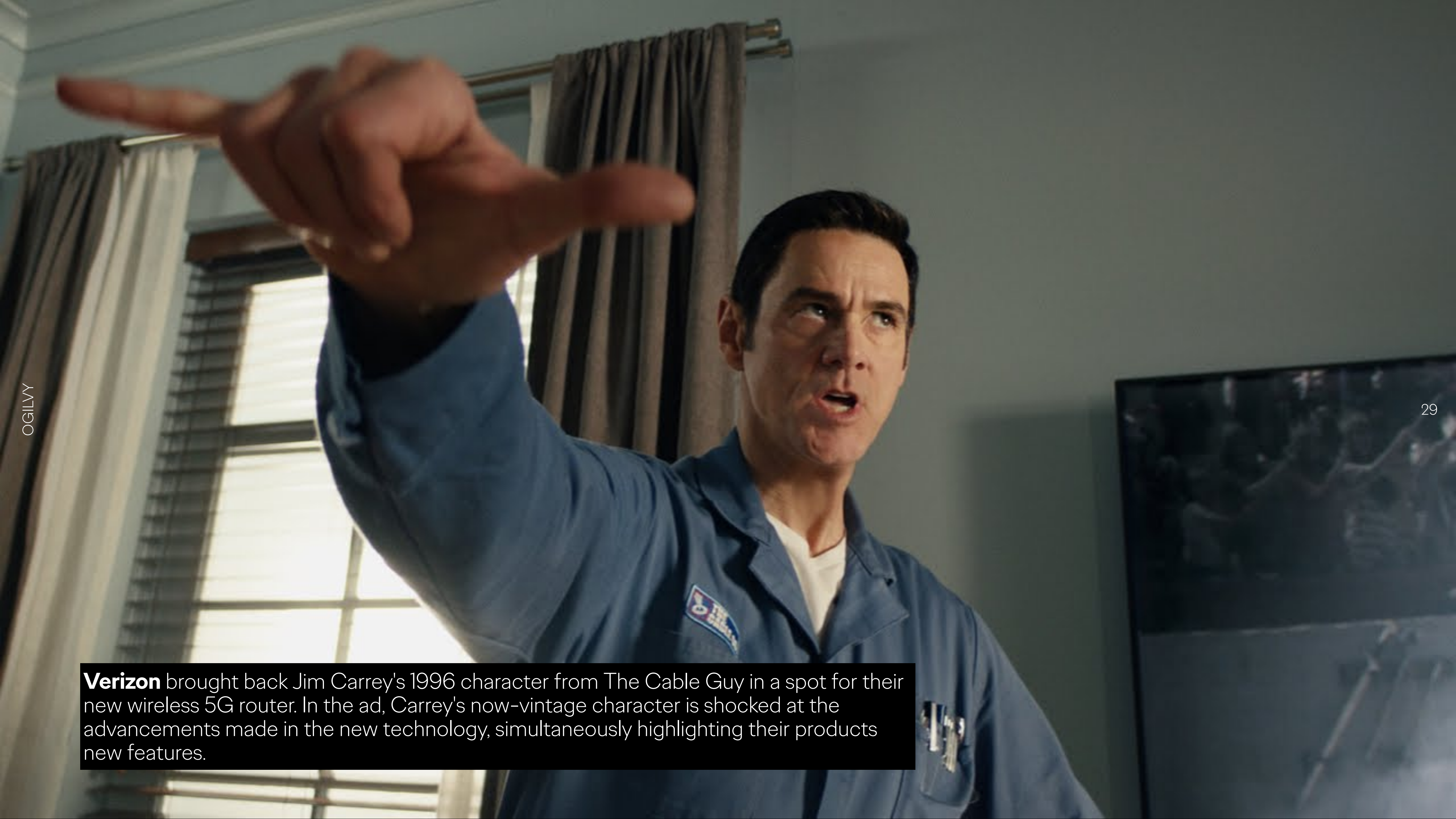
Polestar's 30 second spot took not-so-subtle jabs at competitors like Tesla and VW with transparent supers that read "No conquering mars," "No dieselgate," and "No greenwashing," to distinguish their EV from rising competitors in a simple yet direct way.



Turkish Airlines focused their spot on the idea of connectivity, no matter where you are. Following themes of connection during the virtual-focused pandemic era, they bring this sentiment to life (or in person) by focusing on the fact that they connect more countries than any other airline.

WHAT'S OLD IS NEW AGAIN

It can take time for new innovations to take hold. To help ease consumers into understanding and adopting unfamiliar technologies, some spots used nostalgic characters and stories to add a dose of familiarity to the future. By pairing the unknown with comforting and recognizable elements, new products were introduced in a less intimidating way.

A still from a Verizon advertisement featuring Jim Carrey as the character 'The Cable Guy'. He is wearing a blue work shirt with a name tag and a patch that says 'THE CABLE GUY'. He is pointing his right index finger towards a large television screen on the right side of the frame. The screen displays a dark, abstract image. The background shows a window with blinds and curtains. The lighting is dramatic, with strong highlights and shadows.

Verizon brought back Jim Carrey's 1996 character from *The Cable Guy* in a spot for their new wireless 5G router. In the ad, Carrey's now-vintage character is shocked at the advancements made in the new technology, simultaneously highlighting their products new features.



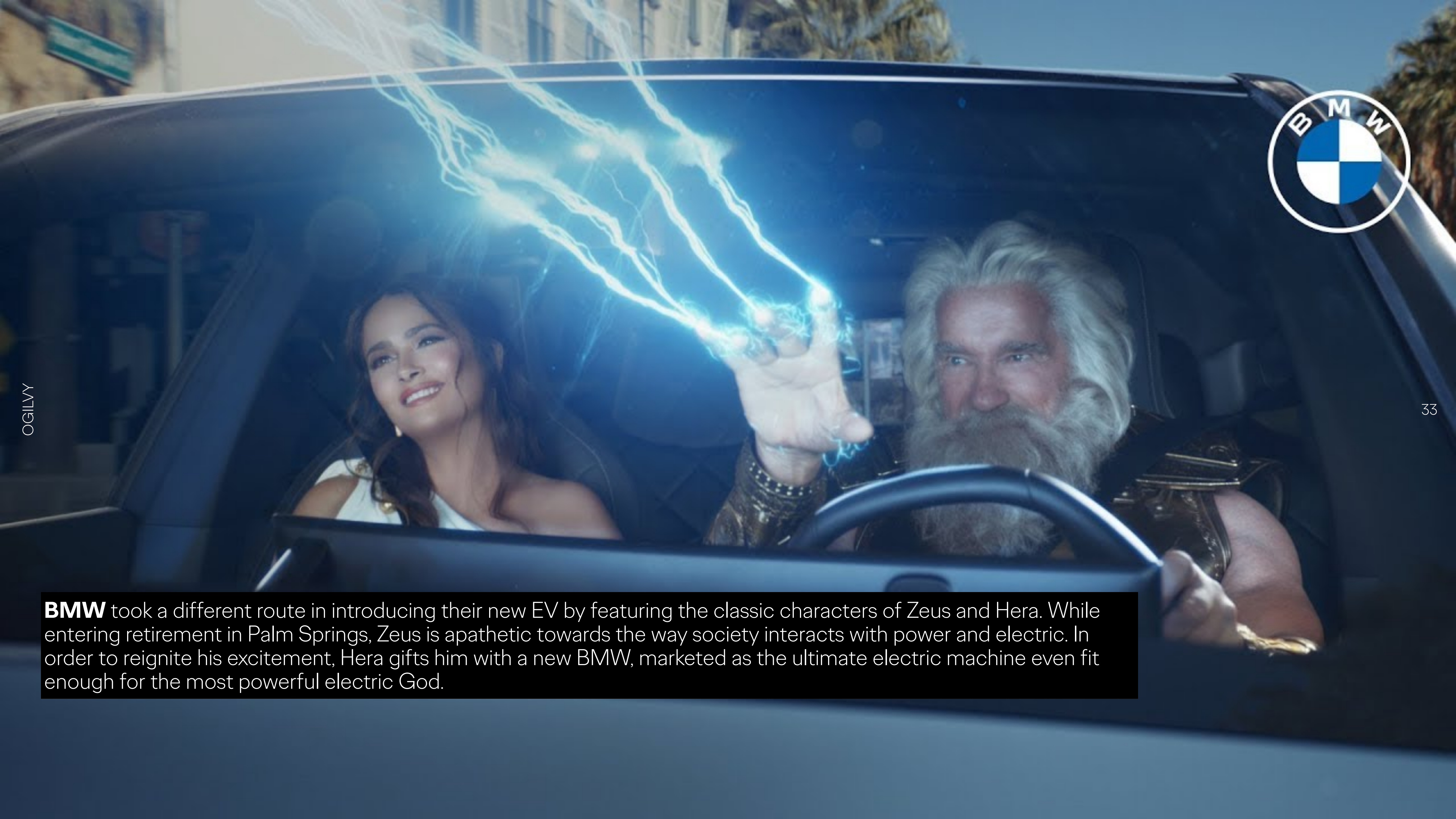
Chevy recreated the opening credits from *The Sopranos* in their ad for their All Electric Silverado. They strategically replaced some of the familiar shots from the original credits with "upgraded" images to show how neighborhoods and people change over time. At the end of their spot, they emphasize that they've created a new truck for a new generation. By pairing this phrasing with seemingly simple images of timely development, they simplify the idea of change to not feel as extreme as some people may think.

A bit of an ironic move for the cryptocurrency platform, **Coinbase** went retro with their ad, which simply showed a QR code bouncing around on the screen like an old-school screensaver. The spot engaged viewers with a nostalgic "game" of waiting for the QR code box to perfectly align in the corner. Instead of going for the hard sell, it sparked curiosity and conversation, letting people ease their way into learning more about Bitcoin - in their own time.



LONG, LONG AGO

There were a few ads that took us *way* back in time, referencing stories and characters from ancient history and Greek mythology. By bringing back these iconic and historic stories, these ads showed the value of being timeless.



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BMW took a different route in introducing their new EV by featuring the classic characters of Zeus and Hera. While entering retirement in Palm Springs, Zeus is apathetic towards the way society interacts with power and electric. In order to reignite his excitement, Hera gifts him with a new BMW, marketed as the ultimate electric machine even fit enough for the most powerful electric God.



Avocados from Mexico tapped into the timeless "game day", using their product as the ultimate tailgate equalizer – no matter the game, no matter the teams, no matter the era.



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A natural fit for sports betting platform **Caesar's Sportsbook**, Caesar and Cleopatra were shown having a dinner party with the Manning Family. The spot was promoting live in-game betting, but also alluded to the idea of how legends can become timeless.

WHAT THE FUTURE HOLDS FOR US

A GLIMPSE INTO OUR FUTURE: A TOUCHDOWN FOR ADVERTISING

The work from this year also showed us how the world of advertising may evolve.

EMBRACING NEW CATEGORIES

This year we saw new categories advertising at the big game, breaking free from the typical show of beer brands and CPG goods. Crypto, EV's, and streaming services (ironically on cable) all joined the game, showing that they're going mainstream and playing an active role in crafting our future.

BRAND ATTRIBUTION

Driving brand attribution will be an important challenge for advertisers to solve. Take the seven EV commercials, for example. While they were creative and entertaining, could you accurately attribute each ad to its respective brand? Finding ways to create distinction and recognition will continue to be important in the future.

EXPLORING NEW FORMATS

Coinbase's QR code ad quite literally broke the internet (the site crashed from the amount of traffic it received), but it was a clear stand-out during the show. As we move into the future, we have an open invitation to reconsider the formats and creative on an otherwise very traditional advertising stage. We always see gimmicks during the Super Bowl, and sometimes they work the best.

AN INSIGHT IS STILL KING

A strong insight and tension creates great work. Some of the stand-out work from this year had a clear tension at the core. Take the Larry David FTX spot, which tapped into people's hesitations about crypto.

PLAYING WITH THE STATUS QUO

Certain executional elements are always expected in the Super Bowl ads, but it is the execution that makes them stand out.

CELEBRITY

A celebrity is not a strategy in and of itself, but if a famous individual is used as a part of a big idea, it can be successful. Rocket Mortgage's spot featuring Anna Kendrick did this well: Kendrick was not central to the big idea, but rather amplified the idea and played the part of Barbie very well.

NOSTALGIA

Nostalgia is a common theme that repeats itself year over year. As the Super Bowl caters to diverse age groups, nostalgia becomes a powerful tool to rekindle memories. From Dolly Parton to Jim Carrey to Dr. Evil and the blast from the past with the half-time (Dr. Drake, Eminem, Snoop Dog), nostalgia was at its all time high.

HUMOR

Super Bowl ads have always been known for their knee-slapping humor. But in the past few years, we saw things get a bit more serious. This year was a welcome return to ads that were just plain funny, showing that we were finally ready for some comedic relief.

OMNI-CHANNEL

While all attention is on the big screen for the big game, omni channel content strategies create more ways for people to engage with a brand throughout the game, and extending the lifespan of the content.

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 pink, solid dark grey, and diagonal stripes in black and white, as well as red and white. The overall composition is a modern, geometric design.

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