



The Humans Behind the Ad Rankings

DIGGING DEEPER INTO SUPER BOWL LVII COMMERCIALS

DIGGING DEEPER

Amid the deluge of Super Bowl post-analyses, including audience ratings, best/worst reviews, and so many varying metrics measuring ad performance, we sought to uncover some of the **deeper** feelings and **motivations** from the humans who watched The Big Game.

In doing so we've looked at **why** the ads performed the way they did.

THE USE OF A-LIST CELEBRITIES

"I really liked the ad for Michelob ultra with Serena Williams. There was a lot of different celebrities in the ad, but I thought it was really **memorable** because they really called attention to serena, who's obviously a really popular and successful athlete who is **inspiring**."

"The tune was **catchy and captivating**, and it was cool to see John Travolta come back and do an ad like this to commemorate something so **unforgettable** as "Greece."

"The Pepsi ad with Ben stiller when he played Zoolander model . He looked the same and it was **amazing and funny**. The ad was telling us about the roles he played in movies and just general about movie roles that they are not real."

"The T- mobile commercial was ok . Didn't like that John Travolta and the other actors together they did **not mix well** in the commercial. **Didn't make sense**."

"A Doritos commercial played on the idea of Triangle (instrument). It was cute but I **really didn't care for** the celebrity Jack Harlow."

THE GRATUITOUS USE OF EMOTION: TRICKERY OR TRIGGERING?

“Jesus Get Us - Millions of dollars were spent trying to brainwash people. Religion (especially right wing) should be kept out of the biggest night for commercials. It was **irrelevant and sneaky.**”

“The ad for Tubi was very memorable, albeit in a **negative** way. It made viewers think that someone had changed the channel, **which created a lot of confusion and discontent.**”

“Busch Lite played an ad that I did not like. It featured Sarah McLaughlin and a very serious song, “In the arms of an angel” which is famously known for playing during an ad featuring unwanted animals. I feel like **this ad made a parody of the serious problem** of displaced animals and the song which has very serious and sad lyrics.”

“Like a lot of people, I remember the ad about the fresh dog food with the girl and her dog. It was **relatable and warming** to see how the dog was part of so many moments in her life, even though it seemed impossible the dog could have lived that long. **It filled me with love and longing.**”

PLAYING WITH BRAND LOYALTY

“McDonald's & Cardi B – I'm now **really excited to give that brand another try.**”

“The Singularity from Squarespace. This looked like something from a bad LSD trip. I will **avoid this brand!** It was **creepy.**”

“I am in the market for an electric truck in the next year or so. I am definitely looking. My eyes were **set on Ford but now I am open to a Ram.** I think their **creativity** and how I was able to look inside the truck during the advertisement really won me over. “

“Beforehand I assumed the brand was somewhat plain from a distance, not really attracted to the product **but after the commercial I became very excited to try** all the different kinds of flavors from the pop corners brand.”

“I'm a **huge fan** of Dunkin' Donuts. I love their coffee, bakery products, and quick service. So I enjoyed the commercial with Ben Affleck as an employee at the drive thru with J-Lo showing up as a customer.”

“I really appreciate how they are standing behind flag football and the future of women. I didn't expect this from the NFL. It made me feel **proud** to spotlight women vs men.”

“I go to Dunkin' donuts every single day **so I already liked the brand,** so it was just fun to see a commercial for it with somebody from Boston.”

Capturing the Whole Human

When brands incorporate qualitative research into their creative development and testing, they gain consumer insights to cast the right spokespeople, fine-tune scripts and develop messages that endure beyond a game day debut.

Sympler is an insights platform for customers that want to unearth deeper, emotional insights into habits, feelings & beliefs. While other consumer research solutions provide the outer layers of the personality stack, Sympler goes deeper to capture the whole human. It solves the biggest challenge in research: how to scale & speed up qualitative research without losing depth, nuance & humanity.

Sympler's platform combines traditional projective conversational techniques to engage respondents in open-ended interviews. Responses include chat, audio, video, emoji, and associative illustrative techniques. This is not "social scraping", and we don't treat people as "data points."

Sympler captures more nuanced, human insights than other methods because we give people permission to be themselves.

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