STUDENT ACTIVITY
SUPER BOWL SCAVENGER HUNT

Commercial #1:

This coffee chain returned to the Super Bowl after a highly-rated spot in last year's Big Game starring Ben Affleck and J. Lo. This year, Matt Damon and Tom Brady joined Affleck as members of a pop band, "The DunKings."

What restaurant chain was advertising?

Commercial #2:

This emotional spot, called "The Perfect 10", shows a young girl being shuttled from an ice-skating competition to a snowy countryside, where the vehicle powered music and a spotlight so her grandfather could see her perform.

Which vehicle brand was being advertised?

Commercial #3:

This brand's spot, called "Like a Good Neighbaaa", featured two older actors. The actors were playing a role in a fictitious film, and it was the highest-rated commercial on USA Today's Ad Meter.

Who was the advertiser, and what type of product or service does the company sell?

Commercial #4:

This year's NFL commercial was a two-and-a-half-minute advertisement starring a young boy in Ghana and several NFL stars, celebrating the game's growth globally and encouraging anyone in the world to play football.

What was the tagline used in the NFL's Super Bowl LVIII ad?

Commercial #5:

A social media brand took an unusual approach with its message in its Super Bowl marketing campaign, running a commercial encouraging users to spend less time on social media. The ad garnered one of the worst ratings in both USA Today's Ad Meter rankings and from marketing experts.

Which social media platform was it?

Commercial #6:

A brand character (mascot) named Dr. Umstick played a key role in one Super Bowl ad that also featured Eric André in which the comedian isn't feeling well on a flight.

Which type of product was being advertised?

Commercial #7:

One company featured Quinta Brunson in a commercial selling software to help people do their taxes. The marketing campaign also featured a sweepstakes promotion with a chance to win a cash prize.

What was the name of the software product and what was the cash giveaway amount?

Commercial #8:

This company took a humorous approach with its Super Bowl advertising, airing a commercial in which Jennifer Aniston fails to recognize her old friend and co-star from 'Friends'.

Who was the advertiser?

Commercial #9:

Beyoncé broke the internet but not this brand's service in this Super Bowl LVII commercial, while cryptically dropping new music.

What brand was advertising?

Commercial #10:

One brand hoped to capitalize on the pickleball craze by creating a commercial that featured two toddlers playing pickleball and discussing their financial futures.

What brand was advertising?

General Questions:

1. Ad recall is a metric that measures how memorable an advertisement is to an audience. Results are often determined by customer surveys. Why might ad recall be important to advertisers?

2. What is ROI as it relates to advertising?

3. Why is ROI important to advertisers?

4. Do you think levels of ad recall are typically higher with Super Bowl ads? Why or why not?

5. Why do you think it is especially important when it comes to advertising during the Super Bowl?

6. What were some common themes and/or trends that you noticed with this year's ads?

7. Which ad was your favorite? Why?

8. Which ad was your least favorite? Why?

9. Which ad do you think was the most effective at reaching and engaging consumers? Why?

10. Which, if any, of this year's ads do you think might be remembered for years to come?